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TOURISM AND THE CULTURAL HERITAGE – TOWARDS A SUSTAINABLE APPROACH

SUMMARY

Tourism is playing an increasingly important role in national and local economies and there is no evidence that this trend will decline. More importantly, throughout Europe cultural and historic monuments are key destinations for visitors. Visitors will contribute significantly to the local and national economy and the economic multiplier effect of this spend, in turn, supports employment and secondary tourism facilities.

Against this background it is essential to ensure adequate protection for important cultural heritage assets. The development of a major tourist facility is likely to have significant effects on a sensitive environment and it is essential to ensure that the benefits from tourism do not undermine the quality of cultural heritage assets. The need for very careful intervention by regulators is the key to ensuring protection and the avoidance of pressures that could directly damage these heritage assets.

Similarly, in the determination of future proposals that could impact on the setting, character and appearance of cultural heritage assets, special care is needed by planners and promoters to assess the environmental impact and set out mitigation where adverse effects are identified so that new development does not adversely affect important archaeological sites.

Key to the sustainable approach of tourism and the cultural heritage is the preparation of a master plan that takes into account the identified environmental effects in order to guide the course of development in a manner that protects those very structures that attract visitors and that does not cause in the short, medium and long term any reduction in their character or appearance.

Strategies for controlled and prohibited pedestrian access, car parking, essential infrastructure, interpretation, community engagement, the protection of the landscape setting, bio-diversity, erosion and damage avoidance are essential in view of the pressures that can be caused by large volumes of people.

Key words: Cultural heritage; tourism; statutory protection; environmental impact assessment; setting; character and appearance; sustainability; master plan; strategies; visitor management plans

1. INTRODUCTION

The Bosnian Valley of the Pyramids is unique in European, if not in world terms. The establishment of an archaeological park in and around Visoko and the surrounding countryside has the potential of emerging as an international tourist destination. As the discovery and research into the enigma that is the subject of this conference moves forward, a heightened regional, national and international profile is inevitable. With that profile there are ample opportunities for local and national benefits to ensue; equally the environmental impact of tourism and its predicted growth could, if not properly managed and planned, undermine the very cultural assets that form the basis of visitors' interest and underpin a key part of Bosnia's' historical heritage.

Managing the environmental impact of tourism within the archaeological park is the key to a sustainable approach to protecting the cultural heritage and, at the same time, realising the very real benefits that can flow locally and nationally from mass tourism. This paper looks at the economic benefits associated with tourism and in particular the importance of the built heritage as a growing area of interest to visitors. Specific aspects of the environmental impact of tourism are then discussed before an analysis is made of the key environmental effects that a tourism development could have. Suggestions are then made about the key issues that ought to be taken into account in developing a master plan for the archaeological park.

I do not make specific reference to detailed archaeological matters that are necessary as the discovery and research into the enigma of the archaeological park evolves. Nor do I refer to detailed considerations about marketing, publicity and interpretation - that is for others. Rather, by looking at the generic consequences of a major tourism project I provide key pointers to what I consider to be a sustainable way forward for the archaeological park at Visoko, in order that the socio-economic benefits can be realised, but the very essence of the sense of this fascinating place remains as it is, and has been, for so many centuries.

2. TOURISM – ITS ECONOMIC OPPORTUNITIES

2.1. Background

Tourism is reported to be the largest and fastest growing industry in the world. Increased leisure time, improved access, increasing disposable incomes and significant reductions in the cost of air travel, despite the current oil price increases, all allow for huge increases in international travel. Politically, changes such as the erosion of international borders and the accessibility of knowledge through increasing use of the internet all assist in the worldwide movement towards a “*global village*”. Interestingly, the World Tourism Organisation predicts that Bosnia and Herzegovina is likely to see one of the greatest increases, worldwide, in tourism up to 2020.

The well managed and regulated development of tourism can, without doubt, be a positive force for good. An understanding of different lives, places and cultures erodes the falsely held barriers of misunderstanding about foreign places. The economic multiplier effect means that very significant economic benefits can flow into local and national economies and these benefits can spread way beyond the principle tourist attractions.

Conversely, unplanned and poorly regulated tourism developments can erode, devalue or even destroy the very object that otherwise compels people to visit new and special places.

Indeed, unplanned and improperly managed tourism can have devastating effects on fragile environments. Traffic congestion, the demands on local infrastructure, pressure exerted on bio-diversity and the landscape and the physical pressures of tens of thousands of feet on centuries old buildings and landscapes can all, if not carefully controlled and regulated, have a destructive effect on the cultural heritage. And that is without the essential and very careful consideration that is demanded of carrying out detailed archaeological excavations in the presence of significant numbers of people who are in very close proximity to this precision work that is required to investigate record and conserve age-old artefacts.

In this era of climate change, escalating food and energy prices and yet with an increasing disposable income for much of the developed world’s population, arguably, tourism can never be seen as sustainable. The carbon footprint of air travel, demands on local infrastructure, petrol consumption and the building of hotels and other facilities will never have a true ‘green’ impact. However, no matter what, tourism is not going to go away and what is the key is ensuring that those providers of tourism developments do so responsibly in order to minimise adverse environmental effects and make sure that, insofar as possible, adverse effects are identified, planned and mitigated.

2.2. The International & National Context

An insight into the current international and national trends in tourism is useful for placing the development of an archaeological park Visoko in context. In 2007, in terms of visitor numbers, Trafalgar Square in London was Europe’s top tourist attraction with some 15 million visitors, followed by Notre Dame Cathedral in France with 12 million visitors. Significantly, in worldwide terms, out of the top 50 tour-

ist attractions on the planet, 20 are based on a nation's cultural heritage and only 9 on a commercial theme park such as *Euro Disney*.

The World Tourist Organisation estimates that in 2007 there were 898 billion tourist arrivals. This is expected to increase to 1.6 billion by 2020. Worldwide, tourism brings with it a spend of US\$ 2 billions per day in receipts. Tourism accounts for 35 % of the world's export of services. Significantly it is now estimated that there are 1.4 billion internet users in the world.

So there can be little doubt of the worldwide profile of tourism and, most importantly, the pivotal role played by the built and cultural heritage in attracting visitors. However a closer look, at a national Scottish level, is also revealing of the importance of tourism and the built heritage.

In 2006 tourists made 43 034 639 visits to tourist attractions in Scotland. Edinburgh Castle is Scotland's most visited tourist attraction with 1.21 million visitors in 2006. New Lanark near Glasgow, one of Scotland's three UNESCO world heritage sites, that year attracted 354 000 visitors. Skara Brae an ancient Viking site in the Orkney Islands had 64 500 visitors, almost the same as the Glen Fiddich whisky distillery in the Highlands!

A further analysis of 2006's statistics reveals some interesting trends and perhaps important pointers for any archaeological park in Visoko.

In Scotland, the average admission charge to a tourist attraction is £ 4.84 (11.95 KM) per adult and £ 2.62 (6.46 KM) for a child. Of all visitors to cultural heritage attractions, some 55 % are visitors from abroad. Each tourist will spend an average of £ 6.22 (15.35 KM) during a visit, including the admission charge, catering, retail goods and a voluntary donation.

At attractions based upon the cultural heritage, the average length of visit or "*dwell time*" in 79 minutes, with 56 minutes at the attraction, 10 minutes at a retail facility and 14 minutes at a catering facility. At cultural heritage attractions 89.7 % of visitors are adults and only 10.3 % are children. However to offset this in 2006 there were 2.9 million visits by school children in Scotland on organised trips to visit heritage attractions.

2.3. Estimating the Economic Impacts of Tourism

Economists will often speak of the numbers of jobs that are related to tourism, the amount of "*spend*" in a local and national economy and, most importantly, the "*multiplier effect*" of tourist derived income. So as a consequence, tourism can often be held in high regard because it can be seen as a one-way income stream, causing national and local governments to be favourably disposed to promote and regulate tourist facilities at all costs.

Estimating the economic costs and benefits of tourism is a complex mathematical exercise and demands answers to many questions. A full economic impact of the promotion of an archaeological park in Visoko will need to be carried out by trained experts but a brief overview of the economic benefit process is helpful in understanding broader benefits that can ensue.

Any systematic study of the economic impact of the tourism induced by the development of an archaeological park at Visoko needs firstly to set out the action(s) that are going to bring about tourism growth. Actions will include the development of visitor attractions, marketing, investment levels and the management of the facility. A precise definition of "*tourist*" is important for this purpose. An identification of the change brought about is then necessary, i.e. comparing the number of pre-existing visitors to that brought about by the actions. The types of spending needs to be identified; the split between day visitors and those spending time away from home in the locality needs to be established. Furthermore, the extent of the study region must be set out; the identified region defines the area for which impacts are desired to be measured. The study region requires being large enough to constitute a viable economic region.

The key economic sectors that will be affected by the growth of a tourism facility need to be identified and can include hotels and guest houses, restaurants, transportation and shops. The most important types of activity need to be identified in terms of visitor spending and can include primary and secondary business receipts, sales and production, wages and salaries, income and profits. Direct effects can be measured by estimates of consumer spending but more complex mathematical formulae are needed to measure and gauge indirect secondary effects.

A good understanding of tourism's economic impacts is important for the industry, for the promoters of a tourism development such as the archaeological park, for a community and at local and national

government level. Estimating the multiplier effect can too easily exaggerate tourism's economic benefit, especially when this has to be balanced with cost to a host community, region or nation including, in particular, the provision of additional public infrastructure.

Nonetheless it is an inescapable fact that visitors bring money into an area which would otherwise not be spent if tourism was not developed. That money flows directly to the frontline providers of tourism such as the operators of an attraction and local support industries such as shops, hotels and caterers. The multiplier effect is tangible and significant giving rise to 'indirect' benefits – more local food is sold to feed more people in the locality.

Equally important are "induced" effects which can be seen as increased sales in a region from the household spending earned by the increase of money locally, in turn giving rise to income and employment throughout a region's economy.

Finally, enhanced understanding of a country through international tourism can have significant benefits at the macro-economic level. By complimenting economic development and "showcasing" a country, tourism is a tool that helps overcome ill-conceived international barriers to economic development. Throughout the 1970's and 1980's 'The Troubles' in Ireland deterred many visitors. The recent peace settlement in Northern Ireland has unleashed countless tourist visits north and south of the border.

In turn barriers to trade caused by misunderstanding and an absence of true knowledge are erased, fuelling a boom based upon new found tourism opportunities. Twenty years ago who would ever have seen Belfast as a tourist destination?

Tourism is one of the world's largest industries and the largest service sector. It is bigger than cars, agriculture or electronics and 52 % of tourism expenditure takes place in Europe, compared with 21 % in the Americas. Tourism is growing fastest in emerging markets such as Bosnia-Herzegovina which is expected by the UN's *World Tourist Organisation* to be one of the fastest growing tourist sectors in the world by 2020.

The vast majority of tourism jobs are found in small and medium sized firms; new income is generated; new jobs are formed; entrepreneurship is fostered and social conditions are enhanced. Local companies can be supported; improvements flow to local utilities and services; improved infrastructure is provided; local living standards are raised and urban and rural regeneration follows.

3. THE ENVIRONMENTAL IMPACTS OF TOURISM

Responsible tourism is the key to ensuring that the benefits that are so apparent from tourism growth are planned, managed, mitigated and developed in tune with the capacity of the environment to absorb the increased pressures that will inevitably arise. This section of my paper examines the key environmental impacts of tourism and the adverse consequences that could arise if the proper development and management of major tourism facilities is not correctly seen as a key overarching objective

3.1. The nature of the problem

The quality of the built and natural environment is essential in order to provide for quality tourism. The direct impacts caused by the erosion and subsequent damage of the historic fabric, the marring of a historic landscape setting; the unwelcome visual impacts of litter, car parking and access; the need for fresh water, toilet facilities and waste water treatment; the building of poorly designed and planned commercial premises and the proliferation of outdoor advertising as local businesses wish to "cash in" on a new phenomena and the building of unrelated tourist facilities targeted at a new captive market can all, singularly and collectively, gradually destroy the very environmental and heritage resources on which they depend.

There is little doubt that unplanned or poorly managed tourism can give rise to pollution, a fact particularly critical in an otherwise unspoilt rural environment. Air quality deterioration from vehicles, noise, littering, sewage, oil and chemical releases can all impact on the natural environment and the enjoyment of their own environment by a host community. More tangible will be new buildings where design qualities play a subordinate role to the wish for local business to construct cheaply and quickly.

And we must not lose sight of the effects tourism has on wildlife and flora especially where protected or vulnerable species may experience disturbance or loss of habitat because of human traffic, emissions, sewage run-off or the insatiable need for more concrete and tarmac to cater for more visitors.

The visual pollution is worsened if the design of new tourist facilities plays little if any respect to the individual qualities of local architecture. Instead of reflecting local styles and traditions, buildings that can be seen anywhere in the developed world, undermine the qualities of a community. Uncontrolled sprawl side by side with a village or town whose architecture has not changed significantly for centuries will soon destroy the precious sense of place that is so important, even to the tourist himself.

Unrestrained pedestrian access over fragile and sensitive areas will cause damage to vegetation and soil, eventually leading to a loss of bio-diversity. A marked reduction in grass and plant growth, regeneration, vigour and ground cover can occur. This leads to a loss of organic matter, a reduction in the soil porosity and permeability causing, in turn, accelerated erosion and water run off.

When the levels of visitor pressure are greater than both the "*carrying capacity*" of an environment and the acceptable limits of change then unsustainable damage occurs. This is very much more the case in a situation such as the archaeological park at Visoko which will inevitably comprise of a very fragile environment and very sensitive landscape setting with extremely limited, if any, capacity to absorb unplanned, poorly regulated and unmitigated visitor pressures.

An inevitable consequence of any successful tourism development is the attendant demands placed on local infrastructure. Visitors to a regionally, nationally or internationally recognised destination will need accommodation, they will need feeding and they will need transportation facilities to gain access. Hence, unplanned, land use conflicts would arise as development pressures for hotels, car parking and catering establishments, if not properly regulated, could undermine many of the unique assets offered by a sensitive place, especially once that saturation point is reached.

Equally it must be recognised that tourism can be a very seasonal phenomena and if a town or an area becomes too dependant on tourism, its employment structure can be weakened. Mindful that many jobs in the tourism sector tend to be lower paid, lower skilled, part time and seasonal anyway, there can often be an over reliance on transient migratory labour with no direct benefit to a local economy. This is a key consideration when planning for a tourism development. There is a balance to be struck between the environmental impact and the local economic benefits.

3.2. The environmental impact assessment of a tourism development

Before being able to develop a master plan for the sustainable establishment of a major tourism destination such as an archaeological park around Visoko, it is important to understand the environmental impacts that such a project would have. Indeed within the European Union, the principles of environmental impact assessment (EIA) have been incorporated into national legislation since the implementation of the first European Directive 85/337/EEC. Directive 97/11/EC amended the earlier provisions by extending the extent of developments that were caught by the requirement for EIA and made changes to EIA procedures. Further changes took place by virtue of Article 3 of *Directive 2003/35/EC* which aligns EIA more closely with public participation provided by the Aarhus Convention.

In accordance with the European Union Directives on EIA, "*tourism*" falls within a schedule II category of development. That is to say, EIA is required if a tourism development exceeds a specified threshold. If so, it is concluded that the development is likely to have significant effects on the environment.

Against this statutory background it is perhaps helpful to have regard to current thinking within the European Union on EIA in order to develop a strategy for the sustainable implementation of the archaeological park at Visoko.

Indeed this useful way in which to determine whether the archaeological park at Visoko would indeed have significant environmental effects allows us to identify the key environmental characteristics on a scientific basis in order to highlight the main effects and the mitigation measures that are required.

To establish whether the development could give rise to significant environmental effects it is important to have regard to the characteristics of the development, its location and the characteristics of the potential impact.

The characteristics of tourism development at Visoko will be dependant on the size of the proposals, the cumulative effect with other developments in the area, the use of natural resources, the amount of waste produced the effects of pollution and other nuisances.

Because of the natural environmental sensitivity of the geographical area, development of a major tourism facility at Visoko must have regard to the existing land use, the abundance, quality and regen-

erative capacity of natural resources, the absorption capacity of the natural environment, taking into account, inter alia, mountain and forest areas, nature reserves and parks, areas which have special international importance for wild birds and the habitats of wild flora and fauna, and landscapes of historical, cultural or archaeological significance.

Against this background the extent of the impact in geographical terms, the trans-frontier nature of the impact, the magnitude and complexity of the impact, the probability of the impact and the duration, frequency and reversibility of the impact all must be taken into account.

Turning in particular to the characteristics of the archaeological park, its environmental effects will be increased if it is out of scale with its surroundings. This will be more the case if further works such as road construction, new water supplies, increased sewage disposal and new housing, hotels and shops are required. If there are other developments with significant environmental effects planned, then its own effects will be greater. The effects on land, water, minerals, forests, energy and other resources all add to the environmental footprint the development would have.

The anticipated levels of visitation at Visoko, and the size and sensitivity of the site almost invariably mean that an EIA would be required for the archaeological park if it were to be promoted via a planning application or national development permit. Specific important factors to be taken into account include:

- the change in land use and land cover;
- degradation leading to damage to habitats affecting land stability or hydrology
- pre-construction investigations such as boreholes
- temporary sites for workers' housing
- underground works
- facilities for the disposal of solid wastes and effluents
- road traffic during the development phase
- the closure or diversion of existing transport routes leading to changes in traffic movements
- impounding, damning, culver ting, re-alignment or other changes to hydrology or watercourses or aquifers
- abstraction or transfers of water from ground or surface waters
- the transfer of personnel or materials
- the introduction of an alien species
- clearance of land, vegetation and buildings;
- the creation of new land uses
- construction or demolition works
- cut and fill excavations
- the storage of goods or materials
- long term housing for operational workers
- new road infrastructure including new or altered routes
- new or diverted transmission lines
- stream or river crossings
- changes in the land surface affecting drainage or run-off
- the influx of people permanently or temporarily
- the loss of a native species or genetic diversity

Once having established whether any of these affects would arise it is important to set out whether there are existing land uses on or around the location which could be affected by the development. Such important uses include private property, industry, commerce, recreation, public open space, community facilities, water catchments, agriculture, forestry, and functional flood plains. Of particular importance is the early identification of sensitive "*receptors*" including homes and gardens, hospitals, schools and places of worship.

Against the background of effects that are identified, it is then important to set out the absorption capacity of the natural environment. This will include:

- the proximity of areas protected under legislation nationally, internationally or locally for their ecological, landscape, cultural or other value that would be affected by the development
- are there important areas for breeding, nesting, foraging, resting, over wintering and migration?
- are there any areas or features of high landscape or scenic value which could be affected?
- will the development be highly visible or will it be affected by visible developments out with the designated area?
- are there areas already subject to environmental damage or where existing legal standards are exceeded?
- are there species that are important in terms of any local bio-diversity action plan?
- are there any groundwater source protection zones or areas which contribute to the recharge of groundwater resources?
- are there any transport routes on or around the location which is susceptible to congestion or which could cause environmental problems which could be affected?
- what is the spatial extent of areas of historic or cultural importance?
- is the area susceptible to subsidence, landslides, erosion, flooding, extreme climatic conditions which could present environmental problems?

In my view developing a sustainable approach to the establishment of an archaeological park at Visoko and the subsequent preparation of a master plan for the site must take into account the environmental impact assessment of the development.

Indeed important lessons can be learned from this scientific and comprehensive approach, based upon a methodology recognised across the European Union.

3.3. Tourism and archaeology

It is clear from second chapter of this paper that the built and cultural heritage is one of the most important destinations for tourism. As we have seen above, to promote a tourism development in a sustainable manner it is important to identify those significant environmental effects that would arise. Mitigation measures can then be developed to minimise or neutralise those environmental effects. Given the nature of developments at Visoko, and in particular the proposed establishment of the “Archaeological Park for the Bosnian Pyramid of the Sun” and the likely anticipated number of visitors that will wish to enter the park, it is of critical importance to recognise the importance of archaeology in the planning and development process.

Archaeological remains are a tangible physical link with the past. They are a finite and are non renewable resource containing information about our past. Archaeological remains are important culturally, historically and for leisure and tourism perspective. Where an extensive area is influenced and characterised by archaeology an archaeological landscape exists with all the demands and sensitivities of protecting and enhancing that landscape and its setting from unsympathetic development.

Environmental change brought about by many pressures, and not just that of concentrated tourism, requires to be very carefully managed. Positive planning and management will help to reduce areas of potential conflict. Nonetheless it is recognised that often hard choices have to be made between on the one hand providing in a positive way for change and the attendant socio-economic benefits and on the other protecting cultural heritage assets from irreparable damage or in a worst case, even total destruction.

In Scotland, the Scottish Government has recently published *Scotland's Historic Environment Policy* (SHEP 1), and this policy statement recognises that the protection of the historic environment is not about preventing change. Rather, Scottish Ministers believe that change in this dynamic environment

should be managed intelligently and with understanding, to achieve the best outcome for the historic environment and for the people of Scotland. Such decisions often have to recognise economic realities.

Hence access to historic sites and landscapes supports education, lifelong learning, and both internal and external tourism. As such the historic environment is a great learning resource and it has a recognised value in education.

4. A SUSTAINABLE APPROACH TO THE SPATIAL PLANNING OF THE ARCHAEOLOGICAL PARK

4.1. Overview

At this juncture it is worth drawing together the numerous strands identified earlier in this paper. Indeed I have shown that tourism is a growing phenomenon and in particular Bosnia and Herzegovina is expected by the World Tourist Organisation to be one of the world's fastest growing tourist destinations up to 2020. Additionally there can be no doubt that tourism brings with it socio-economic benefits and these benefits have direct and indirect effects, illustrated by the economic multiplier effect.

Tourism can also bring with it challenges to ensure the spatial planning of any given area is able to mitigate unwanted effects. In European legislation the development of a facility such as the archaeological park as Visoko would require environmental impact assessment prior to any permissions being granted for its construction either by local or national regulatory authorities.

I have set out above those key factors that would require to be taken into account in any environmental impact assessment. To me a sustainable approach to the development of the archaeological park needs to recognise those environmental impacts. A master plan for the park, guided by the recognition and mitigation of identified environmental effects, will ensure the careful management of the nationally and internationally important cultural heritage asset.

4.2. The underlying principles of a sustainable approach to tourism

4.2.1. Natural heritage considerations

To address the natural heritage, development must be compatible with the landscape setting of the site; it must maintain its essential ecological processes and recognise the biological diversity and unique biological resources of the park. Visitor management is essential to deflect pressures from key sensitive locations while ensuring "*honey pots*" attract visitors to important but less fragile places. The design, planning, development and operation of facilities should incorporate the principles of sustainability including micro-renewable energy, heat insulation and the use of recycled materials wherever possible. Car parking areas should be designed to incorporate sustainable urban drainage facilities that will ensure water retention and dispersal to avoid run off in periods of heavy rain. Special consideration requires to be given to waste management from toilet facilities and litter disposal.

Particular care is required in the consideration of development proposals not only within the designated area of the park but out with the park boundaries but nevertheless within its setting. Views that have been unchanged for centuries, and which contribute to the setting and character of the archaeological landscape, would be destroyed by the unsympathetic siting of buildings, roads, power lines, and telecommunications apparatus even if they have nothing to do with the park's development. A special role needs to be played by the local planning authority to channel development to sensitive locations that do not affect the park's setting.

The proper interpretation of the park represents challenges and there is much guidance available to the siting and design of interpretative facilities for visitors. Above all interpretation must "*hand in hand*" monitor and conduct research on the actual impacts of tourism on the natural heritage of the park, it must identify acceptable behaviour among visitors and it must promote responsible behaviour.

Where habitat loss is inevitable as woodlands, trees, grassland and watercourses are changed to facilitate the park's development, compensatory measures to mitigate the loss and provide no less net deficit are important. Setting up within the park local nature reserves of the most valuable habitats, out with the main hub of activity, can again assist the sustainable approach to the spatial plan for the park. A critical part of the plan ought to be the management of the tree covers in the designated area and such matters ought to include the extent of tree felling, the after treatment of the land and new tree planting.

4.2.2. Built heritage considerations

State regulatory systems impose restrictions on development that could affect the setting, character and appearance of the cultural heritage. In Scotland, for example, the central government imposes very strict controls on work that affects the 5 600 or so scheduled ancient monuments out of the 70 000 or so recorded archaeological sites, under the Ancient Monuments and Archaeological Areas Act 1979. Scheduled monument consent is needed for any works that have the effect of demolishing, destroying, damaging, removing, repairing, altering, adding to, flooding or covering up a monument. All newly discovered ancient objects in Scotland belong to the Crown. Statutory protection does not always secure the future proper preservation of an ancient monument and it is thus essential to develop a management plan and to carry out regular maintenance to prevent progressive deterioration and decay.

The expert archaeological guidance available to the project will ensure that the discovery, preservation and recording of the pyramid structures and their related attributes and settings will be carried out rigorously and scientifically. Care will always be needed to guard against unsupervised access, theft, uncontrolled digging and even deliberate vandalism.

Detailed visitor management and interpretation are key part of any sustainable approach to the development of the park. Care will be needed to ensure footpaths links avoid sensitive parts of the site and areas will require to be safeguarded from pressure and casual visitation.

The factors set out in sections of this paper are key matters that must be addressed to develop the sustainable approach to the planning of the park. An analysis of all known archaeological hotspots, the key areas of finds, areas that are anticipated to be key parts of the pyramid complex and the setting of these locations are key areas for protection and a schedule of mitigation ought to be specified. A thorough field survey is therefore essential to inform the master planning process and identify the mitigation measures that are necessary.

Once the key archaeological attributes and sensitivities are identified the option for the development of the park can be informed by the location of such hotspots, and alternative strategies can then be developed allowing for mitigation of the most sensitive parts. Hence the scheme itself can evolve in the full knowledge of the constraints posed by the cultural heritage. Indeed it is important to recognise that the quality of the visitor's experience may require to be offset by the need to protect a particular area of sensitivity and as such mitigation plays a key role in protecting the cultural heritage.

5. SUMMARY AND CONCLUSIONS

There can be little doubt that the formation of the archaeological park around Visoko is and will remain a location for national and international travellers. The importance of tourism both in economic terms and in the promotion of Bosnia and Herzegovina as a worthwhile destination is a key pillar in the development of the nation. The sense of antiquity, culture, curiosity and questioning of the enigma at Visoko will almost certainly guarantee that for many years visitor numbers will remain high.

As with any major land use change it is important to recognise the sense of balance between, in this case promoting the development for visitors, discovering further parts of the complex, recording the *in situ* presence of artefacts and protecting fragile irreplaceable assets, while catering for the demands of visitors who will inevitably wish to see for themselves key parts of the site.

It is essential to develop a park management plan for the scheme to guide its development and inform the park authorities of the future direction that development ought to follow. It is my view that the drafting of the park plan ought to be informed by an environmental impact assessment and I have set out the key factors that ought to be considered here.

To do so will ensure that a responsible and sustainable approach to the park's development is incorporated into its future development in order to safeguard the natural and cultural heritage assets that the site possesses. In that way the safeguarding of the site will ensure that its qualities and uniqueness are not undermined by the pressure of visitors so eager to see for themselves the pyramids and their surroundings.

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