

THE ROCK CARVINGS IN TANUM - A WORLD HERITAGE SITE



The World Heritage Preschool at work at the Vitlycke panel.

Management Plan

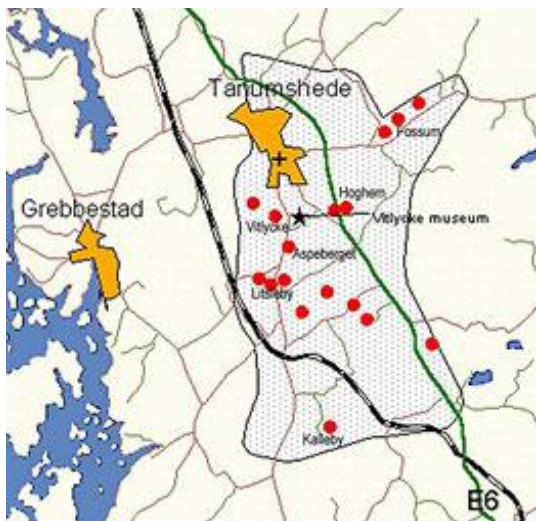
We want Tanum World Heritage to be characterised by sustainable development and a place that attracts, entertains and develops the people, culture and nature!

County Administrative Board of Västra Götaland - Region Västra Götaland – Tanum Municipality

WHY A WORLD HERITAGE SITE?

People all over the world have throughout time carved and painted on rocks and in caves. Here, in Tanum, the Bronze Age people carved thousands of images into the many smooth flat rocks found scattered across the landscape. This prehistoric treasure trove of images is so content-rich and unique that it has been listed as a UNESCO World Heritage Site since 1994. UNESCO's decision to list it as a World Heritage Site was based on the following:

The rock carvings in Tanum is an outstanding example of the highest quality of Bronze Age art. The rich and varied motifs are a unique testimony of life in Europe during the Bronze Age. The interplay between continuous settlements and the use of land as depicted by the carvings, burial sites and the surrounding landscape makes Tanum an outstanding example of continuous human habitation for a period of around eight thousand years.



Tanum World Heritage Site showing the locations of Vitlycke Museum and larger rock carvings.

OUR RESPONSIBILITY.

In order for future generations to benefit from and enjoy thousands of years of world heritage history and for the Tanum area to maintain its world heritage status, Sweden has, by ratifying the Convention concerning the Protection of the World Cultural and Natural Heritage assumed responsibility to protect, maintain and make available the area to as many people as possible - whether residents or visitors.

It is the rock carvings - together with the surrounding landscape - that we must care for and utilise in a sensible manner!

WHILE MANY EFFORTS HAVE BEEN MADE SINCE 1994, A 'FRESH START' IS NOW NEEDED

Since 1994, a range of efforts have been made in terms of conservation, care and realisation. A significant gathering of knowledge about the landscape, human settlements and ancient relics have taken place - particularly, in terms of the rock carvings (a.k.a. petroglyphs). The Vitlycke Museum opened in 1998 and has ever since played an important role in the realisation of Tanum World Heritage. The problem with the expanding European route E6, a pressing issue for more than ten years, is now finally resolved. A Visitor Information Point will be built next to route E6, providing an additional entry into the World Heritage Site.

Since 1994, two Management Plans have been drawn up. The first was a preliminary draft with strong emphasis on the gathering of knowledge and realisation. At the turn of the century, work began on the drafting of a new plan which was completed in 2005. With its vision and identified strategic areas, it essentially forms the basis for the Management Plan and organisation that is currently being proposed.

The need for a 'fresh start' in order to benefit from, develop and utilise the world heritage site was made clear at a seminar in May 2011. In addition to the Administrative Council, the seminar was further attended by representatives from local authorities and businesses as well as the association 'World Heritage Walks'. Apart from the obvious task of continuing to care for, document and protect the World Heritage Site, the seminar came to the conclusion that focus ought to be placed on local and regional developments, i.e. the reinforcement of the site as a tourist attraction. 'Tantalising stories' must be brought to light and a stronger local presence felt in the work carried out. The seminar concluded further that a review of the management organisation was required in order to clarify its roles and responsibilities.

THE VISION

The management plan of 2005 formulated a new vision for the World Heritage Site. The same vision is still valid today and a common point of interest in terms of the sustainable preservation and development of the World Heritage. Such development must be sustainable from environmental, social (including cultural) and financial perspectives. This could be accomplished, inter alia, by our organisation creating a system for the purpose of discussing, coordinating and making strategic decisions in matters concerning the management and development of Tanum World Heritage. A key factor for success is the World Heritage Site's strong ties with the local community.

The rock carvings at Tanum World Heritage Site shall be characterised by sustainable development and contribute to the attraction, entertainment and development of people, culture and nature!

Our vision is representative of our objectives - in other words, that the World Heritage Site and its values should be preserved and cared for while at the same time, be of benefit for and enjoyed by the residents - and visitors - of Tanum, now and in the future!

In order for our vision and objectives to be realised, priority must be given to certain efforts and activities. Tanum World Heritage is a heritage site under development and in order to progress with our work, operational objectives are needed.

The objectives are general in nature and reflect an integrated approach to various dimensions of sustainable development. In addition, the objectives tie in with existing cultural policy objectives as well as those strategies and programmes on which regional development policies and EU collaborations are based. In order to achieve these objectives, the collaboration of a number of parties is required. Strengthening existing and building up new contact networks becomes an important task.

OBJECTIVES UNTIL 2019

- The rock carvings and surrounding landscape must be preserved, cared for and utilised in a sustainable manner.
- The World Heritage Site shall become a reputable tourist destination supported by the experience and knowledge centre of Vitlycke Museum.
- Knowledge about the World Heritage Site must be used and dispersed widely - particularly in the schools!
- International collaborations must be further developed!
- Our work must be characterised by interactivity and participation!

FOCUS AREAS - AND ACTION PLANS

To achieve our objectives for the period of 2014 - 2019, three focus areas have been identified. An action plan has been drawn up for each of the focus areas, detailing certain activities that will help towards realising and achieving our vision and objectives. The Administrative Council is responsible for appointing Focus Area Managers. The following three focus areas have been identified:

- Knowledge building

- Conservation
- Tourism destination development

Work on developing the World Heritage Site as a tourist destination shall be given priority over the next five years. This involves taking a holistic approach in terms of how to attract, greet and take care of our visitors - from signposting to marketing. As part of this holistic approach, the information centre at Skräddö provides the perfect opportunity to meet new visitors.

Priority shall also be given to the development of the methods used for maintaining, monitoring, caring for and documenting the rock carvings and surrounding landscapes. The municipality has begun work on drafting a new comprehensive plan. The new plan provides an opportunity to collectively discuss how to best maintain and develop the World Heritage Site. The matter of documenting rock carvings must be resolved over the coming years. The care and management of landscapes and rock carvings should be subject to review.

Our desire is to develop dispositions towards a greater local engagement and participation by involving local stakeholders and groups in the work on focus areas and projects. One area of continued importance is the work carried out in schools - particularly at the World Heritage Preschool in Vitlycke. The partnership with the University of Gothenburg should be progressed further in order to advance the development of knowledge about the Tanum World Heritage Site.

WE HAVE AN ORGANISATION THAT DECIDES, FOLLOWS UP AND EVALUATE MANAGEMENT PLAN AND ACTION PROGRAMMES.

We have an organisation that not only ensures the implementation of the management plan but also, involves the local community in its work. *The World Heritage Committee* consists of the Management for Region Västra Götaland, the County Administrative Board and Tanum Municipality. The Committee decides and draws up a Management Plan, valid for a period of five years, and authorises the *Administrative Council*, as appointed by the World Heritage Committee, to implement the plan. The Administrative Council appoints *Focus Areas Managers* who are responsible for the implementation of action plans. All action plans are subject to an annual review. Special *stakeholder groups* may also play a part in different focus areas and projects.



