

Forget About World Heritage: What Are the Values?

A Research Into Lay People's Heritage Perception in World Heritage Nominations

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*Cover illustration:
World Heritage Site Schokland and Surroundings
Image by Thijs Konijnendijk*

Preface

The preface of a thesis is often seen as an opportunity to boast about the many long hours spent or the litres of coffee needed to complete a work of some acceptable scientific value. And although I cannot deny that such conditions apply to the present report as well, the one thing that was most apparent, available and experienced during the writing of this thesis was joy. It simply was joyful to go to the bottom of literature on cultural landscapes and historic buildings and to design a survey which would be held under so many people. Joy too is what I encountered when talking to the experts I interviewed, as well as enthusiasm for the subject they had specialized in and the work they had accomplished. Last, but certainly not least, I also enjoyed discussing my research with my colleagues, supervisor, friends and family who were always there when I had questions or concerns about my progress.

For this joy and enthusiasm, as well as all the information and help they offered, I want to thank all the people who participated in my survey and those who I have interviewed: Ms. Sfakianaki and Ms. Korkka, Mr. Oost, Mr. Paulowitz, professor Von Droste zu Hülshoff, Mr. Schulze, professor Fowler, Mr. Hogestijn, Ms. van Zijl and Ms. Westrik. I would also like to take the opportunity to thank Ms. Rössler of the UNESCO World Heritage Centre and Mr. Baars of the Nationaal Restauratiefonds for answering my questions and sending me numerous very useful literature suggestions, Michael Roth for sending me his article, Benedict Goes of ICOMOS Netherlands and Willem Ledeboer of the Netherlands Institute Athens for helping me to find interview contacts, Mr. van Zwol of the Rietveld Schröderhouse and Ms. Roefs of Museum Schokland for granting me permission to survey visitors at their museums, and the people working at the Rietveld Schröderhouse Ticket Office for helping me to collect surveys.

My sincerest thanks go out to my supervisor dr. Hans Renes, who I have grown to know and respect far beyond his position and knowledge as historical geographer. The challenges he posed and his suggestions towards literature, interview contacts and practicality regarding fieldwork, as well as his pragmatic mindset, helpfulness and the very pleasant conversations we had will remain a great source of inspiration for a long time to come.

Having finished writing this thesis, which will conclude my research master Human Geography and Planning at Utrecht University, the only thing remaining is to express the hope that reading it will be as much joy as writing it has been for me during the better part of the master programme.

Thijs Joost Konijnendijk,
August 2010

Summary

This research has set out to investigate how lay people's perceptions of historic buildings and Cultural Landscapes influence the definition and selection of World Heritage sites in nomination procedures. UNESCO is increasingly aware of the fact that conservation and management of World Heritage sites depends to a great extent on local participation and support: in order to conserve World Heritage sites, local communities must see the value and benefit of preserving, and act accordingly by maintaining traditional life styles and generally conserving the site or landscape. This growing awareness has led to an increasing importance of local participation at potential and actual World Heritage sites (Fowler, 2004; Mitchell et al, 2009; UNESCO, 2003; 2008; Rössler, 2006).

The way in which local participation takes place in actual nomination procedures has however hardly been researched, nor have lay people's heritage perceptions, crucial to the conservation of the site as they may be, have been related to nomination procedures. The very few studies that did research this kind of topic, such as van der Aa (2005), Jones (2007), Stenseke (2009) and Mitchell et al (2009), related to World Heritage issues in general, participation in landscape maintenance, participation in the maintenance of a Cultural Landscape and participation in World Heritage management plans respectively. The main conclusion which could be drawn from these four studies was as follows: in World Heritage nomination procedures, there are trends of increasing importance of information exchange amongst stakeholders and of participation. Participation in landscape management can make decisions regarding these landscapes more legitimate and supported by local communities, which enhances conservation. Also, the nomination procedure is led by key people from either local or higher scale levels who have to operate within a framework of stakeholders and power relations between those stakeholders.

Although these conclusions are highly relevant to the present research, they did not take into account local perceptions of heritage, while the perceptions of heritage by lay people may vary to a great extent depending on site- and personal characteristics. Studies from Ganzeboom (1983), Coeterier (1987; 2000; 2002), Roth (2006) and Huysmans & de Haan (2007) proved that both site characteristics such as elements in the façade of an historic building and a layered image and story in historic landscapes, and personal characteristics such as age, level of education and knowledge of the site may influence heritage perception. In addition, Asworth & Graham (1997) and Lowenthal (2008) found that the increased popularity of heritage in society may also influence lay people's stance towards heritage.

None of the studies mentioned above, however, focused on lay people's perception of World Heritage sites, nor did the studies on the World Heritage nomination procedure specify how key people in the nomination operate, or how power relations structure the nomination procedure. This research therefore set out to answer the following research question: *To what extent do lay people's perceptions of historic landscapes differ from their perceptions of historic buildings, and to what extent do both perceptions influence the definition and selection of UNESCO World Heritage Cultural Landscapes and Sites?*

This research question was investigated by surveying lay people and interviewing experts. The survey included 360 questionnaires for two case studies: the World Heritage sites Rietveld Schröderhouse (an historic building) and Schokland and Surroundings (a cultural landscape), at which the inhabitants of the area and the visitors of the site were sampled. The interviews included experts who had worked at or with the World Heritage Centre in Paris, or who were closely involved in the nomination procedure for one of the two case studies mentioned above. The analysis of these empirical data led to results regarding the differences in perceiving World Heritage sites, and to insight in what way and why participation in nomination procedures takes shape.

Interestingly, the differences in perception of the Rietveld Schröderhouse and Schokland begin with the overall perception score which was considerably lower for the monument than for the landscape. The people from the two samples regarding the Rietveld Schröderhouse

perceived the monument less positively than those from the samples regarding Schokland perceived the landscape, which suggests that the Rietveld Schröderhouse did not answer to the physical perception parameters as well as Schokland did. More important differences in perception, however, were caused by a number of personal characteristics. First of these was the level of education, which was found to be of influence on the perception of the Rietveld Schröderhouse and not on the perception of Schokland, whereas the existing literature suggested that the level of education should not be of influence on heritage perception at all. Another difference was found in the influence of gender: in the sample of inhabitants of Utrecht, concerning the perception of the Rietveld Schröderhouse, gender was found to have an influence on the perception of the monument whereas this influence was not found for Schokland and was not expected by the existing literature. These were the main differences between heritage perceptions found in the survey.

The extent to which lay people's perceptions of Cultural Landscapes and historic buildings differ can therefore be considered limited, considering the effect of the factors included in this research. The construction of different perceptions on the basis of physical characteristics remains unchallenged by this research, but some differences in the influence of personal characteristics have been found. In the attempt to relate local heritage perceptions to the UNESCO World Heritage nomination procedure, however, the extent to which the perceptions do not differ turned out to be more interesting because the role of perceptions is of similar and evident importance in the appreciation of World Heritage for all samples. As nominations need support of local communities to be successful, the local appreciation of World Heritage provides an important link between perceiving and participation. The similar importance of information on lay people's appreciation of World Heritage does the same, as information is also of great importance in lay people's support for a nomination procedure.

Another way to bridge the aspect of lay people's perceptions and the World Heritage nomination procedure is through key people in the nomination process. Key people from the local, national or international level can influence the participation of lay people in the nomination procedure through a number of ways. They can talk to local communities or lay people directly, they can have a key position in stakeholder management and therefore be able to include more or different stakeholders and they can have an influence on the management plan of a site which eventually has to include local perceptions (Mitchell et al, 2009, p. 35). They can do so because of their knowledge of the local conditions, the nomination procedure or the requirements of the Operational Guidelines regarding participation and the management plan.

The position of key people in the nomination procedure must however be related to the power relations within the procedure for every site, as these relations were proved to determine to a great extent how much participation takes place and which of the stakeholders are involved. Power relations in World Heritage nominations consist of three parts: the number of stakeholders, ownership, and power structure. The number of stakeholders, which is larger for Cultural Landscapes and smaller for historic buildings, determines how easy it is to adjust interests among stakeholders and how easy local communities can be taken into account. The same is true for ownership: in Cultural Landscapes, there are often several land owners while an historic building typically has one owner. Ownership therefore determines how much other stakeholders have a say about the nomination: one owner can decide for itself, whereas several owners have to reach an agreement. These two factors together determine the power structure: Cultural Landscape nominations are typically structured bottom up and include local communities and local perceptions much more than nominations for historic buildings, which are typically structured top-down with little participation to this date.

The main recommendations which could be drawn from the conclusions in this research were: move attention for participation from management plans to attention to nominations, this saves effort and time in arranging a working management plan and aids participation. Also, move focus to the nomination practice: research what actually happens rather than making new rules on paper.

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1. Introduction

1.1 Background of the Research

With the creation and ratification of the World Heritage Convention in 1972, the world witnessed the birth of a new kind of heritage: UNESCO World Heritage. Governed from the World Heritage Centre in Paris, the list of World Heritage items began to include the world's most unique and extraordinary heritage sites, submitted to the Centre by the countries (or States Parties as they are called by UNESCO) that had ratified the Convention. The list now includes 890 heritage items from all over the world, divided into cultural, natural and mixed sites (World Heritage Centre, 2009). Not all of these sites were selected with the full support of the local population, however (Fowler, 2004, p. 156), leading to an increasing importance of local participation at potential and actual World Heritage sites (UNESCO, 2003; 2008; Fowler, 2004; Rössler, 2006; Mitchell et al, 2009).

One category of cultural or mixed World Heritage sites which is in particular sensitive to participation issues is the Cultural Landscape. This newest category on the list has seen a growing importance in both attention and numbers on the list (Fowler, 2004; Rössler, 2006), and its conservation and management depends to a great extent on local participation and support (UNESCO, 2003; Rössler, 2006; Mitchell et al, 2009). This local support provides the basis for management and conservation of the site, and local communities therefore need to perceive the World Heritage status of their landscape or site as beneficial (Mitchell et al, 2009, pp. 35-36). Also, because nominating a site evidently has consequences for people's daily living space, local people need to understand and support the nomination (UNESCO, 2003; Mitchell et al, 2009).

In order to ensure local participation at World Heritage sites, the World Heritage Centre stated in the Operational Guidelines, which are the rules for nominations, that participation should be sufficiently displayed in the nomination document (UNESCO, 2008). Also, local communities should be taken into account in the management plan for the site once it is inscribed, as they are local stakeholders just like local heritage experts or local governments (UNESCO, 2003; 2008; Mitchell et al, 2009). It is however largely unknown how this participation works in practice, and especially how local communities are involved in the nomination procedure which mostly takes place within and at the responsibility of the nominating State Party (UNESCO, 2008).

This research has therefore set out to investigate how local participation in nomination procedures for World Heritage sites works in practice. It has not only researched how lay people's perceptions are taken into account in the nomination procedure and what circumstances shape this process as a whole, but also how lay people's perceptions of sites are constructed: half of the research focused on how people perceive World Heritage sites in the Netherlands. In order to provide perspective and comparison, this range of subjects was not only researched for cultural landscapes, but also for historic buildings. Although historic buildings are not a separate category on the World Heritage list because most historic buildings are inscribed as cultural site, monument or architectural ensemble, it did provide a clearly defined object usable for comparative analysis.

In order to perform such a comparative analysis which takes into account the different procedures for cultural landscapes and historic buildings, the differences in perceptions had to be researched as well as the details and stakeholders in the nomination procedures. It required to find out how perception of spatial objects or spaces works and how local people's perception of cultural landscapes and historic buildings is constructed, which elements play a role in this perception and whether the perception of either type of heritage is different for different groups of people within the local community. Once these perception parameters were established, the research moved to inquiring into UNESCO's World Heritage procedure, to the sequence of the procedure, the stakeholders involved, and the relations between these stakeholders. The place of local communities in this procedure had to be

explored, because after all it is their local heritage which becomes subject to global attention, but does the world bother to ask local people what they think about that?

1.2 Research Goals

In order to structure the questions and gaps presented in the introduction above, a number of research goals have been designed. These goals were divided into theoretical, empirical and practical goals, which aided the structuring of the research and drafting the research questions. The theoretical goals were especially useful to structure the theoretical framework and find the gaps in the existing literature, the empirical goals stated and guided the aims of the data collection of the research and the practical goals clarified how the results of this research could be utilized.

The theoretical goal of this research was, in the first place, to establish the level of existing knowledge on heritage perception and on the UNESCO nomination procedure. This concerns the process of perception in general, the perception of landscapes and of historic buildings, but also the details of the nomination procedure and any possible links between these two subjects that possibly occurred in the literature. The second goal was to update this existing state of knowledge and literature with the results of this research on the differences of perception of heritage by the general public, how participation in World Heritage nomination procedures comes into being, is carried out, and how it can be improved and on the links between these items.

The empirical goals of the present research were, in line with the theoretical goals, to prove differences between landscape and monument perception, to establish and explain how the UNESCO World Heritage procedure worked in practice in particular for two Dutch case studies, and to establish and explain how local communities are taken into account in this procedure, how their participation has developed, and to find a way of solidifying the link between the World Heritage nomination practice and local heritage perceptions.

The practical goals, lastly, were to shed light on how the differences in perceptions of heritage by the general public come into existence, to come up with ways in which the taking into account of local perceptions in World Heritage nominations can be improved, and create awareness of how power relations shape these nomination procedures.

1.3 Research Questions

The research questions which are central to the present inquiry were derived from the goals described in section 1.2. These goals were reflected in the main research question, which is supported by four coherent sub questions. The main and sub research questions read:

To what extent do lay people's perceptions of historic landscapes differ from their perceptions of historic buildings, and to what extent do both perceptions influence the definition and selection of UNESCO World Heritage Cultural Landscapes and Sites?

Sub Research Questions:

- 1. In what way and why do laymen's perceptions of historic landscapes and those of historic buildings differ?*
- 2. To what extent do lay people influence the definition and selection of UNESCO Cultural landscapes and sites, and how can this extent be explained?*
- 3. To what extent can laymen's perceptions of historic landscapes be related to the definition and selection of World Heritage Cultural landscapes, and how can this extent be explained?*
- 4. To what extent can laymen's perceptions of historic buildings be related to the definition and selection of World Heritage Cultural sites, and how can this extent be explained?*

1.4 Scientific and Societal Relevance

After having established a field of study, a problem statement, research goals and research questions, it was important to consider the relevance of this research to science and to society. The relevance to science is related to the theoretical goals, as the goal is to expand and add to the existing body of knowledge, whereas the societal relevance relates to the practical goal regarding the use of this research in practice, or to society.

The scientific relevance, to begin with, was mainly established by the bridge between local heritage perceptions by the general public and the UNESCO nomination procedures. Both fields have to some extent been studied independently, and there has been one attempt to focus on participation in a World Heritage nomination (Stenseke, 2009), but so far no study has undertaken the inquiry to bridge these two seemingly closely related fields of study. The most relevant studies to these topics will briefly be touched upon here, so the scientific relevance of this research becomes apparent.

The field of heritage perception by local people or the general public has thoroughly been researched since the 1980's. In the Netherlands, this began by the examination of how people experience viewing historic buildings and monuments by Ganzeboom in 1983, shortly followed by a landscape perception study by Coeterier (1987) which combined historical geography and environmental psychology. Landscape value assessment was also the subject of a study by Cats- Baril & Gibson, who developed a method for measuring landscape perception in 1987. Similar ways of assessing people's perceptions of landscapes with multiple indicators and photographs were used in Coeteriers' 2000 study on measuring landscape perception in four Dutch regions and Roth's 2008 internet- survey based research. Even participation of the general public in assessing the values of historic buildings and landscapes was touched upon by Coeterier (2002) and Jones (2007) respectively.

With such an extensive body on perception research and knowledge, what does the present research add? There were two main aspects left open by the existing literature. First, none of the studies above attempted to combine, compare or relate the perceptions of historic buildings and landscapes to each other. The subjects of either historic buildings or cultural landscapes were assessed individually, without reference to each other, which was therefore exactly the aim of this research. Another important aspect that has been left out so far in the existing body of literature, was the dimension of *World* heritage. All previous perception studies focused on historic buildings or landscapes in general, but none focused on this particular category. How do people perceive world class heritage in their own region or city, heritage exemplary for all of humanity?

The field of UNESCO nomination procedures has not gone completely unnoticed by academic research either. Only five years ago, Van der Aa publicised his study on 'obtaining World Heritage status and the impacts of listing' (2005), which did focus on nominations but not on local participation. He focused on the entire procedure of becoming World Heritage, but chose the viewpoint of States Parties rather than that of local communities or of UNESCO, the latter of which he in fact did not even interview in his research which otherwise contained over one hundred interviews (Van der Aa, 2005). As a result of the choice for the perspective of States Parties, van der Aa did not consider local communities as stakeholders in the nomination procedure. Another study on a nomination procedure in practice is the study by Stenseke (2009), which in fact did focus on local participation. What she did, however, was make an attempt to make the participation in one maintenance process for a cultural landscape in Norway fit into predefined models of participation (Stenseke, 2009, pp. 215, 216, 221), without considering the local perceptions of heritage. Although her study comes close to the aim of the present research, it remains different in the particular subject of local heritage perception in the nomination rather than the maintenance of a World Heritage site.

UNESCO itself has also focused on local participation on numerous occasions (UNESCO, 2003, 2008), and it is even called for by the Operational Guidelines (2008) and Mitchell et al (2009). Fowler (2004, formerly also at UNESCO) has also touched upon this important issue by outlining local needs and expectations in cultural landscapes, but does not focus on how these values could be integrated in the nomination procedure. In all

UNESCO or UNESCO related publications, therefore, the emphasis still seems to lie primarily on the management of World Heritage sites and participation within that management, rather than the participation in the nomination process for becoming World Heritage. This is also why the present research can contribute to the existing body of literature, even when UNESCO's own reviews and calls for participation are concerned.

The societal relevance of this research lies primarily with the role which the general public and their perceptions of heritage play in a process that causes changes in their daily living space. The nomination of a site for the World Heritage list has impacts on its environment, as became clear from Van der Aa's 2005 study, but do local people have a say in a process that will change their living space? And does their perception of the local heritage play a role in this process? Similar questions and trends towards increasing democratisation in the selection of cultural landscapes and historic sites have been noted by Jones (2007) and Coeterier (2002), pointing out that these questions are current affairs and relevant to society. Jones (2007) inquired into participation in the landscape protection, management and planning associated with the European Landscape Convention, exploring participation implications for policy makers and administrations and what this participation could mean for the taking into account of local landscape values and associations. Coeterier, in his study on "lay people's evaluation of historic sites" (2002), found that local people are increasingly protesting the expert view on what is heritage, and discovered a number of lay criteria of assessing historic buildings which should be taken into account.

Whether or not local opinions and perceptions are taken into account in appointing heritage is not the only societal relevant aspect, however. Another relevant matter is how this participation takes place exactly, and what kind of treatment this participation receives. What are the characteristics of the selection and nomination process, and do they differ for different kinds of heritage? According to Van der Aa (2005, pp. 43- 61), there are different ways in which the selection procedure of nominations can take place: in a central and decentralized setting, but both of these still include a governmental institution as the initiator of the selection or nomination procedure. What does this mean for local initiatives from the general public, what if they want to initiate a nomination? This research aimed to find whether local initiatives existed as well, and whether or not they stand a chance in the entire procedure. Also, it was important in the design of this research to find out whether the procedure is any different for cultural landscapes than for historic buildings and why that is so, so that an eventual local initiator of a nomination may know what can be encountered. The causes of these differences may be of societal relevance regardless of the nomination procedure, as they may provide insight in what power relations, stakeholders and interests are at play at their local heritage site.

1.5 Methods and Further Outline of this Report

This final section of the introduction briefly discusses the methods used to investigate the research questions and provides a brief outline of the present report. In order to answer the research questions, a review of the existing body of literature has been provided first. This review offers an overview of the existing knowledge and the gaps therein for the two main subjects of this research, perceiving cultural landscapes and historic buildings, and the UNESCO nomination procedure.

This theoretical body of knowledge was then used to design a conceptual model for the entire research. Based on this conceptual model were a survey for the quantitative analysis and a set of semi- structured interviews for qualitative analysis. The quantitative survey of the perception by the general public took place for two case study World Heritage sites: Schokland and Surroundings and the Rietveld Schröderhouse. The analysis of the survey, which was taken in four samples, namely visitors and inhabitants for every site, was performed by the creation of perception scores out of a number of statements based on literature and linking these scores to relevant items by means of correlation and regression. The qualitative aspect of this research, based on semi- structured interviews, lead to a number of highly informative conversations with a wide variety of people with knowledge of or experience with UNESCO World Heritage. The transcripts of these interviews were not

only used for their informative value, but also for the creation of a Grounded Theory on the position of participation and local heritage perception in the nomination procedure of World Heritage sites.

The report on this research has been structured as follows. First, a discussion of theory on the relevant subjects is offered in chapters 2 and 3, followed by an integration of these two chapters into a single conceptual model and an operationalisation of theory and conceptual model in the methodology chapter (4). The conceptual model, which is displayed on page 40, is also added to this report as a separate sheet to aid the understanding of the quantitative analysis of the relations between its concepts in chapter 5. Chapter 6 provides the qualitative analysis and Grounded Theory based on the interviews, followed by a comprehensive conclusion, an discussion of the research and a number of suggestions for further research in chapter 7.

2. Perceiving Historic Buildings and Landscapes

2.1 Introduction

The perception of monuments and landscapes is a complex process and a comparison between lay people's perception of monuments on the one hand and historic landscapes on the other is not easily made. In order to understand the process of perceiving and the differences in perception of monuments and landscapes which may occur, 'perceiving' is thoroughly dealt with in this chapter. The discussion of this matter served to answer the first sub question, which read:

1. *In what way and why do laymen's perceptions of landscapes and those of monuments differ?*

The answer to this sub question will consist of four parts. First, the perception of heritage in society in general was explored. Attention was given here to the place and importance of heritage in society, as well as to trends in the perception of heritage. Second, 'perceiving' was analyzed from a psychological point of view: theory on how people actually perceive objects and on how this perception comes into existence is discussed. Finally, the remainder of the chapter analyzes lay people's perception of the two specific types of heritage that matter in this research: historic buildings and landscapes.

The answer provided in this chapter was only based on literature, and is therefore not be complete. This chapter therefore only aims to explore the existing knowledge on the subject to this date, and provide a framework in which this research has set out to investigate the general public's perception of historic buildings and landscapes more elaborately. Furthermore, the introduction on how 'perceiving' actually works in different contexts also provided a useful steppingstone in the development of a survey.

2.2 Perception of Cultural Heritage and Perceiving in General

Before moving to an application of theories on perception to historic buildings and landscapes, it was useful to have a look at how people perceive the general theme that applies to both historic buildings and historic landscape: cultural heritage. Cultural heritage embodies much more than monuments and landscapes alone, but to know its place and perception in society helps placing the perception of its components into context. Therefore, this section explores the perception of cultural heritage in general.

The place of heritage in society is a much debated topic and subject of discussion in many studies and publications (Lowenthal, 2008; Braaksma & Bos, 2007; Kok, 2006; Ashworth & Graham, 1999; Ashworth & Graham, 1997; Lowenthal, 1979). There are however a number of aspects of the perception of heritage in society, as well as the development of this perception, on which a manner of general consensus has been reached. Among these are the development of heritage into an important aspect of present-day society, the overall importance and the wholesale presence of it in peoples daily lives. Some may find themselves suddenly surrounded by it: "all at once heritage is everywhere- in the news, in the movies, in the Marketplace- in everything from galaxies to genes. It is the chief focus of patriotism and a prime lure for tourism. One can barely move with out bumping into a heritage site" (Lowenthal: 2008, p. xiii). And although some may indeed perceive heritage to be this overwhelming, the place of heritage in society is more articulated.

When describing or exploring the perception of heritage, it is important to bare in mind the particular society which is subject of the exploration because of the scale and differences of heritage perception. "The premises, promises and problems of heritage concern are truly global" (Lowenthal, 2008, p. 6), although the perception of heritage varies for every part of the world. Heritage has an increasing and essential role in several social and societal phenomena, such as community, identity and people's perception of history. Tangible heritage is generally considered more important than its intangible values, although especially Asian cultures perceive the place and concept of heritage often more important

than the actual brick and stone. By contrast, the latter are greatly valued and preserved in Western society. That being said, it should however be noted that once a culture is or is rapidly becoming extinct, tangible remnants dramatically increase in value the world over (Lowenthal, 2008, pp. xv, 19, 20).

On the local level, heritage always has to be someone's in order to be valued- it must belong to a particular group or person (Lowenthal, 2008; Kok, 2006, p. 23). Heritage valued by one group does not have to be equally valued by others, in fact, usually it is not at all considered valuable by outsiders. However, heritage matters most to a group when their heritage is being inherited by others, since the common perception is that it does not belong to others (Lowenthal, 2008, pp. 21-24). Overall, it can be stated that heritage is always subject to group- specific interpretations and possession of heritage is considered very important to groups. The importance of heritage is also apparent in today's trend of objects and artefacts becoming heritage ever sooner- sometimes even during the lifetime of the actual person or phenomenon it refers to (Lowenthal, 2008, pp. 17-19).

With a growing popularity and a growing variety of interpretations of heritage, heritage and specific types of heritage become subject to varying appreciation. Although the overall trend indicates an increase in popularity, this upward trend is by no means a constant and ever growing development (Ashworth & Graham, 1999). In fact, the appreciation of and attention given to heritage varies with political and economical events and decisions, with for example more attention for heritage in times of economic prosperity and less in times of recession, depression or war (Van der Aa, 2005, p. 4; Ashworth & Graham, 1999, p. 54). This could also lead to particular types of heritage becoming fashionable by an increase of attention for it, as a result of a redefinition of history or group identities (Lowenthal, 1979). Being fashionable can be considered highly relevant for heritage and especially potential world heritage sites, because fashionable heritage items have a greater chance of being selected for the world heritage list (Van der Aa, 2005, p. 77).

When the perception of heritage by the general public is considered, Lowenthal sees a clear trend of heritage descending along the ladder of social status. Although he finds that heritage was and still is "primarily an elite rather than a folk domain" (2008, p. 14), current developments caught his eye: "Heritage expands especially because more people now have a share in it. In times past, only a small minority sought forebears, amassed antiquities, enjoyed Old Masters, or toured museums and historic sites. Such pursuits now lure the multitude. No longer are only aristocrats ancestry-obsessed, only the super-rich antique collectors, only academics antiquarians, only the gentry museum visitors; millions now hunt their roots, protect beloved scenes, cherish mementos, and generally dote on times past" (Lowenthal, 2008, pp. 10-11). The trend of growing heritage awareness is not only evident in antique collections and museum visits, but it is also of increasing importance in urban governance and planning processes (Swensen & Jerpåsen, 2008). With knowledge of heritage becoming ever more widespread, people in any planning arena are more aware of the existence of it and increasingly want it to be taken into account.

The increased interest of the general public in heritage also shows in a trend of increased demand for heritage- related leisure time activities, state Ashworth and Graham in their 1997 study of heritage and Europe. This new demand gave rise to a whole new heritage industry which makes use of heritage preserved and maintained by national public sectors through selling a piece of the past to a growing body of interested people. The "heritage industry", as Graham and Ashworth (1997, p. 386) call it, sells a leisure time experience related to the nations' heritage. This new way of dealing with heritage shows three trends in society: an increasing interest in heritage, be it in a "fun experience" (Ashworth & Graham, 1997, p. 386) way, commodification of the past by commercially selling heritage to the public, and the creation of new ways of dealing with heritage other than the national or public way (Ashworth & Graham, 1997, p. 386).

To determine the value and relevance of heritage to society, describing the meaning of objects to people or groups of people is a powerful tool (Kok, 2006, p. 23). The meaning of an object often also contains its value, so an exploration of its meaning is useful to determine its potential value to society. The meaning of an object can be described in three general

themes: Aesthetic meaning, social and current meaning and historical meaning. Historical meaning in itself falls into two subcategories, scientific or technical meaning and socio-economic meaning, and can refer to the position of the object in general or to the specific story that this particular object has to tell (Kok, 2006, p. 24). The latter of those two was relevant especially where lay people were concerned, since they may have lived or experienced situations with the object which could be described within the theme of historic meaning. Social and current meaning of the object refers to the value an object has in contemporary society and can be cultural, economic or related to identity. Aesthetic meaning, thirdly, refers to the visual quality of an object and is often referred to as very important for heritage appreciation (Kok, 2006, pp. 24-25).

In conclusion, it could be stated that heritage in general is perceived by the general public as very important and meaningful to society. The trend of growing interest noted by Lowenthal (2008) as well as the increased demand for heritage-related leisure time activities presented by Ashworth and Graham (1997) point in this direction. Also, the becoming of heritage as fashionable indicates the increased attention, awareness and importance to the public. In order to see how these general trends relate to specific types of heritage, the next sections dealt with perceiving as a psychological process (2.2.1) and lay people's perception of the two specific types of heritage will be discussed: historic buildings (2.3) and historic landscapes (2.4).

2.2.1 Perceiving an object in general

Probably the best link between the perceiving as a process and the perception of objects or spaces such as buildings and landscapes, is the specific branch of psychology used by Coeterier (1987) in his landscape research, called environmental psychology. This specific branch however only focuses on the interaction between behaviour and space and is thus only applicable to landscapes, causing a need for literature on how people perceive a visual object to aid the understanding of the perception of monuments.

Because monuments are to lay people primarily something to be *seen* rather than experienced in any other way (Van der Horst & Van der Most, 2005, p. 10), literature on how people perceive a visual object has also been relevant to this research. According to Xu & Chun (2009), perceiving a visual image works in two stages of selecting and perceiving: object individualisation and object identification, in which a fixed number of around four objects are selected out of an image after which a selection of one or two of those four is processed in further detail. During the individualisation stage, the brain isolates four objects from the image of a 'crowded scene' (p. 167) like a busy street or a landscape. The selection of these four objects in the individualisation stage takes place through their spatial location and not yet by shape, colour or recognition. During the stage of identification however, one or two objects of these previous four are selected for further exploration and it is in this stage that "observers become aware of object identities, whether they are familiar recognizable objects or novel ones" (Xu & Chun, 2009, p. 167) such as abstract shapes or colours.

The identification of objects in a visual image is subject to the goals and intentions of the observer, causing a selection of specific objects and an unequal distribution of attention to the objects being observed (Xu & Chun, 2009, pp. 167-168). The selection of objects in the image that is being perceived takes place in two different ways, the rational and the emotional way, in which factors such as knowledge, expectations, affinity and experience play an important role (Hendrikx, 2001, pp. 69- 70). Both ways seek to structure the incoming information by selecting on the basis of these factors, thereby further reinforcing the selecting of objects and unequal distribution of attention to those different objects. Once this selection is made, the mind tries to simplify the image by seeking for similarities, regularity and connections between the objects in the image. This simplified image is then stored in the brain in schemes, which divide the visual information into categories and hierarchies and bundle it into concepts and rules (Hendrikx, 2001, pp. 70-72).

The perception and recognition of objects is also described and, moreover, applied to historic buildings by Ganzeboom (1983). He found that the perception of objects is stimulated by three independent factors: the information which is offered by the object, the cognitive

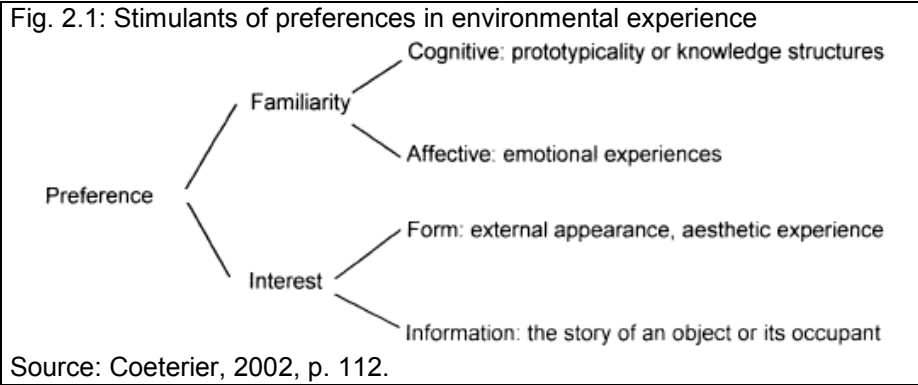
process which comes into being after frequent exposure to the object and the extent to which the object and its surroundings form an orderly image. Especially the latter is very much related to the processes that simplify incoming information as described by Hendrikx (2001), although Ganzeboom calls them “Gestalt- principles” (1983, p. 35). These principles organize incoming information in four manners: they group nearby stimulants; they group similar stimulants; they group stimulants that appear to be in line or a similar order and lastly they reduce stimulants to simple, regular images (Ganzeboom, 1983, p. 36). It was however of great importance to realise that Gestalt- principles can also relate to the characteristics of the object which is perceived in it that orderly stimulants are viewed and perceived more easily than more than complex images (Ganzeboom, 1983, p. 37).

Another set of important characteristics is identified by Lynch (1960). With the purpose of ‘considering the need for identity and structure in our perceptual world’ (1960, p. 10), Lynch finds that any environmental image consists of three components: identity (meaning distinctiveness or oneness), structure (referring to a spatial or pattern relation to the observer or other objects), and meaning. Meaning can refer to either practical or emotional value and steers the further exploration of the image seen by the observer (Lynch, 1960, pp. 6-8). These components are facilitated by the extent to which shape, colour and arrangement characterize the image (Lynch, 1960, p. 9).

There is also a cultural influence in the perceiving of objects (Kitayama et al, 2003). The study by Kitayama et al. (2009) does not primarily aim to investigate how people perceive an object in itself, but seeks to find out how people perceive an object in relation to its context. The conclusion is that Asian people perceive an object primarily in its context, and are therefore largely unable to ignore the context of an object. Americans, on the other hand, perceive an object as an individual item and are well able to ignore its context (Kitayama *et al*, 2003, pp. 201, 206). What is useful here is the notion of regarding an object as a part of its context or not. When applied to monuments (in which case the surroundings of the monuments form the context) or parts of monuments (in which case the monument itself is the context), this should be taken into account.

Although the study of perception of objects could be applied to the perception of landscapes as well, the more appropriate branch of psychology concerning the perception of space, environmental psychology, was applied here. It is a branch of psychology which emerged in the 1960’s and was thoroughly summarized in a book called “Environmental Psychology: Man and his Physical Setting” (Proshansky et al, 1970). Although the editors of this book initially assumed that environmental psychology was about “...establish(ing) the dimensions and nature of human psychological functions, such as perceiving, thinking, learning and feeling” (Proshansky et al, cited in Tuan, 1972, p. 250), they eventually stated that the new field was primarily concerned with the assumption that “the psychological processes manifest themselves only in specific environmental contexts” (Proshansky et al, cited in Tuan, 1972, p. 250). Tuan responds to this statement by comparing environmental psychology with environmentalism (“the study of the consequences of environmental manipulation on man”, 1972, p. 250) and stating that the impact of environmental change on behaviour is difficult to assess because man has a past (so (s)he has experience with similar situations), a future (and may therefore have or make plans that may change or remain unaffected by environmental change) and the ability to alter the environment to suit his or her needs.

Purcell and Nasar (1992) and later also Coeterier (2002, p. 112) tried to bring many of the aspects brought to the fore in this section together in a single model. This model examines the construction of preference in environmental experience through psychological and visual processes, and found a similar construction of environmental images and preferences as Coeterier (1987), Ganzeboom (1983) and Hendrikx (2001) did in their respective studies. The model, shown in figure 2.1, shows how preference is constructed out of two main categories of impulses: familiarity and interest. Both of these also consist of two aspects, of which ‘Affective’ and ‘Form’ stimulants are considered the most important by Coeterier (2002, p. 119). The cognitive aspect of this model is discussed in further detail in section 2.3, whereas the notion of information is returned to in section 2.4.1.



The conclusion which could be drawn from the studies by Hendriks (2001) and Xu & Chun (2009) regarding the perception of objects is that people generally only observe and perceive only a very limited number of aspects of an object, and that the selection of these aspects is subject to the intentions, experience, knowledge and affinity of the observer. Hendriks (2001, p. 78), Purcell & Nasar (1992), Coeterier (2002, p. 119) and Lynch (1960) therefore argue that it is crucially important to realize that perception is shaped by the object and the observer, and that each observer perceives objects differently. When taking the lessons from all of the above together, it could be concluded that the perception of both monuments and landscapes is a rather individual process and measuring it was therefore divided into small, 'perceivable' parts with an emphasis on affection with and form of the objects observed.

2.3 Lay People's Perception of Historic Buildings

The perception of historic buildings concerned combining the two aspects discussed in section 2.2: it starts with viewing the actual object, which takes place in the manner described above, and once a monument has fully been viewed, the background or context of the monument and of the observer starts to play a role. The perception of cultural heritage largely provides this context of the observer and helps people to associate with and attach meaning to what they see: on the basis of what people see and what they know about the monument, they can value it (Hendriks, 2001, pp. 69, 70, 73).

The perception of monuments has thoroughly been researched in the Netherlands, and the results from several studies indicate that monuments are perceived more positively than other buildings in general (Ganzeboom, 1983; Coeterier, 2002). Although not all studies agree, one of the most important reasons for lay people's interest in monuments is the age of the building. It appeared to Ganzeboom (1983, p. 106) that the older the building is, the more interest it generates. Results from another study by Coeterier (2002) contrast this statement by the finding that the rule of 'the older, the better' does not apply to lay people's appreciation of historic sites. Coeterier (2002, p. 120) draws this conclusion by looking at the little interest lay people show for archaeological findings, but this still leaves room for applying the rule of appreciation of age to built-up monuments. Another reason for the positive perception of monuments is the diversity monuments show amongst each other and in themselves. Monuments tend to show a stratified image which is seen by lay people as pretty, diverse and lively, which increases the positive associations they have with monuments (Ganzeboom, 1983, pp. 106-107).

The appreciation of diversity in monuments is caused by the cognitive effect such diversity has on lay people (Ganzeboom, 1983, p. 107; Hendriks, 2001, p. 78). When the image that people perceive poses a cognitive challenge, meaning people can actually learn more about an image if they view it more often or in greater detail, lay people become eager to find out more about the image they view and tend to be surprised with new findings. The surprises and cognitive challenge offered by monuments, discovered only by having a closer look at them, appeals to people which is why they appreciate them more (Ganzeboom, 1983, pp. 106-107; Hendriks, 2001, p. 77). Also, the model by Purcell and Nasar (1992) (drawn by

Coeterier in fig. 2.1) indicated that the cognitive challenge is connected to the aspect of familiarity, which in turn influences the preferences in experiencing the environment. The complexity of monuments and therefore the perception of those monuments increases when the façade of the monument, which is usually the most visible part, contains sloping lines, ornaments, and traditional construction materials such as brick and wood (Ganzeboom, 1983, p. 107).

Apart from the colours, shapes and building materials which are important to lay people's perception of monuments, the form- follows- function principle as noted by Hendriks (2001, p. 77) is of great importance. The form follows function principle is an architectural stance which states that the shape of a building should be determined by its intended use, thereby making the story of a building very accessible (Michl, 1995). This accessibility of 'reading' the use and story of a monument makes that lay people perceive the monument positively (Hendriks, 2001, p. 77).

Most of the findings stated by Ganzeboom (1983) and Hendriks (2001) are confirmed by Coeterier's 2002 study on lay people's perception of historic sites. As mentioned earlier, the only characteristic the three authors do not agree upon, is age. The other key aspects, such as form, information and function are not only confirmed by Coeterier, but also specified into secondary and tertiary criteria. These are presented in fig. 2.2 overleaf. Two of the criteria shown in the table are especially important according to Coeterier (2002, pp. 115-116), namely *completeness* and *information*. Completeness consists of two parts, completeness of the monument and completeness of its surroundings. "For lay people, a historic building is complete if it still has its relevant parts and much of its original surroundings (as far as known to the observer)" (Coeterier, 2002, p. 115). The contextual fit, provided by the surroundings of the building, must constitute a coherent whole. When this premise is fulfilled, the appreciation will increase. As may be clear, the notion of completeness is closely tied to the criterion of *information*, because the knowledge lay people have about an historic building determines whether they perceive it as complete or not. There are two types of information relevant to a lay person viewing a monument: information on the class to which the building belongs, which provides the building with identity, and 'personal' background information which refers to the story of the particular building in question (Coeterier, 2002, pp. 115-116).

2.3.1 Lay people and monuments in the Netherlands

The wide availability of researches on lay people's perception of monuments in the Netherlands, conducted for both academic and policy purposes, enables a detailed look at the perception of monuments. One of the most important sources of information on lay people's perception is a series of reports on the participation in the 'Open Monumentendag'. In this two-day annual event, which is part of the European Heritage Days (Huysmans & de Haan, 2007, p. 112) lay people are granted free access to all types of monuments throughout the Netherlands. The 'Stichting Open Monumentendag', initiator and organiser of the event, carries out surveys amongst the entire Dutch population to investigate whether the total amount of visitors has changed and whether the interests of the visitors have changed every 10 years. The reports on these surveys offer a comprehensive insight in the preferences of lay people who visit monuments or show a general interest in monuments, as well as in the type of monument people visit or desire to visit most. Moreover, it is possible to recognize trends in these reports, so that the development of lay people's perception of monuments can be monitored (van Hilst 1996; van der Horst & van der Most, 2005; Huysmans & de Haan, 2007).

Fig. 2.2: Criteria for the evaluation of historic buildings by lay people.

Primary criteria	Secondary criteria	Tertiary criteria
Form	Beauty	Material Color Proportions
	Completeness	Presence of relevant parts Contextual fit No deviating details
	Uniqueness	Individual expression Authenticity
	Good workmanship	Artistry Craftmanship
Information	Identity Background story	Personal value Communal value
	Use or function	Function follows form Maintenance
Emotional ties, familiarity		Class of the object

Source: Coeterier, 2002, p. 115.

First of all, Huysmans and de Haan (2007) measure the popularity of monuments with distinguished groups of lay people, based on personal characteristics. The most important characteristics are gender, education, age, household composition and nationality (Huysmans and de Haan, 2007, pp. 94-96). Nationality here refers only to Dutch people, but is divided into subcategories of Dutch and people from minorities living in the Netherlands. By analysing datasets from 1983 to 2003, in which interest in monuments is expressed in the average number of visits to monuments per annum, it was found that there are no differences in interest between the sexes, and interest increases with the level of education lay people have completed (Huysmans and de Haan, 2007, pp. 94). The average number of visits to monuments for the highest educated group is however decreasing, indicating a diminishing gap between the top two groups. Age too has a great influence on the interest in monuments, as people in the category of 50 to 64 years old are the most interested. With 2,8 visits to monuments per year, this group makes a slightly greater effort to express their interest than the second (35-49) and third (65-79) category, which reach an average of 2,5 and 2,4 visits respectively. The diminishing interest in monuments with 20-34 year old people and the growing interest at people at 80 or more years of age are considered new trends (Huysmans and de Haan, 2007, pp. 94). Not surprisingly, on the characteristic of household composition, it is the category of “couple, at least 40 years of age” expresses the most interest in monuments, followed at some distance by the category of “couple with children older than seven” (Huysmans and de Haan, 2007, pp. 95). Another result from the study was that there were very little differences between nationalities and interest in monuments, besides the division of “Dutch” and the rest (Huysmans and de Haan, 2007, pp. 96).

Whereas Huysmans and de Haan (2007) have investigated the overall interest in monuments for different groups of lay people, Van der Horst and Van der Most (2005) have investigated which types of monuments are most popular with a less articulated subdivision of the overall group of lay people. In their analysis of data ranging from 1995 to 2004, reviewing current interest in monuments as well as trends over the entire period, Van der Horst and Van der Most found that there are a number of categories that stand out. Most popular among the general public is the category of castles, manor houses and domains, followed at some distance by defence lines or defence works and industrial monuments

(railway stations, industrial installations or ensembles, but not windmills, which are a separate category) (Van der Horst & Van der Most, 2005, p. 25). Remarkable in their results is the relatively low popularity of houses as monuments, because with a 65% share of all national Dutch monuments it is by far the largest group. Houses turned out only to be the seventh most popular group (Van der Horst & Van der Most, 2005, p. 25), which is probably due to the lower accessibility as a result of current occupation of these monuments (Huysmans and de Haan, 2007, pp. 102). The popularity of all categories is however subject to change over the years. Especially the most popular category of castles, manor houses and domains, has lost some popularity in favour of industrial heritage. Categories such as windmills and churches also face a declining popularity, whereas monuments such as houses, defences and city halls remain equally popular throughout the studied period (Van der Horst and Van der Most, 2005, p. 25).

Having explored the characteristics of the perception of monuments by lay people in detail, the perception of landscapes was examined next in section 2.4.

2.4 Lay people's Perception of Historic Landscapes

Landscapes are subject to a great variety of perceptions and interpretations. They are associated with all sorts of things such as ideologies, structures, places, power relations etc. by the people who see them, use them, live in them or maintain them, decide over them or nominate them. The interpretation of landscapes is what it comes down to in these associations, and this interpretation can take ten shapes according to Meinig (1979, pp. 33-48). The viewing of an ordinary landscape could lead to an interpretation as a landscape as nature, habitat or artifact; a system, problem or as wealth; as an ideology, history or aesthetic, and lastly as a place (Meinig, 1979, pp. 34-48). This distinction was a useful indication of how a person could view the landscape, and therefore helped to predict what an inquiry in the perception of landscapes could encounter. However, most of these visions require such an amount of specific knowledge that it is unlikely that they are used or recognized by lay people, nor is it very likely that the general public will view and categorize their interpretations of landscape in a similar fashion. The distinction between these categories therefore remains an academic one, which was useful in the analysis of empirical data but was not used in the actual gathering of local people's perceptions.

Similar to the perception of historic buildings, the perception of historic landscapes by the general public consists of two components: firstly the characteristics present in the landscape, and secondly the background of the viewed item and the personal characteristics of the viewer. The context of a landscape is however hard to discern, since it usually stretches as far as, or even beyond the reach of the naked eye (Tuan, 1979, p. 89). The emphasis in this second component lies therefore with the personal characteristics of the viewer (Coeterier, 1987, p. 20). And although not all authors agree on the importance of most personal characteristics, there is a general consensus between authors on most of the contributing factors in the landscape. This section will therefore explore the contributing landscape characteristics first, after which the possible important personal characteristics will be discussed. Before introducing the key factors in the perception of landscapes, however, it must be noted that all of the studies investigating the subject focused on landscapes in general, and not particularly on historic landscapes. This caused the need for a further translation of the factors analysed in landscapes in general into characteristics of historic landscapes.

In his 1987 environmental psychologist research on the perception of landscapes, Coeterier found a series of seven characteristics which are of significant influence. One of them, the satisfaction with walking routes, is a factor related to personal characteristics and will be discussed in section 2.4.1, but the remaining six are landscape characteristics: distinctiveness, oneness, diversity, presence of fauna, intensity of land use and the possibility to encounter varying experiences with multiple senses (Coeterier, 1987, pp. 110-111; table 2.1). Especially the distinctiveness (landscape with a distinctive character or identity), oneness (the landscape forms a coherent and harmonious whole) and the presence of fauna are important because those factors are typical for historic landscapes as well

(Coeterier, 1987, p. 111; Renes, 1999, p. 8; Vereniging Nederlands Cultuurlandschap, 2006). In order to improve the positive perception of a landscape, its land use should not be very intensive but neither completely absent, thereby suggesting a form of continuity. Moreover, the landscape should not only be attractive to the eye but should challenge multiple senses, such as hearing and smelling, to enhance a positive perception (Coeterier, 1987, pp. 111).

Table 2.1: Environmental characteristics in the perception of landscapes (I)
Distinctiveness
Oneness
Diversity
Presence of birds, animals
Intensity of use of the landscape
Varying experiences for multiple senses
<i>Coeterier, 1987, pp. 110-111 (own translation)</i>

Most of the factors found by Coeterier (1987) are however rather subjective and difficult to measure in objective terms or units. Although it is not entirely impossible to estimate, it is difficult to measure, for example, the extent of oneness, diversity or the varying experiences for multiple senses present in a landscape (Coeterier, 1987, p.112). In a later study Coeterier (2000) therefore applied his research technique to measure landscape perception to a number of local landscapes, with a different set of important determinants as a result. Eight basic and most important characteristics in landscape perception were found: historical character, spatiality, seasonal variation, presence of water and the type of soil as well as maintenance, unity, use (function) and naturalness (Coeterier, 2000, p. 9; table 2.2). The factor of naturalness was also found to be of influence by Scott (2002, p. 273) and Braaksma and Bos (2007, p. 16) in their studies of perceptions of the landscape for policy and planning purposes. Sound and smell, as a more specific indication of experiences for multiple senses, were also found to be important by Scott (2002, p. 273).

Table 2.2: Environmental characteristics in the perception of landscapes (II)
Unity
Use and other possible uses
Historical character
Spatiality
Naturalness
Presence of water, type of soil
Seasonal variation
Maintenance
<i>Coeterier, 2000, p. 9 (own translation)</i>

The change in importance of some landscape characteristics over time an interesting feature, as 'historical character' is now included in the list. Apparently, the public perceives a landscape more positively when it contains or expresses some kind of historical character. This was also what Coeterier found: in two of the four landscapes investigated, the relation between the presence of items that make up an historical character and positive perceptions was found to be significant (Coeterier, 2002, pp. 15-17; 20-23). The historical character of the landscape indicated here consists of:

- Size
- Design
- Restoration
- Maintenance
- Rate of change
- New buildings: the shape, size, use and rate of building
- Old items, objects

(Coeterier, 2000, p. 10)

Another possible factor in the perception of landscapes, which is not mentioned in any of the previously discussed researches is the richness of forms or shapes in the landscape (Hendriks, 2001, p. 77). Because objects with difficult shapes or a richness in shapes pose a greater cognitive challenge to viewer, they are perceived more positively. This is also caused by the complexity of the image as a result of the many shapes visible in the landscape, and the multitude of meanings and associations that can be attached to this complex image (Hendriks, 2001, p. 77-78). As this richness in shapes is slowly generated in a long-lasting process of interplay between nature and culture, such diversity is most likely to be found in historic landscapes (Hendriks, 2001, p. 68). Despite the fact that the perception of historic landscapes is aided by the interplay between nature and culture, Lowenthal (1979, p. 116) warns that historic landscapes are nevertheless harder to protect than historic buildings, because few people regard natural features as something historic.

2.4.1 Personal characteristics

Several of the factors determining historical character of a landscape, shown above in section 2.4, also relate to personal characteristics. Lay people can only judge items such as 'old items', 'rate of change', 'maintenance' or 'restoration' in a landscape if they have some form of knowledge or familiarity with the landscape. "Consequently, perception does not depend just on the physical landscape components, elements and features but also on the values, past experience and socio-cultural conditioning of the observer" (Scott, 2002, p. 272). The influence of such personal characteristics, also referred to as personal background, is therefore discussed next.

One of the most discussed and probably most important personal characteristics is knowledge of the landscape which is being perceived. Although Coeterier concluded in 1987 (p. 116) that knowledge was of very little influence on the perception of landscapes, several later studies (Hendriks, 2001; Scott, 2002; Braaksma & Bos, 2007; Huysmans & de Haan, 2007) found knowledge to be of great importance in the perception of landscapes. Moreover, Coeterier's conclusion was based on the perception of landscapes in general, which can be perceived positively without much knowledge of the landscape, whereas the perception of historic landscapes is more specific and most likely requires more knowledge of the site. Also, in Coeterier's own later study of 2002 (p. 112), the model as presented in section 2.2.2 pointed at the need for information in an environmental experience. This need for information, or knowledge, in the perception of historic landscapes is also proved by the difference in perception between experts and lay people in which experts generally show more interest in historic landscapes and perceive those landscapes more positively (Coeterier, 1987, pp. 116-117; Braaksma & Bos, 2007, pp. 16-17).

Other personal characteristics of importance are lay people's professions, and the satisfaction with walking routes. Especially profession, meaning lay people working in job types such as agriculture or other professions related to the landscape, perceive landscapes more positively (Coeterier 1987, p. 114, and Stenseke, 2009, p. 221). The satisfaction with walking routes is a complicated factor, since people do not actually have to use these walking routes in order to perceive them as contributing positively to the landscape image. Apparently, the fact of having the knowledge that there are walking routes that they appreciate is enough to have lay people perceive landscapes more positively (Coeterier, 1987, p. 111). Furthermore, there are a number of personal characteristics which were found not to be of great influence in the perception of landscapes in general by Coeterier (1987), such as education, age and place of residence. The place of residence, or more specifically the divide between local population and visitors, is found to be of great importance in the perception of world heritage landscapes by Taylor and Altenburg (2006, p. 276) and will therefore be included in the series of personal characteristics. Education and age of lay people will also be considered in this research because of their importance in the perception of historic buildings.

In brief, the personal characteristics of influence in lay people's perception of historic landscapes are similar to the selection made by Scott in her 2002 study of landscape

perception, which is summarized in table 2.3 and to some extent the relevance of personal characteristics found by Roth (2006). Both of these studies included many of the characteristics which were also found to be of relevance for historic buildings, but especially Roth (2006, p. 186) found that not all were of influence on the perception of landscapes.

Table 2.3: Factors affecting public perception of landscapes
Biological origins, sense of place
Cultural associations
Age
Familiarity
Perceived landscape value
Feelings evoked
Viewer's background
<i>Source: after Scott, 2002, p. 273.</i>

2.5 Conclusion: Differences in Perceiving

This chapter sought to answer the first sub question regarding the differences in perception of historic landscapes and historic buildings by lay people, as well as the reasons for these differences, theoretically. As it turns out the differences in perception are much investigated subjects, although they have seldom been related to each other in scientific inquiry. Many characteristics of importance for the process of perceiving were found, some are of similar importance for the perception of landscapes and buildings, many are only important for only one of those two. Furthermore, a number of personal characteristics have been found to be of influence, as well as developments in the perception of heritage as a whole which provides a cultural background and setting for the objects being perceived.

The position of heritage in society has dramatically improved over the past years, providing a lively and popular background for the perception of buildings and landscapes. Heritage perception in general has seen an upward trend, an increase in attention and importance to society, and moved from an elite exclusive place to a common and universally celebrated place in society. Although this upward trend varies in strength as a result of political, economical and social developments, it is consistent and provides a stage for the immense popularity of World Heritage. Individuals or groups of people identify themselves with heritage or World Heritage, which in combination with the growing interest and decreasing exclusiveness of heritage created an opportunity for a heritage leisure industry to emerge. These developments made heritage accessible to the general public, spawning individual and group perceptions of history and heritage.

The perception of items such as landscapes and buildings, but practically any item, is primarily a visual process. After seeing an image and individualizing a number of objects in the image, the brain helps the identification of these objects with memories, familiarity, knowledge about the items, the cultural background and intentions and goals of the observer. Important in this process are the three aspects identified by Lynch (1972): identity, structure and meaning of the image. Overall, a greater cognitive challenge posed in the image by diversity, shapes and colour, will result in a more positive perception of it by the observer. It can be no surprise, then, that after the stage of viewing an object or heritage item, meaning is attached to it on the basis of experience, familiarity and the image itself. In the perception of heritage, another set of similarities is formed by the personal characteristics of influence on the perception: age, gender, level of education and knowledge.

Having dealt with the similarities of perceiving items in general, buildings and landscapes, a review of the differences for the perception of the two categories of historic landscapes and historic buildings could be given. Most importantly, the two objects (landscapes and buildings) differ in scale so that the context for each object, which is important to perception, is very different. Other important characteristics were different for each type: buildings are judged in perceiving on their age, diversity, presence of form-follows-function architecture, completeness, clues (information), contextual fit, sloping lines, ornaments and traditional

building materials such as brick and wood. Landscapes, on the other hand, are judged on the basis of unity, use and possible uses, spatiality, naturalness, presence of water, type of soil, seasonal variation, maintenance and historical character. The historical character is composed of size, design, restoration, rate of change, typology of new buildings, old things and once again maintenance. Considering the nature of the present research, the aspects composing the historical landscape were considered most important. A number of personal characteristics were also of different importance to perception of the two types of heritage: in the perception of buildings, the household composition and nationality (ea. native/non-native) matter, whereas the perception of landscapes is determined by perceived landscape value, the feelings evoked, the stimuli for multiple senses (not only vision but also hearing and smelling), and the level of satisfaction with walking possibilities in the landscape.

3. UNESCO World Heritage Sites and Landscapes

3.1 Introduction

A diverse, thoroughly debated, ever growing list of global heritage items, first devised in 1972, is what has become known as the World Heritage List, perhaps UNESCO's (United Nations Educational, Scientific and Cultural Organization) most famous, certainly most popular product. Subject of much discussion internationally, the list has grown to 890 entries in 2009 (World Heritage Centre, 2009) and continues to grow with an average of about thirty, though maximal forty-five entries a year (Van der Aa, 2005, p. 13; UNESCO, 2008, p. 17). And although the list and its shaping organisations have been analyzed thoroughly over the past decades (see for example Batische, 1992; Fowler, 2003; Renes, 2004; Van der Aa, 2005; Rössler, 2006; Taylor & Altenburg, 2006 and Fichtner, 2008), one major field has been left unexplored: the relation between selected sites and the perception of monuments and landscapes by the general public. This chapter therefore sought to establish a theoretical framework in which the relation between lay people's perception and UNESCO's World Heritage nomination procedures could be investigated, by discussing the theoretical background of the following sub question:

2. To what extent do lay people influence the definition and selection of UNESCO Cultural Landscapes and sites?

In order to explore how the perception of monuments and sites is incorporated in UNESCO's procedures, this chapter set out to describe and explain the actual situation concerning UNESCO's World Heritage. The birth of the World Heritage section of UNESCO is discussed first, after which some definitions and selection criteria are brought to the fore. Followed by a closer examination of the nomination process, the stakeholders involved in World Heritage are introduced. The chapter closes with an exploration of how these processes take into account lay people's view, or in other words how they relate to the general public.

3.2 UNESCO World Heritage Origins and Items

Inspired by the campaign of saving Egypt's Nubian Monuments during the 1960's and '70's, which was unprecedented in scale, expertise, duration and funding, UNESCO decided that the world needed a Convention on the preservation of exceptional, typically global heritage (UNESCO, 1997; UNESCO, 2009a). As a result of this, 1972 witnessed the birth of the World Heritage Convention which has since developed to an internationally widely known and ratified Convention. The campaign in Egypt was however not the only factor that caused a lobby for the World Heritage Convention. Already in the 1930's, the League of Nations created the basis for the concept of World Heritage. After the Second World War, the UN ordered UNESCO to promote collaboration between countries by facilitating the exchange of knowledge, education and culture, thereby facilitating the creation of the World Heritage Convention. Together with the lasting impression of several projects such as the Nubian Monuments (sometimes also referred to as Abu Simbel, which is a part of the Nubian Monuments (UNESCO, 2009b)) the impetus for a World Heritage Convention was further encouraged by the American Nixon government, which in 1965 expressed the strong wish to recognize the value of global cultural and natural heritage (Van der Aa, 2005, p. 2).

As the first countries began to ratify the World Heritage Convention, a list was assembled which contained the first World Heritage sites. These could either be cultural or natural heritage sites, and could only be put forward for a place on the list, 'nominated' as UNESCO calls this process, by States Parties themselves. This meant that only national governments that ratified the World Heritage Convention could nominate sites which are in their view World Heritage- a notion which is returned to in section 3.4 (Van der Aa, 2005, pp. 19, 20). Today, the number of possible World Heritage categories is much more extended and also contains mixed sites (which incorporate both cultural and natural elements), Cultural

Landscapes, movable heritage and several specified types of other cultural World Heritage (UNESCO, 2008). The remainder of this section outlines the different types of World Heritage, definitions and the selection criteria for World Heritage listing.

3.2.1 Definitions

As mentioned above, the first World Heritage items were recognized for either their cultural or their natural value. Recognition of a combination of these two categories has been made possible by the introduction of the category 'mixed sites', but the cultural and natural categories are still the main divide and most important categories of the list. The total number of inscribed sites for each category is proof of this: there are 689 cultural, 176 natural and 25 mixed sites on the list in 2009 (World Heritage Centre, 2009). The definitions of cultural and natural sites are recorded in articles 1 and 2 of the World Heritage Convention, and each has a small number of subdivisions to include all possible sorts of cultural and natural sites (UNESCO, 2008, p. 13). Because this research focuses on monuments and Cultural Landscapes, article 2 on natural sites has not been discussed here. Article 1 however, defining World Heritage cultural sites, reads:

"For the purposes of this Convention, the following shall be considered as "cultural heritage";

- monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science;
- groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;
- sites: works of man or the combined works of nature and of man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological points of view" (UNESCO, 2008, p. 13, *quotation marks in original*).

The definition of 'sites' was altered in 1992 by adding the phrase 'combined works of nature and man' to allow the inscription of Cultural Landscapes. This relatively new category, which is evidently a part of cultural listings, is described by a series of authors (for example see UNESCO, 2003; Fowler, 2003; Rössler, 2006; Esposito & Cavelzani, 2006; Aplin, 2007 and ICOMOS, 2009) and its definition is:

"Cultural Landscapes are cultural properties and represent the "combined works of nature and of man" designated in Article 1 of the Convention. They are illustrative of the evolution of human society and settlement over time, under the influence of the physical constraints and/or opportunities presented by their natural environment and of successive social, economic and cultural forces, both external and internal." (Rössler, 2006, p. 338, *quotation marks in original*).

The definition mentioned here, also provided in the Operational Guidelines of 2008 (UNESCO 2008, p. 14), supported the decision to focus on historic landscapes in this research because of the specific focus on landscapes which are "illustrative of the evolution of human society and settlement over time". The definition is however also only a broad frame of reference, since several distinguishing categories were added to clarify how it could be applied to actual landscapes. Three types of Cultural Landscapes are used: first, there is the *clearly defined landscape* designed and created intentionally by humans. These landscapes include gardens and parks, and other landscapes which were constructed for aesthetic reasons. Second, there is the *organically evolved landscape*, which is a result of interaction between evolving functions of a piece of land and the natural environment. They are divided into two subcategories: the relict (or fossil) landscape, and the continuing landscape. A relict landscape means a landscape wherein the evolutionary process has

somehow stopped, whereas the continuing landscape remains functional in contemporary society. According to Fowler (2003, p. 28), the latter is by far the most popular type of landscape when inscriptions are concerned: 18 of 32 Cultural Landscapes on the World Heritage List are inscribed in the category of continuing landscape. The organically evolved landscapes primarily include agriCultural Landscapes. Finally, the third category of landscapes is the *associative* landscape, which is primarily included because of its religious or traditional meaning instead of its physical cultural characteristics (Esposito & Cavelzani, 2006, p. 410; Fowler, 2003, pp. 28-29; Rössler, 2006, pp. 335-337; and Aplin, 2007, p. 433).

3.2.2 *The Assessment of Outstanding Universal Value- Criteria for Inscription*

In addition to the definitions of cultural sites and landscapes, a number of criteria for inscription of sites were devised. They are an addition to the definitions to which any potential World Heritage site must answer, and are primarily aimed at shaping the demand for 'outstanding universal value' into concrete, universally applicable criteria (ICOMOS, 2008, 8). The first set of criteria was drawn already in 1976 to aid the inscription of cultural heritage, and was altered many times afterwards by rephrasing the existing criteria and adding criteria for the inscription of natural sites. And despite Cultural Landscapes being a separate category on the World Heritage list (with 68 Cultural Landscapes inscribed on the list in 2009 (ICOMOS, 2009, pp. 3-6)), it was decided in 1992 that there was no need to include separate criteria for the inscription of Cultural Landscapes. Instead, six of the ten existing criteria for inscribing cultural, natural or mixed sites were altered to allow the inscription of Cultural Landscapes (Fowler, 2004, pp. 4-5; Aplin, 2007, p. 432; ICOMOS, 2008, pp. 8-9).

Cultural heritage in the form of monuments or Cultural Landscapes are therefore required to be at least one or more of the following:

- (i) a masterpiece of human creative genius.
 - (ii) an important interchange of human value, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design.
 - (iii) a unique or at least exceptional testimony to a cultural tradition or civilization, living or disappeared.
 - (iv) an outstanding example of a type of building or architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history.
 - (v) an outstanding example of a traditional human settlement or land-use, representative of a culture (or cultures), especially when under threat.
 - (vi) be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance.
- (Fowler, 2003, pp. 28-29).

As discussed by Fowler (2004, p. 5), it is also important to note that in addition to these criteria, potential World Heritage sites must also meet criteria of authenticity and integrity. The Operational Guidelines of 2008 (pp. 21-24) include definitions of these concepts and even summarizes meetings which were held to define these concepts, but Fowler poses that there is no one answer that defines their exact meaning (2004, p. 5). Authenticity, referring to culturally dependent interpretations of form and design, materials, functions, tradition, location and setting and intangible aspects of heritage (amongst others), is explicitly required from entries which are inscribed under criteria (i) and (vi) (ICOMOS, 2008, p. 21). Integrity, meaning an assessment of the extent to which a property "includes all elements necessary to express its outstanding value" (ICOMOS, 2008, p. 23), is an epitome of the processes that shaped it and the extent to which it suffers from external threats and changes and is required from all potential World Heritage sites (Fowler, 2004, p. 5; ICOMOS, 2008, pp. 21-24). Another very important criterion is the requirement of an existing and developed management plan for each site, a requirement which often leads to rejections because countries are not always able to fulfil this demand well enough (Fowler, 2004, p. 10; Van der Aa, 2005, pp. 21, 83; Rössler, 2006, p. 348).

Whilst intended to shape the understanding of the concepts of World Heritage categories and of outstanding universal value, the definitions and criteria mentioned above also fulfil an

important role as a tool for selecting potential World Heritage sites. All stakeholders involved in selecting and appointing World Heritage have to comply with these rules, which therefore have a great impact on a process called the 'nomination' of World Heritage sites (ICOMOS, 2008, pp. 16-40). This process of nominating sites are elaborated in section 3.4, but the stakeholders involved in defining and appointing World Heritage are introduced first.

3.3 The Organisations behind World Heritage

The most important organisation related to World Heritage and the World Heritage list is a department of UNESCO called the World Heritage Committee. This committee decides which nominations are allowed a position on the list, and discusses the status reports on listed sites which are reported for each site every 6 years (UNESCO, 2008, pp. 54-55). The World Heritage Committee consists of a platform of 21 country representatives, who serve the Committee for 6 consecutive years at most, but are invited by the General Assembly (a department of the UN) to voluntarily shorten their time in the Committee to 4 or 5 years to assure equal rotation and representation among all World Heritage States Parties (UNESCO, 2008, p. 5). Although the Committee makes the final decision to allow a nomination on the World Heritage list, the World Heritage Centre (WHC) in Paris takes care of all matters related to World Heritage, and the Committee is advised by a number of non- governmental organisations (NGO's) which are official UNESCO partners that provide scientific or expert judgements on the values, maintenance and peculiarity of a nominated site (Van der Aa, 2005, p. 19; UNESCO, 2008, pp. 8-9). The two most important of these NGO's are the International Union for the Conservation of Nature and Natural Resources (IUCN), also called the World Conservation Union, and the International Council for Monuments and Sites (ICOMOS) (Van der Aa, 2005, p. 19; UNESCO, 2008, p. vii).

IUCN, NGO for natural heritage, was founded in 1948 and is therefore older than the World Heritage Committee itself. Its role is primarily to provide a partnership in which national governments, NGO's and experts are brought together to fulfil the mission of providing stimulants to societies the world over to sustain and develop nature and to exploit their natural resources in a sustainable and ecological friendly way (UNESCO, 2008, p. 10). Being a body of governments, NGO's and experts, the IUCN is the ideal partner for UNESCO, the Committee and the World Heritage Centre to provide recommendations on natural World Heritage nominations, which is why the IUCN has been involved with World Heritage from the very beginning in 1972 (Van der Aa, 2005, p. 2).

ICOMOS, NGO for cultural heritage, also dates back to times before the creation of the World Heritage Convention and Committee. Ever since its foundation in 1965, the role of ICOMOS has been to promote the conservation of architectural and archaeological heritage by the use of scientific theory and methodology (UNESCO, 2008, p. 9). Once added to the advisory bodies of the Committee and the World Heritage Centre, the evaluation of nominated World Heritage sites and monitoring the state of conservation of inscribed cultural sites were added to its tasks. In order to be able to assist the preparation of nominations, monitor the conservation of sites and stay in contact with national governments, all countries that have ratified the World Heritage Convention have a department of ICOMOS located somewhere within their borders (Van der Aa, 2005, pp. 52, 61).

The nomination of other specific types of heritage sites is supported by smaller heritage NGO's such as the International Committee for the Documentation and Conservation of Monuments and Sites of the Modern Movement (DOCOMOMO), which generally promotes the nomination of twentieth century architectural heritage and the International Committee for the Conservation of the Industrial Heritage (TICCIH), which supports the nominations of industrial heritage sites. These NGO's are however smaller and less influential as the most important NGO's mentioned above (Van der Aa, 2005, p. 63; UNESCO, 2008, p. vii).

Taken all the above together, it can be stated that the World Heritage Committee (and the WHC), ICOMOS and IUCN are the three most important organisations defining and appointing World Heritage. They not only create World Heritage categories and determine whether nominations have met all inscription criteria, they also select all World Heritage sites from the Tentative Lists which have been handed in by most States Parties (according to

Van der Aa (2005, p. 20) about sixty-nine percent has handed in such a list by 2002). These Tentative Lists include all sites which are considered worthy of a place on the World Heritage list by nominating countries and serve to UNESCO as an indication and evaluation of the Outstanding Universal Value of future entries (Fowler, 2003, p. 46; Van der Aa, 2005, pp. 19-20; Rössler, 2006, p. 334).

World Heritage is therefore defined and to some extent selected by the organisations behind it. In brief, the sequence of nominating a site from the perspective of the World Heritage Centre and Committee works as follows: the Committee and the WHC, ICOMOS and the IUCN design definitions and selection criteria, which are then used by States Parties to make an preliminary selection of potential World Heritage sites. These potential sites are put on a Tentative List by the nominating States Parties, and the Tentative Lists then serve as a source for future sites and selections by the three UNESCO organisations and the States Parties.

The international organisations or stakeholders behind World Heritage which have been discussed here, are however only one side of the nomination process. The rest of the process takes place at the national or State Party level, which is why the next section (3.4) elaborates on these local conditions and stakeholders.

3.4 Nominations: Stakeholders and Sites

The nominations for the World Heritage list are prepared by national governments within the given framework of cooperation with the NGO's mentioned above and complying to definitions and criteria. And although only governments can actually put forward nominations for the World Heritage list, they can cooperate with local or national organisations, stakeholders, officials or politicians. The range of local stakeholders varies for every site, as local circumstances may be different. According to van der Aa (2005, p. 19) these local stakeholders are the people who actually prepare the Tentative Lists. Sites are proposed to a working group or single person who coordinates the creation of a Tentative List by mayors, district governments, and heritage experts (Van der Aa, 2005, p. 19). The Tentative List is then put forward to the WHC in Paris by the national government, or State Party as the government is called in the Operational Guidelines (UNESCO, 2008).

Taken the two aspects of the nomination procedure, the part of the international World Heritage organisations and the part of stakeholders at the national or local level, together, two things stand out. First of all, the absence of lay people in the entire process is striking, which is an issue which is dealt with in section 3.5. The second important observation which can be made is the seemingly separate worlds of UNESCO and the NGO's on the one hand, and the nomination process led by the national governments on the other. This aspect too turned out to be quite different in reality, especially for monuments and Cultural Landscapes, due to the involvement of ICOMOS. As stated earlier, ICOMOS has departments in every State Party and is therefore closely connected to all World Heritage activities in the State Party it serves. Because ICOMOS also evaluates Tentative Lists (Van der Aa, 2005, p. 19) it is possible that the experts who are consulted by national governments in their efforts to design a Tentative List or nominate a site, are in fact member of the national ICOMOS department. The complex involvement of these experts therefore relates the NGO's and the States Parties to each other.

There is however another small group of potentially important people in the nomination process, especially where the involvement of local stakeholders or communities is concerned, and this is the group of key persons. Key persons are individuals who have an important role in the overall process, and can act from their positions as representatives of UNESCO, national organisations (governments, ministries) or of local communities (Van der Aa, 2005, pp. 43, 44, 47; Stenseke, 2009, p. 220). Key persons can have various influences on the nomination process by either altering the definitions or criteria of World Heritage, altering a States Parties' tentative selection or make local communities favour or oppose a nomination. A number of examples of these key people are discussed here: over the past few years, key people at UNESCO in Paris have had significant influence on the definition and acceptance of Cultural Landscapes. Two of the most influential are Mechthild Rössler and

Peter Fowler (for example see Rössler, 2000; 2001; 2006 and Fowler, 2003; 2004). At the national level, van der Aa (2005, pp. 43, 44, 47) found that Krzysztof Pawłowski had a significant influence on the selection of sites in Poland, and that Rob de Jong had an equal share in producing the Netherlands' Tentative List. Stenseke found that key persons can have a 'crucial role in the success of the co- management in the Cultural Landscape' (2009, p. 220) in Sweden, but does not mention any particular names. The key persons discussed by Stenseke (2009) were responsible for involving local communities in the UNESCO nomination of a cultural landscape in Sweden.

3.4.1. Expectations of Stakeholders

Now that the main stakeholders in the selection of World Heritage were identified, some attention could be paid to the reasons why these stakeholders are involved: what are their expectations from a nomination? Fowler (2004, pp. 10-14) has described the expectations of each group or organisation in detail, which is briefly summarized here for each stakeholder. The first and most evident organisation is of course the World Heritage Committee, which has a combined interest with NGO's such as ICOMOS and IUCN. Their expectations are little of a surprise, since they are widely published and known as the inscription criteria and rules for inscription (Fowler, 2004, pp. 10-11; UNESCO, 2008). There are however a few requirements of States Parties stated by the Committee and the WHC, which are not already stated in the above. The WHC expects:

- that the national government is able to manage the site properly, for example by protection through a legal framework in cooperation with heritage experts;
- that the national government issues and uses a Management Plan during and after inscription on the World Heritage list, and develops this plan in cooperation with local partners;
- that the national government provides and stimulates public access to the site (Fowler, 2004, p. 10).

The expectations of other organisations and groups are obviously less well documented and less clearly stated. Fowler however does observe that States Parties, or national governments, generally expect that:

- the nomination may help the country in the international political arena. Especially keeping up with neighbouring and other competing countries on the aspect of cultural development, the image of a particular country abroad and enhancing the reputation of a countries' government are considered important in this respect;
- that an inscription will lead to international funding from organisations such as UNESCO, the World Bank and the International Monetary Fund;
- that an inscription will enhance or brighten an image of the nation or national identity and increase national awareness of heritage (Fowler, 2004, p. 12).

Expectations from the group of experts, scholars or conservationists are very specific, and characterized by their thoroughness. Whereas the WHC suffices by demanding a Management Plan of every site, this group has very specific requirements regarding the management of sites:

- the World Heritage status of a site must be based on scientific facts and research;
- the management of the site must enhance and protect the values on which a site was inscribed, which should therefore not be affected in any way as a result of the site becoming World Heritage;
- the management of the site is a priority and receives structural attention and outweighs other activities in the area of the site (such as mining, economical activities);
- that the management plan is adaptable to "informed scientific and conservation advice" (Fowler, 2004, pp. 13-14).

The question whether these expectations are met in reality is not dealt with in great detail by Fowler (2004), nor is such an attempt at answering it be made here. The listing provided here merely served to illustrate the wide range of expectations which stakeholders have in

the process of defining, selecting and nominating World Heritage sites. These expectations have to be dealt with and negotiated when the general public is allowed a place in the process. They too have their expectations, which shall be introduced later, but lay people shall also have to find their place in the existing framework of expectations and power relations between stakeholders. In addition to the expectations of stakeholders, the power relations between them could be considered of importance, which is why these are also dealt with in section 3.5.

A small number of the expectations mentioned above can be compared to the actual situation, as a result of known possible advantages and disadvantages of nominations. It should for example be indicated that UNESCO has an important influence on the process, especially because a nomination is simply not allowed if it does not comply with their expectations (Van der Aa, 2003; Fowler, 2003, 2004; UNESCO, 2008). Also, UNESCO does not subsidize World Heritage Sites, nor do they contribute financially to maintenance of the items on the list (UNESCO, 2003; UNESCO, 2008). The only financial support UNESCO can offer is some basic funding (World Heritage Fund) for emergencies (such as damage to a site due to human or natural destruction), preparation of nominations and education about conservation of World Heritage to the nominating countries in the form of grants at the amount of over seventy- five thousand US dollars for a single site (UNESCO, 2008, pp. 60-65; Fowler, 2004, p. 159).

Furthermore, the requirement of a management plan by the WHC and the subsequent expectations of this plan by experts seem to be a much needed prerequisite for site management. The number of visitors to a site will certainly increase when it becomes a World Heritage site, state Tuan & Navrud (2008, p. 328) and Fowler (2004, p. 156). This increase in visitors could be beneficial because of increasing tourism revenues and attention to the site, but could also be disadvantageous because of an increased threat to the Outstanding Value and overburdening of facilities of the site (Fowler, 2004, p. 158).

3.4.2 Nomination Dossiers

The elaborate mutual expectations of a nomination have made the preparation of a nomination into a sophisticated long-term process. The requirements of a nomination dossier have been developed over the past years, setting a high standard for today's nominations (Fowler, 2004, p. 155). The duration of a single nomination procedure is therefore estimated at around three to four years by Fowler (2004, p. 154), although exceptions of 6 years in the United Kingdom (East Devon Coast) or even 18 years in the Netherlands and Germany (The Wadden Sea) were reported by van der Aa (2005, p. 21) and UNESCO (2009d) respectively.

In addition to the expectations the WHC expressed regarding to any potential World Heritage site, there is also a detailed list of requirements of what a nomination dossier should contain. Besides motivations regarding the nomination criteria such as Outstanding Universal Value, significance and the range of inscription criteria used for the particular nomination, a nomination dossier should also contain cartographic images of the site and its boundaries and buffer zones, statements of its legal status and provisions for conservation, research (carried out and potential) on the site, copies of any other publications about the site, a statement on the participation and consultation of other stakeholders, and many more similar statements and descriptions (Fowler, 2004, pp. 135-136; UNESCO 2008, pp. 30-40).

In the previous sub-sections, describing the nomination process, nominating stakeholders and their expectations and a number of official nomination requirements, it seemed as if the general public has little to do with the nomination process. There are however a number of requirements stated by the WHC regarding stakeholders and nominations, which aim at the integration of local people in the nominations for the World Heritage list. The involvement of local people or local communities, undefined as they may be in UNESCO documents, is called for on several occasions (UNESCO, 2003, p. 31; Fowler, 2004, p. 11; UNESCO, 2008, pp. 3, 10, 18, 30, 87; Jones, 2007; Stenseke, 2009, pp. 220-222;), which is why the next section discusses the status of local people in the World Heritage selection process and attempts to relate this status to lay people's perception of monuments and landscapes.

3.5 Relating Lay People's Perception to UNESCO Procedures

Over the last two decades, the position of local communities in UNESCO's World Heritage nomination process has drastically changed. At least until 1993, the official UNESCO position was that local communities and local stakeholders should be kept out of the nomination process "to avoid public embarrassment to those concerned" (Van der Aa, 2005, p. 85). The strategy was to elude publication of the intention to nominate a site as long as possible, possibly also to avoid interference by local stakeholders (Van der Aa, 2005, p. 85). During the second half of the 1990's however, this view radically changed in favour of involving local stakeholders because it now was "essential to make them feel a shared responsibility with the State Party in the maintenance of the site" (UNESCO, 1998, p. 4; Rössler, 2006, p. 342). This change was made because of two new insights: first, controversy over a number of nominated sites caused local stakeholders who felt ignored to oppose the nomination, and second, that nominations which are prepared in collaboration with local stakeholders are more easily preserved because of their support (van der Aa, 2005, p. 85).

These developments and the change in point of view have led to the current situation in which there are statements asking for the participation and approval of local communities for all types of World Heritage (UNESCO, 2008, pp. 3, 10, 30). More specifically, UNESCO encourages States Parties to "ensure the participation of a wide variety of stakeholders, including site managers, local and regional governments, local communities, non-governmental organizations (NGOs) and other interested parties and partners in the identification, nomination and protection of World Heritage properties" (UNESCO, 2008, p. 3). This is the only requirement regarding the participation of local communities for monuments, but for Cultural Landscapes this encouragement has actually been drawn as one of the inscription criteria. Criterion 41 states that "the nominations should be prepared in collaboration with and with the full approval of local communities" (Aplin, 2007, p. 433; UNESCO, 2008, p. 87). This criterion is only implemented for the nominations of Cultural Landscapes, which is typically expressed in the category of "associative landscapes" recognising local communities' intangible values linked to the landscape (Rössler, 2006, p. 334). In UNESCO's papers on Cultural Landscapes, it was also noted that "it is important to integrate the perception of experts with that of inhabitants and local communities" (2003, p. 61).

At first glance, these statements on participation of local stakeholders may seem like a full integration of local communities or perhaps the general public into UNESCO procedures and a guarantee for local participation. There are however a number of issues which are not addressed by these statements, and the statements themselves elaborate little on matters concerning the implementation in actual nomination procedures. Four of these issues will be discussed here, starting with the reasons for inclusion of local communities and local stakeholders into UNESCO procedures. The reasons for inclusion of local stakeholders given by Van der Aa (2005, p. 85), which appear to be the only reasons provided by UNESCO (UNESCO, 2003, p. 41), are largely based on preventing local opposition in nominating or maintaining World Heritage sites. Other arguments for the inclusion of the general public in the identification, nomination and protection of these sites are conceivable however, some of which were identified by Jones (2007, pp. 616- 618). Of the five justifications for public participation, as Jones puts it, avoiding conflicts as mentioned by Van der Aa (2005, p. 85) is only one.

Jones, himself an ICOMOS expert (Larsen *et al.* 1994a; Larsen *et al.* 1994b), applied public participation to the European Landscape Convention and found that aims such as democratization, legitimacy, information exchange and heterogeneity and social justice can also be used as justifications for involving the general public (2007, pp. 616-618). Democratization can be especially helpful if experts or administrators do not want to impose their decision upon the general public but want the public to be and feel involved in decision making. Especially in the case of landscape, which is used and shared by all, this aim may increase support for decisions made by experts or governments (Jones, 2007, p. 616-617). This is also closely related to the aim of legitimacy, which will be increased if the people who

are subject of a decision feel listened to and respected for their point of view (Jones, 2007, p. 618; Stenseke, 2009, p. 216). In cases of a higher legitimacy level, "management regimes can make use of local people's place- specific knowledge to design well adapted rules" (Jones, 2007, p. 618). Legitimacy can therefore be enhanced by the third justification of participation, information exchange. The exchange of information needs to be a two- way interaction with information on the decision making process moving from decision makers to the local stakeholders and population (top- down) and local knowledge on sites or landscapes moving from the general public to decision makers (bottom- up) to ensure locally supported decisions (Jones, 2007, p. 618; Stenseke, 2009, p. 216). Finally, public participation is enhanced by the acknowledgement of the varying significance of landscapes and sites to the general public, as the acceptance of this heterogeneity is a requirement for social justice (Jones, 2007, p. 618).

The second issue which relates to the criterion of the participation local communities as stated by UNESCO is the top-down nature of this requirement. The structure of power in the nomination process is seemingly shaped in such a way that local communities can only participate in the nomination of a preselected site, a site which is recognized by experts and governments as potentially valuable for World Heritage nomination (Rössler, 2006, p. 350; Jones, 2007, p. 620; Stenseke, 2009, p. 215). This means that although attempts have been made to increase the exchange of information between different groups of stakeholders (UNESCO, 2003), which would change these power relations and make stakeholders share their information, the selection of sites is still in the hands of the national governments, experts and ICOMOS departments (Stenseke, 2009, pp. 216, 218). Although UNESCO calls for the participation of local communities in the nomination process, the nomination process itself is therefore still largely nationally determined (van der Aa, 2005). This does not take into account local people's perception of heritage- nominations have to fit within the national heritage image and preferably enhance national identity (Fowler, 2004, p. 10). Jones (2007, p. 617) points out that should local communities be given an opportunity to decide on landscapes which they value, and thereby provide an opportunity change the power structure from top-down to bottom- up, they are likely to suggest landscapes in which they live, work or spend their leisure time. Should they be given the opportunity to define landscapes which they perceive as valuable, lay people may come up with a different definition and selection than experts and officials or executives would have defined because of a different perception of these places (Jones, 2007, p. 617; Stenseke, 2009, p. 216). This difference in perception of monuments and landscapes has thus far only been noted (UNESCO 2003; Rössler, 2006, p. 350) but not taken into account in guidelines or criteria, causing a top-down definition and selection process.

Thirdly, another issue with the participation of local communities in the nomination of World Heritage monuments and Cultural Landscapes is the implementation of their participation into the process. Or, from the position of UNESCO: how is the desire to have local communities participate in the process implemented in the procedure? Intentions regarding the inclusion of local communities are expressed in the Operational Guidelines (UNESCO, 2008), but these guidelines suffice by stating that States Parties are encouraged to involve local communities and that nominations should be prepared in collaboration with local stakeholders such as the local community (UNESCO, 2008, pp. 18, 30). There are no instructions regarding *how* local communities should be involved, how they should be made able to participate, or how their participation should be organised. The various stakeholders, referred to in the guidelines, which should be allowed to participate, can include "site managers, local and regional governments, local communities, NGOs and other interested parties and partners" (UNESCO, 2008, p. 18). With the absence of any further definition of what these terms mean or which people from these groups should be included or consulted, this statement could mean that almost anyone can be involved in the nomination process. Yet, there are no guidelines, rules or regulations on how their participation should be organised or who should decide who participates- neither are there scientific or UNESCO studies regarding the practice of nomination. It was therefore difficult to evaluate from the existing literature whether the Guidelines regarding the inclusion of local communities are

actually used in practice. In one case, the nomination process of a Cultural Landscape and the inclusion of local communities in the nomination was investigated (Stenseke, 2009) in a study which will be used to illustrate the fourth and last issue regarding local people's perception of landscapes and monuments and current UNESCO guidelines.

The fourth issue regarding the integration of the general public into UNESCO procedures is the fact that only very little is known about how actual nomination procedures include lay people's opinion, or have changed to incorporate the perception of the general public. In this respect, only the case of the Öland World Heritage Cultural Landscape in Sweden, investigated by Stenseke (2009) provides some insight. Before discussing the results of this study however, it must be noted that as States Parties, local participants and potential or actual World Heritage sites differ, this case cannot be seen as representative for all World Heritage sites or even Cultural Landscapes. Or, as Stenseke puts it, "since local conditions and capacities vary, (...) copy(ing) good examples of collaboration is not a guarantee for success" (2009, p. 221).

The aim of Stenseke has been to investigate long term acceptance of decisions in landscape maintenance with the help of three main concepts: respectability (the extent to which participants feel respected and acknowledged, also important in power relations between stakeholders), legitimacy (rules and means are accepted by stakeholders) and robustness (decisions and solutions are sustainable in a long- term perspective) (2009, p. 216). These key concepts are then translated into the decision making practice by controlling for six aspects: the institutional framework, the stakeholders and participants, the organisation and process, communication (including differences in perception of landscapes by various stakeholders), knowledge and learning and contextual factors. By talking to a great variety of stakeholders in two particular case studies, one of which is the Öland Cultural Landscape, Stenseke finds that local involvement and participation were characteristic features of the nomination process. Factors which enhanced communication and collaboration amongst all stakeholders were mutual respect, everyday language, charismatic key players from both local communities and the government, the possibility to adapt decisions and policy to local circumstances and financial incentives in the form of subsidized farming (Stenseke, 2009, pp. 218-220). These ingredients also guaranteed respectability, legitimacy and robustness. There were however also a number of aspects which proved counterproductive, amongst which a top- down power structure of the process, unclear information and the matter of representation of the local community were some of the most important (Stenseke, 2009, pp. 219-220).

Rather remarkably, the World Heritage Centre seems to be aware of the notions as found and discussed by Stenseke (2009). In the latest World Heritage paper (27) by Mitchell et al, the incorporation of local communities, local organizations and even local key people is noted to be of relevance in *management plans* of cultural landscapes (Mitchell et al, 2009, pp. 33, 35). In fact, the paper notes that local communities and especially their traditions and local knowledge are crucial to the conservation, and they therefore they need to support the nomination. The paper does not apply these very important notions to the nomination procedure, however, and stays with the subject of management plans. There are even a number of illustrations on the matter by the means of case studies in the paper, but again only on participation in management and not in nominations.

3.5.1 Lay people's expectations of World Heritage

Although the position of the general public in nomination processes is sparsely documented, and regardless of the top-down power structure of the nomination process, a number of expectations of every group that may be participating at the local level have been identified by Fowler (2004). The expectations of the WHC, States Parties and experts, which apply to the entire nomination process, have already been discussed in section 3.4.1 and this section therefore only discusses the expectations of local people, visitors and tourists.

Local people generally expect much of World Heritage inscriptions. Amongst their expectations are local and personal financial improvement, from either grants from the UN or

from accessing Western capitalism, a boost for tourism in the region, encouraging the local economy by tourist expenses, job creation and construction to facilitate mass tourism, and an overall change towards something better (Fowler, 2004, p. 12). On the contrary, however, it may also happen that local people expect the opposite: too much tourism influencing local life in a negative way, or it may be that local people expect that the inscription serves as a defence against radical change in any way by encouraging and preserving local and traditional ways of life (Fowler, 2004, pp. 12-13). As pointed out by van der Aa (2005, p. 85), uncertainty with local people as regards what will happen after an inscription may also make local people hesitant about nominating their monument or landscape for the World Heritage list. An extreme example of local people's opposition to a World Heritage nomination is the site of Markim Orkesta (a Cultural Landscape in Sweden), where the local population "had no desire of being... commanded from Paris" (Van der Aa, 2005, p. 86).

The visitors and tourists, feared or cherished as they may be by the local population, also have expectations regarding World Heritage sites. They expect the site they are visiting to belong to the best heritage sites in the world, and certainly the very best of the country they are in (Fowler, 2004, p. 13). Furthermore, they expect the site to be:

- of global natural or human outstanding quality;
 - worth travelling a long way for, especially because the label of 'World Heritage' means it must answer to a range of outstanding characteristics;
 - well conserved and maintained;
 - accompanied by a high level of interpretation;
 - well equipped with high- level tourist facilities, even though this may contradict with the actual reasons for inscription
- (Fowler, 2004, p, 13).

3.6 Conclusion

This chapter has made an attempt at answering the second sub research question, an inquiry into the extent to which lay people influence the definition and selection of UNESCO Cultural Landscapes and sites, by exploring the existing literature and knowledge on a range of subjects. In order to find the influence of the general public on UNESCO procedures, the procedures and stakeholders needed to be identified first. It became clear that the entire process of defining World Heritage is largely determined by three UNESCO related organisations: ICOMOS, IUCN and the World Heritage Committee. These international expert organisations produce the definitions of all World Heritage types, and are involved in almost every step of the nomination and selection process. Because these expert organisations determine the definitions of World Heritage, there appeared to be no influence of the general public in this part of the process at all.

The nomination process, however, is more complicated and involves more stakeholders. Most importantly, the nomination process is lead by national governments, which are more or less free to select any site they deem appropriate for nomination. Other parties within the country do have an influence on the selection of nominations, however, since States Parties often ask experts to help them with advice and because of UNESCO regulations requiring the participation of local communities and stakeholders. The complexity of the nomination requirements provided by UNESCO results in close cooperation between state governments and UNESCO bodies such as ICOMOS and IUCN, as well as the involvement of local experts to determine the outstanding value of a potential nomination. The exact power relations and the involvement of local stakeholders and communities are however less clear, as the requirements for participation are not clearly defined or researched.

More generally, it could be stated that the potential for inclusion of the general public in the nomination of World Heritage sites not fully put to use, although the trend towards more participation has been underway for a while now. Firstly, UNESCO requests the participation of local communities, but the way in which participation should take place is not defined. In addition, the practice of involving local communities has so far not been researched or reflected upon. Secondly, the expectations of States Parties do not include the full representation of lay people's view of heritage in World Heritage site selection, but rather

include aims for political ends. This situation as a whole causes a top- down state- and expert based selection, in which the general public has little chance to take part and even less opportunity to actually influence the process. Only key persons on the local level could have a positive influence on the participation of lay people, as they can bridge the gap between the formal procedures and the general public and thereby attempt to make the power relations more shaped into a bottom- up procedure. It should however be noted that this answer is completely based on literature and existing knowledge on the process, and is therefore not entirely complete. In practice, the influence of the general public could be different, which is why this research aimed to find out how participation works in practice.

4. Methodology

In this chapter, the methodology of this research is further elaborated. The methods for investigating the public's perception of monuments and historic landscapes and the public's position in the UNESCO nomination process are introduced, but only after the integration of the conclusions of chapters 2 and 3 into a single conceptual model. This model indicates and visualizes the relations between the key concepts in this research, and provided a tool for data collection and analysis.

4.1 Integrating Theory

In the previous two chapters, the subjects of perceiving historic buildings and landscapes and participation in the UNESCO World Heritage procedure were discussed separately. The nature and diversity of these subjects allowed such a clear division, and the division has been useful to determine the exact proceeding of UNESCO procedures and the details of lay people's perception of historic landscapes and buildings. As became clear in the statement of the research questions, however, it has been the aim of this research to combine these two subjects into a single inquiry. Therefore, the conclusions of chapters 2 and 3 needed to be related to each other.

Bridging the current theoretical gap between the public's perception of landscapes and historic buildings and the World Heritage nomination process was best served with asking a simple question: how does the perception of landscapes and buildings by the general public fit into the nomination process? This question was however more complex than it would seem, because the perception of items is difficult to measure and little was known about the practice of including local communities in the nomination process. As this question actually sums up the essence of this research, there was metaphorically speaking not only the need to build a bridge to close the gap, but also an apparent need to solidify the banks before a bridge could be built. This chapter will elaborate on how knowledge on those banks has been gathered, and a number of possibilities are introduced for theoretically possible bridges.

First of all, it was important to realize that local support and approval of the decision to nominate a landscape or building increases the chances of it being successfully preserved: for example especially farmers and other people living in the landscape concerned shall have to carry out the preservation of the nominated site if there is a desire to preserve it. If local people or local communities do not support the decision to preserve, it is very difficult to carry out preserving policies (Van der Aa, 2005; Jones, 2007; Stenseke, 2009). Or, as Jones (2007) puts it, the legitimacy of decisions is increased as well as the capability to solve conflicts if the general public is involved. It was therefore be desirable to investigate the perception of the general public, in order to estimate the chance for a locally supported and successful nomination and preservation.

Important in the process of generating and investigating local support was the role of the key players, as discussed in chapter 3. The existing literature suggested that key players operating at the local or international scale could have a crucial influence on the nomination process on the local level (Stenseke, 2009), the national level (van der Aa, 2005) and the UNESCO international level (Fowler, 2003; Rössler, 2006). Key players can therefore emerge and operate at any level and have the possibility to open up the nomination process to the perception of the general public. As Stenseke (2009) found, local charismatic players enhanced communication and equality between stakeholders in the nomination of a cultural landscape, so the availability of key persons at the local level could be put to use in the communication of lay people's perceptions towards other stakeholders and perhaps dealing with existing power relations. The importance of key players Pawłowski and de Jong, as found by Van der Aa (2005) was another case in point: if there are key people at the national level who can determine the nomination process, it should also be possible to have key people advocate the inclusion of lay people in nominations. This would be completely in

accordance with the Operational Guidelines (UNESCO, 2008) on the inclusion of local communities in nomination procedures.

Another possible way of linking the general public's perception of historic buildings and landscapes to the nomination procedure could be directly involving them and their appreciation of World Heritage in the nomination process. The popularity of heritage and more specifically World Heritage as found by Lowenthal (2008) and Fowler (2004) respectively, should enable an extensive application of the Guidelines regarding the involvement of local communities. With the given expectations lay people have regarding World Heritage (chapter 3, Fowler, 2004) and the given framework for nominations in the Operational Guidelines (UNESCO, 2008) it should be possible to determine the perception of the general public and integrate that perception in the nomination process. This link, as well as the link through key persons, is further elaborated in section 4.1.1, together with a visualization of the relations between the most important concepts in the conceptual model.

4.1.1 Conceptual model and explanation of the model

In the conceptual model, all concepts which were found to be of influence on the process of perceiving monuments and landscapes, the definition and the selection of UNESCO World Heritage sites in the theoretical chapters were included to form a coherent whole (Figure 4.1 overleaf and separate sheet). It represents the relations between all concepts in this research, which together enabled answering the main research question:

To what extent do lay people's perceptions of historic landscapes differ from their perceptions of historic buildings, and to what extent do both perceptions influence the definition and selection of UNESCO World Heritage Cultural Landscapes and Sites?

The main research question was divided into four sub questions, as presented in the introduction (chapter 1), and two of these have been theoretically explored in the previous sections. Chapter 2 investigated the theoretical background of the first sub question:

1. In what way and why do laymen's perceptions of historic landscapes and those of historic buildings differ?

The findings of this chapter are represented in the model by the left part, ranging from arrows 1 to 9. The chapter proved that personal characteristics may be of influence on perceiving historic buildings and landscapes, which are processes developed differently for every individual: "Landscape responses must, therefore, be viewed as a product of the interaction of people with the physical, cultural and political environments at particular times" (Scott, 2002, p. 272). The present research focuses on the inhabitants and visitors of World Heritage sites as representatives of lay people, so the personal characteristics included are:

1. Gender;
2. Age;
3. Education;
4. Household composition;
5. Nationality (Dutch or other);
6. Knowledge and familiarity: how much do people know about the site and its surroundings?

The perception of heritage in society was found to be of influence on the perception of historic landscapes and buildings as well. By including this aspect, indicated by arrows number 2 and 7, this research provides insight in the differences in perception of either historic landscapes or buildings for varying personal perceptions of heritage. The perceptions of historic landscapes and buildings themselves were found to be based on a number of physical characteristics, most of which are visual in nature. They are represented in table 4.1 (page 41).

Figure 4.1 The Conceptual Model

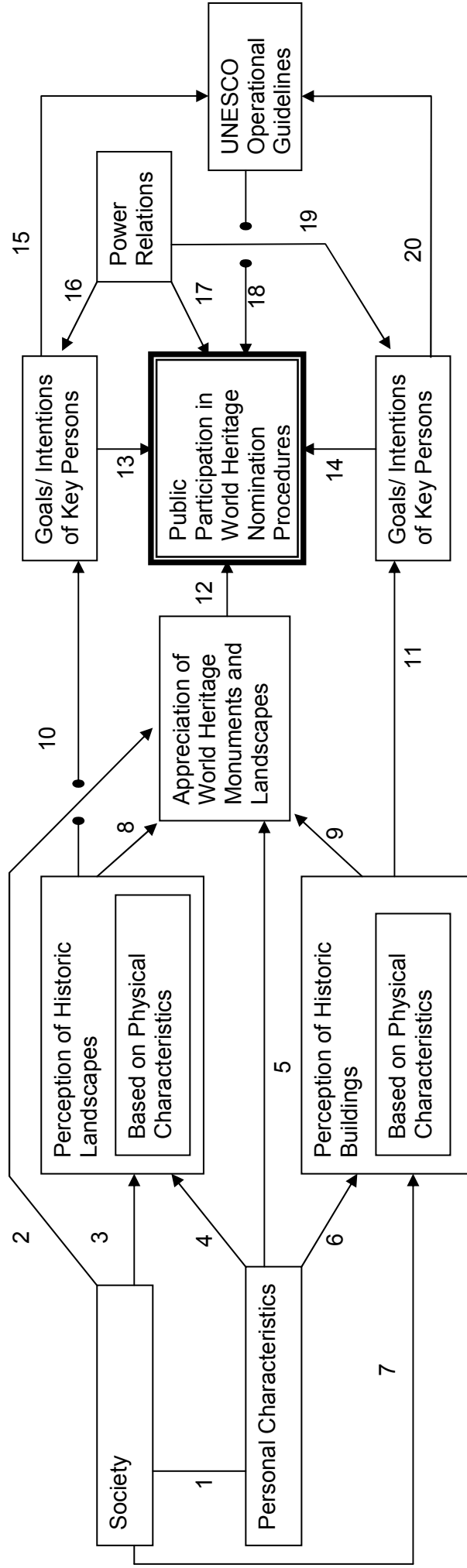


Table 4.1: Physical characteristics of historic landscapes and buildings included in this research.	
<i>Characteristics of historic landscapes</i>	<i>Characteristics of historic buildings</i>
<ul style="list-style-type: none"> - Rate of change, - Size - Design (aesthetics) - Restoration - Management - New buildings/ building activities - Old items (buildings, structures, fabric) 	<ul style="list-style-type: none"> - Age - Function - Colour - Stratified and diverse image - Sloping lines - Ornaments - Traditional building material (brick and wood) - Contextual fit

The closing of chapter 2 is represented by arrows 4, 5, 6, 8 and 9, indicating the expectation that people who perceive historic landscapes and buildings as valuable or important, also appreciate World Heritage sites more positively.

Chapter 3, dealing with the UNESCO definition and selection procedures and the position of lay people therein, explored theories related to the subjects in sub question 2:

2. To what extent do lay people influence the definition and selection of UNESCO Cultural landscapes and sites?

The relations found in the chapter are represented by arrows 10, 11 and 13 to 20, ranging from the relation between the perception of landscapes and monuments to the goals and intentions of key persons to the factors influencing the selection of World Heritage sites. First, arrows 10 and 11 indicate the influence of lay people's perception of monuments and historic landscapes on key people. This could happen in several forms; examples are researches by key people on local people's perceptions, which are included in the selection or nomination process, or in the case of historic landscapes, the goals and demands of the inhabitants of the landscape could influence the intentions of key people. The key people, who could be experts, or professionals from politics, UNESCO or local charismatic stakeholders, have a great influence on the current formal nomination procedure (arrows 13 and 14) and could have a say in the development of the Operational Guidelines (arrows 15 and 20).

Key people have to operate within a given framework of power relations, however. The bridge they may provide between local people's perceptions of historic buildings and landscapes must be accepted by all other stakeholders, who have to share their power and information with local communities involved in the nomination. The influence of these power structures is reflected in arrows 16, 17 and 19 and this influence can be considered important since chapter 3 also pointed out that, for example, top – down power structures may restrain participation of the public.

The Operational Guidelines also influence, or in fact determine the participation of local communities in the nomination procedure (embodied in arrow 18). In the official procedure, the Tentative List is placed between the nomination procedure and the selection of World Heritage, but it is considered part of the official nomination procedure here because there is no difference between the selection put forward by a State Party and the items on the Tentative List. The selection for and from the Tentative List is also subject to the rules and definitions in the Operational Guidelines, which is why the influence of this important tool is reflected in the model. Especially important here is the fact that the Operational Guidelines are changed and reviewed almost constantly, causing an ever changing admittance of tentative items to the World Heritage list and a changing influence on the selection by States Parties.

The last two sub questions, which were not discussed in detail so far, regard the extent to which lay people's perceptions can be included in the definition and selection procedures

of World Heritage and they are mainly reflected in arrows 10, 11 and 12 but could also be related to arrows 13, 14, 15 and 20. Sub questions 3 and 4 read:

3. *To what extent can laymen's perceptions of historic landscapes be related to the definition and selection of World Heritage Cultural landscapes, and how can this extent be explained?*

4. *To what extent can laymen's perceptions of historic buildings be related to the definition and selection of World Heritage Cultural sites, and how can this extent be explained?*

Currently, there is little evidence for a relation between lay people's perception of historic landscapes and buildings and their appreciation of World Heritage but some basis for the assumption that lay people's appreciation of World Heritage influences the nomination procedure. Therefore, the appreciation of World Heritage may also contribute, and the relation between it and participation in the nomination procedure is expressed in arrow 12. Together with arrows 10 and 11, this relation was crucial to this research because it explored how the two theoretical chapters were linked to each other more firmly. The link made in section 4.1 was a theoretical one, and this research aimed to shed light on the actual process and the place of lay people's perceptions therein. This link could either be through appreciation of World Heritage in general (arrow 12) or via the position of key people who influence both the process and the definitions (arrows 10, 11, 13, 14, 15 and 20).

4.2 Mixed Methods Research: Methodological Considerations

Now that the concepts in this research were brought together in a conceptual model and the relations between them are explained in detail, the next step towards carrying out the research was taken. Determining the methodology for a research was closely related to the conceptual model, which was why the theoretical divide between the first part (arrows 1 to 9) and the second part (arrows 10 to 20) are discussed separately and were operationalized through the use of different methodological approaches.

Because of the difference in theoretical nature of the two parts and difference in actors which were at play or the subject in these parts within the model, a choice has been made to apply a mixed methods approach. The first part of the research, which was completely concerned with the perception of historical landscapes and buildings by the general public, involved a great number of people. This part of the research was therefore carried out according to the methodology of quantitative research, in order to deal with the great number of perceptions and characteristics which this inquiry generated. The second part, however, involved a small number of key people, important local or international stakeholders with extensive knowledge of the nomination process. Because of the very small number of people involved in this part of the research, the small amount of knowledge and theory on this part of the model, and the detailed information key people would be able to offer, this part of the research was carried out in accordance with the requirements of a qualitative research.

It should be noted that this sequence of methodologies is not entirely conventional, as Miles & Huberman (1994, p. 41) argue that most mixed- methods researches combine the two techniques to reinforce and triangulate each other's findings and therefore increase validity in the investigation of the same research subject. In this research, however, such triangulation was only possible to a limited extent because each method was essentially used to investigate a separate part of the conceptual model. Cross examination of results was only possible for specific subjects in the research, for example where the participation of the general public in the nomination procedure was concerned. Here, the image of the general public was triangulated with the image of participation in nomination procedures found with key people. Because mixed- method designs are a much debated subject, the next section elaborates more on the background of design issues associated with this type of research.

4.2.1 Guiding Ideals in a Mixed Methods Design

In this section, attention is paid to the underlying guiding ideals in mixed methods research and a brief delineation is given of the discussions surrounding mixed methods

designs regarding the nature of both approaches and the extent to which they can be combined. The underlying guiding ideals concern issues regarding the quality of the research, such as trustworthiness and validity for the qualitative and quantitative approaches. The discussion on the nature and combination of methods touches upon fundamental aspects such as the ability to bridge epistemological differences, without the aim of actually reproducing the existing discussions on this subject. The delineation of this discussion will be based on Bryman's 2008 study on mixed methods research, in which he found at least sixteen arguments for combining qualitative and quantitative data in a single research design (Bryman, 2008, pp. 608-609).

The sheer number of arguments for a combination of methods can be considered proof of the possibility and feasibility of a mixed methods design. An argument against such a design which is often encountered is the position that qualitative and quantitative approaches have such great epistemological differences, referring to principles about social reality and truth, that they cannot be combined in the pursuit of understanding a single phenomenon (Bryman, 2008, p. 604). This position is however challenged by what Bryman calls the 'technical vision', which states that research techniques are autonomous tools which "are capable of being fused" (Bryman, 2008, p. 606). This view recognizes the fact that qualitative and quantitative researches are embedded in their own epistemological assumptions, but regards this embedding as flexible and not as ineluctable as it may seem to others. The technical vision is often encountered in studies conducted in social sciences such as human, social and cultural geography (Brayman, 2008, p. 608). An example of a mixed methods approach which applies this technical vision and is similar to the present research is the study carried out by Scott (2002; 2003), who applied a combination of a household survey with detailed focus-group interviews to cross examine the landscape perceptions of members of the general public.

Reasons to combine qualitative and quantitative methodologies are abundantly present, but not all applied to the present research. The most important reasons here were triangulation, as mentioned in the introduction to this section, completeness, process and the application of different research questions (Bryman, 2008, p. 609). The other arguments for a combination of qualitative and quantitative methods mentioned by Bryman include reasons for designs that were not similar to the present design and are therefore not discussed here. Of the four explained here, triangulation has already been dealt with earlier, hence completeness is discussed first. Completeness refers to the capability of techniques to add to each other's findings and to make the answers provided by the research more complete (Bryman, 2008, pp. 612-613) or more detailed (Miles & Huberman, 1994, p. 41). This aspect focuses on filling the gaps left by the weakness of one method with the strengths of another, in order to achieve a more complete answer to the research questions. One example of this is process: studying process is a strength of qualitative methods and a weakness of the quantitative approach (Bryman, 2008, p. 615). The application of qualitative methods in a mixed method research allows process to become a more important part of the inquiry, which was needed in the present research to gain insight in the World Heritage nomination practice. The different sub research questions, posed in the introduction and theoretical chapters, also required the application of mixed methods as is explained in sections 4.3 and 4.4.

4.2.2 Quality of Research in a Mixed Methods Design

Because qualitative and quantitative methodologies were combined, the present research had to satisfy the criteria for quality of both qualitative and quantitative research. In quantitative research, quality is ensured by taking into account reliability, validity and objectivity (Bryman, 2008, pp. 149-152, 694). Reliability in this research was ensured by testing for a reliable measurement in the quantitative technique of surveying with the reliability indicator Cronbach's Alpha. In brief, this indicator determines how well the parameters used to measure a concept relate to this concept and can range from minus infinite to plus 1, and an Alpha of above 0,6 can be considered satisfactory (Bryman, 2008, p. 151). Validity, the next indicator of quality in quantitative research, consists of many aspects,

two of which were relevant to this research: internal validity and external validity. Internal validity refers to the extent to which the presumed causal relationships in a research are indeed of causal nature, which can be determined on the basis of theory and the actual correlations found in the analysis of the data. Correlation coefficients (Pearson's r) can range from $-1 < r < 1$, with negative r values indicating a negative causal relationship and positive r values indicating a positive causal relationship (Bryman, 2008, pp. 327 & 694; de Vocht, 2009, p. 141). External validity, which cannot be measured in a single indicator, will be discussed in further detail in section 4.3.

The quality of a qualitative research is commonly guaranteed in other terms than quality in a quantifiable sense. Here, 'trustworthiness' (Bryman, 2008, p. 377) as it is called, consists of four categories: credibility, transferability, dependability and confirmability. Credibility, refers to the feasibility of the research (Bryman, 2008, p. 377). Often, a high level of credibility is reached through applying techniques such as triangulation and respondent validation. Both of these techniques could and were used in this research as well. Triangulation is made possible by applying of two qualitative research techniques: semi-structured interviewing and Grounded Theory. These two techniques will yield complementary information, but may also generate a lot of data on the same viewpoints, people or organisations, which makes it possible to verify the findings of one technique by comparing them with the findings of the other. To make sure the results were a true reflection of the defining, selection and nomination processes, the transcripts of the interviews were sent to the interviewees for comparison if interviewees felt this was needed.

Secondly, transferability, or external validity, measures the extent to which the results of this research could be used in other social research. Because this is a fairly specific setting and process, the transferability to other settings apart from World Heritage nominations was not likely to be very extensive, but a rich description of the processes and gathered data (see all attachments) was provided to enhance comparability amongst World Heritage nomination processes. By doing so, the context in which the data was gathered was as detailed as possible, allowing careful comparison to other social processes as well (Bryman, 2008, p. 378).

Dependability, as third measure of quality and trustworthiness, means making sure the research is performed in such a way that other researchers have or can have insight in the proceedings and results anywhere in the process of enquiry (Bryman, 2008, p. 378). Therefore, all notes, transcripts and texts used or produced in this research were kept, as well as all surveys and survey data.

Finally, "*confirmability is concerned with ensuring that, while recognizing that complete objectivity is impossible in social research, the researcher can be shown to have acted in good faith*" (Bryman, 2008, p. 379). To reach as high a level of confirmability as possible, the providing of all transcripts and used data ensured that the conclusions drawn in this research have only been influenced by personal values or opinions on the studied matter as little as possible.

From the previous two sections it can be concluded that the mixed methods applied here closely followed the characteristics of the data: quantifiable data were gathered and analysed with a quantitative approach, and the qualitative data were collected and analysed in accordance and with respect for the richness of the information that appeared. In the next two sections, 4.3 and 4.4, the methodologies for each part of the conceptual model are explained in greater detail.

4.3 The Perception of the General Public- the Quantitative Approach

Although there are studies that have attempted to shed light on lay people's perception of landscapes in a qualitative way, for example by interviewing focus groups as did Burgess *et al.* in 1988, the majority of studies into the perception of historic landscapes and buildings have been carried out by making use of a survey (See for example Ganzeboom, 1983; Cats-Baril & Gibson, 1987; Coeterier, 1995, 2000, 2002 and Roth, 2006). Although the general public participating in these surveys is confronted with different techniques of measuring perceptions such as reviewing single elements in the Aesthetics Impact Model (Cats-Baril &

Gibson, 1987), the use of photographs (Ganzeboom, 1983; Coeterier, 2002; Roth, 2006) or the LANDMAP series of questions used by Scott (2002, 2003), these studies prove that measuring perceptions in a survey is a widely applied and successful technique. This research therefore also used a survey to measure perceptions, as well as all the other relations indicated in the conceptual model by arrows 1 through 9.

The application of a survey in quantitative research is implicitly obvious to Bryman (2008, p. 141), as a survey is the only technique which can serve all four main preoccupations of this type of research. These four preoccupations are elaborated here, because of their applicability to the conceptual model in the present chapter, as well as to illustrate the quantitative nature of the first part of this research. First of all, the preoccupation for measurement was important because it allowed the discovery of fine differences between categories of people on the measured characteristic, in this case the perception of landscapes or buildings. Measuring also offered a consistent device for making such fine distinctions in categories, and allowed a more precise estimate of the extent to which the concepts in the model relate to each other (Bryman, 2008, p. 144). The relation between concepts is the second concern in quantitative research, since quantitative research assumes the relations between concepts to be of causal nature (Bryman, 2008, p. 156). This too applied to the current research, as the expectation was that personal characteristics of lay people, physical characteristics of objects and the place of heritage in society *cause* differences in perceptions, as well as the different perceptions *cause* different appreciations of World Heritage.

Another concern in quantitative research is generalization, which is closely related to external validity, meaning that the results of a study should be applicable to a greater group of people than only those who participated. Usually, this goal is reached by taking a representative sample of a population (Bryman, 2008, p. 156-157, 694). This applied to the present research because the aim here has been to be able to apply the results to the general public as a whole, and therefore make it externally valid, but only a small sample of the general public will be questioned. This external reliability was tested by Chi² tests for personal characteristics, which proved whether the distribution of cases over categories of personal characteristics were equal to those in the population.

The fourth and last preoccupation Bryman distinguishes is replication as a primary concern in quantitative research, because a clear description of the used techniques and steps taken in a research will increase the replicability of it, thus reducing chances on hidden biases or subjectivity in the results (2008, p. 157-158). This applied to the current research as well, as a transparent methodology and description of techniques used here aimed to aid the possibility of replicating this investigation for other World Heritage nomination procedures.

Another aspect of importance in the transparency and possibility of replication of survey research is inter- observer consistency (Bryman, 2008, pp. 149, 264). Although there is only one researcher actually performing the survey in this research, it was possible that the sites selected to carry out the survey would assist by handing out questionnaires to visitors. It has therefore been important to instruct all people who would distribute questionnaires to have the participants read and complete the questionnaires by themselves.

4.3.1 The Sites, Questions, Sample and the Analysis of the Survey

In order to provide a transparent methodology, this section elaborates on the selection of sites, the questions used and sample of the survey that was held to investigate the public's perception of historic landscapes and buildings. But before discussing these issues in greater detail, it must be made clear that there were in fact two surveys in this research: one for the perception of historic landscapes, and another for the perception of historic buildings. This approach with only two sites is limited, but it enabled researching these sites in greater depth and it was also an approach which was recommended by the head of the European and North American culture department at UNESCO, dr. Mechtild Rössler¹. This approach also

¹ Ms. Rössler suggested this approach in email correspondence.

meant there were two survey locations, two questionnaires and consequently four samples: a sample of visitors and a sample of inhabitants for each site. Inhabitants and visitors of both areas were investigated separately, because these groups may perceive the sites differently, and also because Fowler (2004) proved these groups have different expectations of World Heritage sites.

Site Selection

The selection of survey sites was, due to the limited availability of financial means and time, primarily a practical one. Regarding the costs, a few of the most important aspects were travel costs, the time it takes to do on site surveys (Roth, 2006, p. 180) and if sites abroad were to be considered also language and translations. The challenge therefore was to find sites that were representative for historic landscapes and buildings, that are World Heritage sites and were preferably in the Netherlands. Furthermore, to ensure that surveying at the site would produce a large enough sample, sites with a central entrance or ticket office were preferred above sites that did not provide such services to their visitors. Despite these rather strict requirements, the Dutch list of World Heritage sites did provide two sites which met all of them: the “Rietveld Schröderhouse” in Utrecht and the site “Schokland and Surroundings” in the Noordoostpolder, part of the Flevoland province.

The Rietveld Schröderhouse (RSH) is a small one-family house built in 1924, and has been on the World Heritage list since 2000 based on cultural criteria (i) and (ii) (RSH nomination documentation, 2000, p. 1). The monument, which has been utilized in this research as an example of an historic building, is currently managed by the Central Museum which has a ticket office near the site where people can buy either audio tours or guided tours around the property (www.rietveldschroderhuis.nl, 2010; www.centraalmuseum.nl, 2010). This ticket office provided a good location for surveying visitors, whereas the surrounding neighbourhood was surveyed to inquire into the perceptions of heritage by inhabitants.

The representation of historic landscapes was slightly more difficult to achieve with the existing Dutch World Heritage sites, as the current selection did not include any property which is inscribed as ‘Cultural Landscape’. According to Fowler (2003, pp. 44, 52, 100) the reclaimed wetlands of Schokland can however be considered a cultural landscape nonetheless, and could more specifically be categorized as an organically evolved, continuing landscape (Fowler, 2003, p. 107). Together with the presence of a central entrance in the form of a museum (www.schokland.nl, 2010) which made surveying visitors more practical, Schokland and its surroundings met the requirements and was therefore used as Cultural Landscape in this research. Schokland was the first Dutch site to be inscribed on the World Heritage list in 1995, based on criteria (iii) and (v), and includes the former island of Schokland and some of the surrounding landscape which were reclaimed from the Zuiderzee in 1942 (ICOMOS, 1995, pp. 95-96).

The Design for Survey Questions

As mentioned above, the survey included two sites and there were thus actually two surveys: one for the Rietveld Schröderhouse and one for Schokland and Surroundings. Both surveys were however based on the same techniques and share many of the questions: only site-specific questions differed for each of the two surveys. Each questionnaire therefore included the following components: knowledge (of the site, which is part of the personal characteristics in the analysis), perception (of the site, in propositions), appreciation (of the site and of heritage in general), participation (who participates in the nomination process) and a general part with personal characteristics. These components were used to construct scores for all concepts in the conceptual model for each participant.

The questionnaire also included two pictures for each site to help the participants to form an opinion about aesthetic questions if they were not at the site at the time of participating in the survey. The technique of including photos as an aid in either landscape or monument perception is widely accepted and has been in use for over two decades (Ganzeboom, 1983; Coeterier, 1987; 2000; Roth, 2006). The pictures used in this survey were printed in black

and white on each questionnaire, and an A4 sized colour copy of the images was presented to the participant alongside the questionnaire. This helped the participants to complete the self-completion questionnaire without intervention of the researcher.

Providing pictures generally helps participants to complete the series of propositions on the perception of the object. The series of propositions, which corresponded to all aspects of perception which were presented in table 4.1 (page 41), has been based on the Aesthetic Impact Model by Cats-Baril & Gibson (1987). This model advocates the assessment of landscape aesthetics in such a way that all attributes of landscapes are reviewed individually in propositions, which are used to create a sum score for the assessed object for each participant (Cats-Baril & Gibson, 1987, p. 465). Adapting this model to the present research led to a total of 12 propositions for the assessment of the perception of the Rietveld Schröderhouse, and 11 propositions for the perception of Schokland and Surroundings. The sum score of these propositions constructed a variable with perception scores for every participant.

Likewise, the concepts of appreciation of World Heritage and the place of heritage in society from the conceptual model were constructed by taking together statements and grades regarding the appreciation of World Heritage sites and monuments in general, questions about the justness of the current World Heritage site selection, how interested people are in World Heritage and who people think should participate in appointing World Heritage. The grades which people were asked to give concerned grades on a 1 to 10 scale, wherein 1 is the lowest and 10 is the highest possible grade. This system was chosen because it is a common school grading system in the Netherlands, and it would therefore be familiar and easy to understand for all Dutch participants (Coeterier, 2002, p. 113). Also, the set of personal characteristics mentioned in section 4.1.1 was included separately in the analysis because these are characteristics they cannot be merged into a single indicator.

The questions used to construct measurable concepts can be found in the surveys used in this research (attachments 1A through 1D), and a list of all resulting variables and their codes is provided in attachment 1E. The way in which these variables are used to operationalize the concepts from the conceptual model is shown in attachment 1F, a table which links specific survey questions to the concepts discussed above.

Sample and Analysis of the Survey

Now that the sites and questions needed for this survey were determined, the only things left were the characteristics of the samples. As mentioned in section 4.3, the aim has been to take a representative sample of the visitors and inhabitants of the two sites, in order to achieve external validity and be able to conclude findings about more than only the samples included in the survey. The size of a representative sample is typically determined by two complicated aspects, however. First, the sample needed be large enough: to be able to assume normally distributed values the number of cases for each variable should at least be 30, but normally distributed variables typically need about 10 to 15 cases for each variable in a regression or multiple regression analysis (De Vocht, 2009, pp. 153). On the other hand, however, the time- and financial constraints discussed by Roth (2006, p. 180) limited the number of possible cases in a survey noticeably.

Because the aim was to prove causal relationships between the various components of the conceptual model, correlation as discussed in section 4.2.2 and also regression and multiple regression formed the main techniques in the analysis. In order to accommodate such techniques, a sample of around 100 cases for each of the four groups was taken as this number is large enough to allow distinguishing between several groups such as gender, age categories, household types etc. and was at the same time still small enough to be achievable within the limits of the given resources.

As there were in fact four populations to be surveyed, namely visitors of the Rietveld Schröderhouse and Schokland and inhabitants of both areas, four samples had to be constructed. The visitor samples were administered by taking on-site samples of around 100 participants for each site, by asking visitors randomly to participate in the study. Taking an exact representative sample of the visitors of each site was very difficult, however, since

there was only limited information available on visitor numbers and the composition of visitor groups regarding characteristics such as gender, age or country of birth (Right Marktonderzoek & Gemeente Noordoostpolder, 2006). The sampling of inhabitants was done by taking all street names of the two geographically nearest postal codes in the area of each site, and then generating random numbers for each street. The three streets with the highest random numbers were selected for surveying, and if surveying all the households in these streets did not provide enough usable questionnaires, then the street with the next highest random number has been taken into the survey as well. The sampling of inhabitants therefore contains a random and a systematic component.

The analysis of the data generated in these four samples included the testing of causal relationships between the concepts presented in section 4.1 and the conceptual model (arrows 1 through 8). By using SPSS statistical software to create, code and merge the variables shown in attachments 1E and 1F, the resulting concepts were tested for reliability and causality.

4.3.2 Conclusion to the Quantitative Approach

This last section on the quantitative methodology serves as a brief summary of the discussion above. In the discussion above, a choice has been made to use self-completion questionnaires on two suitable World Heritage sites: the Rietveld Schröderhouse and Schokland and Surroundings. For every site samples of around 100 cases were taken from the visitors and the inhabitants to gain a comprehensive image of the public's perception of each site, which could afterwards be analyzed quantitatively. The construction of variables for perception, heritage appreciation and knowledge of the site through grades and propositions allowed the analysis of causal relationships through correlation and regression calculations, after a check for reliability of the concepts by means of the Cronbach's Alpha measurement. The correlations found between the concepts created insight in the relations of the quantitative part of this research, which is indicated by arrows 1 through 9 in the conceptual model on the separate sheet.

4.4 Key People in the Nomination Process- the Qualitative Approach

The second part of conceptual model, indicated by arrows 10 to 20, was essentially of qualitative nature because it answered to a number of fundamental characteristics of qualitative research. According to Bryman (2008, pp. 385-389; 541) there is a series of elements which typically belong to qualitative research, and this section will discuss four of these elements to illustrate the qualitative nature of this second part.

First, because there was a lack of existing theory and literature on the field which was researched, and this investigation should therefore yield grounded theory. Hardly anything is published on the performance in practice of the UNESCO Operational Guidelines regarding the involvement of the general public in the selection and preparation of nominations, which is a gap that needed to be explored. The practice of defining and selecting cultural landscapes and historic buildings for the World Heritage list was therefore studied by questioning participants in those processes. An explanatory theory, which is created by examining concepts and analyzing their context, has been the result of this analysis (Bryman, 2008, pp. 541-544; Boeijs, 2008, pp. 116-117; Miles & Huberman, 1994, pp. 56, 65-66).

Second, flexibility and limited structure is essential to qualitative research (Bryman, 2008, p. 389), which was also required in this study. The lack of literature and existing knowledge on the process of selecting and defining historic buildings and cultural landscapes caused the structure of the investigation itself to be limited. This characteristic can be seen as supplementary to the grounded theory approach, because grounded theory needs a certain amount of freedom of structure to be able to generate theory and key concepts. This is why the conceptual model left room for varying interpretations of key people, their goals and intentions, and the possible influences of the Operational Guidelines on the selection practice. The limited structure also relates to the next characteristic discussed here: seeing through the eyes of the people being studied.

The strategy of trying to find out how processes in social reality work by looking through the eyes of the people being studied is commonplace in qualitative research as well. Because this research attempted to find out more about the definition and selection processes by talking to the people who are involved, taking a look through the eyes of those being studied applied to the present research. Looking through the eyes of the people researched meant studying a field through their perspective, the things that they find important and trying not to pose too strict questions (Bryman, 2008, p. 385; Miles & Huberman, 1994, p. 7).

Fourth, a very important characteristic of this research was the emphasis on process and not on static social reality, which is seen by Bryman (2008, p. 388) as another cornerstone of qualitative research. The emphasis on process is embedded in the present research in two ways; first of all the entire nomination procedure can be considered a process of interaction between stakeholders, organisations and to some extent the cultural landscapes and historic buildings themselves, as stakeholders and the Operational Guidelines operate around them. Secondly, the definition and selection process is a sequence that changes over time: emphases and priorities regarding the value(s) of the buildings and landscapes change. The emphasis on process goes along well with the notion of grounded theory, which is designed to investigate social processes (Starks & Brown Trinidad, 2007, p. 1373).

4.4.1 Grounded Theory and Semi- Structured Interviewing

The qualitative nature of this part of the research, illustrated in section 4.4, called for qualitative research methods which is introduced here. As the theoretical chapters and the above section elaborated, a strategy was needed to generate new theory from the collected data. One such strategy is Grounded Theory, an approach commonly used to generate theory and concepts out of qualitative data through coding (Bryman, 2008, pp. 541-543). Especially with the need for theory in the field of World Heritage site selection and nomination, Grounded Theory was chosen as the method to generate understanding in this field. Collecting the qualitative data needed for Grounded Theory required a method which was able to collect data on a little known subject on the one hand, but was structured enough to reveal relevant data within the framework of the conceptual model on the other. Therefore, semi- structured interviewing was selected as the most useful method. Besides the in-depth information these interviews offered, they also provided the method of Grounded Theory with qualitative data for a comprehensive analysis (Bryman, 2008, p. 438).

The strategy of semi-structured interviewing to collect data in this research has been chosen for a number of reasons. First of all, the lack of literature on the processes of defining and selecting historic buildings and cultural landscapes, the stakeholders involved, their motives and intentions and especially the involvement of lay people in these specific processes required the research to gather information at the organisations producing and participating in the processes. Next to the written material they offered, the collecting of data at these organisations and stakeholders was best performed by interviewing. Secondly, the specific strategy of semi- structured interviewing has been preferred over structured interviewing because too little was known about the field to prepare a proper and holistic structured interview. Any additional or complementary information that the interviewee could share next to the questions posed would be of great value, and the possibility to include it has therefore not been left unused (Bryman, 2008, pp. 437-440). Thirdly, semi-structured interviewing was more suitable to the processes investigated here than unstructured interviewing would have been because this research is not only interested in individual opinions and viewpoints, but also those of entire organisations like UNESCO. Therefore, the interviewees were tempted not only to speak about themselves but also to place the questions posed in the broader context of their organisations. Moreover, in order to expose all interviewees to roughly the same stimuli, there had to be some structure to work with. This structure was sufficiently offered by semi-structured interviewing (Bryman, 2008, pp. 443).

Because this part of the research is mainly concerned with the institutional aspect of defining and selecting World Heritage historic buildings and cultural landscapes, the stakeholders who were interviewed range from professional and local organisations to

individual key people. Interviewing individual members of the public in the same way was impossible, which is why a number of questions on involvement in World Heritage issues was included in the survey and questions about the involvement of the public were posed to these professional organisations, experts from the UNESCO World Heritage Centre, experts who are individually involved and key persons.

4.4.2 Interviewees

Creating a sample of experts, organisations and possible key people was initially carried out through reading literature and nomination documents to trace names, searching websites from organisations such as UNESCO, calling to the Museum at Schokland and through the network of officials known to the Netherlands Institute Athens and ICOMOS Netherlands. Most of these initial contacts were found willing to do an interview on the basis of their experience in working with UNESCO or dealing with UNESCO procedures. One person who was also asked, key person Rob de Jong, was unable to participate because of health reasons. In the case of interviewees who did participate, the first interviews generated insight in other stakeholders involved in the process, who were then asked for interviews about their position in the nominations. This method is called 'snowball-sampling' (Bryman, 2008, pp. 184-185) and was applied next to the application of existing theory to trace organisations involved in the two selected sites. The number of interviews that was performed depended on the number of organisations and the effort that had to be made in order to get all the information needed to answer the research questions. Because the research is a cyclical-iterative process, which means that the analysis of the revealed data already begins and continues throughout the data collection phase, it was relatively simple to guide the upcoming interviews and interviewee selection with the results from analysis of earlier interviews. Also, the analysis of data during the data collection allowed adjustments to the number of required interviews: if any subject remained unclear, it was still possible to schedule another interview. Contacting the people in the sample was initially achieved through email and telephone. The Interviews were then conducted in face to face settings as well as telephone, Skype and email conversations, depending on the location and accessibility of the interviewees. The people who were interviewed are schematically displayed in table 4.2 overleaf, and the transcripts of these interviews can be found in attachments 3A-I.

4.4.3 Analysis and Coding in Grounded Theory

Finding Grounded Theory was selected as the approach to analyse the interviews transcripts next to their in- depth information value. The method of Grounded Theory is known to generate both theory and concepts, which stand in close relation to data collection and analysis (Strauss & Corbin, 1998, p. 12; Bryman, 2008, p. 541). The analysis itself took place by careful reading with attention for context, coding and relating the codes to each other and to existing theory (Boeije, 2005, p. 105). Coding is seen by some researchers as one of the most recommended ways of analysing data generated in qualitative research (Miles & Huberman, 1994, p. 56; Bryman, 2008, pp. 542-543).

Coding is a substantial part of the analysis of data, and the codes used in this technique were *"tags or labels for assigning units of meaning to the descriptive or inferential information compiled during a study"* (Miles & Huberman, 1994, p. 56). There are three types of codes, namely descriptive, interpretive and pattern codes, which were assigned to parts of texts or transcripts to which they fitted best: descriptive to descriptive pieces of text, interpretive to pieces that could be seen in relation to other parts or that are compared to other parts, and finally pattern codes to those parts of text that illustrated motives or patterns which are important to the research (Boeije, 2005, pp. 98, 104; Miles & Huberman, 1994, p. 57). The purpose of coding was to make the analysis of the data more easy and comprehensible. One of the most essential benefits of coding was that it reduced the great amounts of data that are generated in the qualitative part of the research. Reducing data to essential pieces was an important part of the analysis (Bryman, 2008, p. 552; Miles & Huberman, 1994, p. 10), as well as the possibility to begin doing this during the data collection phase (Boeije, 2005, p.

104). From the pieces of text that were coded, or from the series of codes itself, general ideas about the data could be generated. These general ideas formed the beginning of grounded theory, or could be compared to existing theories in order to structure the data, organise the coming interviews and begin answering the research questions (Boeije, 2005, pp. 85-109; Bryman, 2008, p. 551-552).

Table 4.2: Interviewees (in chronological order of interviewing)

<i>Name</i>	<i>Position</i>	<i>Interview Subject</i>
Ms. Sfakianaki Ms. Korkka	Greek Ministry of Culture, directorate Classical Antiquities in Athens, Greece.	Nomination procedures in general and their experience in working with UNESCO.
Mr. A. P. Oost	Advisor and researcher at Deltares Research Institute in Utrecht, The Netherlands.	Nomination procedures in general, and his role in the Wadden Sea nomination procedure.
Mr. B. Paulowitz	Cultural Heritage Information Management Consultant and former employee of the UNESCO World Heritage Centre in Paris, France.	Nomination procedures in general and his experiences at the World Heritage Centre.
Mr. B. Frhr. von Droste zu Hülshoff	Former director of the UNESCO World Heritage Centre in Paris, France.	Nomination procedures in general and his experiences at the World Heritage Centre.
Mr. N. Schulze	Independent Heritage Consultant, Mexico.	Nomination and Conservation procedures in general and his experiences in working with UNESCO.
Mr. P. J. Fowler	Cultural Landscape specialist, writer and former specialist at the UNESCO World Heritage Centre in Paris, France.	Nomination procedures in general and his experiences at the World Heritage Centre.
Mr. W.J.H. Hogestijn	Provincial Archaeologist at Flevoland Province, The Netherlands.	His role in the Schokland nomination procedure.
Ms. M. I. E. Van Zijl	Vice Director and Curator at Centraal Museum Utrecht, The Netherlands.	Her role in the Rietveld Schröder-house nomination procedure.
Ms. C. Westrik	Program Director at the Netherlands National Commission for UNESCO.	Nomination procedures in general and her experiences in working with UNESCO.

4.4.4 Conclusion to the Qualitative Approach

In conclusion, the qualitative part of the present research was performed through the use of two complementary research methods: Grounded Theory and Semi- Structured Interviewing. The interviewing was done to gain in- depth information about the nomination process and the roles of those involved in these processes, but also to provide the technique of generating Grounded Theory with data. The transcripts from the semi- structured interviews were analysed and coded to support the creation of Grounded Theory, a theory on the role of the public's perception of historic landscapes and buildings in World Heritage nomination processes which is expanding the small available body of theory and understanding on this particular subject.

4.5 Connecting the Quantitative and Qualitative Parts

As became clear from the previous sections, the present research consists of two seemingly separated parts: one concerned with lay people's perceptions, and a second concerned with the nomination procedures. However, the bridge between these two parts which has been introduced in section 4.1 and in the conceptual model, is of even greater importance than the two separate parts alone. Because the last part of the main research question reads "to what extent do both perceptions influence the definition and selection of

UNESCO World Heritage Cultural Landscapes and Sites?”, theory on linking the two aspects was included and the conclusion from this literature was that either key people in the nomination process or the application of the public’s perception in nomination dossiers could provide such a link.

The possible incorporation of the public’s perceptions into the nomination procedure was therefore also investigated through asking key people about their experiences in this field, as well as asking people from UNESCO to comment on whether and how the perception is taken into account, and also whether and why the appreciation of World Heritage with the general public makes any difference in the procedures. The investigation of key people’s experiences as well as questioning UNESCO about the influence of the public’s perceptions relates to arrows 10 and 11 in the model, whereas the enquiry into the role of the public’s appreciation of World Heritage in nomination procedures refers to arrow 12. Because these questions are very important for answering the main research question, a considerable part of the semi- structured interviewing focused on questions regarding this aspect of the nomination process.

5. The Practice of Perceiving World Heritage

As the first part of the conceptual model clearly dealt only with the perceptions of historic buildings and Cultural landscapes, this first section on results deals with analysing only these perceptions. This means that the results from the survey regarding the public's perception of the two selected World Heritage sites will be addressed and analysed, in order to find an empirical answer to the first sub question:

In what way and why do laymen's perceptions of historic landscapes and those of historic buildings differ?

The results from a survey can typically be used for describing and to some extent explaining relations, so this section will especially focus on the 'in what way do layman's perceptions differ' part of the question. Although some of the 'why' in this question can be hinted at by explained variances from regression models, this will primarily done by relating the survey results to the theory from chapter 2 in the conclusion and discussion in chapter 7.

5.1 Introduction: Research Areas Schokland and Rietveld Schröderhouse

The previous chapter already addressed the selection of the sites where the survey has taken place, but did not provide a more detailed description of the sites and their relevance to this research. Both cases, the Rietveld Schröderhouse and Schokland and surroundings, are depicted in greater detail in this section, providing insight in what these sites look like, why these sites were nominated and listed as World Heritage, how the propositions in the questionnaire refer to these specific sites and where exactly the samples were taken.

Schokland and its surroundings are an historic landscape in the Northeast Polder, a polder located in the centre of the Netherlands. Currently, the former island of Schokland is a stretch of land which is around one meter higher than the surrounding polder. As can be seen in figure 5.1, the island is almost completely surrounded by a row of trees, which was placed to emphasize the former beaches of the island, a small forest and agricultural land. After the drainage of this part of the former Zuyder Zee in the early 1940's, when Schokland became dry land again, nearly all buildings and remnants of the people who where evacuated in 1859 were demolished (www.schokland.nl, 2009). Some of those buildings have been restored in recent years however, making Schokland a primarily agricultural landscape sparsely dotted with small buildings such as a museum, two light beacons, a church and a number of farms.

Figure 5.1 Areal photo of Schokland, looking towards the south.



Figure 5.2 "Middelbuurt" at Schokland, displays the difference in height of the island.



Source of areal photo: www.schokland.nl, 2009.

Sampling visitors and inhabitants of the area was done on three locations. The first was a small village- like collection of buildings central on the island (the Middelbuurt, figure 5.2), where the museum and parking spaces are located. This museum, which is relatively small but nevertheless receives around 400 visitors in sunny weekends, displays the history of the

island as well as the reasons why Schokland has become World Heritage. Because of these factors, the street and parking space near the museum were the ideal place for surveying the visitors of the island and the museum, as almost all of them passed through there. The inhabitants of the area, on the other hand, were surveyed in the two villages nearest to Schokland: Ens and Nagele. Ens, with 3091 inhabitants and Nagele with 1960 in 2008 (CBS Statline, 2009) are both located at a distance of just over three kilometres from Schokland. The samples were taken by selecting three streets for each of the villages by assigning random numbers to all streets in both villages and selecting the streets with the largest random numbers, and then performing a door to door survey in these streets. The selection of streets by their corresponding random number was continued until the sample returned enough completed surveys.

Although the reasons for nominating Schokland as World Heritage are displayed in the museum, they turned out to be a difficult story to remember for most visitors and inhabitants of the landscape. Perhaps this is because there were many reasons to include Schokland on the List, as the site has been inscribed on the basis of two criteria: (iii) and (v). The reasons for inscription are probably best summarized in the 1995 ICOMOS recommendation document (p. 99): *“Schokland and its surroundings preserve the last surviving evidence of a prehistoric and early historic society that had adapted to the precarious life of wetland settlements under the constant threat of temporary or permanent incursions by the sea. It lies within the agricultural landscape created as a result of the reclamation of the former Zuyder Zee, part of the never-ceasing struggle of the people of the Netherlands against water and one of the greatest and most visionary human achievements of the twentieth century”*.

The propositions concerning the perception of Schokland in the questionnaire refer to many of the aspects described in the previous three paragraphs. There are a number of propositions on changes in the landscape, which have taken place but cannot take place any more on such a large scale because of World Heritage maintenance, as well as propositions on the row of trees, Schokland being a pretty sight, on its size, and whether or not people who have seen the island think of the old or restored buildings as recognizable or as a pleasing sight. These statements were designed in such a way that they refer to actual objects or items in the landscape, but also to the aspects that were found to be of influence on landscape perception in chapter 2.

The Rietveld Schröderhouse, included as an example of a historic building or monument in this research, is a residential home built in 1924 in Utrecht by a collaboration of a famous Dutch architect and artist called Gerrit Rietveld and his mistress, ms. Truus Schröder, hence the name of the building (www.rietveldschroderhuis.nl, 2010). The building was and still is an icon for a current in architecture called ‘De Stijl’ (The Style), which was very functional in nature but also had a very distinctive design (figure 5.3). Although designed as a house at the very edge of the city, built onto the existing 1920’s housing (figure 5.4), the monument has become boxed in between the surrounding neighbourhood and a highway in the eighty years that have gone by since its creation.

Figure 5.3: The Rietveld Schröderhouse,



Source: Wikimedia commons, 2009

Figure 5.4: The Rietveld Schroderhouse, with view on the neighbourhood.



Source: Wikipedia, 2010.

The architectural value of the monument has led to the inscription of the house on the World Heritage List in 2000, on the basis of cultural criteria (ii) and (iii) (WHC Nomination Documentation, 2000, p. 1). Both criteria refer to the uniqueness of the architecture and the iconic value of this specific building. The nomination dossier summarizes: *“This small one-family house, with its interior, the flexible spatial arrangement, and the visual and formal qualities, was a manifesto of the ideals of the De Stijl group of artists and architects in the Netherlands in the 1920s, and has since been considered one of the icons of the Modern Movement in architecture”* (WHC Nomination Documentation, 2000, p. 1).

Most of the propositions used in the questionnaire, then, also refer to the outside of the building and some to its surroundings. The perception of this building is based on 11 propositions regarding the use of colour, detail, straight and sloping lines, modern building materials and its intended function and the way it fits into its context or surroundings. Both the museum and its surroundings were important in the last subject of this section, the samples for the historic building.

The samples for the survey about the Rietveld Schröderhouse were, as with the case of Schokland, twofold. The sample of inhabitants was collected by administering door to door questionnaires in randomly selected streets of two neighbouring postal code areas, which actually compose the neighbourhood in which the monument is situated. These two neighbourhoods are composed of middle- and upper class residential homes and a university campus, which were all included into the sample. The other sample, amongst visitors, was administered at the ticket office of the museum, which is across the street of the Rietveld Schröderhouse. The employees of the ticket office have collected the majority of questionnaires in this sample, once permission to survey the visitors was granted by a museum executive.

Having provided a concise summary of the relevance of every site and insight in how the samples were administrated, there is one last introducing remark to be made. For reasons of clarity and visual layout, both case names are abbreviated in the tables in the remainder of this chapter. The samples regarding the visitors are referred to as *“Visitor SKL”* in the case of Schokland, and *“Visitor RSH”* in the case of the Rietveld Schrouderhouse.

5.2 The Sample and Reliability

This section touches upon the technical aspects of the survey results, before moving to a description of the database and presenting concrete findings. As was pointed out in section 4.3 in the Methodological chapter, a number of decisions was made regarding sample size, reliability aims and indicators. Discussing the sample here generates insight in the size of the sample and the circumstances and difficulties that were met during the administering of the survey, whereas measuring the internal reliability of the survey indicates whether the operationalisation of the main concepts provided enough coherence to form a conceptual whole. The external reliability is examined last, to find out whether the results from the survey may eventually be generalized to a greater population.

The aim regarding sample size was to reach around 100 cases for each of the four sample groups, leading to a total of around 400 completed surveys. This aim was only partially achieved, as can be seen in table 5.1 (overleaf) which presents the distribution of all 358 completed surveys that were included in the analysis. Especially the number of completed surveys concerning the case of Schokland was considerably lower than the total of surveys collected at the Rietveld Schröderhouse. There are two reasons for this difference: firstly, the employees of the Rietveld Schröderhouse Ticket Office helped collecting surveys at their museum which resulted in an above 100 number of completed visitor surveys at this site. Secondly, the number of completed surveys at Schokland was lower for both inhabitants and visitors because of accessibility of the site and the weather at the time of administering the surveys. Schokland as well as the nearby villages Ens and Nagele are only accessible by public transport, the means of transport I mostly had to rely on, during the office hours of the day. This meant that the available time of surveying was limited and concentrated at those intervals during the day that most people are at work and therefore not at home. The weather in February and early March was extremely cold this

year, with temperatures around or below the point of freezing, which had a considerable effect on the number of visitors at Schokland and Surroundings. This effect was also noted by the employees of the museum at Schokland, who noticed below average visitor numbers.

Table 5.1 Distribution of the 358 Completed Questionnaires

	Rietveld Schröderhouse	Schokland and Surroundings
Inhabitants	99	72
Visitors	112	75
Total	211	147

Consequently, the average response rate (table 5.2, calculated by dividing the number of valid responses by the total number of people or addresses approached (Data Analysis Australia, 2009)), of inhabitants for Schokland are also much lower than the one for the Rietveld Schröderhouse. Despite the efforts of employing a rental car to improve accessibility and planning extra surveying days to extend the surveying time, the response rate of inhabitants of Nagele and Ens only reached a mere 23,6%. It is however important to stress that of the remaining average 76,4% non- response, over 54 percentage point was caused by the fact the people were not at home during the time of surveying. Another important issue with the response rate is the ‘unknown’ for the visitors of the Rietveld Schröderhouse, which was caused by the fact that although the museum helped administering the surveys, they did not keep a log on the non- response. Considering that the employees of the museum only did the surveying on top of their regular tasks, this is understandable but the consequence is that calculating a sensible response rate was unfortunately impossible.

Table 5.2: Average response rates (in %)

	Rietveld Schröderhouse	Schokland
Inhabitants	58,08	23,57
Visitors	<i>Unknown</i>	78,15

Another important technical aspect of the survey was reliability, divided into internal and external reliability. The internal reliability of the survey was, as mentioned in section 4.3, measured with Cronbach’s Alpha. The threshold value for a reliable measurement of a concept is 0,6 (Bryman, 2008, p. 151), and all concepts in this research were found to have Alpha measurements of 0,64 or higher, ranging up to Alpha values of 0,73 (attachment 2A). This means that all concepts were constructed and measured in a sufficiently reliable manner, enabling the further analysis of the concepts and the relations between these concepts.

In order to test for external reliability and see whether the conclusions of this survey regarding inhabitants can be generalized to the population from which the sample was taken, the collected data regarding personal characteristics of the inhabitants had to be transformed to match with the categories of the Dutch official Bureau of Statistics (Centraal Bureau voor de Statistiek, CBS). The transformation concerned the variables of age, household composition and country of birth, which were transformed as described below. Testing external reliability for visitors was only possible to a very limited extend, due to the lack of data on total visitor numbers and their characteristics for both sites.

Age

The variable ‘age’ was categorised to meet the characteristics of the population statistics. The categories included respondents of the ages 0 through 19, 20 through 64, and 65 through 100 (people over 100 years old were not encountered in the sample). The reasons for choosing these categories were these: the central Dutch database provides age cohorts of 5 years for these areas, so a multitude of 5 had to be chosen. The first divide, then, was put at 20 because people grow legally adult at 18. 0 Through 19 is therefore the

logical first category. Between the ages of 20 and 64, people either study or work and therefore shape most of the personal characteristics important to this research. A choice was therefore made to include all people working or studying in a single category, including people aged 20 through 64. After retirement, which is usually at the age of 65 in the Netherlands, people no longer work and this was therefore considered a logical breaking point. This category therefore includes people aged 65 or older.

Household Composition

Although it is common for the Dutch Bureau of Statistics to collect information about households through the use of more than three categories, the household data available for all sample locations were only divided into single- person households, multiple person household with children and multiple person households without children. The seven categories used in the survey were therefore merged into these three types in the data file to match the data from the CBS.

Country of Birth

The Dutch Bureau of Statistics collects detailed information about the country of birth of Dutch citizens, but the sample was too small to include several different countries of origin and still reach a sufficient number of cases per category to perform Chi² tests. It was therefore decided to include only two groups: people of Dutch origin and others.

On the basis of the divisions made above, an analysis of external reliability was carried out by means of a series of Chi² goodness-of-fit tests in order to find whether the samples are representative for the population of inhabitants. The results of these tests are shown in table 5.3, and full test tables are available in attachment 2B.

<i>Table 5.3 External Reliability: Chi² Goodness- of- fit Tests</i>			
Characteristics Inhabitants Utrecht			
Case Rietveld Schröderhouse	Chi² Value	Sig.	Conclusion
Age	11,405	0,003	<i>not representative</i>
Gender	0,026	0,871	<i>representative</i>
Household Composition	28,291	0,000	<i>not representative</i>
Country of Birth: Dutch or Other	0,291	0,589	<i>representative</i>
Characteristics Inhabitants Ens and Nagele			
Case Schokland and Surroundings			
Age	55,582	0,000	<i>not representative</i>
Gender	0,241	0,624	<i>representative</i>
Household Composition	1,200	0,549	<i>representative</i>
Country of Birth: Dutch or Other	<i>testing not possible¹</i>		<i>not representative</i>
Characteristics Visitors Schokland			
Age	60,525	0,000	<i>not representative</i>

¹ Only one person of foreign birth was included in the sample.

When samples such as those created in this research are not representative, weighing is often considered a solution to make the samples externally reliable as well (De Vocht, 2009, p. 117). However, in the current situation weighing was not possible because the population data required to calculate the weight factor were not available at the CBS database for the case of the Rietveld Schröderhouse. In the case of the variables which are not representative for the inhabitants of the Schokland area, weighing is not possible because only one foreigner was included in the sample and applying weighing to the one population parameter known about Schoklands' visitors is also incorrect since declaring a sample representative while based on a single variable is impossible (Van der Zee, 2004).

In conclusion, it can be stated that although the concepts were reliably measured, the sample is insufficiently large to provide an externally reliable sample. The aim of creating a representative sample is therefore not achieved, and the conclusions in this research regarding the perceptions of World Heritage historic buildings and Cultural Landscapes by the general public therefore only refer to those people included in the sample and can only be seen as an example of how perceiving these objects works for the general public as a whole. The next section will explore what this sample looks like exactly, by examining in greater detail the personal characteristics and scores for the perception and appreciation concepts in a descriptive manner.

5.3 Description of the Database

Before starting testing the relations suggested in the conceptual model, it was important to explore the characteristics of the database. By doing so, it was possible to get a clearer picture of the distributions of several features over the different samples, the exact numbers of cases included for key variables and find out whether the maximum and minimum scores for the key concepts actually appeared in the samples. Moreover, because it became clear that the sample is not externally reliable, it is important to explore the details of the personal characteristics of the respondents in order to find out what the samples which will shape the conclusions of this research exactly look like.

Because the personal characteristics in the samples are so important, a series of tables and figures on these features is presented here. The series explores a number of simple features for each sample, such as averages, minimum and maximum encountered scores and an indication of the number of valid questionnaires from which these descriptive statistics are drawn. Firstly, table 5.4 displays the characteristics of the age variable, based on the original uncategorized Age variable which was included in the survey. The table clearly shows a much higher average age for the sample in Ens and Nagele than in any other sample. The cause for this high average is most likely the time of day during which the surveying in these towns took place: during office hours most people are at work so many elderly people and pensioners were encountered. This is also reflected in the maximum age encountered in Ens and Nagele, which is considerably higher than the maximum ages for the other samples.

Table 5.4: Age Characteristics for Each Sample

	Average	Minimum	Maximum	Valid N
Utrecht	36,25	17	85	98
Ens and Nagele	55,70	14	91	70
Visitors RSH	35,39	15	70	98
Visitors SKL	46,16	15	74	75

When gender is concerned, table 5.5 (overleaf) reveals an almost equal representation of both sexes for all samples. Only in the sample of visitors of Schokland, there is an overrepresentation of male respondents. This is most likely caused by the technique of on-site surveying: when a couple or a group of people were encountered, they were asked to take part and especially in the case of couples the male often volunteered to fill in the survey. As it was difficult to find enough participants, this spontaneous response was not corrected. Clearly, however, this effect has led to a distribution of 69,3% to 30.7% in favour of male respondents in the Schokland visitor sample.

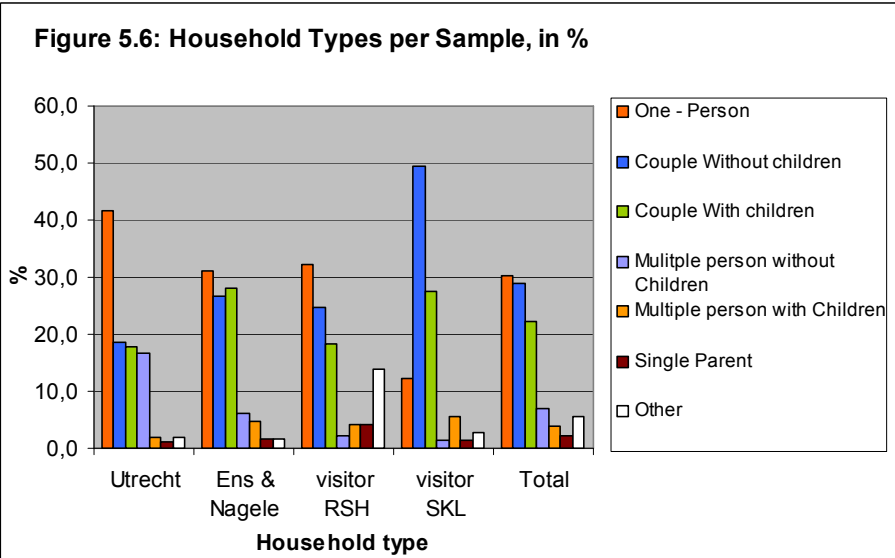
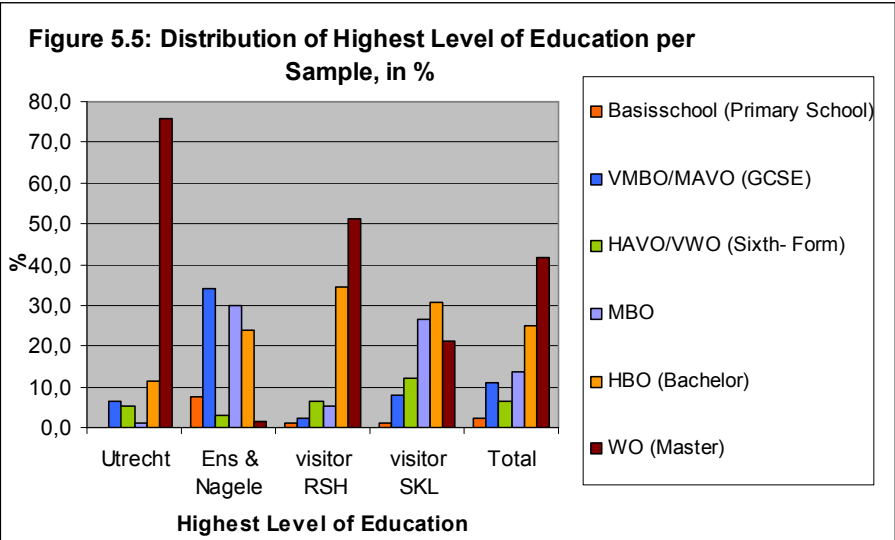
The figure on highest level of education (Figure 5.5 overleaf) also shows a number of interesting tendencies. The high representation of higher education in the sample of Utrecht and the visitors of the Rietveld Schröderhouse is one example. Although the representation of higher educated people in the sample in Utrecht was higher than the one for visitors of the Rietveld Schröderhouse, the latter is more interesting because the museum clearly attracted more high educated people than Schokland did. It should however be noted that both museums tend to attract relatively many high educated people, compared to the lower educated categories of the samples. The sample of inhabitants of Utrecht most likely showed

so many high educated people because of the neighbourhoods in which the sample was collected: these included many upper- class residences and a university campus.

Table 5.5: Gender for Each Sample

	Female		Male		Total	
	count	%	count	%	count	%
Utrecht	51	53,1	45	46,9	96	100
Ens and Nagele	37	51,4	35	48,6	72	100
Visitor RSH	58	56,9	44	43,1	102	100
Visitor SKL	23	30,7	52	69,3	75	100

Interesting in the most frequently occurring households (Figure 5.6) are the evident presence of many single- person households in Utrecht, Ens and Nagele and the sample of visitors at the Rietveld Schröderhouse. The household type 'couple without children' was found to be second largest in both Rietveld Schröderhouse samples (inhabitants and visitors), but got the convincing majority of household types included in the Schokland visitor survey. On the basis of this sample it can therefore be carefully concluded that a visit to Schokland is a pastime especially suited for people without children.



One last personal characteristic which may be of influence on the perception of Schokland or the Rietveld Schröderhouse and which is conveniently presented in a table, is the extent to which people live in built-up or rural areas. Posing this question to the people in the samples of inhabitants did not make much sense as they almost exclusively lived in built-up areas, but a detailed look at the data for visitors is all the more interesting. As table 5.6 shows, there is hardly a difference in the distribution of home location of visitors for either site. For both samples, just over 14% of the visitors lived in rural areas, so neither of the museums did attract more people from rural areas. This was considered an interesting detail because of the difference in location of the sites: the Rietveld Schröderhouse is almost completely surrounded by other buildings and neighbourhoods, whereas Schokland is completely surrounded by farmland. Although one might have expected this to have effect on the visitors' characteristics, this does not appear in residence location.

Table 5.6: Home of visitors in Built- Up or Rural Area

	Built-up		Rural		Total	
	<i>count</i>	<i>%</i>	<i>count</i>	<i>%</i>	<i>count</i>	<i>%</i>
Visitor RSH	82	85,4	14	14,6	96	100
Visitor SKL	64	85,3	11	14,7	75	100

Having explored the main personal characteristics of the samples, it was also useful to briefly touch upon the extent to which the four samples reveal differences for scores on the main key concepts in this research: the position of heritage in society, the perceptions of both the Rietveld Schröderhouse as an example of an historic building and Schokland as an example of a Cultural Landscape and the overall appreciation of World Heritage in the samples (the conversion of variables into these concepts is explained in section 4.3.1 and in attachment 1F). Here too the main descriptive statistics such as average, minimum and maximum are considered, and represented in tables 5.7 and 5.8 overleaf.

Table 5.7 shows what scores could be generated out of the sample's variables regarding the position of heritage in society and the appreciation of World Heritage in general. One of the most interesting features for these concepts are the minimum scores, which show only positive values for all samples. This means that all respondents in all samples regard heritage in society and World Heritage as positive. The mean scores for heritage in society hardly differ, and the maximum scores for this concept show little variety either. Clearly, heritage can count on a rather similar support in all four samples. The scores for the appreciation of World Heritage are slightly less similar, with noticeable differences in mean scores for the visitors of either site. The maximum scores are also more dispersed than for heritage in society, but World Heritage is appreciated to a very high degree by the samples regarding the Rietveld Schröderhouse. The visitors of this monument really stand out in their appreciation of World Heritage, with a minimum appreciation of 13, average of 20,4 and a maximum approaching the limit of 30 points for this variable.

Perhaps the most important concept included in the conceptual model was the perception of either historic buildings or cultural landscapes. As the samples in this research were not representative for entire populations, the cases of Schokland and the Rietveld Schröderhouse used here remain examples, but the measurement of the perceptions of these places was equally important to the research. As table 5.8 reveals, there was a considerable difference in perception scores for Schokland and the Rietveld Schröderhouse: Schokland was perceived more positively. As both perception variables have the same limits, the higher average score for Schokland was directly comparable to the scores for the Rietveld- Schröderhouse. Interestingly, although the visitors of Schokland reached the maximum possible positive score, they also reached the lowest negative outcome of the four samples. The next lowest was the sample in Utrecht, which also had the lowest average perception score.

<i>Table 5.7: Scores for Heritage in Society and Appreciation of Heritage for Each Sample</i>				
Scores for Heritage in Society¹				
	Mean	Minimum	Maximum	Valid N
Utrecht	10,70	5,5	17	86
Ens and Nagele	11,05	7	15	60
Visitor RSH	11,03	1	15	79
Visitor SKL	11,15	1	15,5	72
Scores for Appreciation of World Heritage²				
	Mean	Minimum	Maximum	Valid N
Utrecht	18,74	6	28	92
Ens and Nagele	17,44	11	23	57
Visitor RSH	20,40	13	28	84
Visitor SKL	17,19	2	23,5	70

¹ The scores for Heritage in Society cannot exceed limits of -6 and 20.

² The scores for Appreciation of World Heritage cannot exceed limits of -8 and 30.

<i>Table 5.8: Perception Scores for Each Sample</i>				
Perception Scores for Schokland³				
	Mean	Minimum	Maximum	Valid N
Ens and Nagele	9,94	-4	21	69
Visitor SKL	9,05	-11	21	75
Perception Scores for Rietveld Schröderhouse³				
	Mean	Minimum	Maximum	Valid N
Utrecht	2,97	-8	16	88
Visitor RSH	4,35	-3	15	102

³ The scores for Perception of Schokland and the Rietveld Schröderhouse cannot exceed limits of -20 and 21.

In the next section, the relations between the key concepts and the personal characteristics of the respondents are tested to see whether the differences suggested in this section are indeed significant. Also, the relations between the concepts reflected in arrows 1 through 9 in the conceptual model are considered in the next section.

5.4 Proving Relations in the Conceptual Model

In this section, every relation drawn in the conceptual model (see separate sheet) will be visited and tested. The analysis was performed by testing every relation for correlation, and if significant correlations were found regression was applied as well. The first analysis referred to the relation between personal characteristics and the position of heritage in society (arrow 1), which is a difficult one because of the variety of features included in personal characteristics. Also, because this relation was assumed to work in such a way that the two concepts influence each other, by for example a relation between knowledge and the position of heritage in society and vice versa, only correlation was calculated.

The results of this first test are shown in table 5.9 overleaf. Most apparent in this table is the fact that only very few of the personal characteristics actually significantly correlate with the position of heritage in society: the significant relations are displayed in the table. Especially in the case of Schokland, both samples showed only one significant correlation. Being Dutch or not, the only significant relation for the sample in Ens and Nagele, was a remarkable one in itself since only one person of foreign birth participated. Remarkable also

was the relative irrelevance of knowledge on the specific sites for both cases, as only the sample in Utrecht shows a highly significant correlation. This suggests that knowledge of specific sites does not contribute to the position of heritage in society. The final interesting find in this regard was that the level of education was only significant for the samples regarding the Rietveld Schröderhouse, but even here not all categories correlated.

Staying with the subject of personal characteristics, the next relation to be investigated was the relation between the personal characteristics and the appreciation of World Heritage in general (table 5.10, overleaf). Again, only very few relations actually proved significant, but interestingly roughly the same characteristics are at play as in the previous relation (arrow 1). Arrow 5 which is tested here, however, includes even less categories of the level of education attribute, but displayed a greater importance of age. Age, then, was found a significant aspect in three out of four samples although the relation remains a weak one with a correlation of 0,396 at best. Another interesting find was that knowledge of the site was found to have a significant correlation with the appreciation of World Heritage for both samples regarding the Rietveld Schröderhouse, indicating that knowledge is of influence in specific instances.

Much more spectacular was relating the dependents from the previous two relations to each other: the relation between the position of heritage in society and the appreciation of World Heritage in general. As table 5.11 (overleaf) reveals, this relation was significant for all samples, highly significant for most samples and, importantly, a very strong relationship in two cases. Correlations reached 0,594 in the sample of Utrecht, and up to 0,746 in the sample of visitors at Schokland. Clearly then, where people in the four samples thought much of heritage in society, they also appreciated World Heritage significantly more.

Table 5.9: Correlations of Personal Characteristics with Heritage in Society for Each Sample (arrow 1)

<i>Personal Characteristic</i>		Sample			
		<i>Utrecht</i>	<i>Ens and Nagele</i>	<i>Visitor RSH</i>	<i>Visitor SKL</i>
Age	Pearson N				0,459** 70
Built up or Rural Home	Pearson N			-0,317** 78	
Dutch Y/ N	Pearson N		-0,275* 60	-0,331** 79	
Education Primary School	Pearson N			-0,252* 77	
Education Sixth Form	Pearson N	-0,342** 85			
Education BA	Pearson N	0,255* 85			
Multiple person Household with children ⁴	Pearson N			-0,249* 73	
Knowledge of the site	Pearson N	0,376** 86			

** *Correlation is significant at the 0.01 level (2-tailed).*

* *Correlation is significant at the 0.05 level (2-tailed).*

⁴ *As used in the three household types variable used for the representativity analysis.*

Table 5.10: Correlations of Personal Characteristics with Appreciation of World Heritage for Each Sample (arrow 5)

<i>Personal Characteristic</i>		Sample			
		<i>Utrecht</i>	<i>Ens and Nagele</i>	<i>Visitor RSH</i>	<i>Visitor SKL</i>
Age	Pearson N	0,396** 91	0,286* 57		0,325** 70
Dutch Y/ N	Pearson N		-0,275* 57		
Education BA	Pearson N			-0,317** 81	
Education MA	Pearson N			0,484** 81	
Knowledge of the site	Pearson N	0,410** 92		0,254* 83	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 5.11: Correlations of Heritage in Society and Appreciation of World Heritage for Each Sample (arrow 2)

		Sample			
		<i>Utrecht</i>	<i>Ens and Nagele</i>	<i>Visitor RSH</i>	<i>Visitor SKL</i>
Appreciation of World Heritage	Pearson N	0,594** 82	0,427** 53	0,261* 69	0,746** 68

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

5.4.1 Schokland and Surroundings: Perception of an Historic Landscape

Because the correlations between concepts for each site included separate groups of respondents, namely the inhabitants and visitors of these regions, and included separate key concepts in either the perception of a building or a landscape, it was decided to present the correlations found in these contexts separately. The first relation examined here was arrow 4, between the personal characteristics of the respondents and the perception of the landscape. Much like the correlations found between personal characteristics and heritage in society or the appreciation of World Heritage, only very few of the total number of personal characteristics actually related to the perception of Schokland (table 5.12). Two of them are however related very significantly: being Dutch for inhabitants and the age of visitors. The strength of these relations is moderate with a Pearson's correlation of around 0,4.

Table 5.12: Correlations of Personal Characteristics with the Perception of Schokland for Both Samples (arrow 4)

<i>Personal Characteristic</i>		Sample	
		<i>Ens and Nagele</i>	<i>Visitor SKL</i>
Age	Pearson N		0,420** 75
Dutch Y/ N	Pearson N	-0,386** 69	
Knowledge of the site	Pearson N		0,228* 75

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Another relation which was firmly confirmed for both samples regarding Schokland was the one reflected in arrow 3 (table 5.13), between the position of heritage in society and the perception of Schokland. This means that if the people in the sample generally regard heritage as a positive thing, they will also perceive Schokland much more positively. The relation found here was highly significant and moderate in strength for inhabitants, but quite strong for visitors with correlations of 0,453 and 0,693 respectively.

Table 5.13: Correlations of Heritage in Society with the Perception of Schokland for Each Sample (arrow 3)

		Sample	
		Ens and Nagele	Visitor SKL
Perception of Schokland	Pearson N	0,453** 59	0,693** 72

***. Correlation is significant at the 0.01 level (2-tailed).*

The result of the relations proved in this section was then further explored in a linear regression model. This model included the variables which were found to correlate with the dependent which is subject in this section: the perception of Schokland. The regression models (tables 5.14 and 5.15) show that for the sample of Ens and Nagele, 30,4% of the variance in the perception of Schokland is explained by being Dutch or not and the position of heritage in society for the respondents, and that even more (50,6%) of the variance of the perception of Schokland by its visitors is explained by heritage in society alone. The other personal characteristics, displayed in the correlation tables did not contribute significantly (at the 95% confidence level) to the explanation of the variance in the value of perception of Schokland but were kept in the equation because the model as a whole was significantly valid.

Table 5.14: Linear Regression Model for Perception of Schokland, sample Ens & Nagele.

Model	R	R Square
Summary	0,551	0,304

Expression for the Perception of Schokland for sample Ens and Nagele:
 $1,12 - 10,73 * \text{Dutch} + 0,80 * \text{Heritage in Society}$

Table 5.15: Linear Regression Model for Perception Schokland, sample Visitor SKL.

Model	R	R Square
Summary	0,711	0,506

Expression for the Perception of Schokland for sample Visitor SKL:
 $-7,55 + 1,23 * \text{Heritage in Society} + 0,024 * \text{Age} + 0,387 * \text{Knowledge of the site}$

In support of the conceptual model, a significant relation of convincing strength has been proved between the perception of Schokland and the appreciation of World Heritage (table 5.16 overleaf). Clearly, when people in the two samples regarded Schokland positively, they also displayed a greater appreciation of World Heritage in general. Especially the strength of the relation for both samples suggests a consistency in World Heritage appreciation, in which the perception of Schokland clearly plays an important exemplary role for both groups of respondents.

Table 5.16 Correlations of the Perception of Schokland with the Appreciation of World Heritage for Each Sample (arrow 8)

		Sample	
		Ens and Nagele	Visitor SKL
Appreciation of World Heritage	Pearson N	0,628** 55	0,723** 70

** . Correlation is significant at the 0.01 level (2-tailed).

In order to integrate all the correlations found between the several concepts and the personal characteristics in the samples for Schokland, one comprehensive regression analysis was performed to find out to what extent the concepts and personal characteristics included in the survey explain the variance in appreciation of World Heritage. The creation of this regression model provided more insight in how the appreciation of World Heritage is constructed for the samples collected at Schokland as an example of an historic landscape. This is important to consider because the appreciation of World Heritage is largely determined by the perceptions of Schokland and because the appreciation of World Heritage will prove to be important in nomination procedures in chapter 6. The regression model was created for both groups separately, in order to see whether there were differences between the two groups' appreciation of World Heritage (tables 5.17 and 5.18). Differences indeed do exist, but are mostly caused by the difference in effect of the position of heritage in society on the dependent variable. The variables regarding personal characteristics, included in the model on the basis of their correlations with the appreciation of World Heritage, had no significant influence (at the 95% confidence level) in the regression. Nevertheless, the model was found to explain up to 64,4% of variance in the appreciation of World Heritage for Schoklands' visitors. In conclusion, it could therefore be stated that participants who regard heritage in society positively and perceive Schokland positively, will also have a higher appreciation of World Heritage in general.

Table 5.17: Linear Regression Model for Appreciation of World Heritage, sample Ens and Nagele

Model	R	R Square
Summary	0,631	0,398

Expression for the Appreciation of World Heritage for sample Ens and Nagele:
 $9,15 + 0,33 \cdot \text{Heritage in Society} + 0,31 \cdot \text{Perception of Schokland} + 0,007 \cdot \text{Age} + 0,261 \cdot \text{Knowledge of the site}$.

Table 5.18: Linear Regression Model for Appreciation of World Heritage, sample Visitor SKL

Model	R	R Square
Summary	0,803	0,644

Expression for the Appreciation of World Heritage for sample Visitor SKL:
 $9,18 + 0,58 \cdot \text{Heritage in Society} + 0,26 \cdot \text{Perception of Schokland} - 0,018 \cdot \text{Age}$

5.4.2 Rietveld Schröderhouse: The Perception of an Historic Building

As many of the relations between perception, appreciation and some of the personal characteristics were proven for the case of Schokland, it became all the more interesting to facilitate a comparison with the case of the Rietveld Schröderhouse. One thing that immediately jumped to the eye in table 5.19 (overleaf) was the number of personal characteristics which were proved to be of significant influence in the perception of the Rietveld Schröderhouse. For the sample in Utrecht, five characteristics had a significant influence, leading to a much more comprehensive influence of personal characteristics than was the case for the perception of Schokland. Another remarkable finding was the influence of higher educated visitors on the perception of the monument: the two highest levels of

education were the only features which contributed significantly. The difference between the two samples at the Rietveld Schröderhouse is equally remarkable, however, as only the Bachelor level of education was included for both samples.

Table 5.19: Correlations of Personal Characteristics and the Perception of the Rietveld Schröderhouse for Both Samples (arrow 6)

<i>Personal Characteristic</i>		Sample	
		<i>Utrecht</i>	<i>Visitor RSH</i>
Age	Pearson N	0,286** 87	
Built up or Rural Home	Pearson N	-0,283** 87	
Education BA	Pearson N	0,248* 87	-0,219* 87
Education MA	Pearson N		0,236* 87
Gender	Pearson N	0,561** 87	
Knowledge of the site	Pearson N	0,373** 88	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

While staying with the perception of the Rietveld Schröderhouse as the dependent variable in examining relations, the influence of the position of heritage in society was examined next (table 5.20, overleaf). The most important conclusion which could be drawn from this examination was that the influence of heritage in society was not found to be significant on the perception of the Rietveld Schröderhouse for its visitors. This means that, although all other samples have shown a significant relation and were therefore included in a regression analysis, this analysis cannot be performed for the sample of visitors. The relation between the two variables was highly significant for the sample of Utrecht, however, so the regression analysis for the perception of the monument was carried out for the Utrecht sample (at the 95% confidence level). The results from this analysis are presented in table 5.21 overleaf, and show an explained variance of 59,4%.

On the basis of this model, it could be concluded that this sample in Utrecht enabled a fairly successful attempt to prove how the perception of the Rietveld Schröderhouse is related to the personal characteristics of the participants in the sample and how they think about heritage in society. Over 59% of how their perception is created was explained by the model, meaning that it is possible to predict with over 59% certainty that an exemplary person in this sample who is male (value = 1), lives in a built – up environment (value = 0), has a Bachelor degree (Education level BA), is 68 years old (value = 68) and neutral towards heritage in society (value = 5,5) (attachments 1E and 1F), will score the following perception for the Rietveld Schröderhouse:

$-8.49 + 0.53 * 5,5 + 0,13 * 68 - 6,62 * 0 - 1,135 * 0 - 2,388 * 0 + 1,695 * 0 + 0,186 * 1 + 2,25 * 1 =$
perception score = 5,71. This score can be interpreted as a slightly positive perception, as the possible perception value always lies within the boundaries of -20 and 21 (attachment 1F).

Table 5.20: Correlations of Heritage in Society with the Perception of the Rietveld Schröderhouse for Each Sample (arrow 7)

		Sample	
		Utrecht	Visitor RSH
Perception of the Rietveld Schröderhouse	Pearson	0,422**	
	N	79	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5.21: Linear Regression Model for Perception of the Rietveld Schröderhouse, sample Utrecht

Model	R	R Square
Summary	0,771	0,594

Expression for the Perception of Rietveld Schröderhouse for sample Utrecht:
 $-8,49 + 0,53 \cdot \text{Heritage in Society} + 0,13 \cdot \text{Age} - 6,62 \cdot \text{Built up or Rural Home} - 1,135 \cdot \text{GCSE} - 2,388 \cdot \text{Sixth Form} + 1,695 \cdot \text{MBO} + 0,186 \cdot \text{BA} + 2,25 \cdot \text{Gender}^5$

⁵Education level Primary School was excluded because it was constant, and education level MA was excluded because of multicollinearity.

In the following analysis, regarding the relation between the perception of the Rietveld Schröderhouse and the appreciation of World Heritage, the sample of visitors of the monument again provided the weakest link with only a slight correlation (table 5.22). Highly significant and strong, however, was the same relation for the sample of inhabitants, solidifying the conclusion drawn in the section on Schokland (5.4.1): when people in the samples perceive the site they either visited or live close to positively, they will also appreciate World Heritage positively. Again, the positive perception of the selected site, in this case the Rietveld Schröderhouse, served as a good example of how people appreciate World Heritage in general.

Table 5.22: Correlations of the Perception of the Rietveld Schröderhouse with the Appreciation of World Heritage for Each Sample (arrow 9)

		Sample	
		Utrecht	Visitor RSH
Appreciation of World Heritage	Pearson	0,623**	0,257*
	N	83	76

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

To conclude the analysis of the samples regarding the Rietveld Schröderhouse, a regression analysis was performed to include all relations established in this section. With the appreciation of World Heritage in general as the dependent, the analysis proved to what extent of the relations found above hold a significant influence on this appreciation. Tables 5.23 and 5.24 (overleaf) reveal these models for the sample in Utrecht and the one regarding the visitors of the monument, with the sample in Utrecht showing the highest correlations. In admittance, however, it must be noted that although the model was significant, none of the personal characteristics which were found to correlate (age and knowledge of the site), were found to have a significant influence on the appreciation of World Heritage for this sample. The sample of visitors, on the other hand, proved a significant influence of the level of education and knowledge of the site, but calculated that the influence of the perception of the monument was not significant. The variables were kept in the equation because the overall model was significant, but clearly the influence of personal characteristics is more important

than the experiences at the site in the appreciation of World Heritage for the visitors of the Rietveld Schröderhouse.

<i>Table 5.23: Linear Regression Model for Appreciation of World Heritage, sample Utrecht</i>			
Model	R	R Square	
Summary	0,735	0,540	
Expression for the Appreciation of World Heritage for sample Utrecht: $9,97 + 0,63 \cdot \text{Heritage in Society} + 0,006 \cdot \text{Age} + 0,262 \cdot \text{Knowledge of the site} + 0,32 \cdot \text{Perception of Rietveld Schröderhouse}$			

<i>Table 5.24: Linear Regression Model for Appreciation of World Heritage, sample Visitor RSH</i>			
Model	R	R Square	
Summary	0,613	0,375	
Expression for the Appreciation of World Heritage for sample Visitor RSH: $15,66 - 4,12 \cdot \text{Primary School} - 6,77 \cdot \text{GCSE} - 1,47 \cdot \text{Sixth Form} - 3,11 \cdot \text{MBO} - 1,97 \cdot \text{BA}^6 + 0,84 \cdot \text{Knowledge of the site} + 0,127 \cdot \text{Heritage in Society} + 0,180 \cdot \text{Perception of Rietveld Schröderhouse}$			

⁶Education level MA was excluded because of multicollinearity.

5.4.3 Open questions for Schokland: “The Beating Heart of the New Land”

As can be seen in attachment 1D, the questionnaire about Schokland included an open question regarding what people thought about the relation between the island and its direct surroundings. The quote in the heading of this section is one of the answers- an illustrative line which caught how one of the respondents at the site saw the relation between the island and the surrounding polder. Many other participants referred to the uniqueness of the landscape, its beauty or nature, the difference in ground level and the relation between ‘old’ and ‘new’ land.

When visitors and inhabitants of the nearby towns were asked for what reasons they mostly visit or visited Schokland, the most frequent answer was ‘to go for a walk’. This answer was given by 28,2% of the respondents, and an additional 11,7% answered to go there for ‘a visit to the museum and a walk’. By way of contrast, just over 8% of the respondents answered to be or have been there for just a visit to the museum. Other answers included reasons such as ‘a day off’, ‘experience some culture’, ‘a day out with the family’ or ‘cycling’. These answers were however only given incidentally, so they are mere examples.

Another interesting aspect of the answers given in the survey is the number of visits to the site. The analysis of the survey in the previous sections only included the notion whether people had visited the site before or not and counted this as an aspect of knowledge of the site, but a question on the number of visits was included as well. Interestingly, the average number of previous visits for visitors was 26,55, whereas inhabitants had visited the site even more frequently: almost 55 times on average. This is caused, as many of the participants explained, by the fact that they went there for a walk almost every weekend, some of them for over 50 years already. Often, participants agreed to reasonably fill in 100 or 200 visits to the site, depending on how many years they had been living in Ens or Nagele, rather than calculating the exact number of visits simply because it was impossible for them to recapture the exact number. The average number of visits by inhabitants should therefore not be taken too seriously, but they offered some insight in how acquainted respondents are with the site. Visitors at the site, however, often remembered vividly how or why they had been there “once or twice before” or “around 10 times because a relative lives close”. Within this group the frequent visitors with the purpose of walking were encountered as well however, pushing up the average number of visits considerably.

The 147 people in the two samples for Schokland combined were also asked to indicate, whether they found it useful for the public to have a say in the selection of World Heritage sites or not and if they could mention a site of which they thought it should be on the World

Heritage List. This question yielded 58 valid answers, or 39,5% of all completed surveys, of which the most frequent answers are displayed in table 5.25. The reason for only 58 valid answers was that most people had not given such a question any thought before and were therefore rather unprepared to come up with an answer. Those who were able to answer this question, however, almost exclusively named sites close to Schokland: Urk, de Weerribben, Kampen, Nagele itself, and Oud Kraggenburg were the most frequent (table 5.25).

Item	Count
Urk <i>Former Island, 10 km west of Schokland</i>	4
De Weerribben <i>Nature Reserve, 25 km northeast of Schokland</i>	4
Nagele Village	3
Oud- Kraggenburg <i>Village, 10 km east of Schokland</i>	3
Pampus <i>Island, already part of World Heritage Site "Defence Line of Amsterdam"</i>	3
Kampen Hanzestad <i>Historic City Centre, 10 km southeast of Schokland</i>	2
Sites outside the Netherlands	2

The most remarkable finding in this series of items is the tendency of the people included in the survey to mention sites that are in some way related to the history of Schokland and the Northeast Polder. Urk, another former island, was included into the Northeast Polder at the same time as Schokland, just as Oud Kraggenburg. The historic city centre of Kampen is related to Schokland as well, because most of the people who used to inhabit Schokland before the evacuation of the island ended up in Kampen (www.schokland.nl, 2010). The village of Nagele itself, close to Schokland, was also mentioned by three people. It is also interesting to find that only two people in these samples mentioned a site outside the Netherlands. Clearly, concluding from all the sites that respondents mentioned, the people in these samples mainly think of local sites when asked for their suggestion for the World Heritage List.

5.4.4 Open Questions about the Rietveld Schröderhouse: "Deserves the Attention It Asks When You Walk Past It"

The heading of this section is again an answer from the question concerning the object and the relation to its surroundings- this time in the case of the Rietveld Schröderhouse. The people in both samples who answered this question, mostly addressed the location of the Rietveld Schröderhouse in a corner of the neighbourhood, squeezed in between a highway and houses from another era. Most of them seemed to know that the highway and most of the other surroundings were in fact built later than the Rietveld Schröderhouse itself, but this seemed only to add to the disturbing effect of the surroundings to the monument.

When asked why they visited the Rietveld Schröderhouse, then, most people in the sample only came to see the house in its own right. Of the 100 valid answers that were given to this question, a majority visited out of specific interest for architecture (26%), architecture studies or architecture assignments for their education (17%) or out of general interest for or curiosity about the building (20%). It can therefore carefully be concluded that the visitors and inhabitants of the Rietveld Schröderhouse and its surroundings are rather interested in architecture, and perhaps more generally also culturally engaged.

The Rietveld Schröderhouse could however not rely on the same number of average visits as Schokland did. From the people in the sample of inhabitants, who gave 99 valid answers, only 23 had actually visited the museum before. Their average number of visits is 2,48, or roughly 2,5 per person. In comparison, the visitors of the monument (110 valid answers) had seen it 3,46 or roughly 3,5 times on average. It must also be noted that these

averages are much more reliable than those for the number of visits to Schokland, because of the more concrete and much smaller numbers.

The respondents regarding the Rietveld Schröderhouse were also asked to indicate whether they would know a site they considered suitable for the World Heritage List. This question yielded 45 valid answers, which were more focused on a small number of items than the list of the participants in the Schokland survey. The Dom tower, a monumental cathedral tower in the Utrecht historic city centre, was mentioned most frequently: it came up eight times in the survey. Other sites were Paleis op de Dam, a royal palace in Amsterdam and Vesting Naarden, a fortification 20 kilometers north of Utrecht. Sites outside the Netherlands were also encountered more frequently (table 5.26), which suggest that the respondents in these samples were less focused on local items.

Item	Count
Dom of Utrecht <i>Cathedral Tower in Utrecht Historic City Centre</i>	8
Paleis op de Dam <i>Royal Palace in Amsterdam</i>	3
Vesting Naarden <i>Defence Lines of Naarden Historic City Centre</i>	3
Sites outside the Netherlands	5

5.5 Conclusion

The conclusion to this chapter summarizes the findings regarding the reliability of the samples, both internal and external reliability, and places an emphasis on the relations from the conceptual proved in the analysis of the survey. Also, some attention is given to the most remarkable findings from the open questions in the survey. Taken together, these aspects helped to find an answer to the sub question which was central to this chapter: *In what way and why do laymen's perceptions of historic landscapes and those of historic buildings differ?* The findings from the analyses executed here are explicitly not connected to theory and explanations yet, as the next chapter will also reveal many aspects and relations regarding the conceptual model and relating all these findings to the theory is therefore more useful in chapter 7 rather than in between the practices discussed in chapters 5 and 6.

In order for the analysis of the survey to begin, the extent to which the sample and concepts in the survey were reliable had to be established. By doing so, it was possible to analyze whether the concepts used in the conceptual model and subsequent questionnaire were applied and measured correctly, and to examine the extent to which the survey results could be generalized to their respective populations. Internal reliability, reviewing the measurement and application of the main concepts in this research, was examined first. It was found that all main concepts, namely heritage in society, appreciation of World Heritage and the perception of both World Heritage sites, were constructed a a sufficiently reliable way. This means that the concepts were operationalized well, and no further adjustments were needed. The reliable measurement of the perception of Schokland as an example of an historic landscape and the Rietveld Schröderhouse as an example of an historic building was an important requirement for this research to be carried out, and could therefore be considered an initial success.

By relating the four samples, which included 358 respondents in total or 211 for the case of the Rietveld Schröderhouse and 147 for Schokland, to population data, the external reliability was examined next. It soon became clear that only very little population data on both visitor populations was available, preventing a proper external reliability test for these two samples. Both visitor samples were therefore labelled 'not representative' or in other words, not externally reliable. The same conclusion had to be drawn regarding the inhabitants, as the analysis of population data revealed that the samples could not be corrected for their bias in group distributions. Therefore, none of the four samples were

externally reliable. All conclusions based on these samples can hence be interpreted as conclusions only true for the participants in the survey.

Having arrived at the point of conclusions which are true for the participants in the survey, many of the relations from the conceptual model were successfully tested and were proven to exist. Although only a few personal characteristics were found to correlate with the position of heritage in society for only some samples, proving that not all personal characteristics that were assumed to be of influence in the theoretical chapter on perception (chapter 2) were indeed of influence, there were already much more significant relations between personal characteristics and the appreciation of World Heritage. Age was found to correlate with the appreciation of World Heritage in three out of four samples, and knowledge of the specific site Rietveld Schröderhouse was of influence on this appreciation in both samples regarding that particular monument. This proved that both age and the knowledge of a site are significant determinants of the appreciation of World Heritage in specific situations.

The importance of a positive attitude towards heritage in society in the explanation of the appreciation of World Heritage and the perception of specific sites was proven in nearly every instance. Especially the relation between the appreciation of World Heritage and heritage in society was highly significant and fairly strong in most instances, pointing towards a great importance of this concept. The correlation between heritage in society and the perception of Schokland was found to be equally important, leading to a high quality linear regression model of the perception of Schokland for its visitors. The same is true for the participants in the sample of Utrecht regarding the Rietveld Schröderhouse, of whom the regression model explained 59,4% of variance in the perception of the monument. From these unprecedented regression models, it can be concluded that the position of heritage in society is of far greater importance in the construction of heritage perception than, for example, the level of the education of the participants in the survey (which was found to be of moderate influence on the perception of the Rietveld Schröderhouse). The fact that the correlation between heritage in society and the perception of the Rietveld Schröderhouse by its visitors was not found to be significant, did tell much about how the perceptions of either site differ from each other which was again useful to consider in the answer on sub question 1.

The perception of either site was not the final stage of the analysis, however. In order to prove that the perception of individual sites can indeed influence the appreciation of World Heritage in general, the relations between the appreciation of World Heritage and the perceptions of sites, the personal characteristics of and the position of heritage in society with the respondents were examined. For the case of Schokland, this proved that the perception of the site is of highly significant influence on the appreciation of World Heritage in general for both samples, and for the case of the Rietveld Schröderhouse the relation was proved significant as well. The influence of the perception of Schokland, combined with the effect of personal characteristics and especially heritage in society, added up to the best regression model constructed in the analysis: taken together, these variables explained 64,4% of the variance in the appreciation of World Heritage by visitors of the landscape. Similar models reached 39,8% and 54% for inhabitants of Ens and Nagele and Utrecht respectively. The fact that these models maintain significance for the combined effect of all these variables means that it can be concluded that people in the three samples who are positive about heritage in society, perceive either Schokland or the Rietveld Schröderhouse positively and will also appreciate World Heritage more. A small number of personal characteristics will add to this effect, such as age, knowledge of the site and the level of education in some instances.

The open questions posed in the questionnaire indicated other items that may possibly have had an influence on the perceptions of either site. The possibility of having a walk in the landscape of Schokland, for instance, could have been important because despite this item was not related to the perception scores, many of the visitors indicated that this was the main purpose of their visit. In at least 39,7% percent of the valid answers, walking or having a walk was a part of the answer to the open question about the reason for visiting the location. The

same question was posed to the respondents in the sample about the Rietveld Schröderhouse, leading to 43% of the answers relating to interest or education in architecture as a reason for a visit. Other remarkable findings from the open questions were the locally focused World Heritage List suggestions from people in both Schokland samples, and the popularity of the Dom cathedral in the sample of inhabitants of Utrecht in the same question. This is an interesting insight especially when sub questions 3 and 4, regarding how the public can be involved in the selection of World Heritage sites, are concerned.

6. The Practice of Nomination Procedures

This chapter presents the results of the interviews regarding the role of key people in nomination procedures, the characteristics of and reasons behind the functioning of the Operational Guidelines in practice, the place of perceptions by the general public therein and some explanations for these relations that could be drawn from the rich data gathered in this phase of the research. Together, these subjects covered the second half of the conceptual model, as well as the link between the quantitative and qualitative parts. Attention is paid to the informative value of the interviews as well as the shaping of Grounded Theory on the basis of these interviews, and also to the value of other data revealed by the informants. Together, these data helped answering the empirical aspect of sub questions 2, 3 and 4:

2. *To what extent do lay people influence the definition and selection of UNESCO Cultural landscapes and sites, and how can this extent be explained?*
3. *To what extent can laymen's perceptions of historic landscapes be related to the definition and selection of World Heritage Cultural landscapes, and how can this extent be explained?*
4. *To what extent can laymen's perceptions of historic buildings be related to the definition and selection of World Heritage Cultural sites, and how can this extent be explained?*

6.1 Introduction: the Key Themes from the Grounded Theory

As the methodology section (chapter 4) made clear, the conceptual model used in the present research was especially deployed as a framework for researching the relations between the perceptions, appreciation and procedures of World Heritage and the actors shaping these concepts. The model structured the research, helped to develop a consistent series of semi-structured interviews and enabled the discovery of underlying theory behind public participation in the nomination process of World Heritage sites. This underlying or Grounded Theory has indeed been found, and its central themes are introduced here.

From the systematic analysis of the nine interviews (attachments 3A – I) by coding, it became clear that apart from being determined by the site characteristics, namely either a cultural landscape or an historic building, public participation in World Heritage nomination processes mostly revolves around the underlying power relations which are composed of three key themes: the number of stakeholders involved at the site, ownership of the site, and the structure of the power relations. The structure of power relations or power structures refer to the existing power relations between the stakeholders at the site, but also to the shape of the nomination process which is seemingly either typically bottom up in the case of landscapes or top down in the case of historic buildings.

Before moving to a thorough discussion of the relations between all the concepts from the conceptual model, it is important to briefly describe the three key themes from the grounded theory because they explain to a great extent the characteristics of the nomination process. Power relations, as already stated in chapter 3 and 4, exist everywhere. They were found to have a thorough influence on the public participation and goals and intentions of key people in the nomination process through the three themes, which are in themselves a product of the particular site which is subject of the nomination procedure. The number of stakeholders, for example, differs for every site and can be either very small in the case of archaeological sites (Schulze, attachment 3E) or almost infinite for some landscapes (Von Droste & Paulowitz, 2006). Especially for landscapes, then, the number of stakeholders is large: there are for example local communities, different levels of government, site management organisations and one or sometimes more owners of parts of the landscape (Paulowitz, attachment 3C; Von Droste, attachment 3D; Schulze, attachment 3E; Hogestijn, attachment 3G). Ownership is therefore also another important aspect of power relations, as it shapes the authority which people who are involved in the nomination procedure actually have over the site in question. In the case of historic buildings or monuments, there is often

one owner in the form of a museum, a foundation or the government of the State Party, whereas a landscape may have several owners such as several departments of the government and nature conservation organisations (Van Zijl, attachment 3H; Paulowitz, attachment 3C; Schulze, attachment 3E; Oost, attachment 3B; Hogestijn, attachment 3G).

As a result of these two themes, the number of stakeholders and ownership, the structure of power relations at a site and particularly in the nomination procedure can be very different. In order to prepare a successful nomination, the stakeholders at any site need to adjust to each other's needs, rights and obligations, which may lead to different kinds of conclusions for clear-cut cases with one owner and only a few stakeholders than for very diverse and complex sites with several owners, layers of governance and pressure groups who object a nomination. From the interviews in this research, a rather strong trend became clear in these power relations: in the case of monuments, with typically only one or few owners and a nomination which has relatively small impact on the direct neighbourhood, the nomination is often prepared in a top-down setting in which key experts arrange the nomination without much consultation of others or local communities (Korkka & Sfakianaki, attachment 3A; Paulowitz, attachment 3C; Van Zijl, attachment 3H), although UNESCO's aim is to also have local communities participate in the nomination of these sites (Westrik, attachment 3I). The nomination procedure for landscapes, on the other hand, tends to be organised in a bottom up setting because of multiple owners, numerous stakeholders, and the presence of local communities who need to be in favour of the nomination in order to be able to guarantee proper maintenance and conservation of the Outstanding Universal Value for which the site is going to be nominated (Korkka & Sfakianaki, attachment 3A; Oost, attachment 3B; Paulowitz, attachment 3C; Von Droste, attachment 3D; Schulze, attachment 3E; Westrik, attachment 3I).

In the following three sections and in section 6.3 in particular, these three key themes and their relevance to World Heritage in particular are discussed in greater detail. As the Grounded Theory was developed for the participation in World Heritage nomination procedures, this dependent factor is of great importance to the theory because nomination procedures are of a particular and specific nature. The three key themes from the Grounded Theory are also related to the arrows from the conceptual model which provides further thematic guidance for the structure of this chapter.

6.2 Key People in Nomination Procedures

An important link between the perceptions of landscapes and historic buildings by the general public and UNESCO World Heritage nomination procedures is, as explained in chapters 3 and 4, the existence of key people in these nomination procedures. This research has set out to find and establish this link, to explore whether key people are a common phenomenon and what these people exactly do in nomination procedures. The notion of key people was confirmed by the majority of interviewees consulted for this research, and most were able to describe their role or speak from their own experience (Korkka & Sfakianaki, attachment 3A; Oost, attachment 3B; Paulowitz, attachment 3C; Von Droste, attachment 3D; Schulze, attachment 3E; Hogestijn, attachment 3G; Van Zijl, attachment 3H). When asked whether key people in the nominations of World Heritage actually exist, Paulowitz replied: "Most nominations have some local key players who drag the nomination along" (attachment 3C), which proved that local key people are indeed a rather common occurrence. In the case of Schokland, a key person who knew the local situation very well and drafted the nomination document was Willem- Jan Hogestijn. He was careful to label himself as a key person, especially because he worked closely with a number of other people from the area, but once he gave it some second thought he did agree: "I think there was little I did not have anything to do with or did not know about. But you can never do it alone, you see" (Hogestijn, attachment G).

Once the existence of key people was established, it was important to have a look at what a key person in the nomination process does exactly before moving to their precise influence on the public participation in a nomination procedure. A specific, generally applicable definition of key people was difficult to construct on the basis of only nine

interviews, but a broad image of the variety of key persons and their tasks can be given. Local key persons at specific sites, to begin with, initiate nominations or drag nominations along because of their knowledge of the site, the legal circumstances of the site and their knowledge of local stakeholders (Paulowitz, attachment 3C; Hogestijn, attachment 3G; Van Zijl, attachment 3H; Westrik, attachment 3I). Therefore, they also improve communication between stakeholders (Oost, attachment 3B; Schulze, attachment 3E; Hogestijn, attachment 3G), a vital task in stakeholder management and communication about the nomination (Oost, attachment 3B; Von Droste, attachment 3D; Hogestijn, attachment 3G). Because of the experience which such a local key person has with the stakeholders at the site, this person often becomes the site manager after the nomination. This is at least considered desirable because if anybody is going to be the site manager, it should be somebody with lots of local knowledge on the site and knowledge of the stakeholders and their interests at the site (Von Droste, attachment 3D; Schulze, attachment 3E).

Another level at which key people operate is at the governmental or institutional level. Here, they enhance the World Heritage nomination process by selecting sites, organising the procedure or creating specific UNESCO requirements for nominations. Examples of these positions are people such as Rob de Jong, who contributed to the creation of the Netherlands' Tentative List in the 1990's and went on to make a selection of several sites from that list to be nominated (Van Zijl, attachment 3H), or Bernard Barends who was a key person in the nomination of the Wadden Sea and worked for the Ministry of Agriculture, Nature and Food Quality (LNV). He shaped, according to Oost and Westrik (attachments 3B and 3I), the nomination process in practice and organised the communication between all stakeholders and local communities who are, in fact, also stakeholders (Von Droste, attachment 3D). Another possible key person is the former director of the World Heritage Centre, Bernd Von Droste zu Hülshoff, who has worked much on issues such as stakeholder management and on definitions and procedures for the inclusion of all stakeholders in the nomination and management of World Heritage Sites (attachment 3D; Von Droste & Paulowitz, 2006).

6.2.1 Enhancing Public Participation

The descriptions of key people in this section so far suggested that key people are in one way or another central in the nomination procedure, and that they have some power over the procedure as their decisions directly influence the selection of sites, the involvement of stakeholders and, as will become clear later in this section, perhaps also influence the definition of sites. The question posed by chapter 4 and the conceptual model (arrows 10, 11, 13, and 14), wondering whether key people may be the bridge between local perceptions and nomination procedures can therefore be considered a correct one, and was confirmed by most of the interviewees. The possibilities for key people to have local perceptions of either cultural landscapes or historic buildings play a part in the nomination procedures are numerous and come in many different forms: talking directly to local communities (or facilitating direct talks with local communities), participation through stakeholder management, or participation in the management plan of the site. It must be noted, however, that most of these methods primarily apply to cultural landscapes, and not so much for historic buildings. The reasons for this difference are discussed in section 6.2.2.

Talking Directly to Local Communities

In many instances, local key people are in some way involved in talking directly to local communities. They are either part of the local community and are asked to participate, or they organise local participation from their professional position as organiser or heritage expert (Korkka & Sfakianaki, attachment 3A; Oost, attachment 3B; Paulowitz, attachment 3C; Westrik, attachment 3I). In the case of Greek nominations for landscapes, for example, people who play an important role in the local community are asked to participate in the nomination, so they can give general aspects from the period and region that can be taken into account in the management plan (Korkka & Sfakianaki, attachment 3A). Through this way of participation, they are able to bring local perceptions of the region forward in the

nomination. This is also very much in line with the way Paulowitz says nominations are or should be prepared: “the definition itself was of course set by the experts, but the contents of a cultural landscape could be a lot of things. And these contents should be decided by the local people” (attachment 3C). The nomination should therefore be an action and reaction between experts and local communities, taking into account the perceptions and values at the site. As key players are often part of a local heritage organisation or a national park administration (Paulowitz, attachment 3C), they can provide this bridge between experts and local perceptions like no others.

When more specific cases were considered, it became clear that key players do indeed facilitate the inclusion of local perceptions in a way very similar to what Paulowitz described. In the case of Schokland, for example, Hogestijn provided this bridge. On the one hand, he was a professional archaeologist for the province of Flevoland and therefore had expert knowledge of the site. On the other hand, he dragged the nomination process along by initiating it, writing the nomination document and talking to local farmers and stakeholders many of which knew him in person. He not only took care of their interests as much as possible, which were indeed more often of an economical nature rather than landscape perception in a visual or aesthetic sense, but also visited them for a cup of coffee and small talk to gain trust and find out what was important to local people (Hogestijn, attachment 3G). Moreover, he was also very aware of the existing power relations at Schokland, as there were three levels of government, two nature conservation organisations, and at least two local organisations concerned with heritage at Schokland involved. Mediating between the levels of government proved particularly difficult, as the ministry of Education, Culture and Science (OC&W) demanded great speed whereas the local municipality was not really in favour of the nomination at the time (Hogestijn, attachment 3G).

Another specific example of key players at work to enhance local participation is the Wadden Sea, which was not included as a case study but came up in three of the interviews. The key person here was Bernard Barends, who facilitated, coordinated and led communications and the nomination procedure (Oost, attachment 3B; Westrik, attachment 3I). Much of the local participation here went through local politics, but local communities were also directly involved: they were informed in several ways and were also invited to share their points of view (Oost, attachment 3B; Westrik, attachment 3I). This suggests the nomination of the Wadden Sea has been a very participative process, but Von Droste and Westrik warn that the decision to include local opinions and perceptions is eventually taken by politicians, as the State Party is responsible for the nomination in the end (attachment 3D and 3I). Again, power relations are at play: not only is the State Party responsible in the end, also there was a broad variety of stakeholders like three owners of parts of the site, four levels of government and four nature conservation organisations to be taken into account at the Wadden Sea World Heritage nomination (Oost, attachment 3B).

Stakeholder Management

Another way in which local key people may include local perceptions is by a method called ‘stakeholder management’, as proposed by Von Droste (attachment 3D; Von Droste & Paulowitz, 2006). In the system of stakeholder management, all stakeholders at the site are included by the coordination of communication and inclusion by an overall site manager who is often put in place by the owner or owners of the site. To Von Droste, local communities should definitely be counted in: “I think stakeholders can be local communities, but the local community is a stakeholder” (attachment 3D). Having stressed the importance of local communities as stakeholders, Von Droste and Paulowitz (2006) continue their argument for stakeholder management by stating five reasons why including stakeholders is beneficial. First, involving stakeholders saves time and money, because relying on law enforcement only to solve problems and issues with local interest groups is less productive and therefore more expensive. Second, the failure to understand local stakeholders leads to delay or blocking of projects, because locals may oppose the nomination if they do not understand what it is all about (Von Droste, attachment 3D; Westrik, attachment 3I). Third, in order to increase support for the nomination, stakeholders can provide inputs regarding the desired

conditions at the site once it is placed on the list. This includes expectations regarding for example the kind of visitors, the number of visitors or conservation strategies. Even more related to local perceptions of a site are the last two points: “stakeholders can inform managers about easily misunderstood local cultural differences” (Von Droste & Paulowitz, 2006), concerning local cultural values, and most importantly, “stakeholders can help identify problem areas that may have been overlooked by experts” (Von Droste & Paulowitz, 2006). This refers to the notion that “experts cannot always judge the perceptions, preferences or priorities of host communities when evaluating local conditions”, very important for the inclusion of local perceptions and also in line with the expectation of Paulowitz (attachment 3C) that nominations should be an interplay between experts and local communities.

There are however a number of difficulties facing this strategy. First of all, formulating a clear idea of all stakeholders or mapping all stakeholders can be a challenge (Von Droste & Paulowitz, 2006; Schulze, attachment 3E). Also, large groups of stakeholders can be overlooked because they are not as vocal in meetings as others, so the most vocal stakeholders may dominate the nomination and management meetings. Two of the possible difficulties are closely related to power relations, and are therefore also discussed here: having an open discussion might be seen by some stakeholders as a threat to their power (Von Droste & Paulowitz, 2006; Schulze, attachment 3E), when they have to share their authority with others. Also, hierarchical power structures “may inhibit stakeholder participation in decision making” (Von Droste & Paulowitz, 2006). These “imbalances in stakeholder input” (Von Droste & Paulowitz, 2006) can be a problem for the site manager when he or she wants to include local perceptions and values in the process. These challenges are therefore related to the power relations which are the central theme of section 6.3. Nevertheless, Von Droste stresses that “In many ways I think local perception is a key to the success of the World Heritage Convention” (attachment 3D).

The Management Plan

The interview with Niklas Schulze revealed one last possible option for the involvement of local communities. This method proves that stakeholder management is not only important in the nomination procedure, it also lays the foundation for a future conservation and management tool for the site: the management plan. The existence of a management plan is actually a requirement for a site to be inscribed (Paulowitz, attachment 3C) but can be revised after the nomination, which is exactly what happened at the site of Xochimilco, a cultural landscape in Mexico. Schulze explained that the site was ill-managed at first, with little concern for local values and the local use of the World Heritage Site, causing the Mexican UNESCO office to start revising the plan. This revision concerned the mapping and inclusion of local stakeholders and values in the following sequence: First, the values at the site were identified, and then the stakeholders at the site were identified as well. Third, a database was created which included all these values and stakeholders to aid communication, and stakeholder meetings were held to discuss the management of the site. Fourth, the values that were identified were plotted on a map, as well as the new delineation based on local perceptions and values, and this map was eventually also sent to the World Heritage Centre in Paris. From this example, it became clear that local communities were taken into account and helped to redefine the site on the basis of their values through the consultation of a central management unit. This unit, responsible for the management plan, can be seen as a key agent in the process as it bridged the interests of all stakeholders and the government, and translated local values into the management objectives (Schulze, attachment 3E).

The importance of such local participation is stressed even more by Schulze’s opinion on the management unit, that it should focus not only on conservation and preservation, but also on education at a local level: “local knowledge, local involvement, local participation, all of these points because it's the people who give life to this value system and without them it's not even worth making the effort to conserve anything” (Schulze, attachment 3E).

6.2.2 Critical Site Specific Characteristics

As mentioned in section 6.2.1, the three participation strategies from section 6.2.1 apply in particular to cultural landscapes. Although the formal procedure is the same for landscapes and monuments or other sites (Fowler, attachment 3F; Paulowitz, attachment 3C) and UNESCO tries to have similar participation for all kinds of sites (Westrik, attachment 3I), the characteristics of the site are to a great extent responsible for this trend. The nomination for an historic building is less complex because of a smaller number of nominated objects, smaller consequences for the site because the site is smaller and the nomination therefore means less impact on the environment than a landscape nomination would mean, and the procedure often includes less stakeholders because the site concerned is much smaller and there is often only one owner (Paulowitz, attachment 3C, Von Droste, attachment 3D). In the case of landscapes, participation is also more important because the support of all stakeholders is needed to make conservation work.

As the example of the Rietveld Schröderhouse makes clear, the nomination of a monument is often arranged through ownership and local experts (Van Zijl, attachment 3H; Paulowitz, attachment 3C). Inscribing the site which was owned by a single foundation had little impact on the direct surrounding environment because it already was a museum before the nomination and the number of visitors hardly changed afterwards (Van Zijl, attachment 3H). With many monuments, then, Paulowitz thinks there is little change after a nomination as “there will be tourists like before” (attachment 3C). The nomination of the Rietveld Schröderhouse was also rather typically an expert one: Rob de Jong, a key person working for the National Service for the Care of Monuments (RDMZ) was responsible for selecting the site from the Tentative List for actual nomination, and he prepared the nomination for the most part. For the detailed, expert parts on the state of conservation of the monument and the artistic value, he asked experts like Mulder and Van Zijl, restoration architect and curator, to prepare a statement. Public participation was hardly a question at the time, as Van Zijl recalls, but she also felt that the issue had been dealt with in the 1980’s when the Rietveld Schröderhouse became a museum. People living in the neighbourhood in those days were told that the house was going to be a museum and that an occasional coach might drive through their street, and nobody really objected to that (Van Zijl, attachment 3H).

6.2.3 Key People and the Definition and Selection of World Heritage Sites

Sub research questions 3 and 4, regarding the extent to which the general public participates in the definition and selection of World Heritage sites, may also be answered in part by the existence and tasks of key people. As the range of possible sites is determined by the definition of World Heritage categories, and the decision on which site is selected for nomination made by the State Party both determine which sites eventually end up as World Heritage. These questions also refer to arrows 13 and 14 of the conceptual model.

The most important factor in the importance of key persons in the definition and selection of World Heritage sites appears to be their knowledge of the site and its stakeholders. Although experts at UNESCO may define World Heritage categories, nominations are, as already discussed above, prepared by a combination of experts and local communities. This means that knowledge of the site, the local stakeholders and the local legal framework can be very important for a successful nomination procedure. Local key people, either from local communities or from local expert organisations, as well as site managers can therefore help define the contents of the site in cooperation with local communities (Paulowitz, attachment 3C; Von Droste, attachment 3D; Schulze, attachment 3E).

The actual selection of sites to be nominated for World Heritage status can also be aided by local key people. One example of this function of key people is the responsibility of Rob de Jong for selecting several sites for and from the Tentative List for actual nomination (Van Zijl, attachment 3H). More often, however, local key people arise through their own initiative to nominate their site. The chances of such a nomination are often better because the nomination is prepared better through the local knowledge of the key person and the relevant stakeholders (Paulowitz, attachment 3C). One example of such a key person is Hogestijn, who stepped forward when a request from the ministry of Education came, asking whether

anybody in the Netherlands had a site suitable for nomination in 1995. Because he was familiar with the site, the people who work on or with the site, the people living at the site and because he knew how to handle the nomination, this key person fully influenced the selection of this World Heritage nomination by simply claiming it (Hogestijn, attachment 3G).

Although the issue of the influence of key people on participation in nomination procedures has now been dealt with, a definitive summary on key people's influence on the entire process can only be given after a discussion of arena in which they operate and their influence on the Operational Guidelines in sections 6.3 and 6.4. The present section has dealt with arrows 10, 11, 13, and 14 and from the analysis of these relations it can be stated that key people can indeed enhance local participation in the nomination procedure. This goal can be achieved in three manners: by talking directly to local communities and taking their perceptions into account, by making use of the Stakeholder Management strategy as devised by Von Droste, and after the actual nomination through the management plan of the site.

6.3 Power Relations: Stakeholders, Ownership and Power Structures

It may no longer come as a surprise that the World Heritage nomination procedure is mostly about the people who take part in it. Local communities, governments, nature conservation organisations, experts and key persons are perhaps the most visible of the stakeholders involved in shaping the process in practice. All these people may or may not take part in the process on the basis of their interests and those of others, and in order to prepare a successful nomination they have to align these interests to reach consensus on what to put forward to the World Heritage Centre. When interests have to be aligned, power is at play. Power relations, then, can be considered a crucial aspect of the World Heritage nomination procedures (Von Droste & Paulowitz, 2006, Oost, attachment 3B; Hogestijn, attachment 3G). This section discusses this seemingly vital aspect of World Heritage, by discussing arrows 16, 17 and 19 of the conceptual model.

As discussed in section 6.1, the power relations at play in the nomination process consist of three themes: the number of stakeholders, ownership and power structures. In the way the number of stakeholders and ownership shape the power structures, they also create the context in which key people have to operate. Therefore, these themes also explain to a great extent the behaviour of key persons in the nomination process. The number of stakeholders involved in nominating either cultural landscapes or historic buildings, for example, determines the possibilities and responsibilities of key people, whereas ownership explains to a great extent why some people in the process have more power than others.

As became clear from sections 6.1 and 6.2, the power relations at play in World Heritage nomination procedures are embedded in the context of individual sites. For cultural landscapes, for example, key people have to deal with a greater number of stakeholders and therefore have a wide range of stakeholders to take into account. The size of the site means that amongst these stakeholders there are often multiple owners, and several levels of governments which have to be brought to an agreement as was the case with the Wadden Sea (Oost, attachment 3B, Von Droste, attachment 3D; Westrik, attachment 3I), or have to be avoided in some way as happened in the case of Schokland (Hogestijn, attachment 3G). And although the example of the Wadden Sea shows how a key person (Barends) knew how to guide groups of stakeholders to a successful nomination, it is also very interesting to see how Hogestijn dealt with the power relations at play in the case of Schokland.

What Hogestijn did, once he found out that especially the municipal government was likely to object the nomination for which he was supported by the province and national governments, was speed up the process. Interestingly, this suited the goals of the national government as well as they wanted to have a site ready for nomination. In the interview Hogestijn describes how he was able to use the network of some of the people he prepared the nomination with to his advantage, thus avoiding people in the higher circles of the municipality but getting the required municipal paperwork done (Hogestijn, attachment 3G).

When ownership of landscapes is concerned, both Oost and Hogestijn described that there were changes in ownership relations for the sites of the Wadden Sea and Schokland

(attachments 3B and 3G). For the Wadden Sea, adjusting ownership and governmental interests was taken one step at the time, with each step reaching higher up the hierarchy, leading to a general consensus about conservation laws at the site (Oost, attachment 3B). In the case of Schokland, two nature conservation organisations that owned parts of Schokland traded parts of land so that only one organisation, Flevolandschap, was the owner of the entire site (Hogestijn, attachment 3G). On the basis of these interviews it remains inconclusive to what extent key people really mediate between owners of the site, but it does become clear that key people are very aware of these discussions and possibly also have access to them.

Power relations for historic buildings seem to be a different matter on the basis of the interviews in this research. Because monuments usually have only one owner (Paulowitz, attachment 3C; Von Droste, attachment 3D; Van Zijl, attachment 3H), discussions on ownership are less relevant here. Also, the inclusion of local communities is not required as much as it is for cultural landscapes, because the conservation of the site does not require everyone living near the site to support the nomination. In cultural landscapes, conserving the landscape often means conserving a way of life (Paulowitz, attachment C; Von Droste, attachment 3D; Schulze, attachment 3E) so all communities or stakeholders involved in this (often traditional) way of life have to support the nomination. For historic buildings like the Rietveld Schröderhouse, the impact of a nomination is much smaller as the site involved is much smaller and the conservation of the monument is taken care of by the museum or the owner. These circumstances create different power relations for key people to work in, it is a much smaller range of stakeholders who appear to have more power over the nomination procedure (Van Zijl, attachment 3H).

The power structures at a site, especially during the nomination procedure, are of a different nature as a consequence of the differences in stakeholders and ownership. The power structure for cultural landscapes seems to be bottom- up in nature, because of the dependency on local communities to support the nomination. For the nomination, but also for the conservation of the landscape the local communities must be supportive. Power structures in the nomination of historic buildings, on the other hand, appear in the interviews of this research to be of top- down nature. There is in these cases less need for the local communities to be in favour of the nomination because they are not really needed for conservation and the impact on local communities is likely to be small. Despite this, however, Schulze stresses that even with one owner of a site the local communities should be consulted since the site does not exist in a social vacuum (attachment 3E).

6.3.1 Power Relations and Public Participation

In order for public perceptions of cultural landscapes and historic buildings to be taken into account in World Heritage nomination procedures, there needs to be room for public participation in the power relations during the nomination. Whether this participation takes place through key people or, as section 6.4 will point out, directly into the process is of lesser importance: as long as participation is possible, perceptions may be taken into account. This participation, however, is also largely determined by power relations (Von Droste & Paulowitz, 2006). This section therefore discusses some of the issues regarding power relations and public participation in World Heritage nomination procedures, reflected in arrow 17 of the conceptual model.

The challenges for participative nominations mentioned by Von Droste & Paulowitz (2006) apply very much here: (local) authorities can experience it as a challenge or threat to their power to have a truly participative process. As a result, participation may be blocked, delayed or hindered by those who do not want to share or alter their influence. Another challenge could be that hierarchical power structures may dominate the process, thereby blocking input from other stakeholders. These challenges were mentioned in section 6.2.1, and therefore the conditions that may create working participation are considered more important here.

One such condition is an atmosphere of trust. Trust enhances willingness to participate, and is in fact a crucial element in participatory approaches according to Von Droste and

Paulowitz (2006). Trust is however also the one thing that those who oppose true participation can easily disturb: a problem that may occur is that site managers block participation by holding important information to themselves, thereby creating an atmosphere of distrust. Those organising the process should therefore make gestures to show equality, and make the sharing of information among all stakeholders commonplace (Von Droste & Paulowitz, 2006).

Another important condition is that those in charge at the site or in the nomination procedure are truly willing to change the plans, rather than sticking to decisions already made: “before embarking on a participatory exercise proponents have to be ready to change original plans according to inputs received” (Von Droste & Paulowitz, 2006). If people really feel that they are listened to, which can also be achieved by actively calling for participation, they are also more likely to participate. A good example of such a call for participation was the nomination of the Wadden Sea, in which the local communities were not only informed about the nomination, but also asked to participate and share their opinions and perceptions through discussion meetings and an interactive website (Oost, attachment 3B; Westrik, attachment 3I).

6.4 UNESCO’s Evolving Procedure

This last section on the results of interviewing and Grounded Theory research deals with UNESCO’s procedural aspect of the nomination: the Operational Guidelines. The Operational Guidelines, as discussed in chapter 3 and shown in the conceptual model, have a decisive influence on the nomination procedure because it *is*, to a great extent, the nomination procedure. It states what steps should be taken for a nomination to be taken seriously, what the definitions of all possible World Heritage categories are, and how an assessment of Outstanding Universal Value (OUV) can be established. This research has set out to find how well local perceptions are taken into account in the procedure, and therefore also in the Operational Guidelines, by examining how the requirement of local participation works in practice.

It is important to stress from the very beginning that the Operational Guidelines are in fact a dynamic set of rules and regulations. Over the past 10 to 15 years, much has changed in the document and the understanding of it (Paulowitz, attachment 3C; Von Droste, attachment 3D; Schulze, attachment 3E; Hogestijn, attachment 3G; Van Zijl, attachment 3H; Westrik, attachment 3I). There are two trends that became clear from the analysis of the interviews, which explain to some extent the course which the involvement of local communities has taken over the recent years: first, the involvement of local communities has become much more important, local communities are much more considered and taken into account than, for example, during the nominations of Schokland and the Rietveld Schröderhouse which also becomes evident from the procedure followed at the Wadden Sea as described by Oost and Westrik (attachments 3B and 3I). This increasing participation seems to have risen primarily out of the growing awareness of the fact that if the World Heritage status aims to conserve a site, local people living at the site should be involved rather than just experts: local knowledge, traditions and lifestyles, today often referred to as “intangible heritage” (Ahmad, 2006), are often much needed in the effort to conserve a site (Paulowitz, attachment 3C; Schulze, attachment 3E; Westrik, attachment 3I). The second trend, noticeable in almost all of the interviews, is the increased importance of information. In order to obtain support from local communities, local stakeholders, and governments, they need to be informed about what the World Heritage status will mean, what the consequences are or will be, what the possible costs and benefits are and, as stressed especially by Oost and Von Droste, what effort is required from them (Oost, attachment 3B; Paulowitz, attachment 3C; Von Droste, attachment 3D; Schulze, attachment 3E; Hogestijn, attachment 3G; Van Zijl, attachment 3H; Westrik, attachment 3I; Von Droste & Paulowitz, 2006). It may already have become clear, that these trends especially refer to arrows 12 and 18 from the conceptual model.

Staying with the direct influence of the Operational Guidelines as expressed in arrow 18, the way the Operational Guidelines influence the nomination procedure as a whole can be

regarded as composed of three themes, all of which are important to the sub research questions 2, 3 and 4: definition and selection of World Heritage sites and participation in the nomination procedure. In order to find out how local communities are involved in nomination procedures and how their perceptions of heritage are taken into account in the definition and selection of World Heritage sites, it was important to find out how the definition and selection of these sites works in practice rather than reading the statements in the Operational Guidelines alone.

Definition

The definition of a site is primarily given by experts from UNESCO and expressed in the Operational Guidelines, as already became clear, but there is often also a very important site specific element in it (Paulowitz, attachment 3C; Von Droste, attachment 3D). For every site, a synthesis should be reached between the predefined categories and requirements from the Operational Guidelines and the situation in practice, as the practical situation is often quite clear: “The boundaries for ecosystems, for watersheds and so on, are very often obvious natural boundaries. The boundary is also quite visible for architecture, as far as a certain coherence in height, in structure, so you could delineate this. Sometimes the boundaries are dictated by the notion of integrity or authenticity” (Von Droste, attachment 3D). Especially in the context of cultural landscapes, the content of the site could be composed of many items, which causes the definition to be adjusted sometimes by local communities themselves (Paulowitz, attachment 3C). Site definitions can sometimes also be changed later on once the site is already inscribed, on the basis of local needs, for example for exploiting natural resources. In such cases, the boundary definition can be changed or a site can be taken off the list altogether if changes occur that are not in line with the WH values for which the site was inscribed (Von Droste, attachment 3D). In conclusion, it can therefore be stated that the definition of a site is drawn by the Operational Guidelines, but the details (such as boundaries, contents) are put in place at the specific site in question.

Selection

Selecting World Heritage sites is a complex process of interplay between components of the Operational Guidelines and the nominating State Party. In brief, the sequence is as follows: a site is selected, with or without suggestions from the advisory bodies IUCN or ICOMOS, onto the State Party’s Tentative List. Once on the list, the advisory bodies, the National Commission for UNESCO and the World Heritage Centre (WHC) should be able to inform the State Party which sites stand a chance, although the decision of selecting a site for the actual nomination remains a choice made by the State Party. Once the nomination process is started, the advisory bodies can assist in the nomination, and the finished nomination document is sent to the WHC in Paris. The WHC performs a technical analysis, checking whether all technical requirements are fulfilled and thereby selecting nominations that are indeed sufficiently prepared, and sends it to the ICOMOS or IUCN again for on-site analysis of the content part of the nomination document: checking for OUV and participation of local communities at the site. Once the nomination has passed this examination in the field, the document is sent to the World Heritage Committee for a definitive decision (Korkka & Sfakianaki, attachment 3A; Oost, attachment 3B; Paulowitz, attachment 3C; Von Droste, attachment 3D; Schulze, attachment 3E; Westrik, attachment 3I). It may already be clear, that every stage in this process involves checking whether the site meets the demands of the Operational Guidelines, and those sites which do not meet these requirements are sent back to the nominating State Party. Therefore, at every stage a selection is made, making the eventual placing of a site on the World Heritage list a product of a difficult process with many selection phases.

The Operational Guidelines clearly have an evident impact on the selection of sites, in general through the Tentative List which is considered a powerful tool by Paulowitz (attachment 3C), through ICOMOS and IUCN who suggest and prepare nominations in close cooperation with the State Party (Korkka & Sfakianaki, attachment 3A), and through the requirements regarding conservation and OUV (Paulowitz, attachment 3C, Von Droste,

attachment 3D, Westrik, attachment 3I). Although the latter requirements are very important in the nomination and therefore convincing selection criteria, the nomination and selection is eventually the responsibility of the State Party so if there is any involvement in selections from the general public, it is most likely to be found there (Von Droste, attachment 3D). The influence of the State Party government was confirmed by Oost and Schulze (attachments 3B and 3E), as the Dutch ministry of Agriculture made a strong case for the selection of the Wadden Sea and Mexico hardly needed any help from UNESCO in the nomination of their current 29 inscribed World Heritage Sites.

On the other hand, however, the key people may also be able to use the Operational Guidelines to their advantage in nominating a site. This is an issue to which will be returned in section 6.4.3, but because both Hogestijn and Van Zijl (attachments 3G and 3H) were able to clearly describe how the Operational Guidelines were dealt with in 'their' nominations, the subject is briefly touched upon here. Especially Hogestijn (attachment 3G) was able to share many of his experiences with the nomination of Schokland because he was personally involved in the writing of the nomination dossier, and he described how he interpreted the Operational Guidelines much like a recipe: as long as you are able to put your story into their requirements and demands, you should be able to prepare a successful nomination. In the case of the Rietveld Schröderhouse, Van Zijl (attachment 3H) described how key person de Jong collected all necessary parts for the nomination document and wrote the document himself, clearly also following the Operational Guidelines as much as possible.

6.4.1 Participation in the Operational Guidelines

As the Operational Guidelines also require the taking into account of local communities, the interviewees were asked how this requirement is translated in practice and what happens if, in any given nomination, the participation of local communities is absent or minimal. From the answers given to these questions, it became clear that the participation of local communities has become much more important over the last 10 to 15 years. Although sites were inscribed without participation and with exclusively expert involvement in the past, local participation has now become one of the important criteria for inscription (Von Droste, attachment 3D; Fowler, attachment 3F), sometimes even crucial for the inscription of some sites (Westrik, attachment 3I). This criterion has in fact become so important, that the WHC checks whether it has been reported in the nomination document and ICOMOS and IUCN check whether local participation has taken place in their on-site OUV examinations, and if they find that local communities have insufficiently been taken into account they will advise to defer the nomination (Paulowitz, attachment 3C; Von Droste, attachment 3D; Fowler, attachment 3F, Westrik, attachment 3I). If, however, the insufficient demonstration of local participation were the only shortcoming in the nomination document, the WHC would most likely "register the nomination but advise the nominating State Party of the deficiency and give it a date by which to remedy it, which would be difficult to do in a short time if there had been no previous public participation" (Fowler, attachment 3F).

Taking into account the local communities in the nomination procedures, then, has become important in the Operational Guidelines and even in the procedure in practice. As Von Droste explained, "the public should be informed when the country prepares a nomination. Also a consultation of all communities concerned should take place" (attachment 3D). Fowler understands this requirement to mean that 'consultation' is not even enough, there should be a demonstration of local participation in the nomination dossier and on-site examination (attachment 3F). This change in the importance of participation is also translating into the kinds of sites selected for the World Heritage List, as Paulowitz pointed out (attachment 3C): a trend in different 'waves' of inscriptions can be seen with regard to the importance of participation. In the first 'wave' of inscriptions experts chose the most obvious sites such as the Pyramids of Giza and the Taj Mahal, but also less well known sites: "many sites are only on the list because of the work of scientists, and not because people have understood what they are about" (Von Droste, attachment 3D). Currently, however, a new 'wave' of sites is being inscribed in which "a lot of local initiatives come into play. If a local community of course feels that there is something in their area that is so valuable and so

outstanding and unique that it should be protected, they could go and try to become World Heritage” (Paulowitz, attachment 3C). This means that local communities sometimes initiate the nomination of their landscape or site, so the support for the nomination is very high (Paulowitz, attachment 3C; Westrik, attachment 3I). A third ‘wave’ could be the fact that the WHC is not also looking at the List with the focus on gap- analysis: certain types of heritage that are not on the list are given priority or States Parties are invited to nominate them, so that the list becomes a more wholesome reflection of the World’s Heritage (Paulowitz, attachment 3C). The next section will relate the trend of increased participation described here to arrow 12 of the conceptual model: the influence of the appreciation of World Heritage on participation in the nomination procedures.

6.4.2 The Appreciation of World Heritage and Participation in Nomination Procedures

Now that the Operational Guidelines take into account local communities much more than before, and the consultation and participation of local communities is in fact a requirement for a successful nomination, it is interesting to see how the appreciation of World Heritage in World Heritage areas is becoming more important. In this particular relation, those working on the nomination document and the local communities need each other: the nomination needs local support in order to succeed and to provide a sustainable nomination, and in order to obtain this support the local communities need to be informed and consulted about the nomination and its consequences (Korkka & Sfakianaki, attachment 3A; Oost, attachment 3B; Paulowitz, attachment 3C; Von Droste, attachment 3D; Westrik, attachment 3I). Especially informing local communities about what World Heritage means and what consequences it has or could have is important in order to obtain their support, and vice versa the lack of information may cause people to protest against the nomination. If people are not informed enough about the nomination and its consequences, it whole concept of World Heritage may remain very abstract for them, or they may think it is about national legislation (Oost, attachment 3B; Hogestijn, attachment 3G; Westrik, attachment 3I). The nomination is however very much about people’s their daily living space, which is something the local communities in the Middle Rhine Valley brought up during the nomination of their landscape: “the local people came up not with their problems of how to understand World Heritage, but with their day to day problems. For example, when you deal with a river like the Middle -Rhine, their main concern was: is World Heritage forbidding for the future to build a bridge, to cross the Rhine. They thought there were not enough Rhine crossings” (Von Droste, attachment 3D).

The need for appreciation of World Heritage is also reflected in the realization of most of the interviewees that the support of local communities is of great importance for the conservation of the site. Korkka and Sfakianaki illustrated that the next Greek nomination is being prepared in close cooperation with local communities because “they need to protect it first, and after comes the ministry because we cannot control everything within our borders- the citizens must do that” (attachment 3A). Paulowitz agreed with this point of view as he stated that “the sustainability of a nomination can only be ensured if the local participation is ensured” (attachment 3C). Important in asking local communities to conserve their heritage is to make them see the benefit of doing so, which especially applies to, for example, cultural landscapes in developing counties (Von Droste, attachment 3D; Westrik, attachment 3I). If the local community does not perceive the World Heritage status as beneficial in any way, they cannot be asked to preserve their environment in accordance with the Operational Guidelines.

When the requirements for the appreciation of World Heritage as described by the interviewees were examined in more detail, an interesting parallel could be made with the operationalisation of this concept in the survey in chapters 4 and 5. A number of elements that compose the appreciation of World Heritage from the quantitative analysis also occur in the appreciation of World Heritage as described by the interviewees. First, local communities have to support the nomination in order for it to be successful (Paulowitz, attachment 3C; Von Droste, attachment 3D; Westrik, attachment 3I), which is reflected in the grade which the participants in the survey gave for their appreciation of World Heritage (a sufficient grade can

be interpreted as supporting World Heritage) and in the question regarding the rightful placing of either site on the World Heritage list. Second, an important component is the fact that local people often assume the World Heritage nomination puts the site in a museum-like state in which nothing can be changed although that is not necessarily the case (Paulowitz, attachment 3C; Von Droste, attachment 3D; Schulze, attachment 3E; Westrik, attachment 3I), and this presupposition is also incorporated in both surveys in the propositions for every site (attachments 1A-D). Taken together, the 'appreciation of World Heritage' as examined in the survey is similar to the appreciation meant by the interviewees, which is an important step in the examination of arrow 12 of the conceptual model.

6.4.3 Key People and the Evolving Procedure

In the discussion of the Operational Guidelines in this chapter so far, it was found that the procedural aspect of the nominations is evolving, but no attention has been given to the question how this evolution came to be. Also, the last two remaining arrows from the conceptual model, 15 and 20 regarding the influence of key people on the Operational Guidelines have not yet been dealt with. This section points out that the evolving aspect of the Operational Guidelines can to at least some extent be explained by the involvement and influence of key people. Rather interestingly, the interviewees offered many different views on how this involvement can take place rather than agreeing on a single way, but this did open up a wide range of possibilities.

The first possibility of how key people might influence the Operational Guidelines is through thematic meetings and a pyramid system of transporting information and opinions from these thematic meetings up to, eventually, the Operational Guidelines. Paulowitz (attachment 3C) provides two examples of this view: in the first, site managers either take part in the nomination or are asked to attend site-manager participatory meetings organised in this case by the German State Service for Nature Protection (Bundesamt der Naturschutz, BfN). These site managers, who could be key people as discussed in section 6.2, share their experiences and opinions in these meetings. This input is then transported up through the hierarchy and might end up in discussions with the WHC and eventually in the Operational Guidelines. The second example is more related to UNESCO initiative, as they organise international thematic meetings on themes related to World Heritage categories. In the Operational Guidelines, there are often remarks that definitions, experiences or content in general was discussed in such thematic meetings, proving that the content of discussions from these meetings are indeed put in the Operational Guidelines: "There is an indirect filter, a filter system and in the end it gets integrated into the Operational Guidelines. It's not only experts sitting together, most of the time these workshops are made up of site managers and people like myself, who write nominations, who draft nominations, and we all sit together and think: what's the problem? How could the participatory system be evolved, or enhanced?" (Paulowitz, attachment 3C). From these examples, it became clear that key people have some influence on the Operational Guidelines, as the Guidelines and its implementation are indeed adjusted to practical experiences and the need of participation.

A second example of how key people might influence the Operational Guidelines involves key people working for the WHC or in the Committee itself. As Von Droste (attachment 3D) pointed out, the issues of local participation and stakeholder management should be incorporated more thoroughly in the Operational Guidelines, but this movement cannot come artificially from outside, it must come from inside the Committee: "the Operational Guidelines in my view have not yet incorporated the stakeholder issue as it should be (...) it can be achieved in it that the Committee puts it on the agenda, and implements it. They can have the World Heritage Centre and the evaluating bodies submit proposals. So far, they have not received any decent proposal for stakeholder management. Or at least, I have not seen it" (Von Droste, attachment 3D). This quote points towards a possibility for UNESCO's (or ICOMOS' and IUCN's) key people to improve the Operational Guidelines with respect to community involvement. It would appear, however, that such an approach consist of an expert view rather than a locally initiated movement.

One such locally initiated movement is provided by the third and last way in which key people might be able to influence the Operational Guidelines: this is the view of using the Operational Guidelines to your advantage, as illustrated by Hogestijn (attachment 3G). Hogestijn says it is possible to adapt the OG to the practical situation: "I think we proved it can be done because we just did it" (attachment 3G). He interpreted this question rather differently than Paulowitz and Von Droste, because what Hogestijn meant is that he succeeded in writing such a nomination that the site he wanted to be inscribed made it to the list. Rather than changing the Operational Guidelines literally, he adapted its questions to the specific situation of Schokland and Surroundings and thereby created a successful nomination. To him, the challenge of the Operational Guidelines was as follows: "this is what they ask for, and this is my story. Now, how do I make my story fit into what they ask? The challenge was not really the writing or telling the story, but much more how to shape the story into the correct form" (Hogestijn, attachment 3G). This rather different view on dealing with the Operational Guidelines shows another dimension of how key people might deal with the official requirements for a nomination: by influencing it in a very practical way.

The single drawback of these otherwise very interesting suggestions was that on the basis of these three examples, it was very difficult to make a distinction between the influence of key people in the nomination procedure of cultural landscapes (arrow 15) and those in the nomination procedure of historic buildings (arrow 20). The account given by Hogestijn applied to a cultural landscape but was not necessarily site specific and neither were the accounts of Von Droste and Paulowitz. The thematic discussions mentioned by Paulowitz also mostly referred to landscapes as they included site managers from natural sites, but these thematic meetings may of course also include historic buildings at times. The views offered by Paulowitz and Von Droste therefore suggest that the content of the site does not matter, which makes a making a clear distinction between arrows 15 and 20 difficult. The possible influence of key people on the Operational Guidelines is however confirmed by these accounts.

6.5 Conclusion

The conclusion to this chapter summarizes the findings from the semi-structured interviews and Grounded Theory technique regarding sub research questions 2, 3 and 4, which are reflected in the conceptual model as arrows 10 through 20. Similar to the conclusion of chapter 5, this section will only discuss the empirical aspect of these sub questions as the link between the theoretical background and the empirical findings will be made in chapter 7. The most important aspect of this conclusion is that it provides a bridge between local people's perceptions of cultural landscapes and historic buildings and the UNESCO nomination procedure through participation in that very procedure and the involvement of key people on different levels throughout the process.

Of the three sub questions that are discussed here, question 2 read: *To what extent do lay people influence the definition and selection of UNESCO Cultural landscapes and sites, and how can this extent be explained?* As became clear from the analysis of the interviews, both the defining and the selection of World Heritage sites takes place some considerable involvement of local communities. Especially defining a World Heritage landscape by local communities mean that they are taken seriously in the defining of their own World Heritage Cultural landscape. They are consulted when decisions are made on what has to be included in the site and what has not, thereby defining the content of their World Heritage site. For monuments, however, this involvement appears to be less extensive. This difference can to a large extent be explained by the underlying power relations and the characteristics of the site: monuments are often smaller, the nominated area is smaller, and therefore the consequences for its direct environment are smaller than in the case of landscapes. As a result of these characteristics, there are fewer stakeholders and fewer owners concerned with the nomination. Also, historic buildings display a less apparent need for local communities to support the nomination to help preserve and conserve the site. These factors taken together cause the nomination for historic buildings to be shapes as a top-down power

structure whereas the nomination of landscapes tends to be more structured as a bottom-up process.

In comparison, such a distinctive difference between landscape and historic buildings has not been found where the selection is concerned. The influence of the general public on the selection of World Heritage appears to be increasing, with increasing attention for local initiatives and local attempts to become World Heritage. Much of this influence reaches the nomination procedure through the supporting interference by key people at the local, governmental or even the international UNESCO level. This increasing influence is especially caused by a growing awareness at the World Heritage Centre that the support of local communities is needed to preserve sites, reflected in an evolving set of Operational Guidelines. Although this need applies in particular to conserving cultural landscapes and traditional ways of life within those landscapes, UNESCO aims to have similar participation in all kinds of World Heritage Sites. A site without local support for the nomination, then, has decreasing chances of making it to the World Heritage List.

It must be noted, however, that the change from an expert to a more inclusive view on site definition and selection is sometimes still hindered by power relations that obstruct true participation. Especially when powerful stakeholders do not want to share their power with others, or when key figures like site managers hold back important information about the nomination or the consequences of the nomination, the inclusion of local communities can be problematic and opposition may arise. Strategies like stakeholder management and tools like management plans with an eye for the inclusion of all stakeholders and values were designed to aid a successful inclusion of local communities.

The 3rd and 4th sub questions will be discussed together because of the minor differences between the findings for each category of World Heritage Site. These questions read:

3. To what extent can laymen's perceptions of historic landscapes be related to the definition and selection of World Heritage Cultural landscapes, and how can this extent be explained?

4. To what extent can laymen's perceptions of historic buildings be related to the definition and selection of World Heritage Cultural sites, and how can this extent be explained?

As it turned out, the concept of 'perception' should be seen as a broader understanding than solely the visual component that was included in the present research in order to fully answer these questions. Perceptions were namely found to also include things like day- to day matters regarding life at the site and economic interests of inhabitants. These perceptions did find their way into the definition and selection of World Heritage sites, through the role of key people in the nomination procedure. Much like the general influence of local communities on the definition and selection of World Heritage sites as established in the conclusion on question 2, key people play an important role in transporting local perceptions up to the nomination procedure. Key people can either put forward local perceptions in the nomination dossier, but they can also convey the message of local perceptions to World Heritage thematic meetings, which may eventually contribute to a change in the Operational Guidelines. Considering the importance of the Operational Guidelines in the entire World Heritage setting, this may help to include local perceptions in the definition and subsequent selection of sites as well.

Although the influence of local perceptions on the selection of sites remains confined to supporting a nomination or not, the influence of perceptions on the definition and delineation of the site is more apparent. This aspect appears to be taken into account once a site is selected for nomination and the nomination document is drawn, and otherwise it may also be included in the management plan which has to be prepared before the nomination or can in some cases be changes afterwards. Again, key people play an important role here since they are usually closely involved in the drawing up of the nomination document or the management plan.

Regarding the differences between question 3 and 4, or the difference of influence for cultural landscapes or historic buildings, the same trend as with the participation in general seems to apply. The perceptions and values in cultural landscapes seem to play a more important role in the nomination than the values connected to historic buildings, perhaps also because there generally is more attention to those values for cultural landscapes. It was

however difficult to reach a decisive conclusion on this difference because the interviews in this research concerned landscapes and the nomination procedure for landscapes in more detail than they did concern historic buildings.

7. Conclusion and Discussion

In this final chapter, an answer to the main research question is given by critically examining the results from chapters 5 and 6 and relating them to the theoretical background and to the broader context of which they are part. This conclusion is followed by a discussion of how these results came to be, the recommendations which can be made on the basis of the conclusion and finally a number of suggestions for further research are given.

7.1 Forget About World Heritage, What Are the Values?

During the course of this research, it became increasingly apparent that nominating a local heritage site for the World Heritage list concerns much more than just the related to World Heritage. By asking the main research question, "*To what extent do lay people's perceptions of historic landscapes differ from their perceptions of historic buildings, and to what extent do both perceptions influence the definition and selection of UNESCO World Heritage Cultural Landscapes and Sites?*", attention was given to the values at play at heritage sites and in the nomination procedure. Providing an answer to this question required research into local values (local perceptions) as well as the values with which people in the nomination procedure work: values in interacting with other stakeholders, value of the property in almost any sense, the way powerful stakeholders value participation. The conclusion to this research, which links the results from chapters 5 and 6 to each other and to the broader context of literature and interpretation, therefore attempts to describe and explain these values by keeping in mind perhaps one of the most important remarks encountered in the interviews: "we did not only think about World Heritage. The question was simply: what are the values?" (Schulze, attachment 3E).

The examination of the values attached to heritage sites, which range from the perceptions by the general public and their appreciation of World Heritage in general to the values concerned in the nomination process and the value attached to participation and lay people's perceptions by various stakeholders, begins with an analysis of the differences in perceptions of Cultural Landscapes and historic buildings. Although the differences in perceptions may seem a rather different subject than the examination of the nomination process, the perception of either Cultural Landscapes or historic buildings is related to a number of key aspects of the nomination process. One key component of both subjects is information: knowledge of the site was found to be of significant importance in lay people's appreciation of World Heritage and in their perception of Schokland, and information was also found to be of crucial importance in the nomination procedure. Although the influence of knowledge and familiarity in landscape and monument perception was already suggested in the literature (see for example Hendriks, 2001; Scott, 2002; Kok, 2006; Braaksma & Bos, 2007 and Huysmans & de Haan, 2007), it is very interesting to see that an item which is important for a successful nomination is also proved to be influential on the appreciation of World Heritage in three out of four samples.

The main research question inquired into the extent to which the perceptions of Cultural Landscapes and historic buildings differ from one another, and a number of differences were revealed by the analysis of the existing body of knowledge and of the survey. These analyses considered the construction of perceptions based on physical characteristics of the site and the influence of personal characteristics of the observers on perceptions. The physical characteristics of heritage sites contributing to perception were found to be different since people perceive spaces and objects differently and, more specifically, the general public likes to see landscapes which tell a story, change slowly and have few new and many old items in them, whereas the public tends to appreciate a complex and diverse image in monuments. Rather interestingly, the differences in perception of the Rietveld Schröderhouse and Schokland begin with the overall perception score which was considerably lower for the monument than for the landscape. The people from the four

samples perceived the Rietveld Schröderhouse less positively than they perceived Schokland, which suggests that the Rietveld Schröderhouse did not answer the perception parameters as well as Schokland did. This is likely, because Ganzeboom (1983) found that monuments should have sloping lines, traditional building materials and a stratified image in order to be perceived positively while it could be argued that the Rietveld Schröderhouse has many straight lines, the traditional brick walls cannot be seen without a trained eye or background information and the monument does not offer a very stratified image due to the style in which it was built. As a result of these factors, the Rietveld Schröderhouse presents a rather orderly image, which is supposed to enhance perception according to Ganzeboom (1983), however it would appear that it does not pose enough of a cognitive challenge to be perceived highly positively (Hendriks, 2001) by its viewers.

In addition to the differences in physical characteristics of the sites which determined the way in which these objects are perceived, a number of personal characteristics caused differences in perceptions as well. Most important of these was the level of education, which was found to be of influence on the perception of the Rietveld Schröderhouse and not on the perception of the landscape of Schokland, whereas the literature (Lowenthal, 2008) suggested that the level of education should not be of influence on heritage perception at all. This could possibly be explained by what Huysmans & De Haan (2007, p. 19) call 'cultural capital', meaning that if people are highly educated, they are also more culturally engaged and therefore perceive monuments more positively. Another difference was found in the influence of gender: in the sample of inhabitants of Utrecht, concerning the perception of the Rietveld Schröderhouse, gender was found to have an influence on the perception of the monument whereas this influence was not found for Schokland and was not at all expected by the existing literature (Huysmans & de Haan, 2007).

In order to provide some perspective to the extent to which perceptions differ, a number of similarities in perceptions of either site are discussed as well. A positive perception of the Rietveld Schröderhouse or Schokland has been found to be influenced to some extent by age. The effect of age on the perception on historic buildings was no surprise as it was found by Huysmans & de Haan (2007), but Coeterier (1987) found that age was not influencing the perception of landscapes whereas it was found to have an influence on the landscape perceptions of visitors of Schokland. This effect could be caused by the fact that Schokland and its museum do not attract younger people in particular, but rather people who like nature and a quiet walk around the island. As a result, the survey included a group of older people who perceived Schokland rather positively. Another similarity in perceptions of the Rietveld Schröderhouse and Schokland is the influence of the position of heritage in society: for all samples, a positive stance towards heritage in general caused a more positive perception and a greater appreciation of World Heritage in general. This similarity in causality can be explained through the literature on the subject of heritage in society, as Lowenthal (2008), Ashworth & Graham (1997) and Van der Aa (2005) argue that heritage enjoys a growing popularity in society. It could therefore be argued that when people have a more positive stance towards heritage in general, they will also perceive specific heritage items more positively.

The extent to which lay people's perceptions of Cultural Landscapes and historic buildings differ can therefore be considered limited, considering the effect of the factors included in this research. The construction of different perceptions on the basis of physical characteristics remains unchallenged by this research, but some differences in the influence of personal characteristics have been found. In the attempt to relate local heritage perceptions to the UNESCO World Heritage nomination procedure, however, the extent to which the perceptions do not differ turned out to be more interesting because the role of perceptions is of similar and evident importance in the appreciation of World Heritage for all samples. As nominations need support of local communities to be successful, the local appreciation of World Heritage provides an important link between perceiving and participation. The importance of information on lay people's appreciation of World Heritage does the same, as information is also of great importance in lay people's support for a nomination procedure.

The importance of information and especially the sharing of information in participatory processes related to decisions concerning landscapes was already suggested by Jones (2007) and Stenseke (2009), but has now been revealed as one of the key factors contributing to successful nominations by the interviewees and the views offered by Von Droste & Paulowitz (2006). The exchange of information is needed to create an air of trust and equality amongst stakeholders, which is important because the number of stakeholders as well as the sharing of power amongst these stakeholders were found to be contributing to the successful participation of local communities in nomination procedures as well. Moreover, in order to have lay people share their perceptions of heritage in the definition and selection of World Heritage, they need to know how and when to do so, which already reflects the importance of knowledge about the procedure. One kind of stakeholders in particular can improve the sharing of information, aid the creation of successful nominations and enhance the taking into account of lay people's perceptions in nominations: the key people in the nomination process.

Key people from the local, national or international level can influence the participation of lay people in the nomination procedure through a number of ways. They can talk to local communities or lay people directly, they can have a key position in stakeholder management and therefore be able to include more or different stakeholders and they can have an influence on the management plan of a site which eventually has to include local perceptions (Mitchell et al, 2009, p. 35). Key people can do so because of their knowledge of the local conditions, the nomination procedure or the requirements of the Operational Guidelines regarding participation and the management plan. Because of their knowledge on either of these aspects of the nomination, key people can emerge from any of the levels involved: they can emerge from local communities or people closely related to the site, like Hogestijn, because of their local knowledge and knowledge of local stakeholders. They can emerge from the national level from ministries because they have knowledge on what the State Party desires in the nomination and nomination process, like de Jong and Barends. Key people at the international or UNESCO level are especially relevant in defining World Heritage categories, but also in organising the participation of local stakeholders through powerful concepts such as stakeholder managements and local thematic meetings which include local views on World Heritage sites. Through their positions everywhere in the nomination procedure, key people can enhance lay people's influence on the definition and the selection of heritage sites for World Heritage nomination.

Much like the importance of information to participation, participation itself is becoming increasingly important to UNESCO World Heritage. As noted by UNESCO (1998), Van der Aa (2005) and Rössler (2006), participation in World Heritage issues is growing because of the need for local support to successfully conserve a World Heritage site. This trend was clearly confirmed by the present research, which revealed a clear need for the appreciation of World Heritage in the nomination of a site. Rather interestingly, UNESCO seems to have a much more detailed picture of participation in the management plan than it does of participation in nominations, however. The need for participation in the management plan was noted by one of the most recent publications of the WHC by Mitchell et al (2009), and even recognizes the need for local key people in this participation (pp. 33, 35). Local participation in the nomination of a site, on the other hand, is not discussed in the paper by Mitchell et al. The Operational Guidelines (2008) do not require much proof of local participation either, as it only asks for a specification on "*disruption of traditional cultures or ways of life*" (UNESCO, 2008, p. 106). Participation is however guaranteed by on-site inspections by the advisory bodies ICOMOS and IUCN, which is also taken seriously by the WHC. This research has created a much more detailed picture of participation and the position of local perceptions in the nomination procedures, and found that participation can in some ways influence both the definition and selection of World Heritage sites: within the expert-made definitions of World Heritage from the WHC, local definitions of the site can be prepared in collaboration with local communities. Therefore, their perceptions can and are included to an increasing extent, which is an addition to the existing body of literature as this option of local involvement has only briefly been touched upon by Stenseke (2009). The

selection of World Heritage sites, in addition, is sensitive to the influence of key people especially at the national level (van der Aa, 2005). If these key people are aware of local perceptions, they could therefore apply different selection criteria. This research has revealed that especially *local* key people are able to influence the selection of sites, however, as they can and do step forward with possible nominations.

The influence of heritage perception of lay people on the selection and definition of World Heritage sites is however dominated to a great extent by power relations. The power relations relating to nominating World Heritage sites have, much like the practice of public participation in nomination procedures, hardly been studied until this research, which is why the reality and practice of power relations in nominations could now be revealed. Although the notion of top – down power relations has been mentioned by Stenseke (2009), this research was able to add much specific knowledge and conditions to the notion of power relations: it was found that power relations in World Heritage nominations are constructed by the number of stakeholders at the site, the owners and ownership of the site and the power structures applying to the specific procedure. Not only do these characteristics determine the level of public participation, they also cause different levels of public participation in the nomination of Cultural Landscapes and that of an historic building.

The level of public participation and therefore the level of inclusion of local perceptions in the nomination of a cultural landscape is rather typically high, because of a bottom- up structure of power relations. This bottom- up power structure is caused by the number of stakeholders, which is high in the nomination of an entire landscape, and because of ownership of the landscape. The high number of stakeholders, caused by the presence of a multitude of conservation organisations, different levels of governments, and perhaps action groups, requires a strategy in which the interests of all stakeholders have to be taken into account. Once this strategy is in place, it is easier for local communities to join the procedure as the stakeholders are already in a process of aligning interests to one another. These local communities are also much needed in the nomination, since they are the people who have to do the actual conservation by maintaining local traditions and a traditional way of life. Landscapes are also typically owned by several owners, such as different ministries, different conservation organisations or different levels of government. In order to prepare a nomination that concerns the land owned by these parties, the interests of these owners who may be powerful have to be aligned as well. They will have to allow the nomination of their landscape, after all. These two factors taken together provide a bottom – up structure with many stages of adjustment, as was discovered in the nomination of Schokland and to some extent also at the Wadden Sea.

The local perceptions of historic buildings have less chance of being taken into account in a nomination procedure, however. The nomination procedure of historic buildings typically has only a few stakeholders, because the site is often much smaller than landscapes and is selected and conserved by experts rather than by local communities. Since monuments or historic buildings are often owned by a single heritage organisation or museum, as in the case of the Rietveld Schröderhouse, there is also a less apparent need for a process in which interests are aligned: the one owner of the site can simply decide without consultation of local communities. As the local perceptions are also not required in the conservation effort as much as they are in Cultural Landscapes, the nomination procedure is often top- down in nature. A top –down nature of the nomination procedure has been suggested to inhibit thorough public participation by Von Droste & Paulowitz (2006) and Stenseke (2009), and this suggestion was confirmed by the present research: the nomination of the Rietveld Schröderhouse hardly displayed any consideration of local perceptions.

This set of power relations, together with the trends of increasing importance of information and participation in nomination procedures, offered the possibility to draw a comprehensive conclusion wherein the extent to which lay people influence the definition and selection of World Heritage sites is concerned. Clearly, the values at play here make it possible to almost forget World Heritage, as the participation revolves around power structure, ownership and stakeholders, the advanced position of key people and the need for local people to conserve their landscape or site. It turned out in this research that the extent

to which lay people can influence the definition of World Heritage is limited to defining the local context of Cultural Landscapes through their involvement in the nomination procedure and to some extent through key people and thematic meetings, which can aid the taking into account of local perceptions throughout the hierarchy of UNESCO related experts. Lay people are able to help select World Heritage sites through key people at the ministry level, or through local initiators who become key people themselves. The latter again applies in particular to Cultural Landscapes, because the definition and the selection of historic buildings for the World Heritage list remains an expert- based top- down procedure, despite the efforts made by UNESCO to improve this situation.

7.2 Discussion: Some Remarks on the Results

The discussion of the results which is given here, aims to provide a number of critical remarks which should be kept in mind when reading the conclusions to the research. This is necessary, because despite the effort which has been made to achieve the best possible results, there are few factors which may possibly bias the eventual outcome of the research. Most of these remarks consider the survey results, but there is one remark to be made about the interview results first.

The present research has set out to investigate the practice of nominating World Heritage sites and find the influence of lay people therein. From both the analysis of existing literature and the interviews which were undertaken to aid this investigation, it was found that every nomination is inspected on the site itself by inspectors from ICOMOS or IUCN, or in some cases even from both. It was however only too far along in the research, when I realised that including an on-site inspector in the range of interviewees might have added valuable insights about the nomination practice. The story of the practice of nominating is therefore not entirely complete.

The other remarks regarding the survey are as follows. The samples taken in the survey for the perceptions of the Rietveld Schröderhouse and Schokland were, as was shown in chapter 5, not representative for the entire populations from which the samples were taken. This has been discussed at length in chapter 5 and is therefore not elaborated here, but it is important to keep in mind that the results from the survey only apply to the people within the sample. Another issue with the sample of inhabitants of Ens and Nagele is that there is a possible bias in the perception scores because of the location for surveying. The sample only included people who live very close to Schokland and included only one person of foreign birth, so the people in this sample may have been exposed to Schokland in a very similar way and may therefore perceive it in a very similar way, thereby erasing possible effects of other personal characteristics.

The sample of the Rietveld Schröderhouse may also be biased in two respects: first, as the additional information from the surveys revealed in section 5.4.4, the Rietveld Schröderhouse attracts a group of visitors with a articulated interest for architecture. This may cause to some extent the critical perception scores for the monument. Second, the analysis of the Utrecht sample found that the personal characteristic of “living in a rural or built- up home” was significant in the explanation of perception scores of the Rietveld Schröderhouse, but the critical remark had to be made here that the people in this sample by definition all live in a home located in a built- up area; that is why they were selected in the first place.

The results of the present research can however be used and interpreted in their own respect. The remarks mentioned here merely serve as a background which should be kept in mind when considering the conclusion.

7.3 Recommendations

On the basis of the results and conclusion of this research, a number of recommendations could be drafted towards improvement of the incorporation of local perceptions in World Heritage nominations. In total, four points are discussed, most of which deal with the nomination procedure itself.

First of all, it may be beneficial to nomination procedures and to participation in nomination procedures in particular, if more attention was given to this aspect of World Heritage. Currently, most publications from the World Heritage Centre on participation of local communities deal with the management plan and how people should or could be involved in it, but this can be seen as acting too late. If a clear image of local stakeholders is gained through a thorough participation in the nomination, the creation of a management plan becomes easier as well because knowledge on values and stakeholders is already available. This is also to a great extent what the concept of stakeholder management, as devised by von Droste, advocates: it is never too early to begin with participation.

Second, there are currently no instructions regarding *how* local communities should be involved, how they should be made able to participate, or how their participation should be organised. Although the Operational Guidelines are rather thorough on many aspects of the nomination document, this aspect is left rather untouched. In order to guarantee true participation, the means to establish it through the Operational Guidelines should not be left unutilized. The Operational Guidelines could therefore suggest ways in which participation in the nomination could take place, similar to the way it demands a risk assessment and an examination or tourism pressure for the potential World Heritage site. Although the trend of participation in World Heritage issues helps this kind of development, local participation should not be left victim to wherever a temporary trend wants to take it.

Thirdly, and closely related to the second point, is a more articulated emphasis on the nomination *practice*. Considering practice regarding management plans is increasingly becoming important, especially in the latest World Heritage paper (27, by Mitchell et al, 2009), but nomination practice remains an almost unexplored territory. The fact that the present study is only the second scientific inquiry ever to examine nomination practice in any way, after Stenseke (2009), in almost 40 years of World Heritage Convention points towards an underestimation of the importance of World Heritage nomination procedures and its potential to include local perceptions.

Fourth, the last recommendation to make relates to the increased value of information in nomination procedures. This research and to a considerable extent also the existing body of literature displayed a trend of increasing importance of information and information exchange, yet little attention has been given by UNESCO or the advisory bodies to developing a tool to enhance the exchange of information. One of the interviewees, Oost, made a suggestion towards such a tool: it could be beneficial to have a tool in the nomination procedure which informs all stakeholders involved about the future consequences of the World Heritage nomination. Not only could this enhance support, because knowledge about the procedure and the future consequences helps stakeholders to understand and support the nomination, it could also make all stakeholders aware of the benefits and possible efforts required to have and maintain a World Heritage site. This, in the end, may also be beneficial to the ends of the World Heritage Convention which aims to preserve the World's heritage: support and understanding provides the basis for the conservation they want to take place.

7.4 Suggestions for Further Research

The results of and conclusions to this research have also generated new questions, which can be interpreted as suggestions for further research. As became clear from the analysis regarding the trend towards more participation in World Heritage nominations, the conclusion was that the trend towards participation has developed over the past 10 to 15 years. The historic building used in this research, the Rietveld Schööderhouse, was nominated 10 years ago, so it may be that today's nominations of historic buildings or monuments are dealt with differently. This notion was also suggested by one of the interviewees, Westrik, who stressed that the importance of participation in nomination procedures should be equal in the nominations of landscapes and monuments. This suggestion was difficult to research in the present context of Dutch World Heritage sites, because the Netherlands did not nominate any historic buildings recently. It could therefore be interesting to investigate how heritage perceptions of local communities are taken into

account in cases of historic buildings in other countries, or in the pending nomination process of the inner city of Amsterdam.

Another suggestion could be to research the perceptions of lay people regarding World Heritage in a more extensive survey. The results from the survey in this research were seemingly influenced by the sample size which was not large enough to prove the influence of personal characteristics for all samples. Performing a larger survey with larger and more geographically dispersed samples may shed more light on the influence of personal characteristics on the perceptions of World Heritage, like the large- scale researches by Van der Horst & Van der Most (2005) and Huysmans & de Haan (2007) for Dutch heritage in general.

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Attachments

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Attachment 1A. *Geachte meneer / mevrouw,
Graag wil ik u vragen of u deze korte enquête over het Rietveld- Schröderhuis zou willen invullen. De enquête maakt deel uit van mijn afstudeerscriptie over Werelderfgoed binnen de studie Sociale Geografie aan de Universiteit Utrecht. De antwoorden zullen anoniem worden verwerkt. Bij voorbaat hartelijk dank!*

1. Had u vóór vandaag al eens van het Rietveld- Schröderhuis gehoord?
0 nee 0 ja, een keer 0 ja, meerdere keren 0 ja, regelmatig
2. Hebt u het Rietveld- Schröderhuis al eens bezocht? *0 nee 0 ja,keer.*
3. Kunt u een schatting geven wanneer u denkt dat het Rietveld- Schröderhuis is gebouwd?
.....
4. Voor wat voor functie (of activiteit) is het Rietveld- Schröderhuis gebouwd, denkt u?
.....



5. Kunt u aangeven in welke mate u het eens of oneens bent met de onderstaande stellingen?
(kruis het bolletje aan wat het meest overeenkomt met uw mening)

- De kleuren van dit gebouw spreken mij aan.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens
- De kleuren van dit gebouw passen goed in de omgeving.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens
- Als ik naar dit gebouw kijk, zie ik veel variatie.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens
- Ik vind dat dit gebouw veel rechte lijnen heeft.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens
- Als dit gebouw meer schuine lijnen (vormen) had gehad, had ik het mooier gevonden.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens
- Ik vind dat er veel details en uitbouwen aan dit gebouw zitten.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens
- Het gebruik van de moderne bouwmaterialen staal en beton spreken mij aan.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens
- Dit gebouw is gemakkelijk te dateren: ik kan zien hoe oud het is.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens
- De bedoelde functie van dit gebouw is meteen duidelijk, als je ernaar kijkt.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens
- Dit gebouw past, zoals het eruit ziet, goed in zijn omgeving.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens
- Dit gebouw in zijn geheel is een verrijking voor zijn omgeving.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens.
- Het is goed dat er niets meer aan het gebouw mag worden veranderd, nu het werelderfgoed is.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

6. Ziet u in dit gebouw sporen uit verschillende perioden, of stamt alles uit dezelfde tijd?
0 nee, alles wat ik zie is even oud. 0 ja, ik zie verschillende tijdslagen in dit gebouw.

7. Om wat voor reden(en) bent u naar deze plek gekomen?

8. Als u uw waardering voor het Rietveld- Schröderhuis mocht uitdrukken in een rapportcijfer, wat voor cijfer zou u dan geven?

9. Heeft u al eerder een werelderfgoed- monument bezocht? Zo ja, hoe vaak?
0 nee 0 ja, 1-5 keer. 0 ja, meer dan 5 keer.

10. Als u uw belangstelling voor werelderfgoed mocht uitdrukken in een rapportcijfer, wat voor cijfer zou u dan geven?

11. Kunt u aangeven hoeveel gewone monumenten u in het afgelopen jaar van binnen of buiten heeft bezichtigd (bijvoorbeeld tijdens de Open Monumentendag) ?
0 geen 0 1-5 monumenten. 0 meer dan 5 monumenten.

12. Als u uw belangstelling voor monumenten in het algemeen mocht uitdrukken in een rapportcijfer, wat voor cijfer zou u dan geven?

13. Wat vindt u van de stellingen: (kruis aan wat het meest overeenkomt met uw mening)
Het is terecht dat het Rietveld- Schröderhuis de status van werelderfgoed heeft.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

Alleen experts en / of politici moeten werelderfgoed- monumenten kiezen.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

Ik vind dat de huidige werelderfgoed- monumenten in Nederland goed bij onze geschiedenis passen (de Beemster, Kinderdijk, de Waddenzee, Willemstad, Woudagemaal, Rietveld- Schröderhuis, Schokland, Stelling van Amsterdam).
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

14. Vindt u dat mensen uit de directe omgeving van een monument mee moeten kunnen beslissen over de werelderfgoed- status van zo'n monument?
0 nee, laat dat maar aan experts en / of politici over.
0 ja, alleen direct betrokkenen zoals omwonenden.
0 ja, er moet een referendum over komen zodat iedereen kan meebeslissen.

15. Kent u een monument, gebouw, plaats of landschap waarvan u vindt dat het op de Werelderfgoedlijst zou moeten staan? *0 nee 0 ja, namelijk*

16. Wat vindt u van de relatie tussen het Rietveld- Schröderhuis en de directe omgeving?
.....

Tot slot nog enkele vragen over uzelf:

17. Wat is uw geslacht? *man / vrouw* 18. Wat is uw leeftijd?jaar.

19. Wat is uw hoogst genoten opleiding? 20. Wat is de samenstelling van uw huishouden?
0 basisschool 0 Eenpersoonshuishouden
0 VMBO/ MAVO 0 Paar zonder kinderen
0 HAVO/ VWO 0 Paar met kinderen
0 MBO 0 Meerpersoonshuishouden zonder kinderen
0 HBO 0 Meerpersoonshuishouden met kinderen
0 WO 0 Eenouderhuishouden
0 Overig

21. Wat is uw beroep?.....

22. Wat is uw geboorteland?

23. Woont u binnen of buiten de bebouwde kom? *0 binnen kom 0 buiten kom*

Hartelijk bedankt voor het invullen van deze enquête!

Attachment 1B. *Dear sir/madam,*

Would you please be so kind as to fill in this short survey about the Rietveld- Schröderhouse? The survey is part of my master's thesis about World Heritage in the field of Human Geography at Utrecht University. Your answers will be processed anonymously. Many thanks in advance!



Universiteit Utrecht

1. Did you ever hear of the Rietveld- Schröderhouse before today?

0 no 0 yes, once 0 yes, several times 0 yes, regularly

2. Did you ever visit the Rietveld- Schröderhouse before? *0 no 0 yes,times.*

3. Could you give an estimate about when you think the Rietveldhouse was built?

.....

4. For what purpose (or activity) do you think the Rietveld- Schröderhouse was built?

.....



5. Please indicate to what extent you agree or disagree to the following propositions. (tick the box closest to your opinion)

The colours used for this building are a pleasing sight.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

The colours used for this building match well with the environment.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

When I look at this building, I see a lot of diversity.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

I think this building has a lot of very straight lines.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

If this building had more sloping lines and shapes, I would have liked it more.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

There are a lot of details and ornaments to be seen on this building.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

I like the use of modern building materials such as steel and concrete in this building.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

This building is easy to date, I can see how old it is.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

The intended function of this building is immediately clear, once you look at it.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

This building visually fits well into its environment.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

This building as a whole is beneficial for the neighbourhood.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

It is a good thing that nothing can be changed to the building since it is World Heritage.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

6. When viewing this building, do you see traces from different periods or does everything stem from the same era?

0 no, everything I see is of equal age. 0 yes, I see different periods reflected in the building.

7. Because of what reasons did you visit this place?

8. What grade would express your appreciation of the Rietveld- Schröderhouse best (on a 1 to 10 scale) ?

9. Did you ever visit any World Heritage site before? If yes, how many times?
0 no, none. 0 yes, 1-5 times. 0 yes, more than 5 times.

10. What grade would express your interest in World Heritage best (on a 1 to 10 scale) ?

11. How many 'regular' monuments did you visit or view during the last 12 months (for example during the European Heritage Days) ?

0 none 0 1-5 monuments. 0 more than 5 monuments.

12. What grade would express your appreciation of monuments in general best (on a 1 to 10 scale) ?

13. What do you think of the following propositions: (tick the box closest to your opinion)
The Rietveld-Schröderhouse was rightfully placed on the World Heritage List.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

Only experts and / or politicians should be able to select World Heritage sites.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

I think the current selection of Dutch World Heritage sites is a just reflection of Dutch history. (Beemster Polder, Mill Network at Kinderdijk, the Wadden Sea, Historic Centre of Willemstad, Wouda Steam Pumping Station, Rietveld- Schröderhouse, Schokland and surroundings, Defence Line of Amsterdam).

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

14. Do you think that people from the direct neighbourhood of a monument should be able to participate in the nomination of such a monument for the World Heritage List?

0 no, leave that to experts and / or politicians.

0 yes, but only people who are directly involved, such as direct neighbours.

0 yes, a referendum should be held so everybody can express their opinion.

15. Would you know a monument, building, place or landscape of which you think it should be on the World Heritage list? *0 no 0 yes, namely*

16. What do you think of the relation between the Rietveld-Schröderhouse and its direct surroundings?

Finally, some questions about yourself: What is your...

17. Gender? *male / female*

18. Age?years.

19. the highest form of education you have taken part in?

0 Primary school

0 Secondary school GCSE

0 Secondary school Sixth- form

0 Higher education (BA, MA)

0 Other, namely.....

20. Household composition?

0 One- person household

0 (married) couple without children

0 (married) couple with children

0 extended household without children

0 extended household with children

0 One- parent household

0 Other

21. What is your profession?.....

22. What is your country of origin?.....

23. Do you live in a built-up or rural area? *0 built- up 0 rural*

Thank you very much for completing this survey!

Attachment 1C. *Geachte meneer / mevrouw,
Graag wil ik u vragen of u deze korte enquête over het
eiland Schokland zou willen invullen. De enquête
maakt deel uit van mijn afstudeerscriptie over Werelderfgoed binnen de studie Sociale
Geografie aan de Universiteit Utrecht. De antwoorden zullen anoniem worden verwerkt.
Bij voorbaat hartelijk dank!*



2. Had u vóór vandaag al eens van het eiland Schokland gehoord?

0 nee 0 ja, een keer 0 ja, meerdere keren 0 ja, regelmatig

2. Hebt u het eiland Schokland al eens bezocht? *0 nee 0 ja,keer.*

3. Op het eiland Schokland wonen bijna geen mensen. Is dat altijd zo geweest, denkt u?

En waarom denkt u dat?

4. Om welke redenen denkt u dat het eiland Schokland tot werelderfgoed is benoemd?

.....
.....



5. Kunt u aangeven in welke mate u het eens of oneens bent met de onderstaande stellingen?
(kruis het bolletje aan wat het meest overeenkomt met uw mening)

Ik wil niet dat er nog gebouwen bij komen op het eiland.

0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

Het is goed dat er niets meer aan het eiland mag worden veranderd, nu het werelderfgoed is.

0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

Het eiland Schokland is groot genoeg om op te blijven vallen in de omliggende polder.

0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

De grootte van het eiland vind ik indrukwekkend.

0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

Ik vind het eiland Schokland mooi om te zien.

0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

De bomenrand was een goede keus om de vroegere kust van het eiland op te laten vallen.

0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

De restauratie van het eiland, de zeewering en het kerkje in de Middelbuurt zijn geslaagd.

0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

Het is belangrijk dat dit eiland voor toekomstige generaties behouden wordt.

0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

Ik vind dat het eiland er netjes en goed onderhouden uitziet.

0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

De overgebleven oude dingen zoals het hoger gelegen eiland, de restanten van vuurtoren en de twee kerken zijn duidelijk herkenbaar.

0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

De overgebleven oude dingen zoals het hoger gelegen eiland, de restanten van vuurtoren en de twee kerken spreken mij aan.

0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

6. Ziet u in dit landschap sporen uit verschillende perioden, of stamt alles uit dezelfde tijd?

0 nee, alles wat ik zie is even oud. 0 ja, ik zie verschillende tijdslagen in dit landschap.

7. Om wat voor reden(en) bent u naar deze plek gekomen?

8. Als u uw waardering voor Schokland mocht uitdrukken in een rapportcijfer, wat voor cijfer zou u dan geven?

9. Heeft u al eerder een werelderfgoed- monument bezocht? Zo ja, hoe vaak?
0 nee 0 ja, 1-5 keer. 0 ja, meer dan 5 keer.

10. Als u uw belangstelling voor werelderfgoed mocht uitdrukken in een rapportcijfer, wat voor cijfer zou u dan geven?

11. Kunt u aangeven hoeveel gewone monumenten u in het afgelopen jaar van binnen of buiten heeft bezichtigd (bijvoorbeeld tijdens de Open Monumentendag) ?
0 geen 0 1-5 monumenten. 0 meer dan 5 monumenten.

12. Als u uw belangstelling voor monumenten in het algemeen mocht uitdrukken in een rapportcijfer, wat voor cijfer zou u dan geven?

13. Wat vindt u van de stellingen: (kruis aan wat het meest overeenkomt met uw mening)
Het is terecht dat het eiland Schokland de status van werelderfgoed heeft.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

Alleen experts en / of politici moeten werelderfgoed- monumenten kiezen.
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

Ik vind dat de huidige werelderfgoed- monumenten in Nederland goed bij onze geschiedenis passen (de Beemster, Kinderdijk, de Waddenzee, Willemstad, Woudagemaal, Rietveld-Schröderhuis, Schokland, Stelling van Amsterdam).
0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

14. Vindt u dat mensen uit de directe omgeving van een monument mee moeten kunnen beslissen over de werelderfgoed- status van zo'n monument?
0 nee, laat dat maar aan experts en / of politici over.
0 ja, alleen direct betrokkenen zoals omwonenden.
0 ja, er moet een referendum over komen zodat iedereen kan meebeslissen.

15. Kent u een monument, gebouw, plaats of landschap waarvan u vindt dat het op de Werelderfgoedlijst zou moeten staan? *0 nee 0 ja, namelijk*

16. Wat vindt u van de relatie tussen het eiland Schokland en de directe omgeving?
.....

Tot slot nog enkele vragen over uzelf:

17. Wat is uw geslacht? *man / vrouw* 18. Wat is uw leeftijd?jaar.

19. Wat is uw hoogst genoten opleiding? 20. Wat is de samenstelling van uw huishouden?
0 basisschool 0 Eenpersoonshuishouden
0 VMBO/ MAVO 0 Paar zonder kinderen
0 HAVO/ VWO 0 Paar met kinderen
0 MBO 0 Meerpersoonshuishouden zonder kinderen
0 HBO 0 Meerpersoonshuishouden met kinderen
0 WO 0 Eenouderhuishouden
0 Overig

21. Wat is uw beroep?.....

22. Wat is uw geboorteland?

23. Woont u binnen of buiten de bebouwde kom? *0 binnen kom 0 buiten kom*

Hartelijk bedankt voor het invullen van deze enquête!

Attachment 1D. *Dear sir/madam,*

Would you please be so kind as to fill in this short survey about the former island Schokland? The survey is part of my master's thesis about World Heritage in the field of Human Geography at Utrecht University. Your answers will be processed anonymously. Many thanks in advance!



Universiteit Utrecht

3. Did you ever hear of the former island Schokland before today?

0 no 0 yes, once 0 yes, several times 0 yes, regularly

2. Did you ever visit Schokland before? *0 no 0 yes,times.*

3. Schokland is currently almost uninhabited. Do you think this has always been so?

Why do you think so?

4. Because of what reasons do you think Schokland has been entitled World Heritage?

.....



5. Please indicate to what extent you agree or disagree to the following propositions. (tick the box closest to your opinion)

I do not want that any more buildings are added to the island.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

It is a good thing that nothing can be changed to the island since it is World Heritage.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

The former island Schokland is big enough to keep standing out in the surrounding polder.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

The size of the island is impressive.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

I think Schokland is a pretty sight.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

The row of trees around the island has been a good choice to emphasize its former beaches.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

The restoration of the island, the sea wall and the church in the "Middelbuurt" were done well.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

It is important that this island is safeguarded for future generations.

0 zeer oneens 0 oneens 0 neutraal 0 eens 0 zeer eens

I think the island looks tidy and well- maintained.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

The remaining old items such as the higher situated island, the remnants of the lighthouse and of both churches are clearly recognizable.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

The remaining old items such as the higher situated island, the remnants of the lighthouse and of both churches are a pleasing sight.

0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

6. When viewing this landscape, do you see traces from different periods or does everything stem from the same era?

0 no, everything I see is of equal age. 0 yes, I see different periods reflected in the landscape.

7. Because of what reasons did you visit this place?

8. What grade would express your appreciation of Schokland best (on a 1 to 10 scale) ?

9. Did you ever visit any World Heritage site before? If yes, how many times?
0 no, none. 0 yes, 1-5 times. 0 yes, more than 5 times.

10. What grade would express your interest in World Heritage best (on a 1 to 10 scale) ?

11. How many 'regular' monuments did you visit or view during the last 12 months (for example during the European Heritage Days) ?
0 none 0 1-5 monuments. 0 more than 5 monuments.

12. What grade would express your appreciation of monuments in general best (on a 1 to 10 scale) ?

13. What do you think of the following propositions: (tick the box closest to your opinion)
Schokland was rightfully placed on the World Heritage List.
0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

Only experts and / or politicians should be able to select World Heritage sites.
0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

I think the current selection of Dutch World Heritage sites is a just reflection of Dutch history. (Beemster Polder, Mill Network at Kinderdijk, the Wadden Sea, Historic Centre of Willemstad, Wouda Steam Pumping Station, Rietveld- Schröderhouse, Schokland and surroundings, Defence Line of Amsterdam).
0 totally disagree 0 disagree 0 neutral 0 agree 0 totally agree

14. Do you think that people from the direct neighbourhood of a monument should be able to participate in the nomination of such a monument for the World Heritage List?
0 no, leave that to experts and / or politicians.
0 yes, but only people who are directly involved, such as direct neighbours.
0 yes, a referendum should be held so everybody can express their opinion.

15. Would you know a monument, building, place or landscape of which you think it should be on the World Heritage list? *0 no 0 yes, namely*

16. What do you think of the relation between the island and its direct surroundings?
.....

Finally, some questions about yourself: What is your...

17. Gender? *male / female* 18. Age?years.

19. the highest form of education you have taken part in?	20. Household composition?
<i>0 Primary school</i>	<i>0 One- person household</i>
<i>0 Secondary school GCSE</i>	<i>0 (married) couple without children</i>
<i>0 Secondary school Sixth- form</i>	<i>0 (married) couple with children</i>
<i>0 Higher education (BA, MA)</i>	<i>0 extended household without children</i>
<i>0 Other, namely.....</i>	<i>0 extended household with children</i>
	<i>0 One- parent household</i>
	<i>0 Other</i>

21. What is your profession?.....

22. What is your country of origin?.....

23. Do you live in a built-up or rural area? *0 built- up 0 rural*

Thank you very much for completing this survey!

Attachment 1 E: Overview of all Variables and Coding Scheme			
No.	Variable Name	Survey Question	Answering categories
1	SurvNo	(Survey No.)	scale
2	PC	(postal code of collection)	1 = 3583 Utrecht 2 = 3584 Utrecht 3 = 8307 Ens 4 = 8308 Nagele 5 = Visitor of Rietveld- Schröderhouse 6 = Visitor of Schokland
3	Case	(corresponding case)	1 = Rietveld- Schroderhouse 2 = Schokland
4	EITHER_hear	1. Did you ever hear of the Rietveld- Schröderhouse OR Schokland before today?	0 = no 1 = yes, once 2 = yes, several times 3 = yes, regularly
5	EITHER_visit	2. Did you ever visit the Rietveld- Schröderhouse OR Schokland before?	0 = no 1 = yes
6	EITHER_visit_#	2# If yes, how many times?	scale
7	RSH_built_estimate	3. Could you give an estimate about when you think the Rietveldhouse was built?	open question
8	RSH_purpose_estimate	4. For what purpose (or activity) do you think the Rietveld- Schröderhouse was built?	open question
9	RSH_5_1_colour	The colours used for this building are a pleasing sight.	-2 = totally disagree -1 = disagree 0 = neutral 1 = agree 2 = totally agree
10	RSH_5_2_colour_match	The colours used for this building match well with the environment.	" "
11	RSH_5_3_diversity	When I look at this building, I see a lot of diversity.	" "
12	RSH_5_4_straight_lines	I think this building has a lot of very straight lines.	" "
13	RSH_5_5_sloping_lines	If this building had more sloping lines and shapes, I would have liked it more.	" "
14	RSH_5_6_details	There are a lot of details and ornaments to be seen on this building.	" "
15	RSH_5_7_modern_mat	I like the use of modern building materials such as steel and concrete in this building.	" "

16	RSH_5_8_date	This building is easy to date, I can see how old it is.	" "
17	RSH_5_9_intend_func	The intended function of this building is immediately clear, once you look at it.	" "
18	RSH_5_10_visual_fit	This building visually fits well into its environment.	" "
19	RSH_5_11_beneficial	This building as a whole is beneficial for the neighbourhood.	" "
20	RSH_5_12_nochange	It is a good thing that nothing can be changed to the building since it is World Heritage.	" "
21	SKL_uninhab_estimate	3. Schokland is currently almost uninhabited. Do you think this has always been so?Why?	open question
22	SKL_reason_WH	4. Because of what reasons do you think Schokland has been entitled World Heritage?	open question
23	SKL_5_1_buildings_added	I do not want that any more buildings are added to the island.	-2 = totally disagree -1 = disagree 0 = neutral 1 = agree 2 = totally agree
24	SKL_5_2_nochange_WH	It is a good thing that nothing can be changed to the island since it is World Heritage.	" "
25	SKL_5_3_big_standout	The former island Schokland is big enough to keep standing out in the surrounding polder.	" "
26	SKL_5_4_big_impressive	The size of the island is impressive.	" "
27	SKL_5_5_pretty	I think Schokland is a pretty sight.	" "
28	SKL_5_6_row_trees	The row of trees around the island has been a good choice to emphasize its former beaches.	" "
29	SKL_5_7_restoration_succeed	The restoration of the island, the sea wall and the church in the "Middelbuurt" were done well.	" "
30	SKL_5_8_future_generations	It is important that this island is safeguarded for future generations.	" "
31	SKL_5_9_tidy_wellmaintained	I think the island looks tidy and well- maintained.	" "
32	SKL_5_10_old_items_recog	The remaining old items such as the higher situated island, the remnants of the lighthouse and of both churches are clearly recognizable.	" "
33	SKL_5_11_old_times_pleasing	The remaining old items such as the higher situated island, the remnants of the lighthouse and of both churches are a pleasing sight.	" "
34	EITHER_difperiod	6. When viewing this building OR landscape, do you see traces from different periods or does everything originate from the same era?	0 = no, everything I see is of equal age 1 = yes, I see different periods reflected here
35	EITHER_reason_visit	7. Because of what reasons did you visit this place?	open question

36	EITHER_apprec	8. What grade would express your appreciation of Schokland best (on a 1 to 10 scale) ?	scale
37	EITHER_visit_WH	9. Did you ever visit any World Heritage site before? If yes, how many times?	0 = no, none 1 = yes, 1-5 times 2 = yes, more than 5 times
38	EITHER_apprec_WH	10. What grade would express your interest in World Heritage best (on a 1 to 10 scale) ?	scale
39	EITHER_visit_monu	11. How many 'regular' monuments did you visit or view during the last 12 months?	0 = none 1 = 1-5 monuments 2 = more than 5 monuments
40	EITHER_apprec_monu	12. What grade would express your appreciation of monuments in general best (on a 1 to 10 scale) ?	scale
41	EITHER_13_1_RSHorSKL_WH_right	Schokland OR the Rietveld- Schröderhouse was rightfully placed on the World Heritage List.	-2 = totally disagree -1 = disagree 0 = neutral 1 = agree 2 = totally agree
42	EITHER_13_2_experts	Only experts and / or politicians should be able to select World Heritage sites.	" "
43	EITHER_13_3_selection_hist	I think the current selection of Dutch World Heritage sites is a just reflection of Dutch history.	" "
44	EITHER_local_participation	Do you think that people from the direct neighbourhood of a monument should be able to participate in the nomination of such a monument for the World Heritage List?	0 = no, leave that to experts / politicians 1 = yes, but only those directly involved 2 = yes, a referendum should be held
45	EITHER_self_monument	15. Would you know a monument, building, place or landscape of which you think it should be on the World Heritage list?	0 = no 1 = yes, namely:
46	EITHER_selfmon_namely	see <i>EITHER_self_monument</i> .	<i>open question</i>
47	EITHER_rela_envir	16. What do you think of the relation between the island OR the monument and its direct surroundings?	<i>open question</i>
48	Gender	What is your gender?	0 = female 1 = male
49	Age	What is your Age?	scale
50	level_educ	Highest level of Education?	1 = Primary school 2 = Secondary school GCSE 3 = Secondary school Sixth- form 4 = Higher education (BA, MA) 5 = Other, namely

51	Household_comp	Household composition?	1 = One person household 2 = (married) couple without children 3 = (married) couple with children 4 = extended household without children 5 = extended household with children 6 = One- parent household 7 = Other
52	profession	Profession?	<i>open question</i>
53	Country_origin	Country of origin?	<i>open question</i>
54	Built_up_rural	Do you live in a built-up or rural area?	1 = rural 2 = built-up
55	HHcomp3	Household Composition transformed into 3 categories according CBS data.	1 = Single person household 2 = Multiple person household with children 3 = Multiple person household without children
56	HHc3_dummy_1	Dummy for Household Category 1	0 = other 1 = Single Person household
57	HHc3_dummy_2	Dummy for Household Category 2.	0 = other 1 = Multiple person household with children
58	ForeignY_N	Foreigner or not, dummy variable.	0 = Dutch 1 = Foreign
59	Builtuprural01	Built_up_rural transformed into dummy variable.	0 = Built-up 1 = Rural
60	educdum1	Dummy for level of education category 1.	0 = other 1 = Primary school (basisschool)
61	educdum2	Dummy for level of education category 2.	0 = other 1 = GCSE (ymbo/mavo)
62	educdum3	Dummy for level of education category 3.	0 = other 1 = Sixth Form (havo/vwo)
63	educdum4	Dummy for level of education category 4.	0 = other 1 = MBO (does not translate)
64	educdum5	Dummy for level of education category 5.	0 = other 1 = BA (HBO)
65	educdum6	Dummy for level of education category 6.	0 = other 1 = MA (WO)

Attachment 1 F: Operationalisation of Concepts in Survey Analysis		
Concept (variable type)	Variables used to measure concept	Range
Society <i>Place of heritage in society.</i> (ratio)	RSH_5_11; SKL_5_8; EITHER_13_3; VISIT_MONU; EITHER_apprec_monu; EITHER_local_participation	$-6 \leq \textit{society} \leq 20$
Personal Characteristics <i>Including knowledge of each site.</i> (ratio)	Age; Knowledge of site (see below); Dummy variables for: - Foreign Y/N; N=0 - Gender M/F; F=0 - Level of education: primary school = reference category; used dummies are Educ_dummy 1 through 6; - Household composition: single person household = reference category; used dummies are hhdummy 1 through 2; - builtup_area Y/N; N=0	$0 \leq \textit{age} \leq 100$ (see below) $0 \leq \textit{dummy} \leq 1$ $0 \leq \textit{dummy} \leq 1$ $0 \leq \textit{dummy} \leq 1$ $0 \leq \textit{dummy} \leq 1$ $0 \leq \textit{dummy} \leq 1$
<i>Knowledge of each site:</i> (ratio)	SKL: EITHER_hear; EITHER_visit; SKL_uninhab_est; SKL_reason_WH RSH: EITHER_hear; EITHER_visit; RSH_built_est; RSH_purpose_est;	$0 \leq \textit{knowledge} \leq 10$ $0 \leq \textit{knowledge} \leq 9$
Perception of Cultural Landscapes (ratio)	SKL_5_1; SKL_5_2; SKL_5_3; SKL_5_4; SKL_5_5; SKL_5_6; SKL_5_7; SKL_5_9; SKL_5_10; SKL_5_11; EITHER_difperiod.	$-20 \leq \textit{perception} \leq 21$
Perception of Historic Buildings (ratio)	RSH_5_1; RSH_5_3; RSH_5_4; RSH_5_5; RSH_5_6; RSH_5_7; RSH_5_8; RSH_5_9; RSH_5_10; RSH_5_12; EITHER_difperiod.	$-20 \leq \textit{perception} \leq 21$
Appreciation of WH sites. <i>Appreciation of World Heritage Sites in general.</i> (ratio)	EITHER_apprec; EITHER_visit_WH; EITHER_apprec_WH; RSH_5_12; SKL_5_2; EITHER_13_1; EITHER_13_2.	$-8 \leq \textit{appreciation} \leq 30$

Attachment 2A: Internal Reliability Test Tables (Cronbach's Alpha) For All Concepts

HERITAGE IN SOCIETY FOR CASE RIETVELD SCHRÖDERHOUSE

Used Variables are: RSH_5_11_benficinal EITHER_13_3_selection_hist EITHER_visit_monu EITHER_apprec_monu EITHER_local_participation HeritagelnSociety

Reliability

Case Processing Summary

		N	%
Cases	Valid	165	46,1
	Excluded ^a	193	53,9
	Total	358	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,642	6

a. Listwise deletion based on all variables in the procedure.

HERITAGE IN SOCIETY FOR CASE SCHOKLAND

Used Variables are: EITHER_13_3_selection_hist EITHER_visit_monu EITHER_apprec_monu EITHER_local_participation HeritagelnSociety SKL_5_8_future_generations

Reliability

Case Processing Summary

		N	%
Cases	Valid	132	36,9
	Excluded ^a	226	63,1
	Total	358	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,725	6

a. Listwise deletion based on all variables in the procedure.

PERCEPTION HISTORIC BUILDING RIETVELD SCHRÖDERHOUSE

Used Variables are: RSH_5_1_colour RSH_5_3_diversity RSH_5_4_straight_lines RSH_5_5_sloping_lines RSH_5_6_details RSH_5_7_modern_mat RSH_5_8_date RSH_5_9_intend_func RSH_5_10_visual_fit RSH_5_12_nochange EITHER_difperiod PerceptionHB

Reliability

Case Processing Summary

		N	%
Cases	Valid	190	53,1
	Excluded ^a	168	46,9
	Total	358	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,665	12

a. Listwise deletion based on all variables in the procedure.

PERCEPTION OF CULTURAL LANDSCAPE SCHOKLAND

Used Variables are: SKL_5_1_buildings_added SKL_5_2_nochange_WH
 SKL_5_3_big_standout SKL_5_4_big_impressive SKL_5_5_pretty SKL_5_6_row_trees
 SKL_5_7_restoration_succeed SKL_5_9_tidy_wellmaintained SKL_5_10_old_items_recog
 SKL_5_11_old_times_pleasing
 EITHER_difperiod PerceptionCL

Reliability

Case Processing Summary

		N	%
Cases	Valid	144	40,2
	Excluded ^a	214	59,8
	Total	358	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,731	12

a. Listwise deletion based on all variables in the procedure.

APPRECIATION OF WH FOR CASE RIETVELD SCHRÖDERHOUSE

Used Variables are: EITHER_apprec EITHER_visit_WH EITHER_apprec_WH
 EITHER_13_1_RSH_WH_right EITHER_13_2_experts RSH_5_12_nochange
 AppreciationWH

Reliability

Case Processing Summary

		N	%
Cases	Valid	176	49,2
	Excluded ^a	182	50,8
	Total	358	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,721	7

a. Listwise deletion based on all variables in the procedure.

APPRECIATION OF WH FOR CASE SCHOKLAND

Used Variables are: EITHER_apprec EITHER_visit_WH EITHER_apprec_WH
 EITHER_13_2_experts AppreciationWH EITHER_13_1_RSH_WH_right
 SKL_5_2_nochange_WH

Reliability

Case Processing Summary

		N	%
Cases	Valid	127	35,5
	Excluded ^a	231	64,5
	Total	358	100,0

Reliability Statistics

Cronbach's Alpha	N of Items
,701	7

a. Listwise deletion based on all variables in the procedure.

Attachment 2B External Reliability Test Tables (Chi² Goodness- of- Fit)

External Reliability for the Sample of Inhabitants of Utrecht: Case Rietveld-Schröderhouse

Age

agecat			
	Observed N	Expected N	Residual
0-19	18	19,5	-1,5
20-64	64	71,2	-7,2
65+	16	7,3	8,7
Total	98		

Test Statistics	
	agecat
Chi-Square	11,405 ^a
df	2
Asymp. Sig.	,003

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 7,3.

Interpretation: The test is significant at the 99% level: the null hypothesis of 'no difference between the distributions' is rejected. The sample is therefore not representative for the characteristic of Age.

Gender

gender			
	Observed N	Expected N	Residual
female	51	51,8	-,8
male	46	45,2	,8
Total	97		

Test Statistics	
	gender
Chi-Square	,026 ^a
df	1
Asymp. Sig.	,871

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 45,2.

Interpretation: The test is not significant: the null hypothesis of 'no difference in distributions' is accepted. The sample is therefore representative for the population on the characteristic of gender.

Household Composition

HHcompCBS			
	Observed N	Expected N	Residual
single person household	42	65,2	-23,2
multiple people with children	20	13,8	6,2
multiple people without children	34	16,9	17,1
Total	96		

Test Statistics	
	HHcompCBS
Chi-Square	28,291 ^a
df	2
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 13,8.

Interpretation: The test is significant at the 99% level: the null hypothesis of 'no difference between the distributions' is rejected. The sample is therefore not representative for the characteristic of Household composition.

Country of birth

Foreign			
	Observed N	Expected N	Residual
Dutch	76	73,7	2,3
Foreign	23	25,3	-2,3
Total	99		

Test Statistics	
	Foreign
Chi-Square	,291 ^a
df	1
Asymp. Sig.	,589

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25,3.

Interpretation: The test is not significant: the null hypothesis of 'no difference in distributions' is accepted. The sample is therefore representative for the population on the characteristic of being Dutch or foreigner of birth.

External Reliability for the Sample of Inhabitants of Ens and Nagele: Schokland and Surroundings

Age

agecat			
	Observed N	Expected N	Residual
0-19	2	19,5	-17,5
20-64	42	42,4	-,4
65+	26	8,1	17,9
Total	70		

Test Statistics	
	agecat
Chi-Square	55,582 ^a
df	2
Asymp. Sig.	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 8,1.

Interpretation: The test is significant at the 99% level: the null hypothesis of 'no difference between the distributions' is rejected. The sample is therefore not representative for the characteristic of age.

Gender

gender			
	Observed N	Expected N	Residual
female	37	34,9	2,1
male	35	37,1	-2,1
Total	72		

Test Statistics	
	gender
Chi-Square	,241 ^a
df	1
Asymp. Sig.	,624

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 34,9.

Interpretation: The test is not significant: the null hypothesis of 'no difference in distributions' is accepted. The sample is therefore representative for the population on the characteristic of gender.

Household composition

HHcompCBS			
	Observed N	Expected N	Residual
single person household	21	17,4	3,6
multiple person with children	22	25,4	-3,4
multiple person without children	21	21,2	-,2
Total	64		

Interpretation: The test is not significant

Test Statistics	
	HHcompCBS
Chi-Square	1,200 ^a
df	2
Asymp. Sig.	,549

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 17,4.

Conclusion: the null hypothesis of 'no difference in distributions' is accepted. The sample is therefore representative for the population on the characteristic of household composition.

Country of birth

Testing was not possible because only one person of foreign birth was included in the survey of Ens and Nagele. The sample is therefore not representative on this characteristic.

External Reliability for the Sample of Visitors of the Rietveld Schroderhouse

Testing for external reliability of this sample was not possible because of the lack of population data.

External Reliability for the Sample of Visitors of Schokland and Surroundings

Age

leeftcatschokland			
	Observed N	Expected N	Residual
0-25	16	3,0	13,0
26-35	6	6,8	-,8
36-45	8	13,5	-5,5
46-55	17	20,2	-3,2
55-65	20	19,5	,5
65-100	8	12,0	-4,0
Total	75		

Test Statistics	
	Agecats
Chi-Square	60,525 ^a
df	5
Asymp. Sig.	,000

a. 1 cells (16,7%) have expected frequencies less than 5. The minimum expected cell frequency is 3,0.

Interpretation: The test is significant at the 99% level: the null hypothesis of 'no difference between the distributions' is rejected. The sample is therefore not representative for the characteristic of age.

Country of birth

Testing was not possible because no people of foreign birth were included in the survey of visitors. The sample is therefore not representative on this characteristic.

Attachment 2C. Multiple Regression Analysis Tables For All Relations

Multiple Regression 1: Personal Characteristics and Heritage in Society on dependent Perception of Cultural Landscapes (Arrows 3 and 4) for inhabitants Ens and Nagele, case Schokland.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	HeritageInSociety, ForeignY_N ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: PerceptionCL

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,551 ^a	,304	,279	3,62062

a. Predictors: (Constant), HeritageInSociety, ForeignY_N

b. Dependent Variable: PerceptionCL

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	320,582	2	160,291	12,228	,000 ^a
	Residual	734,096	56	13,109		
	Total	1054,678	58			

a. Predictors: (Constant), HeritageInSociety, ForeignY_N

b. Dependent Variable: PerceptionCL

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,117	2,883		,387	,700
	ForeignY_N	-10,730	3,799	-,328	-2,825	,007
	HeritageInSociety	,802	,257	,362	3,124	,003

a. Dependent Variable: PerceptionCL

Multiple Regression 2: Personal Characteristics and Heritage in Society on dependent Perception of Cultural Landscapes (Arrows 3 and 4) for visitors of Schokland.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Knowledgepointsall, HeritageInSociety, age ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: PerceptionCL

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,711 ^a	,506	,484	4,12936

a. Predictors: (Constant), Knowledgepointsall, HeritageInSociety, age

b. Dependent Variable: PerceptionCL

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1186,434	3	395,478	23,193	,000 ^a
	Residual	1159,510	68	17,052		
	Total	2345,944	71			

a. Predictors: (Constant), Knowledgepointsall, HeritageInSociety, age

b. Dependent Variable: PerceptionCL

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7,550	2,128		-3,547	,001
	HeritageInSociety	1,232	,182	,651	6,754	,000
	age	,024	,034	,071	,700	,486
	Knowledgepointsall	,387	,275	,127	1,404	,165

a. Dependent Variable: PerceptionCL

Multiple Regression 3: Personal Characteristics, Heritage in Society and Perception of Cultural Landscapes on dependent Appreciation of World Heritage (Arrows 2, 5 and 8) for inhabitants Ens and Nagele, case Schokland.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Knowledgepointsall, HeritageInSociety, age, PerceptionCL ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: AppreciationWH

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,631 ^a	,398	,345	2,01191

a. Predictors: (Constant), Knowledgepointsall, HeritageInSociety, age, PerceptionCL

b. Dependent Variable: AppreciationWH

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122,966	4	30,742	7,595	,000 ^a
	Residual	186,198	46	4,048		
	Total	309,164	50			

a. Predictors: (Constant), Knowledgepointsall, HeritageInSociety, age, PerceptionCL

b. Dependent Variable: AppreciationWH

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,155	2,085		4,391	,000
	HeritageInSociety	,326	,166	,233	1,967	,055
	PerceptionCL	,310	,081	,467	3,802	,000
	age	,007	,015	,057	,490	,626
	Knowledgepointsall	,261	,197	,157	1,325	,192

a. Dependent Variable: AppreciationWH

Multiple Regression 4: Personal Characteristics, Heritage in Society and Perception of Cultural Landscapes on dependent Appreciation of World Heritage (Arrows 2, 5 and 8) for visitors of Schokland.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	age, PerceptionCL, HeritageInSociety ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: AppreciationWH

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,803 ^a	,644	,628	2,23676

a. Predictors: (Constant), age, PerceptionCL, HeritageInSociety

b. Dependent Variable: AppreciationWH

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	580,440	3	193,480	38,672	,000 ^a
	Residual	320,200	64	5,003		
	Total	900,640	67			

a. Predictors: (Constant), age, PerceptionCL, HeritageInSociety

b. Dependent Variable: AppreciationWH

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,183	1,151		7,979	,000
	HeritageInSociety	,582	,129	,492	4,510	,000
	PerceptionCL	,263	,067	,419	3,942	,000
	age	-,018	,018	-,086	-1,005	,319

a. Dependent Variable: AppreciationWH

Multiple Regression 5: Personal Characteristics and Heritage in Society on dependent Perception of Historic Buildings (Arrows 6 and 7) for inhabitants of Utrecht, case Rietveld Schröderhouse.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Knowledgepointsall, educdum5, educdum4, educdum3, Builtuprural01, educdum2, gender, HeritageInSociety, age ^a		. Enter

a. Tolerance = ,000 limits reached.

b. Dependent Variable: PerceptionHB

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,771 ^a	,594	,539	3,30758

a. Predictors: (Constant), Knowledgepointsall, educdum5, educdum4, educdum3, Builtuprural01, educdum2, gender, HeritageInSociety, age

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1071,870	9	119,097	10,886	,000 ^a
	Residual	732,987	67	10,940		
	Total	1804,857	76			

a. Predictors: (Constant), Knowledgepointsall, educdum5, educdum4, educdum3, Builtuprural01, educdum2, gender, HeritageInSociety, age

b. Dependent Variable: PerceptionHB

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-8,493	1,995		-4,257	,000
	HeritageInSociety	,530	,197	,263	2,691	,009
	age	,131	,026	,527	5,111	,000
	Builtuprural01	-6,623	2,450	-,218	-2,703	,009
	educdum2	-1,135	2,358	-,045	-,481	,632
	educdum3	-2,388	1,793	-,122	-1,332	,187
	educdum4	1,695	3,368	,040	,503	,616
	educdum5	,186	1,257	,013	,148	,883
	gender	2,249	,795	,232	2,830	,006
	Knowledgepointsall	,190	,332	,054	,573	,568

a. Dependent Variable: PerceptionHB

Multiple Regression 6: Personal Characteristics, Heritage in Society and Perception of Historic Buildings on dependent Appreciation of World Heritage (Arrows 2, 5 and 9) for inhabitants of Utrecht, case Rietveld Schröderhouse.

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	PerceptionHB, Knowledgepointsall, HeritageInSociety, age ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: AppreciationWH

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,735 ^a	,540	,513	2,74131

a. Predictors: (Constant), PerceptionHB, Knowledgepointsall, HeritageInSociety, age

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	616,987	4	154,247	20,526	,000 ^a
	Residual	526,034	70	7,515		
	Total	1143,020	74			

a. Predictors: (Constant), PerceptionHB, Knowledgepointsall, HeritageInSociety, age

b. Dependent Variable: AppreciationWH

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,975	1,651		6,043	,000
	HeritageInSociety	,630	,152	,395	4,145	,000
	age	,006	,020	,030	,301	,764
	Knowledgepointsall	,262	,264	,091	,994	,324
	PerceptionHB	,324	,090	,397	3,614	,001

a. Dependent Variable: AppreciationWH

Multiple Regression 7: Personal Characteristics, Heritage in Society and Perception of Historic Buildings on dependent Appreciation of World Heritage (Arrows 2, 5 and 9) for visitors of the Rietveld Schröderhouse.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,613 ^a	,375	,279	2,60637

a. Predictors: (Constant), Knowledgepointsall, PerceptionHB, educdum4, educdum2, educdum3, educdum1, educdum5, HeritageInSociety

b. Dependent Variable: AppreciationWH

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212,184	8	26,523	3,904	,001 ^a
	Residual	353,245	52	6,793		
	Total	565,430	60			

a. Predictors: (Constant), Knowledgepointsall, PerceptionHB, educdum4, educdum2, educdum3, educdum1, educdum5, HeritageInSociety

b. Dependent Variable: AppreciationWH

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15,661	2,331		6,717	,000
	educdum1	-4,129	2,810	-,172	-1,469	,148
	educdum2	-6,769	2,726	-,282	-2,484	,016
	educdum3	-1,474	1,654	-,105	-,891	,377
	educdum4	-3,115	1,911	-,182	-1,630	,109
	educdum5	-1,967	,731	-,318	-2,689	,010
	HeritageInSociety	,127	,184	,083	,692	,492
	PerceptionHB	,180	,118	,175	1,528	,133
	Knowledgepointsall	,838	,316	,310	2,651	,011

a. Dependent Variable: AppreciationWH

Excluded Variables^b

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
					Tolerance
1	educdum6	.	.	.	,000

a. Predictors in the Model: (Constant), Knowledgepointsall, PerceptionHB, educdum4, educdum2, educdum3, educdum1, educdum5, HeritageInSociety

b. Dependent Variable: AppreciationWH

Notification regarding interview transcripts.

As a result of agreements with the interviewees in this research, the attachments containing the interview transcripts have been removed from this public version of the report. The transcripts of the interviews are kept by the author, and are only available on request.

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