

行政院及所屬各機關出國報告

參加國際文化紀念物與場所委員會
(ICOMOS)

亞太地區會議及國際文化觀光委員會
工作營

**ICOMOS Asia-Pacific Regional
Meeting &
ICOMOS International Cultural
Tourism Committee Workshop**

服務機關：國立文化資產保存研究中心籌備處

出國人姓名：朱組長瑞皓、李編審崑榮、董約聘助理研究員國金

出國地區：韓國

出國期間：九十五年六月十日至十三日

報告日期：九十五年九月五日

摘要

第十五屆 ICOMOS 西安年會時被提出「國際文化觀光」議題，本年（2006）ICOMOS 亞太地區會議即延續 2005 年亞太地區年會「亞洲地區歷史古城觀光客的管理」議題，而訂的「國際文化觀光憲章」（附件一中文版，附件二英文版），本次年會即以「古蹟保存與大量觀光客的衝擊」為會議主題；工作營是利用參訪文化遺產現場（韓國慶州陽洞村及安東市的河回村），檢視大量觀光客與古蹟的關係，以達到世界遺產的管理規定。在本會議及工作營中，試著識別觀光客對古蹟實體及人口、生命品質衝擊為主要的討論方向。

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壹、前言



本處已於 2002 年年底申請加入國際古蹟遺址委員會 International Council of Monument and Sites(以下簡稱 ICOMOS) 成為機構會員。本處曾於 2003 年 10 月 27 日至 11 月 5 日第一次派員參加 ICOMOS 第 14 屆在非洲辛巴威舉辦的會員大會。原今年(95 年)預計 11 月參加 ICOMOS 澳洲年會，後經由文建會法國專員建議改為參加本會 (ICOMOS 亞太地區會議及國際文化觀光委員會工作營 (業經文建會 95 年 6 月 14 日文壹字第 0951115596 號函同意)。主要該會為東南亞相關國家報告各國在保存文化觀光資產的調查研究與心得，對我國發展文化觀光多有學習與借鏡之處，經本處同意經鈞長指派本處行政組朱組長瑞皓及規劃組李編審崑榮參加，行政組董約聘助理研究員一同前往。我國另一位參加的人員為台北縣淡水古蹟園區張館長寶釧，一行共四位人員參加。

本次會議主題為第十五屆 ICOMOS 西安年會時被提出，延續 2005 年亞太地區年會「亞洲地區歷史古城觀光客的管理」議題，而訂的「國際文化觀光憲章」(附件一中文版，附件二英文版)，工作營是利用參訪文化遺產現場(韓國慶州陽洞村及安東市的河回村)，檢視大量觀光客與古蹟的關係，以達到世界遺產的管理規定。在本會議及工作營中，試著識別觀光客對古蹟物理及人口、生命品質衝擊為主要的方向。

ICOMOS 簡介

國際古蹟遺址委員會 International Council of Monument and Sites (以下簡稱 ICOMOS) 成立於 1965 年 (UNESCO 於 1964 年大會決定要設置 ICOMOS，並訂定威尼斯憲章)，ICOMOS 是一個非政府機構，ICOMOS 主司世界文化遺址相關事務，提供文化遺址委員評估申請加入世界文化遺址審核作業資訊、相關研究、技術支援和遺產保存現況報告。

致力於建築考古遺產，提升學理應用，科學技術和保存維護工作，以發揚威尼斯憲章精神，實踐保存修復及學說。

ICOMOS 是一個世界級的專業協會，共有 7500 個會員，專家領域包括建築師、歷史學家、考古、藝術史、地質學、人類學、工程和都市計畫等精英，幫助提升改進各類文化資產的品質與技術。ICOMOS 會址在巴黎，會員分為個人、機構、贊助及榮譽會員。會員每三年開一次大會。ICOMOS 的行政組織分為總會、執行委員、顧問委員、國家委員、國際專家委員及秘書處。

ICOMOS 目標

- ◎ 集合世界各地文化保存維護專家人士，交換解救古蹟知識。
- ◎ 收集評估保存維護文化資產政策並加以傳播。
- ◎ 與國家合作，建立國際文化資產保存維護的資料檔案中心。
- ◎ 以國際威尼斯憲章作為工作的準則。
- ◎ 提升專業品質並致力服務國際社會。

ICOMOS 工作

ICOMOS 主司世界文化遺址相關事務，提供聯合國文化遺址委員評估申請加入世界遺址審核（註世界遺址共分文化、自然及複合三種，分別由 ICOMOS（巴黎）、IUCN（International Union for Conservation of Nature and Natural Resource）世界保育聯盟（瑞士）、ICCROM（International Centre for the study of the Preservation and Restoration of Cultural Property）國際保存修復研究中心（羅馬，負責文化、自然及保存、修復、專業訓練、緊急協助、危機處理的工作）及 ICOM（International Council of Museums）國際博物館委員會（巴黎）共同負責；世界遺產委員會共選出 21 國委員，任期六年，一年舉辦一次會議。

作業資訊、相關研究、技術支援和遺產保存現況報告

目前全世界共有 125 國參加世界遺產組織，共有自然遺產 144 件，文化遺產 563 件，複合遺產 23 件，共計 730 件。

自然遺產包括：在物理、生物及地球形成有傑出的重要性或對瀕臨絕種的動、植物進行保護場所。

文化遺產包括：具有歷史、美學、考古科學、人類學及民族學之重要文物、建築群或歷史場所傑出普世性價值。

複合遺產包括：自然及文化遺產二項。



貳、會議主旨及行程

一、會議資訊

會議名稱：ICOMOS 亞太地區會議及國際文化觀光委員工作營
ICOMOS Asia-Pacific Regional Meeting & Workshop
ICOMOS International Cultural Tourism Committee Workshop

會議地點：首爾 COEX 洲際國際飯店（ COEX Intercontinental Hotel）
安東市 Andong : Korean Studies Advancement Center
安東民俗村 Andong Hahoe Folk Village
陶山孔子學校 Dosan Confucian School
慶洲 Gyeongju : 楊洞村 Yangdong Village

會議主題：觀光客對文化資產的衝擊
Impact of Mass Tourism on Historical and Traditional Villages

會議日期：2006 年 6 月 10 至 13 日

主辦單位：ICOMOS 韓國（ICOMOS-Korea）

協辦單位：文化觀光科學委員（Scientific Committee of Cultural Tourism）and

贊助單位：文化觀光部（Ministry of Culture and Tourism）
文化資產局（Cultural Heritage Administration）
安東市（Andong City）

會議宗旨：本次會議主題為第十五屆 ICOMOS 西安年會時被提出，延續 2005 年亞太地區年會「亞洲地區歷史古城觀光客的管理」議題，工作營是利用參訪文化遺產現場，檢視大量觀光客與古蹟的關係，以達到世界遺產的管理規定。在本會議及工作營中，我們試著識別觀光客對古蹟物理及人口生命品質衝擊為主要的方向。九個會員代表將發表相關「大量觀光客對古蹟遺址造成的衝擊」經驗，工作營會將與會者分為數個小組，從事文化村參訪工作及討論實際及潛在的觀光客衝擊問題。並著手規劃有用的指導手冊，以適合世界上各古蹟遺址使用。參與者將達到一個重要目標，找出觀光客對歷史古城的衝擊。

二、地區會議及工作營進行概況：

會前先由地主國（韓國）介紹，該國兩處列入國際遺產潛力點（慶州永同村及安東廻河村）的保存現況及特色，開幕典禮及致辭後接續為三場研討會，由包括韓國、日本、中國、印尼、印度、菲律賓、泰國、斯里蘭卡、澳大利亞、等九

個會員國代表輪流發表，每場三篇有關「大量觀光客對古蹟遺址造成的衝擊」的論文及聯席座談會，參加座談會討論者除上述國家外也包括，台灣、智利、荷蘭及澳門，共有 24 個國家，49 位專家學者與會。

大會行程表

正式節目

1、開幕式及區域會議 Opening Ceremony & Regional Meeting

6 月 10 日上午 09:00 到下午 18:20，地下一樓 Vivace Room，COEX

2、安東市長接待晚宴 Dinner-Hosted by the Mayor of Andong City

6 月 11 日晚上 18:30 到 20:30, 安東觀光旅館 Andong Tourists' Hotel

	June 9 (Fri)	June 10 (Sat)	June 11 (Sun)	June 12 (Mon)	June 13 (Tue)
Forenoon		Opening Ceremony & Regional Meeting (B1F, Vivace Room, COEX Intercontinental)	Seoul ◇ Yangdong Village	Hahoe Folk Village Tour & Dosan Confucian School Tour	Forum (Korean Studies Advancement Center) Andong◇Seoul
Lunch		Lunch	Lunch	Lunch	Lunch
Afternoon		Regional Meeting (B1F, Vivace Room, COEX Intercontinental)	Yangdong Village Tour Yangdong Village ◇ Andong Park Tourist Hotel	Workshop	Mungyeong◇Seoul
Dinner	Working Dinner (B1F, Moderato Room, COEX Intercontinental)	Dinner (B1F, Allegro Room, COEX Intercontinental)	Dinner Hosted by Mayor of the Andong City (Andong Park Tourist Hotel)	Korean Studies Advancement Center	Free Time
Hotel	COEX Intercontinental	COEX Intercontinental	Andong Park Tourist Hotel	Andong Park Tourist Hotel	COEX Intercontinental

旅程行程表

Schedule of the ICOMOS Asia-Pacific Regional Meeting & ICOMOS International Cultural Tourism Committee Workshop 2006 National Center for Research and Preservation of Cultural Properties, Taiwan.			
Date	Place	Activities	Hotel
6/09 FRI.	Taipei-Seoul	Departure for Seoul (arrival at same night)BR160 (1750-2115)	Lotte World
6/10 SAT.	Seoul	Opening Ceremony & Regional Meeting Dinner Coex(159Samseong-dong,Gangnam-gu, Seoul, Korea,133-975)	Lotte World
6/11 SUN.	Seoul- Gyeongju -Andong	Yangdong village	Andong Park Tourist Hotel
6/12 MON.	Andong	Hahoe Folk Village Tour Dosan Confucian School Tour Workshop Korean Studies Advancement Center	Andong Park Tourist Hotel
6/13 TUE.	Andong-Seou l	Forum (Korean Studies Advancement Center)	IBIS Hotel 訂房號 166757,166484
		Free Time	Mr Jui Hao Chu - Kun Jung Lee / Ms Kuo King Tung - Po Chai Chang 2 Twin Rooms
6/14 WED.	Seoul	Free Time	IBIS Hotel 訂房號 166757 Mr Jui Hao Chu - Kun Jung Lee 1 Twin Rooms
6/15 THU.	Seoul- Taipei	Departure for Taipei (arrival at same night)BR159 (1915-2045)	

地區會議及工作營報告會議及參訪行程表

日期 Date	地點 Place	活動內容 Activities
6/09 (五) (FRI)	台北-首爾 Taipei-Seoul	主要參觀景點會前介紹 Lecture Program 20:30-21:00 韓國的永同村和傳統聚落 21:00-21:30 安東市和迴河村
6/10 (六) (SAT)	首爾 Seoul	內容：開幕典禮及會議主旨說明 (Opening Ceremony & Keynote Speech) 9:00-9:20 開幕演講 9:20-10:10 歷史聚落觀光事業的維持：成功的樣態與方向。 10:10-10:30 中場休息 10:30-12:00 第1場研討會進行3篇論文報告。 (1) 保存與再生-歷史古日本都京都觀光事業的發展與改變。(日本) (2) 中國麗江古城的維護與管理。(中國) (3) 了解韓國安東迴河民俗村社區經營困境。(韓國) 12:00-12:30 (第1場研討會討論時間) 12:30-14:00 午餐及休息。 14:00-15:30 第2場研討會進行3篇論文報告。 (1) 文化觀光對傳統聚落的衝擊：案例研究-印尼那加。(印尼) (2) 在菲律賓世界遺產中觀光優先之建立。 (3) 多樣性、親近和主體遺失：夠過分觀光遺失自己。(泰國) 15:30-16:00 (第2場研討會討論時間) 16:00-16:20 中場休息 16:20-17:50 第3場研討會進行3篇論文報告。 (1) 在歷史聚落拉答克的觀光衝擊：案例研究。(印度) (2) 宗教文化觀光和在地社會。(斯里蘭卡) (3) 歷史城鎮中的群眾與觀光客：如何調和住民的需要。(澳大利亞) 17:50-18:20 (第3場研討會討論時間)
6/11 (日) (SUN)	首爾-慶州-安東 Seoul-Gyeongju	7:00-12:00 首爾-慶州 12:00-13:30 午餐

	-Andong	13：30-14：00 慶州-永同 14：30-15：30 參訪永同村（Field Trip：Yangdong village） 15：30-18：30 永同村-安東 18：30-19：00 休息（到旅社整理服裝及儀容） 19：00-21：00 歡迎晚會（安東市長招待晚餐）
6/12（一） （MON）.	Andong	7：30-9：00 安東-迴河 9：00-10：30 參訪迴河村（Hahoe Folk Village Tour） 10：30-11：00 迴河-陶山書院 11：00-12：00 參訪陶山書院（Dosan Confucian School Tour） 12：00-14：00 陶山書院-韓國學習發展中心（午餐） （Korean Studies Advancement Center） 14：00-16：00 工作營-分組討論（WorkshopI） 16：00-17：30 工作營-分組報告（WorkshopII） 17：30-18：00 休息（到旅社整理服裝及儀容） 18：30-20：00 晚餐 20：00-分組討論（Individual Workshop groups break out and Discussion）
6/13（二） （TUE）.	Andong-Seoul	8：30-10：30 公開討論（Forum：Korean Studies Advancement Center） 10：30-10：40 中場休息 10：40-11：30 各組建議意見報告 11：30-13：00 學習發展中心（安東）-文慶市（Andong-Mungyeong） 13：00-14：00 午餐 14：00-16：00 文慶市-首爾（Mungyeong-Seoul） 16：00-Free time（Non-ICTC Member）
6/14（三） （WED）.	Seoul	8：30-18：00 首爾-水原火車站-韓國民俗村-水原火車站-首爾（Visy：Korean Folk village）
6/15（四） （THU）.	Seoul- Taipei	8：30-16：00 參觀大學城 16：00-20：45 返程 Departure for Taipei（arrival at same night）BR159（19：15-20：45）



部份與會人員資料



研討會現況 1



研討會現況 2



研討會現況 3



大會全體人員於會場合影

參、大會發表內容

大會共有 14 篇論文發表，中文摘要大綱如下（英文版如附件三）

歷史聚落觀光的永續性：成功的條件和指標(p.41)

由當地社區社社會經濟的利益、自然保存和遺產的保存維護來看，觀光對於其永續發展的貢獻占有特別的地位。

Yunis 先生的演講，將會先檢視，當發展觀光活動時，他澄清觀光業這個領域永續性的意義，是被挑戰的項目。

接著描述主要議題，公權力必須解決處理，當觀光著重永續及能使用在支持他們的活動和達到其永續經營的目標時的主要工具。他進一步的把焦點放在這些挑戰和能適用在歷史聚落的議題上，特別是當這些村莊必需靠大量的觀光客來維持。

最後，他提出一些遺址和小村莊爲了去管理觀光人潮現象可行的實際技巧方法，和監測觀光衝擊的相關指標。

古都京都的保存與新生-觀光發展與變化：(p.53)

觀光業在 20 世紀末佔全球產值 10.2%，並有 24 億人從事觀光業並持續成長中，觀光消費佔世界消費 10%，因此，觀光業成爲世界性的議題，京都也不例外，觀光產業不只關心經濟問題，要持續發展是社會及政府的問題。

人們大量跨國的活動，已經帶給國家與區域極大的影響，從觀光產業看，聯結持續發展歷史城市京都及其影響，已經成爲社會和政府二者共同的問題。

古城 Lijiang 的保存及管理：(p.85)

近十年所執行完成和發現關於保存和管理古城驕紅的議題，爲保存世界遺址，尤其是未開發區，必須集中在”以人爲本”的原則上，去保護其建築物，無形傳統道德文化和當地居民的利益。

了解民俗村落管理的困境(p.97)

這項研究已經實施，是由於要了解具體的狀態，以及爭議，而這些爭議的衝突來自於開發民俗村落以觀光爲目的的資源。

這項研究的目的，是爲了要去分析一個更真實的爭議現象，藉著把焦點放在這種存在於這些各別的團體受爭議的問題之中。爲了去了解兩個團體間爭議因素的差異，一個兩個團體間一般性的比較已經執行了。爲了觀光的目的是而開發民俗村莊，兩個團體明確的劃分他們關於觀光開發的觀點。

對於這些問題的了解，兩個團體表示了不同的立場，由於居民偏好於自然資源的保存，但相對於他們自己的生活要暴露於大眾之下，觀光的人能強烈的尊

重村莊資源的保存。

說到每一個團體爭論狀況不同的現象，一個一般性的比較認為兩個團體間爭論的共同狀況。會更動的事實顯示了兩個團體間對於個別房子缺少隱私的不一致性，產生口頭的侵略和實質的衝突，缺乏管理。

大部份的爭論事件，居民們考慮到爭論的狀況比觀光者還嚴重，但由於顧及這個街市不好的一面，觀光者要更重視它。

最後，爲了分析影響爭論的事實，這個事實已經被關注影響爭論的程度，一個多人參與的回歸分析已經被引導了。影響觀光客的是兩個團體之間的言語侵略，而爭論的事實，在於抱怨住所和進餐的處所和觀光的處所、管理者沒有反應他們需求的疏忽。他們之中，最大的影響是兩個團體間口頭的侵略。事實上，觀光者和居民之間個別的想法要素被證明最大影響在於爭論的程度。

文化觀光影響傳統村莊(p.115)

個案研究：Kampung Naga, West Java, Indonesia

這項研究調查文化觀光對 Kampung Naga，以及像這樣的地方變成文化觀光的吸引的影響。Kampung Naga 在西瓜哇是一個被了解像 Sundanese 建立的傳統村莊，這裡仍然保留了傳統的價值，社區的組織，空間的形態和建築。當一個不同的文化遺產，有意義的議題被提出，不只是關係著主人和顧客的關係，還關係著村莊管理者(Naga 社區)和當地政府間的合作關係。

田野調查使用了半結構式的訪談，展現了一些觀光對文化、經濟和環境外貌確實的和反面的影響。顯著的觀光文化影響在其它之中是加強他們自尊的感覺，增加當地社區和其它人們之間的了解，藉由他們溝通技巧的改善和當地價值的侵犯，以及觀光客或其它團體的準則。經濟的影響已經藉由新職業的創造和傳統商業行爲的擴展的形態而發生。環境的影響已經展現了觀光業增加了社區對於主要環境和外來遊客行爲的覺悟。觀光行爲已同時讓 Kampung Naga 和周圍地區的觀光設備和服務改善。然而，這個發展已經被當成是大部份觀光的形象，這是 Naga 社區避免的。

這些發現被放在一個架構中，而這個架構也從 Maslow 人民需求的等級和文化觀光的原則被改善了，Maslow 等級制度提供了一個基礎，這個基礎關聯了觀光的影響和 Naga 社區的需求滿足(即生理的、價值的和認知的需求)。文化觀光的原則由 ICOMOS 文化觀光許可而被衍生出來(即文化的改變、觀光的管理、造訪者的經驗、主辦社區，宿主利益、推廣和保護)，像是價值的基準交織影響。

關鍵字：觀光的影響，文化觀光，Naga 社區、Maslow 等級制度、ICOMOS 文化觀光許可

建立觀光的優先權：在菲律賓世界遺址資產(p.127)

歷史城市 Vigan.1999 年被列爲世界遺址，是菲律賓保存最多 18-19 世紀西班牙殖民時期建築的一個城市及城市遺址，以象徵西班牙殖民而出名的國家遺

產，吸引更多本國居民，觀光客計畫已經納入世界遺址監控系統及主要更新改善計畫，然而由於缺少集中聚焦和國家觀光活動與文化觀光價值的認知，Vigan 文化觀光計畫尚需完整的執行。

多樣性、接近性和一致性的喪失：多樣性、接近性的認證喪失:觀光使您失去自我(p.137)

觀光相關的活動充滿在曼谷.泰國老城的四周，可證明許多社會文化的衝擊，包括在家庭中不成功的接近性，取代典型的觀光活動對社會多樣性的威脅，不尋常的人口結構，失去地方認同的元素。

從曼谷老區 Banglamphu 環境心理學和行為多樣家庭的案例，分析實例所帶來的驚人結果指出，失去地方的真實性期待觀光與文化資產保存的價值。

觀光對古城 Ladakh 的影響：案例研究(p.145)

Ladakh 是一個觀光者的天堂，它座落於喀什米爾的外喜馬拉雅山地區，這裡是一個寬廣、乾燥的山谷，在兩萬呎的山頂上的偏僻地區。它介於喜馬拉雅分水嶺的北邊，在枯燥之地、沙漠及烈日。要旅遊從北方進到西藏是比較容易的，像是阿薩姆、不丹、野馬和尼泊爾北方的 Dolpo 區域。

快速的發展及觀光的成長，關係著文化古蹟的保存，而 Ladakh 難得地擁有豐富的文化及自然資源，自從 Ladakh 在 1970 開放觀光，區域的策略重要性是確認的，Ladakh 的景觀已被改變許多，一堆旅館快速建立於整個區域，而沒有適當的公共基礎建設來舒解這些額外的壓力，已經造成許多著名地點的侵害，並促進交通網絡已是必要，為因應於策略關係，這些影響已在於他們的傳統生活方式，如同外來壓力在於他們的文化古蹟，不適當的發展計劃已深深影響整個區域，我們看到道路建設穿過城牆，炸開山脈及岩層、耗盡森林，進而會改變氣候條件，沒觀光計劃，不只對環境造成影響，也對文化習慣及古蹟建築造成影響。

宗教文化觀光和地方社區：(p.161)

地區的發展介定在以人民為主，發展必須以人性和人為基礎，保存和管理文化遺址，是國家計劃者方面計劃的工具，這是社會文化組合，須要一部份的大眾國家經濟政策，和對特定的區域。

在討論中的世界遺址 Anoradhapura, Polonnaruwa 和 Sigiriya，其宗教和文化對國家和世界均很重要，但對當地社區有何利益？Anoradhapura 是 Sinhala 佛教文明的搖籃，是西元前 5 世紀至 11 世紀國家的首都，占地 200 公頃也是考古區。

Polonnaruwa 是 11-13 世紀中世紀首都，占地 122 公頃，是一個古代堡壘有現代與教會建築古蹟，Sigiriya 從 5 世紀起就為亞洲主要的考古遺址，有 15 公頃，有其獨特的都市計劃，建築、花園工程，水力技術與藝術。

新的建議試圖確認異常的公共建設發展對當地社區的觀光客，對社區和朝聖者的獲得，地方社區的期待和獲得經濟、社會、公共建設環境等機構安排，完

成執行及管理。

眾多的觀光客在歷史古城：如何正當地居民的生活協調一致(p.183)

一個重要的問題是歷史村落或城市面對龐大觀光活動的影響。

無疑地，世界有名的古蹟將增加觀光，很多古城也準備列為世界遺產以增加國際興趣及觀光，在很多古城，相關觀光的發展已為當地族群帶來利益，然而這些利益可能只被部份居民所享有。

這些古城經歷大量的觀光，也可能面對社會及經濟的緊張局勢，導致不滿，甚至憤怒。觀光客會被吸引到居民引以為傲的地方，並總是觀迎他們。由當地公權力來保護當地居民生活品質是急迫的，尤其對要維長期觀光事業的區域。毫無疑問的，在古城及觀光之間，這是動態的關係，相對較少的觀光就渴望吸引更多人來，而已發展成功的則思考如何持續維持舒適的觀光水準，當面對觀光擁塞問題，尤其在旅遊季。

各個案例，當地人以各種不同的方式與觀光互動，他們可能支持增加觀光並振興地方經濟，他們可能覺得無所謂與一群觀光客交錯於市街當中；相反地，他們可能不滿無法享受往日的城鎮生活，尤其在旅遊旺季時，總是要與觀光客時公共空間、設施以及分享生活品質的機會。瞭解並管理”lite cycle 生活規律”對保護當地居民生活品質是重要的問題。

主要為兩個議題：

- 調解當地居民及觀光客對於當地資源的競爭
- ”Life Cycles”是觀光及古城的動態關係

良好的計劃及管理將確保列為世界資產的古城仍可維持一定水平及具吸引力。

觀光客擁擠問題-澳門最受觀迎的世界遺址(p.209)

本文想檢驗管理方法的改變與擁擠問題的牽連，並探討即將有擁塞管理的世界古蹟消費趨勢。

2005 年，澳門歷史中心成為世界遺址。它擁有 16~20 世紀葡萄牙相關有形的歷史和多元文化的固有價值，具有世界遺產會議所明文規定的多項內容。這研究因政府的需求由澳門觀光機構執行，為調查澳門最受觀光客親睽的觀光人潮，本研究用 WTO 其基礎架構和 ICOMO 會員新出版的自然文化遺址人潮管理指導手冊。研究顯示，某些組合因素為”責任”，這些因素包含澳門的主權、觀光市場、觀光產品形態的提供，及觀光客普通如何到達，本研究將檢視解決人潮問題管理行動的改變。

最後，本研究將發現在澳門相關需求，消費形態及在世界其他遺址，如中國的觀光人潮管理。

對於日本傳統建築物的保護(p.221)

首先，我想要介紹日本受保護的傳統木式建築之情形

三種保存傳統房舍的種類：

1.藉由國家文化資產和當地的條例

被指定為傳統房舍的數量：685/3555 in2005

2.超過 50 年的有形文化遺址登記

被指定房舍的數量：5609/2005

3.重要歷史建築的重要保存區

區域的數量：73/2005



小鎮和傳統房舍的類型

1.城邦式小鎮

日本在 17 世紀有 376 個城邦式的小鎮，這些城邦在歷史中都紀錄著被破壞 2 次，一次是由於德川幕府時期，一個城堡在一個國家領域的政策；另一次被破壞則是明治天政府時期。但日本仍剩下 162 個城堡。

2.寺院和聖地形小鎮

日本有很多寺院型的小鎮，寺院型的小鎮包含了旅館、紀念品販賣處和餐廳等等，都是為了那些來探訪聖地和寺廟的人。這些店家被建立在通往寺廟和聖地的道路兩旁。

3.商業形小鎮

商業式房舍的典型計劃是被用來讓面對街道的兩邊有店家的區域，而地上的樓層也被用來建立在穿越房子庭院，緊鄰連接倉庫的一邊。

4.港口形小鎮

一個傳統的港口有五個特徵：防波堤、燈塔、碼頭的臺階、fire yard 和看守的房子。在港口小鎮店家的安排上，倉庫是面向碼頭的，倉庫旁邊，家庭式的房舍和店家面對著馬路。工業興起城鎮的特徵存在於這裡。

5.貿易形的小鎮

在艾門人時期，日本有五條主要的路，貿易型的城鎮沿著主要道路每十公里建造一個，觀光客在這種貿易型的小鎮休息，為了當地封建的領主前往艾門首都而建立的特別旅館稱為 JINYA。

6.工匠形的小鎮

在日本當地的小鎮，天然當地產品最佳利用的產業已經復甦，在 Mino 鎮中，傳統木蠟仍為了 Uchiko 的蠟燭而生產，而傳統的好紙目前也仍在生產當中。人們的活動保護傳統木式房舍免於毀壞。

在 1970 年代，許多傳統歷史建築被破壞，因重建日本運動，另一方面，人們喜歡、保護歷史建築，其組織了民族團體為了保存歷史的小鎮。1973 年，三個保存運動的民族團體建立了一個保護歷史小鎮遺址的聯盟，現在這個聯盟來自全日本的成員成長超過 70，這個聯盟主要的活動就是開一個全體成員的會議和舉辦研討會來討論保存的活動。

在 Kyoto 和東京，有另一種民族團體保存傳統木造式建築，藉由重複利用

他們的系統。

Kyoto 團體的成員包含了建築的專家，也包含了木匠，東京組織則是由建築的尋找者、學生、店舖的擁有人，家庭主婦和木匠所組成。

利用與保存原則

有三個保存和利用任何地區遺址的原則，當這些原則的其中一個不見了，保存將會變得困難，但如果三個原則都在的話，小鎮和建築都將變得恢復生氣。

(1)可居住性：使城市和他的建築更有效運用。

(2)清潔環境：保持城市和居住環境。

(3)可見的價值：展示城市或建築的價值。

這個來自於日本 EHIME2004 年 ICOMOS CIAV 會議的觀光報告

這是一個對觀光業的忠告，”塞滿觀光客，會毀壞好的、老的建築和小鎮中人們每天的生活。”關心”每天的生活環境”，”歷史環境的保存”是很少被關心的。

Umm er Rasas 一個世界文化遺址，神秘且不為人知的(p.231)

去界定 Umm er Rasas 和 Kastron Mefaa 是可能的，一個地名從羅馬和阿拉比克來源和來自聖經。Eusebius 提及一個來自羅馬軍隊的單位駐紮在 Mephaat 邊緣。Umm er Rasas 座落於約旦首都 Amman 南方 60 公里處。碑文的豐富和馬賽克畫的品質使 Umm er Rasas 成爲最重要考古學的約旦遺址之一。而 Umm er Rasas 是很龐大的，卻只有一小部份被挖掘，蒐尋也正在進行中。一個有趣的問題是：爲什麼這個地方座落於荒野的旁邊？，它像是因爲貿易路線，其位址對於基督教興起的範圍是非常有趣的，唯一的 Stylite 塔在這個位址的北方，具有高度的重要性，而且拜占庭式遺址的狀態也仍然非常的好。這座塔被建立在離 Kastron Mefaa(Umm er Rasas)1.5 公里遠的地方，這個被稱作修行塔，這個單字來自於希臘文 Stylos=圓柱之意，這是某種爲了聖徒而設立的塔，在十五世紀時，最有名的柱狀物是敘利亞的聖 Simeon，聖 Simeon 是修行者之父，他花了很長的時間，不分日夜、冬夏、陰雨或烈日、酷寒或高溫，他都站在高而且沒有受到保護的柱子上，試著去尋找他像苦行者般的圓滿。

似乎那座塔在六世紀的前半期就已經被矗立了，我們相信這座塔被建立是依照敘利亞苦行者的精神，教堂附近，座落緊鄰著這座塔，一個金色的硬幣在 Justinian(527-565)被發現，穿越塔的建築和被環繞的廢墟，我們可以說這是拜占庭源起的時代，這座塔被一座牆所包圍。

這座塔主要的特徵：

除了歷史資訊和考古學的重要性之外，我們必需去解決從現在開始的遺址之旅，連同 ICOMOS 的幫助和文化遺址的專家，Umm er Rasas 在不久的將來會被發展成一個新的觀光景點。

肆、工作營

此後工作營全體成員進行實地旅行觀察工作，參訪兩個文化村（慶州的陽洞村及安東市的河回村）及鄰近文化設施，途中主持人從地理位置、文化遺產的脈絡、空間性的關係、建築環境...等議題，將與會者分為十個小組，分別討論實際及潛在的觀光客衝擊問題，並由各小組負責人歸結，提供改善建議報告，最後由 ICTC 會員國代表及承辦國著手規劃實用的指導手冊，以提供世界上各古蹟遺址使用。

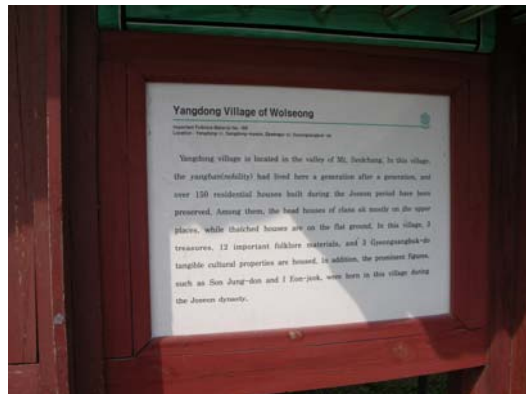
一、文化背景與建築特色：

1. 建築群落位置與年代：

陽洞村位於朝鮮半島東南側，現存住戶總數約 150 戶，360 間平房，房屋大致前水後山，依附建置於該區域扇形分部的山脈間，貴族房屋座落於山坡上，平民住屋散落於低平的山坡下，年代距今約 550 年，該聚落於朝鮮時代曾出生了一些有名的儒學家，如宋榮東（Sonjung-don1463-1529）、李永杰（Lee eon-jeok1491-1553）。



陽洞村村落全景說明標示



陽洞村入口說明牌



陽洞村入村照片



參觀陽洞村與會人員合照



安東河回村遠眺全景



安東河回村建築修復解說

2.房屋特質概述：

房屋頂蓋尖聳，貴族採用黑瓦，平民則為茅草；重視風水，房屋大部前水後山，山門、房屋主體及祖先祠堂，都取面南的格局；房屋結構為石質地基、主體木架構及泥土磚造，房屋底部及牆間，有燒炕的設計，類似中國大陸北方形式，而高架木質地板及窗扇又像日本合式



陽洞村部分建築內部概況

陽洞村部分建築外貌





全體人員於陽洞村前合影



全體人員於河回村前合影

樣態；貴族或大戶之厝間配置，大致分僕役區、為男人區、女人區、及祖先祠堂等，僕役區及男人區向外，女人區向內，嚴守儒家男女有別的生活倫理，區間有方形庭院為居家生活活動空間。

3.接近迷信的民俗理念：

流行入贅及男女有別之習俗，據導遊人員說明，年輕男女即使結婚亦不能同房，為傳宗接代故須由女方家長選擇同房日期，擇定之日期如果遇到雨天或陰天則又必須改期，否則生出來的子弟將不易管教。

二、工作營分組討論類別（英文版如附件四）

地理位置；

文化遺產的脈絡；

空間性的關係；

建築環境

社會脈絡

遺產的保護

觀光業務的管理

觀光客的理解

觀光設施

可能的觀光衝擊

觀光經營計畫的建議



討論內容：

地理位置

原始的座落。

鄉村的座落。

自然的位置。

週遭的景觀。

週遭土地的使用。

文化遺產的脈絡

自然的特徵與定位。

原始的基礎。

儒家的脈絡。

歷史的發展。

空間性的關係

計畫的配置。

建築物的安排。

公共空間與私有空間。

工作的地方和生活的地方。

大路和小徑。

景觀的特性。

建築環境

貴族大院與平民房子。

涼亭與學校（孔廟）。

祈禱的地方。

集合的地方。

建築物的形式和材料。



建築修復議題。
適合再利用的量體。
現代化的量體。

社會脈絡

傳統的家族關係。
受雇和收入的來源。
生活的傳統與民俗。
儀式與節慶。
隱私與接待客人。
當代生活型態的期待。
觀光客的期待。

遺產的保護

法定遺產的保護。
區域和在地政府的管理。
規則和限制。
再利用的適用性或村莊博物館。

觀光業務的管理

生產者的利潤和要求
季節的波動
景點的經營
觀光服務提供
進入的親近
票價

觀光客的理解

面相的意義
溝通的重要
解說的技巧
區域四周的移動
進入權利特殊意義
觀光客是否受歡迎

觀光設施

交通的設施
入口的設施
建設的方向
避難所
餐飲設施
衛生及休息場所
零售設施



可能的觀光衝擊（討論內容）

威脅與弱點。

機會與限制。

可能的觀光衝擊。

觀光管理計畫

推薦幾個方案給觀光管理計畫。

對歷史聚落觀光計畫的幾個建議。



三、參觀後之改善建議：

慶州永同村及安東迴河村為韓國兩處列入世界遺產潛力點的兩個聚落，就其房屋格局並非極為稀有，建築內部也無匠師巧置之裝飾藝術，而為數不多（約千餘人）的現住民中，現代生活設施如瓦斯爐、電視、洗衣機、冰箱，汽機車及盥洗設施已被運用在古老的建築體上，惟其外觀上仍能真實的顯現該聚落數百年前的形態，兩相比較之下迴河村的觀光設施發展較早，其社區已有美食、甜點、手工藝販售，而假面舞蹈表演的傳統民俗藝術也聞名國際，永同村則尚止於社區參觀階段，部份住民尚且反對觀光客的拍照，在分組討論中本組建議加強指標設施、教育住民社區導覽、手工藝製作及發展民宿...等。

四、工作營討論後之總結建議（英文版如附件五）

序文

對永同和安東村民的建議。

對永同和安東市政府的建議。

對韓國中央政府的建議。

對韓國觀光產業及經營者的建議。

對國際組織的建議。

對 ICOMOS 的建議。

ICOMOS 韓國國家委員會在首爾市及安東市開會，受到文化觀光部、文化資產局、安東市和慶州市的慷慨支持。

如同歷史和傳統聚落永同村迴河村的住民及所有人歡迎態度，我們也從經驗交換中得到益處以及研究實例中得到啟發。

在韓國以及全世界，承認特別歷史和傳統聚落的自然特性，尤其是透過他們的有形和無形的文化遺產，豐富表現出文化的多樣性。

意識到維護社區生命-真實的基礎和特殊歷史文化資產、傳統村落的元素及觀光潛力的貢獻可帶來的影響，等同於提供利益平衡的需要。

從潛力的名單對的敘述看來，韓國國家當局對揚洞村和河回村被列為世界遺產名單中，已作好世界遺產大會需執行的工作，也考慮到目前關於有效管理系統和對當地社區參與的需求。

採取的依據有 ICOMOS 的國際文化觀光憲章（1999），和 ICOMOS 的西安宣言，在歷史聚落結構的保存、遺址和區域（2005），和建構 ICOMOS 的首爾公告在亞洲歷史城鎮與村莊的觀光（2005），和惠安宣言在保存亞洲的歷史地區（2003）。

認同聯合國世界觀光組織在改善整體架構與自給自足的觀光指標，和想發展文化遺產區域的經營管相關性的重要性。

參與這地區會議和工作營的參與者，為有更好更完整的文化資產觀光管理和歷史聚落作的保存，有如下的建議：

1. 給揚洞村和河回村的村民。

- A. 作為一個有效的文化觀光計畫的基礎，這聚落要檢討既存的觀光經驗，考慮他們所有遺產的面向，在這村莊聚落空間下、周圍的環境及設施，包括有形的如建築物、庭園，無形的如生活型態、傳統技藝和精神習俗。
- B. 這個評鑑將是與相關官方單位為考慮村莊未來管理系統發展的溝通資訊。

2. 給慶州市和安東市的地方政府。

- A. 村莊附近的自然遺址，農作地景，必須考慮到其實質與精神層面，尤其是陽洞村與河回村的相關旅遊設施，應被適當的保護和管理。
- B. 歷史性和傳統聚落的旅遊市場，不同於一般大量的觀光客，著重於國內及國際的觀光市場之中特別有趣的一個區塊。
- C. 改善新建築和建構時的指引，必須考慮到相關傳統建築藝術，包括設計配置、座落、尺寸比例和材料等。

3. 給韓國官方機構。

- A. 揚洞村和河回村居民的生活品質，與對個別房子或整個聚落建築真實性的重視，必須視其為經營系統和建築環境保護的衡量標準的基本元素，
- B. 依據 2005 年世界遺產大會執行規範方針，中央政府應扮演尊重他們的知識及專業、鼓勵和積極幫助在地社區的角色。
- C. 中央政府應保證在每個工作步驟、支持發展及知識分享等都視為這些聚落的經營和維護過程，建立在最好的科學、傳統知識和技術之上，將此視為更好的管理與維護村莊的工具。
- D. 中央政府應保證文化觀光的管理，是在整合國家區域與地方層級的相關計劃、方案和政策策略。

4. 給觀光業管理人和其他旅遊產業的成員。

地旅遊辦公室及觀光管理人，必須建立旅客適當的協調合作機制，減少村莊擁擠的壓力。

5. 給國際政府與政府間的組織

- A. UNESCO 和 ICOMOS 致力於將文化觀光計劃與經營，納入世界遺產大會的監控系統，而且也納入其他 UNESCO 在文化遺產的建議和方案之上去實施。
- B. 聯合國世界觀光組織將，在國際網路和有關於遺產所在地觀光衝擊的國家，特別是經過國際會議認證的，繼續與 ICOMOS 合作。

6. 給 ICOMOS

- A. 關於歷史性和傳統聚落的有形和無形的遺產，與他們的景觀設施同樣重要。這重要的工作始於國際文化觀光協會，對國家與國際委員會在改善觀光衝擊關鍵指標的貢獻。
- B. ICOMOS 對世界遺產的評量指標，經由更多的文化觀光計畫和管理規劃細節的指引而亦加進步。
- C. ICOMOS 鼓勵國家和國際委員與 ICOMOS 的國際文化觀光委員會一起工作，以分析及報告觀光客對世界遺址的容量，尤其是那些被列入世界遺產名單和潛力名單的國家，而且支持對文化觀光衝擊改善管理系統。
- D. ICOMOS 提醒他的國家和國際委員，聯合國世界觀光組織和 ICOMOS 國際文化觀光委員會對於遺址保存區觀光人潮的管理原則指導手冊，已經印刷出版了。
- E. ICOMOS 延伸和加強他與聯合國世界觀光組織的合作，強調文化與承受觀光必須在文化遺產管理的脈落下進行。

在完成這些建議中，所有的參加人員真誠的感謝韓國舉辦這有趣和有成效的會議及工作營，尤其是我們特別讚賞韓國 ICOMOS 組織的能力和領導，以及安東市、慶州市文化觀光部、楊洞及河回村參加的村民的支持。



伍、心得與建議

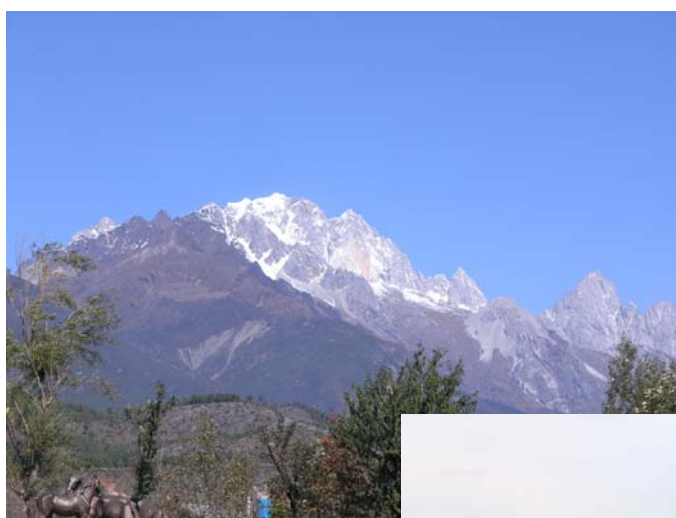
- 一、文化資產是老祖先留給我們最好的觀光資源，台灣一方面希望大量的觀光客湧入，但同時在保護文化資產上，必須由管理者、居民、古蹟保護知識份子、旅遊業、政府人員一起同心協力保護好我們的古蹟、遺產、文化活動，是同樣重要及必須關注的工作。國際文化旅遊憲章有明確的規定，希望經由妥善管理經營達到經濟利益並宣揚文化資產及文化活動的歷史本質及真實性，並持續傳給後代子孫，是目前國際間文化資產觀光旅遊最熱門、最關注的議題。
- 二、這次 95 年 6 月 10 日至 13 日在韓國首爾召開的 ICOMOS 亞太地區會議及國際文化觀光委員工作營 (ICOMOS Asia-Pacific Regional Meeting & Workshop)，會議的主題為觀光客對文化資產的衝擊 (Impact of Mass Tourism on Historical and Traditional Villages)，共有 24 個國家，49 位專家學者與會，工作營與會議主題相呼映，各國專家學者齊聚韓國機會，實際安排各國專家學者參訪安東市河回村、陶山孔子學校、慶州楊洞村 Yangdong 等列入世界遺產的景點現場，檢視大量觀光客與古蹟的關係，做專家學者、政府人員及民眾的對談，針對問題提出解決及改善的方針，以達到世界遺產的管理規定，是一場群聚專家學者實務解決問題的有意義的國際研討會。
- 三、再多政策再多的經費，在執行一段時間後，都需要經過評估以調整政策方向，評估的問題包括文化資產的自然位置、本質 (地理環境、生態、財產狀態、交通位置關係、經濟背景等)、文化歷史意義的重要性 (真實性、有形無形的特徵、價值)、保護經營的結構脈絡 (保護的目標、標準、責任、營運管理結構、生態政治經濟的壓力與威脅、安全措施)、旅遊資訊與服務脈絡 (周邊環境、遊客客源對象 (本地、國內、國外)、旅遊交通方式、交通設施、旅客住宿資訊與展示、旅遊方式團體或個人、旅遊消費)、旅遊與保護者之間的關係 (遊客是增加或減少、遊客與古蹟保存之間的動力、觀光客是否已對古蹟造成影響、遊客是否有解說員導覽?)，台灣大力推展觀光，所投入的資源是否有成效，一段時間後，應透過評估重新規劃。
- 四、韓國大力推展文化資產觀光，同時兼顧文化資產保存維護工作，這次 ICOMOS 韓國亞太會議由 ICOMOS 韓國 (ICOMOS-Korea) 主辦，文化觀光科學委員 (Scientific Committee of Cultural Tourism) 協辦，贊助單位有文化觀光部 (Ministry of Culture and Tourism)、文化資產局 (Cultural Heritage Administration)、安東市 (Andong City)，大家同心協力卯足力道要將韓國最好的文化資產觀光景點介紹給國際人士，並藉由專家學者的專業指導，展現韓國對文化資產的重視，完善的會議議程規劃與安排，都是由有經驗的工作小組做服務的工作，讓每位參加的人員都有賓至如歸的感覺，這點是我們必

須學習的。

五、隨著社會變遷，工作步調緊湊，觀光旅遊業是大眾消費曲線居高不下的一項選項，而有深度、有人文歷史的文化資產旅遊更是觀光旅遊市場最吸引人的觀光資源。台灣如何以祖先遺產資源吸引更多的觀光客，如何上下同心（政府與居民）一起發揚傳播台灣歷史，做好維護管理工作，從妥善規劃、研究評估、再不斷檢討改進，迎頭趕上國際趨勢，達到保存文化資產及增加觀光客源雙贏的新局面是我們必須努力的。

六、本次參加大會認識多位各國專家學者，對本處未來推展國際交流及專業活動均有助益。

七、國際會議均以英文為溝通語言，平時應加強英語能力，以便參與國際會議時能與大家溝通無礙，達到交流的目的。



附件一：國際文化觀光憲章中文版

文化觀光憲章的原則

一、鼓勵公眾意識

社區居民和旅遊者應充份了解，其管理責任和遺產文化

1. 物質的、精神的資源，現代生活重要的角色應建立保存計劃，方便社區居民及旅客去理解和領略遺產的重要性，有形品質、無形的文化表現。
2. 闡釋計劃，適當啓發性的教育形式，媒體科技和對歷史環境文化信息的解釋展現給民眾。
3. 闡釋計劃促進鼓勵高度的公眾意識支持文化遺產長期生存的必要條件。
4. 展示其重要性，接受不同的文化價值(遺產資源)。

二、管理動態的關係

遺產和旅遊間隨時可能有衝突產生、應以可持續發展的方式來理順這些關係為後人造福。

1. 文化遺址對人都有一內在價值，其保存工作對社會經濟、政治、法律、文化和旅遊發展政策一個重要組成部份。
2. 減少旅遊者對居民生活方式有不良影響，也不要響應旅遊者的需求和期望。
3. 持續的研究和諮詢。
4. 保留歷史遺跡真實性，提高文化遺產欣賞和理解程度。
5. 基建考慮美學、社會和文化各方面、自然文化景觀、生態多樣性，廣場的視覺背景優先考慮使用當地材料當地建築風格語言傳統。
6. 評估古跡資源的自然和文化的價值，變化恰當的限度，參訪人數對各方影響是否可接受。
7. 持續評估計劃對活動發展、文化資產的循序影響。

三、確保帶給遊客一段有價值的經歷

有價值滿意愉快的經歷

1. 提供高質量信息了解遺產重要特徵和保護安份的需要，以恰當方式享受旅遊。
2. 安排特殊交通路線。
3. 尊重古跡活動傳統精神的精神意義，尊重當地人生活方式與價值，抵制文化財產資產非法買賣。
4. 在不破壞遺產顯著特徵和生態特點基礎上提供恰當設施可保障遊客舒適安全，提高旅遊享受。

四、居民參與

1. 居民應得到尊重應參與遺產資源，文化活動當代文化表達制度策略和條約。

2. 遺址通用範圍限制尊重社區居民在文化活動、知識、信仰通道需求和願望。

五、為社區提供利益

旅遊和保護活動古蹟應使社區受益

1. 分配旅遊利潤方式，提高社會經濟發展水平。
2. 教育、培訓創立全職就業機會，提供公正的經濟，社會和文化利益。
3. 旅遊收入部份用於保護修繕展示等工作，應告知收入分配情況。
4. 鼓勵培訓社區導遊解說員，提高展示解說他們文化價值的技巧。
5. 計劃鼓勵對文化遺產的了解和尊重，鼓勵當地人對保護文化遺產產生直接興趣。
6. 維護管理計劃和旅遊計劃包括政策制定者、規劃師、研究者、設計者、建築師、解說員、維護者、旅遊經營者，鼓勵參考者主動理解相關事宜並解決遭遇問題。

六、負責任的推廣計劃

應保護和改善自然文化遺產特徵

1. 創造現實願望、主動告知遊客文化遺產的特點，鼓勵做出恰當的舉動。
2. 保護遺產真實性改善旅遊者經歷的方法來推廣、管理，避免同一時刻人過多提高品質。
3. 利益分配減輕熱門景點的壓力，感受當地文化和自然遺產。
4. 當地手工產品推廣，分配銷售提供一個合理的社會經濟效益，確保文化完整性不破壞。



附件二：INTERNATIONAL CULTURAL TOURISM

CHARTER

(Managing Tourism at Places of Heritage Significance , 1999)

Adopted by ICOMOS at the 12th General Assembly in Mexico, October 1999

INTRODUCTION

The Charter Ethos

At the broadest level, the natural and cultural heritage belongs to all people. We each have a right and responsibility to understand, appreciate and conserve its universal values.

Heritage is a broad concept and includes the natural as well as the cultural environment. It encompasses landscapes, historic places, sites and built environments, as well as bio-diversity, collections, past and continuing cultural practices, knowledge and living experiences. It records and expresses the long processes of historic development, forming the essence of diverse national, regional, indigenous and local identities and is an integral part of modern life. It is a dynamic reference point and positive instrument for growth and change. The particular heritage and collective memory of each locality or community is irreplaceable and an important foundation for development, both now and into the future.

At a time of increasing globalisation, the protection, conservation, interpretation and presentation of the heritage and cultural diversity of any particular place or region is an important challenge for people everywhere. However, management of that heritage, within a framework of internationally recognised and appropriately applied standards, is usually the responsibility of the particular community or custodian group.

A primary objective for managing heritage is to communicate its significance and need for its conservation to its host community and to visitors. Reasonable and well managed physical, intellectual and/or emotive access to heritage and cultural development is both a right and a privilege. It brings with it a duty of respect for the

heritage values, interests and equity of the present-day host community, indigenous custodians or owners of historic property and for the landscapes and cultures from which that heritage evolved.

The Dynamic Interaction between Tourism and Cultural Heritage

Domestic and international tourism continues to be among the foremost vehicles for cultural exchange, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others. It is increasingly appreciated as a positive force for natural and cultural conservation. Tourism can capture the economic characteristics of the heritage and harness these for conservation by generating funding, educating the community and influencing policy. It is an essential part of many national and regional economies and can be an important factor in development, when managed successfully.

Tourism itself has become an increasingly complex phenomenon, with political, economic, social, cultural, educational, bio-physical, ecological and aesthetic dimensions. The achievement of a beneficial inter-action between the potentially conflicting expectations and aspirations of visitors and host or local communities, presents many challenges and opportunities.

The natural and cultural heritage, diversities and living cultures are major tourism attractions. Excessive or poorly-managed tourism and tourism related development can threaten their physical nature, integrity and significant characteristics. The ecological setting, culture and lifestyles of host communities may also be degraded, along with the visitor's experience of the place.

Tourism should bring benefits to host communities and provide an important means and motivation for them to care for and maintain their heritage and cultural practices. The involvement and co-operation of local and/or indigenous community representatives, conservationists, tourism operators, property owners, policy makers, those preparing national development plans and site managers is necessary to achieve a sustainable tourism industry and enhance the protection of heritage resources for future generations.

And Sites, as the author of this Charter, other international organizations and the tourism industry, are dedicated to this challenge.

Objectives of the Charter

The Objectives of the International Cultural Tourism Charter are:

- To facilitate and encourage those involved with heritage conservation and management to make the significance of that heritage accessible to the host community and visitors.
- To facilitate and encourage the tourism industry to promote and manage tourism in ways that respect and enhance the heritage and living cultures of host communities.
- To facilitate and encourage a dialogue between conservation interests and the tourism industry about the importance and fragile nature of heritage places, collections and living cultures, including the need to achieve a sustainable future for them.
- To encourage those formulating plans and policies to develop detailed, measurable goals and strategies relating to the presentation and interpretation of heritage places and cultural activities, in the context of their preservation and conservation.

In addition,

- The Charter supports wider initiatives by ICOMOS, other international bodies and the tourism industry in maintaining the integrity of heritage management and conservation.
- The Charter encourages the involvement of all those with relevant or at times conflicting interests, responsibilities and obligations to join in achieving its objectives.
- The Charter encourages the formulation of detailed guidelines by interested parties, facilitating the implementation of the Principles to their specific circumstances or the requirements of particular organizations and communities.



PRINCIPLES OF THE CULTURAL TOURISM CHARTER

Principle 1

Since domestic and international tourism is among the foremost vehicles for cultural exchange, conservation should provide responsible and well managed opportunities for members of the host community and visitors to experience and understand that community's heritage and culture at first hand.

1.1

The natural and cultural heritage is a material and spiritual resource, providing a narrative of historical development. It has an important role in modern life and should be made physically, intellectually and/or emotively accessible to the general public. Programmes for the protection and conservation of the physical attributes, intangible aspects, contemporary cultural expressions and broad context, should facilitate an understanding and appreciation of the heritage significance by the host community and the visitor, in an equitable and affordable manner.

1.2

Individual aspects of natural and cultural heritage have differing levels of significance, some with universal values, others of national, regional or local importance. Interpretation programmes should present that significance in a relevant and accessible manner to the host community and the visitor, with appropriate, stimulating and contemporary forms of education, media, technology and personal explanation of historical, environmental and cultural information.

1.3

Interpretation and presentation programmes should facilitate and encourage the high level of public awareness and support necessary for the long term survival of the natural and cultural heritage.

1.4

Interpretation programmes should present the significance of heritage places, traditions and cultural practices within the past experience and present diversities of the area and the host community, including that of minority cultural or linguistic groups. The visitor should always be informed of the differing cultural values that may be ascribed to a particular heritage resource.

Principle 2

The relationship between Heritage Places and Tourism is dynamic and may involve conflicting values. It should be managed in a sustainable way for present and future generations.

2.1

Places of heritage significance have an intrinsic value for all people as an important basis for cultural diversity and social development. The long term protection and conservation of living cultures, heritage places, collections, their physical and ecological integrity and their environmental context, should be an essential component of social, economic, political, legislative, cultural and tourism development policies.

2.2

The interaction between heritage resources or values and tourism is dynamic and ever changing, generating both opportunities and challenges, as well as potential conflicts. Tourism projects, activities and developments should achieve positive outcomes and minimise adverse impacts on the heritage and lifestyles of the host community, while responding to the needs and aspirations of the visitor.

2.3

Conservation, interpretation and tourism development programmes should be based on a comprehensive understanding of the specific, but often complex or conflicting aspects of heritage significance of the particular place. Continuing research and consultation are important to furthering the evolving understanding and appreciation of that significance.

2.4

The retention of the authenticity of heritage places and collections is important. It is an essential element of their cultural significance, as expressed in the physical material, collected memory and intangible traditions that remain from the past. Programmes should present and interpret the authenticity of places and cultural experiences to enhance the appreciation and understanding of that cultural heritage.

2.5

Tourism development and infrastructure projects should take account of the aesthetic, social and cultural dimensions, natural and cultural landscapes, bio-diversity characteristics and the broader visual context of heritage places. Preference should be

given to using local materials and take account of local architectural styles or vernacular traditions.

2.6

Before heritage places are promoted or developed for increased tourism, management plans should assess the natural and cultural values of the resource. They should then establish appropriate limits of acceptable change, particularly in relation to the impact of visitor numbers on the physical characteristics, integrity, ecology and biodiversity of the place, local access and transportation systems and the social, economic and cultural well being of the host community. If the likely level of change is unacceptable the development proposal should be modified.

2.7

There should be on-going programmes of evaluation to assess the progressive impacts of tourism activities and development on the particular place or community.

Principle 3

Conservation and Tourism Planning for Heritage Places should ensure that the Visitor Experience will be worthwhile, satisfying and enjoyable.

3.1

Conservation and tourism programmes should present high quality information to optimise the visitor's understanding of the significant heritage characteristics and of the need for their protection, enabling the visitor to enjoy the place in an appropriate manner.

3.2

Visitors should be able to experience the heritage place at their own pace, if they so choose. Specific circulation routes may be necessary to minimise impacts on the integrity and physical fabric of a place, its natural and cultural characteristics.

3.3

Respect for the sanctity of spiritual places, practices and traditions is an important consideration for site managers, visitors, policy makers, planners and tourism operators. Visitors should be encouraged to behave as welcomed guests, respecting the values and lifestyles of the host community, rejecting possible theft or illicit trade in cultural property and conducting themselves in a responsible manner which would generate a renewed welcome, should they return.

3.4

Planning for tourism activities should provide appropriate facilities for the comfort, safety and well-being of the visitor, that enhance the enjoyment of the visit but do not adversely impact on the significant features or ecological characteristics.

Principle 4

Host communities and indigenous peoples should be involved in planning for conservation and tourism.

4.1

The rights and interests of the host community, at regional and local levels, property owners and relevant indigenous peoples who may exercise traditional rights or responsibilities over their own land and its significant sites, should be respected. They should be involved in establishing goals, strategies, policies and protocols for the identification, conservation, management, presentation and interpretation of their heritage resources, cultural practices and contemporary cultural expressions, in the tourism context.

4.2

While the heritage of any specific place or region may have a universal dimension, the needs and wishes of some communities or indigenous peoples to restrict or manage physical, spiritual or intellectual access to certain cultural practices, knowledge, beliefs, activities, artefacts or sites should be respected.

Principle 5

Tourism and conservation activities should benefit the host community.

5.1

Policy makers should promote measures for the equitable distribution of the benefits of tourism to be shared across countries or regions, improving the levels of socio-economic development and contributing where necessary to poverty alleviation.

5.2

Conservation management and tourism activities should provide equitable economic, social and cultural benefits to the men and women of the host or local community, at all levels, through education, training and the creation of full-time employment opportunities.

5.3

A significant proportion of the revenue specifically derived from tourism programmes to heritage places should be allotted to the protection, conservation and presentation of those places, including their natural and cultural contexts. Where possible, visitors should be advised of this revenue allocation.

5.4

Tourism programmes should encourage the training and employment of guides and site interpreters from the host community to enhance the skills of local people in the presentation and interpretation of their cultural values.

5.5

Heritage interpretation and education programmes among the people of the host community should encourage the involvement of local site interpreters. The programmes should promote a knowledge and respect for their heritage, encouraging the local people to take a direct interest in its care and conservation.

5.6

Conservation management and tourism programmes should include education and training opportunities for policy makers, planners, researchers, designers, architects, interpreters, conservators and tourism operators. Participants should be encouraged to understand and help resolve the at times conflicting issues, opportunities and problems encountered by their colleagues.

Principle 6

Tourism promotion programmes should protect and enhance Natural and Cultural Heritage characteristics.

6.1

Tourism promotion programmes should create realistic expectations and responsibly inform potential visitors of the specific heritage characteristics of a place or host community, thereby encouraging them to behave appropriately.

6.2

Places and collections of heritage significance should be promoted and managed in ways which protect their authenticity and enhance the visitor experience by minimising fluctuations in arrivals and avoiding excessive numbers of visitors at any one time.

6.3

Tourism promotion programmes should provide a wider distribution of benefits and relieve the pressures on more popular places by encouraging visitors to experience the wider cultural and natural heritage characteristics of the region or locality.

6.4

The promotion, distribution and sale of local crafts and other products should provide a reasonable social and economic return to the host community, while ensuring that their cultural integrity is not degraded.

附件三：大會發表文章摘要英文版

Sustainability of Tourism in Historic Villages: Conditions and Indicators of Success p.41

Eugenio Yunis

Head of Department

Sustainable Development of Tourism

Tourism is in a very special position to contribute to sustainable development in terms of socio-economic benefits for local communities, nature preservation and heritage conservation.

The Presentation of Mr. Yunis will first examine the main challenges that need to be considered when developing tourism activities he will clarify the meaning of sustainability in the field of tourism. He will then describe the principal issues that public authorities have to deal with when addressing sustainability in tourism and the main tools they can use to support their actions and achieve the objectives of sustainable tourism.

He will further focus on how these challenges and issues can be applied to historical villages, especially when these villages have to sustain tourist visits in a large scale (mass tourism). Finally, he will present some practical techniques to be implemented in order to manage the tourism congestion phenomenon at heritage sites and small cities, as well as the relevant indicators for monitoring tourism impacts.

The Preservation and Revitalization of the Historic City Kyoto

p.53

-The Development and Changes of its Tourism

Yoshifumi Muneta

Ph D. Associate Professor, Kyoto Prefectural University, ICOMOS Japan

The tourism industry has grown to take up 10.2% of the gross world

production by the end of the 20th century and with 240million people engaged in this industry, its scale has expanded greatly. Today, the tourism consumption takes up 10 % of the world consumption. In this sense, the tourism industry is now a worldwide issue, and Kyoto is no exception. The globalization is not only an economic concern for the spurt of the cross-border activities of people has brought a great deal of influence upon nations and regions. From the perspective of tourism industry, to link these influences to the sustained development of the historical city Kyoto is now becoming an issue for both the society and the government.

Conservation and Management of the Old Town of Lijiang

p.85

He Niangu

World Heritage Lijiang Old Town Conservation and Management Bureau

With nearly ten years implementation and exploration and exploration on the issues about conservation and management of the Old Town of Lijiang, the achievement explains that issues about conserving the world heritage particularly in the undeveloped regions, must focus on the principle of “people oriented”, by protection the architectural work as well as inheriting the intangible ethnic culture, and benefiting the local residents.

Understanding the Social Dilemma of Hahoe Folk Village Management

p.97

Kim, Yong-Geun

Dept.of Landscape Architecture, The University of Seoul

This study has been conducted in need of understanding actual state of a concrete and evidential disagreement followed by the conflict caused by the exploitation of folk town resources for touristic purpose. The purpose of this study, therefore, is to analyze a more realistic phenomenon of the disagreement, by focusing on the disagreement problem among the respective groups as a potential and continual factor of impediment against tourism with respect to the problems originated from Hahoe folk villages for sightseeing.

In order to know the average difference of factors of the disagreement between two groups, an average comparison between two groups was performed. As for the goal of an exploitation of folk villages for touristic purpose, both groups clearly split their opinions regarding the touristic exploitation, since residents were in favor of the preservation if the physical resources, but against exposure of their private life to public, while tourists respected strongly the preservation of the resources of the village.

As for the evidence of the differences of disagreement phenomena per group, an average comparison regarding common phenomena of disagreement between two

groups was performed. Variable factors that show a difference between both groups were loss of privacy of individual houses, verbal aggression and physical conflicts between both groups, lack of administration. In most of the cases of disagreement, residents consider the disagreement phenomena more seriously than tourists, but with respect to the ugly view of street market, tourists give more importance on it.

Finally, in order to analyze influence factors of the disagreement, which are concerned about the impact on the level of disagreement, a multiple regression analysis was conducted. Disagreement factors affecting tourists were verbal aggression between both groups, complaint about lodging and dining facilities, complaint about touristic facilities, negligence of the Administration by not reflecting their requests. Among them, the most influential one was the verbal aggression between both groups. In fact, the factor by individual feelings between tourists and residents is proved to be the biggest influence on the level of disagreement.

Cultural ‘tourism Impact on Traditional Village

p.115

Case Study: Kampung Naga, West Java, Indonesia

Rina Priyani

Wiwien T. Wiyonoputri

Researcher at the Centre for Research on Tourism-Institut Teknologi Bandung

This study examines the impact of cultural tourism on Kampung Naga as a place for living that becomes cultural tourist attraction. Kampung Naga (Naga village) is known as one of Sundanese traditional villages located in West Java, Indonesia which still maintains traditional values, communal organization, a spatial pattern and architecture. As a unique living heritage, a number of significant issues has raised not only related to host and guest relationship but also the partnership between the “village managers” that is Naga community and the local government.

Field survey using semi-structured interview, reveals several positive and negative tourism impacts on cultural, economic, and environmental aspects. Noticeable cultural impacts of tourism amongs other are strengthening their sense of pride, increasing understanding between local community and other people through the improvement of their communication skill and the violation of local values and norms by tourists or by other parties. The economic impact has occurred in the form of the creation of new employment and expansion of traditional commercial activities. Environmental impact has shown that tourism increases community’s awareness on the importance of maintaining environment through foreign visitor behaviour. Tourism activity has simultaneously made improvement of tourism facilities and services both inside the Kampung Naga and the surrounding area. However, this development has been stimulated the image of mass tourism that Naga community is

truly avoided.

These findings are positioned in a framework that developed from Maslow hierarchy of human need and cultural tourism principles. Maslow hierarchy provides a basis to relate the tourism impacts with the Naga community's need fulfillment i.e. Physiological, esteem, and cognitive needs. While the cultural tourism principles derive from ICOMOS Cultural Tourism Charter(i.e. cultural exchange, tourism management, visitor experience, host community, benefit for the host, promotion and protection) as a benchmark to value the interwoven impacts.

Establishing Tourism Priorities in Philippine World Heritage Properties p.127

Augusto Villalon

ICOMOS-Philippines

The Historic City of Vigan, inscribed in the World Heritage List in 1999, is where the most extensive collection of 18th-19th century Spanish colonial architecture survives in the Philippines together with its urban setting. As the known symbol of Spanish colonial heritage in the country it attracts more domestic than foreign arrivals. Tourism Plans have been included in the World Heritage nomination and in the Master Development Plan for the Revitalization of the Historic Center of Vigan. However, parallel to the lack of focus and awareness of national tourism programs to the value of cultural tourism, the cultural tourism programs outlined in both Bigan plans remain to be implemented fully.

Diversity, Proximity, and Identity Lost: Losing Yourself over Tourism p.137

Jaturong Pokharatsiri

Faculty of Architecture and Planning, Thammasat University, Thailand

Tourism-related activities congested in the old neighborhoods of Bangkok, Thailand, can be identified many of its socio-cultural impacts, including unsuccessful proximity among households, social diversity threatened by the replacement of typical tourism-oriented activities and uncommon demographic structure, and losing attachment or continuity to the place's identity. Environment-psychological and behavioral variables of the sampled households in the old neighborhood of Banglamphu, Bangkok, were analyzed giving tremendous results that may expectedly indicate the losing of place's authentic values for heritage conservation and tourism.

Impact of Tourism on Historic Villages in Ladakh: A Case Study

P.B.S.Sengar

P.145

Director, Archeology Survey of India

Ladakh, a tourist paradise on earth in the Trans- Himalayan region of Kashmir,

is a remote region of broad arid valleys set about with peaks that rise to 20000 feet. It lies in the great rain shadow north of the Himalayan watershed, in a serene land of wind, high desert, and remorseless sun. It is easier to travel north into Tibetan tongue. Like Assam, Bhutan, the Mustang and Dolpo regions of Northern Nepal, and other mountainous regions of the great Himalayan frontier, Ladakh for the past one thousand years has been an enclave of Tibetan Buddhism.

The rapid pace of development and the growth of tourism are two factors closely linked to the conservation of cultural and cultural heritage. This is particularly true for regions such as Ladakh, which has a wealth of cultural and natural resources.

Since the opening of Ladakh to tourism in the 1970's and the recognition of the strategic importance of this region, many changes have been wrought on the landscape of Ladakh. A spurt in the number of hotels which have mushroomed all over the region, without appropriate infrastructure in place to absorb this additional pressure, have resulted in the degradation of many historic quarters. While improved communication networks have been necessitated due to strategic concerns, it has meant a wider accessibility by roads for tourists today to a number of areas and settlements hitherto inaccessible. The impact that this has had on their traditional lifestyles as well as the pressures now placed on their cultural heritage is being recognized today. The impact of inappropriate development practices has far reaching effects all through the region. We see this in the construction of roads cutting through masonry walls, blasting of mountains and rocks for laying of infrastructure, depletion of sacred forests, etc. Changing climatic conditions, particularly increased rainfall over brief periods of time, are one of the most evident impacts of a changing environment and this is an area of extreme concern for the monasteries all of which were constructed for a cold desert environment. The impact of unplanned growth of tourism not only to the environment but equally to safeguarding of cultural practices and built heritage are also areas of concern.

'Religio-Cultural Tourism and the Local Community

Arch. :Inr. Pali Wijeratne

P.161

Conservation Architect Planner

- * Development of an area is defined as a process of the people, for the people and by the people. Development must be people orientated and people based.
- * Conservation and management of cultural heritage is a positive planning tool for the country's planners.
- * It is a socio-cultural composition that needs to be a part of the economic policy for the country in general and to the area in particular.
- * The sites under discussion- World Heritage sites of Anuradhapura, Polonnaruwa

and Sigiriya. Their religious and cultural importance is to the nation and to the world; but how has the local community benefited?

- * Anuradhapura was the cradle of Sinhala Buddhist civilization being the capital of the country from 5th Century BC to 11th Century AD covering around 200 hectares of archaeological grounds
- * Polonnaruwa was the medieval capital of the country from 11th to 13th Century AD and is around 122 hectares of an ancient citadel dotted with both secular and ecclesiastical building ruins.
- * Sigiriya is one of Asia's major archaeological sites from the 5th C., covering an area of 15 hectares. It is a unique concentration of urban planning, architecture, garden engineering, hydraulic technology and art.
- * The stakeholder participation in the management of these resources. The ownership and the local community.
- * Sri Lanka's Settings- Central Cultural Fund in 1978 and After. The current dilemma.
- * The new proposals try to identify the anomalies with the development of infrastructure facilities to the local community and the visitors. The gains are for the host community and the pilgrims but not without the plus points for other visitors.
- * A sustainable partnership to be in place to preserve the cultural heritage
 1. Visitor Expectations
 2. Local Community Expectations and gains- Economic, Social, Environmental and Physical Infrastructure.
- * The Institutional arrangement for implementation and management.

Hosting Tourists in Historic Towns: How to reconcile the needs of residents

Graham Brooks

Chairman, ICOMOS International Cultural Tourism Committee **p.183**

One of the critical issues facing historic villages, towns and even cities in the 21st century is the impact on the place from high levels of tourism activity.

There is no doubt that the inscription of an historic town or village on the World Heritage List will generate increased tourism, often in very high numbers. Most historic towns and cities that are already inscribed on the List have experienced increased in international interest and tourism since they were inscribed. In many towns or villages this increase and its associated development have brought benefits to the local population as a whole. Alternatively, in some, the benefits have been enjoyed by only a limited number of local residents

Those towns that experience relatively high levels of tourism also recognize the

social and economic tensions that can be generated for local residents, leading to discontent or even resentment. Tourists will always be attracted to places where the local residents take pride in their place and are ready to welcome visitors. Action by the local authorities to protect the quality of life for local residents is vital for any historic city to sustain tourism in the longer term.

There is also no doubt about the dynamic relationship between an historic town and tourism. Some experience relatively little tourism and are keen to attract more. Others have achieved what they consider to be a sustainable and comfortable level of tourism, while many historic towns suffer tourism congestion, especially during peak seasons.

In each case the local people will interact with tourists in different ways, they may support efforts to increase tourism and strengthen the local economy, They may feel totally at ease with the number of visitors with whom they mix in the streets and squares. Alternatively, they may resent the fact that they can no longer enjoy their town or village, especially in peak season. And are always competing with tourists for space, local services and opportunities to enjoy or improve their quality of life. Understanding and managing this “life cycle” is a vital component in the protection of the quality of life of local residents.

The presentation concentrates on two major themes:

- * Mediation between local residents and tourism interests in the competition for local resources and for local opportunities.
- * “Life Cycles” in the dynamic relationship between tourism and the historic town.

Good planning and management will ensure that the historic village or town remains a sustainable and attractive component within the international recognition provided by inscription on the World Heritage List.

Visitor Congestion Issues for Macao’s Most Popular World Heritage Tourist Attractions

Prof.Hilary du Cros

p.209

Institute For Tourism, Macao

In July 2005 Macao’s Historic Centre was inscribed on the World Heritage List. It was added for the intrinsic values related to the tangible evidence of its historical and multicultural development under the Portuguese from the 16th century until 1999. It has been inscribed under the criteria ii, iii, iv and vi of the 1972 World Heritage Convention (World Heritage Centre, 2005)

A recent pilot study was carried out by the Institute for Tourism, Macao, at the request of the government, to investigate congestion at Macao’s most popular World Heritage tourist attractions. The study used as its basis the framework developed by

the World Tourism Organization(WTO) and some members of the International Council on Monuments and Sites(ICOMOS) from the newly published guidebook on congestion management at natural and cultural sites(WTO, 2004). The study revealed that a certain set of factors were responsible. These factors included changes in Macao's sovereignty, its tourism market (now predominantly Mainland Chinese), the type of tour products offered and how tourists commonly access the key attractions.

The paper will examine the implications that such changes have for implementing management actions to resolve congestion problems. Finally, the paper will explore what implications the demand for and the pattern of consumption of World Heritage in Macao will have for congestion management at other such sites around world as China begins to travel.

Protection for the Traditional Architecture in Japan P.221

At first I would like to introduce the condition of conserved traditional wooden houses in Japan.

Three Categories to Conserve Traditional Houses

1. By National Cultural Properties and by Local Regulations.

Number of designated traditional houses: 685/3555: total in 2005

2. Registration of tangible Cultural Properties Buildings over fifty years older.

Number of registered houses: 5609/2005

3. Important Preservation District for Group of Important Historic Buildings.

Numbers of area: 73/2005

Types of the town and Traditional Houses

1. Castle Town

There were 376Castles in the early 17 century in Japan. These castles were destroyed twice in the history. One was by the policy of one castle in a federal territory during the Tokugawa Shogun ate. Other time was in the late Meiji Era by the Meiji Government. But still remain 162castles in Japan.

2. Temple and Shrine Town

There are a lot of temple towns in Japan. Temple towns include inns, souvenir shops, and restaurants, etc., for those who visit shrine and temple. These shops are built on both sides of the road to the temple and the shrine.

3. Merchant Town

Typical plan of the merchant Houses used to have a shop area face to the street side, and earth floor used to built on one side through the house to the behind yard to connecting the warehouse.

4. Port town

A traditional port has five equipment, the breakwater, the night light for ships, Port steps of the pier, Fire yard and Watch house. The arrangement of the shop in the port town, warehouse is faces to the pier, next them family's house and shop face to the road.

The industry raised the town where the trait existed.

5. Post Town

In Edo Period, there were five main roads in Japan. Post towns were built each 10km along the Main Road. Tourist took a rest at the Post Town. The special inn called JINYA was built for local Feudal Lords who goes to the capital Edo.

6. Artisan's Town

Industry that made the best use of a local product of nature was revived local town in Japan. Traditional wood wax are still producing for the candles in Uchiko town and traditional Good Papers are still now producing in Mino Town. People's Movement for Protection of the Traditional Wooden Houses from the demolition.

In 1970s, many traditional historic houses were destroyed by the Movement of the Reconstruction Japanese Islands.

The other side, peoples who love and protect historic houses organized peoples group for the conservation historic town. In 1973, three peoples groups of conservation movement established a federation of the conservation historic town sites. Now the member of this federation increased over 70 from all Japan. Main activity of this federation is to have a meeting of all member and have the seminar discussing on the activity of conservation movement.

There are another kind peoples group to conserve traditional wooden houses by the system of reuse them in Kyoto and Tokyo. Member of Kyoto group consist of architectural specialist including carpenter. Tokyo group organized by architectural researcher, students, shop owner, housewife and carpenter.

Three Principles for Preservation and Utilization

There are three principles for preserving and utilizing heritage of any district. Even if one of these principles is missing, preservation will be difficult. But if all three are present, towns and architecture will become revitalized.

(1)Livability: Making the city and its architecture more efficient

(2)Clean Environment: Preserving the city and the living environment

(3)Visible Value: Showing the value of the city or architecture

The report of Tourism from the ICOMOS CIAV Meeting 2004 in EHIME Japan.

This is the advise to the tourism industry. “packed tourists, destroying the good old rows of townhouses and daily lives of the town people.” “caring about “daily life environment”, ”preservation of historical environment”, “preservation of historical environment” were little heeded.

Umm er Rasas a World Heritage Site, mysterious and hidden p.231

It is possible to identify Umm er Rasas with Kastron Mefaa, a toponym known from the Roman and Arabic sources and from the Bible. Eusebius mentions that a unit from the Roman army was stationed on the edge of the desert at Mephaat. Umm er Rasas is located around 60 KM south of Amman, the capital city of Jordan.

the richness of the inscriptions and the quality of the mosaics makes Umm er Rasas to one of the most important archaeological monuments of Jordan.

The site of Umm er Rasas is large and only a small part is excavated and research is ongoing. One of the interesting questions is why was the place located on the edge of the desert? It seems because of the trade routes the site was very interesting to for the spreading of the rising Christianity.

The unique Stylite tower in the North of the site is of high significance and the condition of the Byzantine monument is still outstanding good. The tower is located about 1,5 km from the Kastron Mefaa (Umm er Rasas).

The so-called Stylite Tower, the word comes from the Greek Stylos = Column, was certainly a tower for a saint. In the fifth century the most famous pillar saint was St. Simeon in Syria. St. Simeon, the father of the Stylites, who spent long years, day and night, summer and winter, in rain and sunshine, frost and heat, standing on high and unsheltered pillars tried to reach his completion as a ascetic.

It seems that the tower was erected in the first half of the 6th century. We believe that tower was build according the spirit of the Syrian Stylites. Nearby the Church, located close to the tower, a golden coin was found of Justinian (527-565). Through the architecture of the tower as well as the surrounded ruins we can say that the time of origin it's Byzantine. The tower is surrounded by a wall.

Main characteristics of the tower:

Besides the historic information and the archaeological importance we have to deal with the heritage tourism from now on. Together with the help of ICOMOS and cultural heritage professionals Umm er Rasas will be developed as a new tourism spot in the near future.

附件四：工作營討論內容英文版

Workshop Categories :

Physical Setting ; Cultural Heritage context ;

Spatial Relationships ;

Built Environment ; Social Context ;

Heritage Protection ; Tourism Management ;

Tourism Understanding ; Tourism Facilities ;

Likely Tourism Impacts ;

Management Plan Recommendations :

Physical Setting

Physical Location

Rural Location

Natural setting ◦

Surrounding Landscape

Surrounding Land Uses

Cultural Heritage context

Orientation with natural features

Original Foundation

Confucian context

Historical development

Spatial Relationships

Planning layout

Arrangement of buildings

Public spaces/Private spaces

Working places and living places

Roads and pathways

Landscape character

Built environment

Noble compound/Commoner houses

Pavilions and schools

Places of worship and veneration

Places of assembly

Architectural forms and materials

Building conservation issues

Capacity for adaptive re-use

Capacity for modernization



Social Context

Traditional clan relationships
Sources of income and employment
Living traditions and folklore
Rituals and festivals
Privacy and hospitality
Contemporary lifestyle expectations
Expectations from tourism

Heritage Protection

Legal heritage Protection
Regional and local administration
Rules and restriction
Adaptive re-use or Museum village

Tourism Management

Generators of interest and demand
Seasonal fluctuations
Destination management
Tourism service providers
Access

Entry fees

Tourist Understanding

Aspects of significance
Communication of Significance
Interpretation Techniques
Movement around the place
Access to significant features
Tourism welcome ?

Tourism facilities

Arrival facilities
Entry facilities
Orientation
Shelter
Food and beverage facilities
Toilet and rest facilities
Retailing facilities

Likely Tourism impacts

Strengths and weaknesses
Opportunities and constraints



Likely tourism impacts

Tourism management plan

Recommended categories for the tourism management plan

Recommendations for tourism planning in historic villages



附件五：工作營討論後之總結建議英文版

Preamble

Recommendations to the people of the villages of Yangdong & Hahoe.

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1. Recommendations to the authorities of the City of Gyeongju and Andong City.
2. Recommendations to the Korean National Authorities.
3. Recommendations to the Tourism Industry and Operator.
Recommendations to International Organizations.
4. Recommendations to ICOMOS.

Preamble

Meeting in Seoul and Andong City at the invitation of the ICOMOS National Committee of Korea with the generous support of the Ministry of Culture and Tourism, the Cultural Heritage Administration, Andong City and the City of Gyeongju,

Benefiting from the exchange of experience and enlightening case studies presented, as well as the welcoming attitudes of residents and owners of Gyeongju.

Recognizing the special nature of historic and tradition village, in Korea and around the world, as particularly rich expressions of cultural diversity through their tangible and intangible cultural heritage.

Conscious of the need to maintain community life as a fundamental authentic and distinctive element of the cultural heritage of historic and traditional villages and the potential contribution tourism can bring to that effect, as well as the need to provide a balance of interests.

Considering the inscription of the villages of Yangdong and Hahoe on the tentative list the Korean national authorities have prepared in implementation of the world heritage convention, and taking into account the current requirements for such nomination regarding the existence of efficient management systems and the involvement of local communities.

Taking into account the ICOMOS International Cultural Tourism Charter(1999) and the ICOMOS Xi'an Declaration on the Conservation of the Setting of Heritage Structures, Site and Areas (2005), and building on the ICOMOS Seoul Declaration on Tourism in Asia's Historic Towns and Villages (2005) and the Hoi An Declaration on the Conservation of Asia's Historic Districts (2003) ,

Acknowledging the relevance of the work of the United Nations World Tourism Organization in the development of an overall framework and indicators for sustainable tourism and the interest of developing indicators for the management of cultural heritage sites.

The participants of this regional meeting and workshop propose the following recommendations for a better integration of cultural heritage and tourism in the management and sustainable conservation of historic villages as living places.

1. To the people of the villages of Yangdong and Hahoe.
 - a. That, as a basis for effective cultural tourism planning, the villages review their existing experiences as tourism destinations taking into consideration all aspects of their heritage, including the tangible ones like buildings and gardens, and the intangible ones such as the lifestyles and the traditional skills and spiritual practices that underlie the spatial layout of the village, as well as the surrounding landscape and setting.
 - b. That this evaluation be communicated to the relevant authorities for consideration in the further processes for the development of management systems for the villages.
2. To the local authorities of the City of Gyeongju and Andong City.
 - a. That the setting and natural or agricultural landscape surrounding the village be adequately protected and managed by taking into account their physical and spiritual dimensions, particularly in the location of tourism related facilities for Yangdong and Hahoe.
 - b. That the tourism marketing for historic and traditional villages focus particularly on special interest sectors within the domestic or international tourism markets in preference to mass tourism.
 - c. That guidelines be developed for new constructions and buildings that take into account the relevant traditional art of buildings in terms of layout, siting, scale, materials.
3. To Korean National authorities
 - a. That the quality of life of inhabitants of Yangdong and Hahoe be considered as an essential element of the management systems and a criterion for the protection of the built environment, along with respect for the authenticity of individual houses or the overall builtscape of the village.

- b. That, in accordance with the Operational Guidelines to the World Heritage Convention (2005), National authorities encourage and facilitate an active role of the local community, and respect for their own knowledge and expertise.
 - c. That the National authorities ensure that the process of management and protection of these villages rests on the best scientific and traditional knowledge and skills available at each stage of its implementation and support the development and sharing of knowledge as a tool for better management and protection of these villages.
 - d. That the National authorities ensure that cultural tourism management is integrated with relevant plans, programs and strategies at national regional and local levels.
4. To the Tour Operators and other members of the tourism industry
That congestion pressure in the villages be minimized by establishing adequate coordination of visits by the local tourism office and the tour operators.
5. To the intergovernmental organizations
- a. That UNESCO works with ICOMOS to include cultural tourism planning and management into the monitoring system for the world heritage convention and into the implementation of other UNESCO conventions, recommendations or programmes on cultural heritage.
 - b. That the United Nations World Tourism Organization continues to cooperate with ICOMOS and its network of international and national committees in relation to the impacts of tourism on heritage sites particularly those recognized through international conventions.
6. To ICOMOS
- a. That the important work initiated by the International Cultural Tourism Committee on the development of key indicators of tourism impact continues with the contribution of National and International Committees, particularly regarding the historic and traditional villages their tangible and intangible heritage as well as their landscape setting.
 - b. That the ICOMOS evaluation criteria for World Heritage be improved through the inclusion of more detailed guidance about the evaluation of cultural tourism planning and management arrangements.
 - c. That ICOMOS encourages its National and International Committees to work with the ICOMOS International Cultural Tourism Committee to analyses and report on the tourism capacity of heritage sites in particular those sites included on the World Heritage List and on the National Tentative Lists, and to support the development of management systems which address cultural tourism impacts.

- d. That ICOMOS bring to the attention of its National and International Committees the United Nations World Tourism Organization's Guidelines on Managing Tourism Congestion at Heritage Sites which were developed in cooperation with the ICOMOS International Cultural Tourism Committee and the indicators it has published.
- e. That ICOMOS extends and reinforces its cooperation with the United Nations World Tourism Organization to address cultural and sustainable tourism in the context of management of heritage sites.

In reaching these recommendations, all participants offer sincere thanks to the Korean hosts for the interesting and productive meeting and workshop. In particular, we appreciate the organizational energy and leadership of ICOMOS Korea, the sustained support of the Ministry of Culture and Tourism Andong City, City of Gyeongju, and the participation of the people of Yangdong and Hahoe Villages.

