Interreg Austria-Hungary
European Union – European Regional Development Fund
Common Heritage

ENTWURF

eines Managementplans

für die UNESCO Welterbestätte Kulturlandschaft Fertő-Neusiedler See (AT/HU)

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DRAFT

Managementplan

for the UNESCO World Heritage Site Cultural Landscape Fertő-Neusiedler See

(AT/HU)

THIS DOCUMENT IS NOT A OFFICIAL WORLD HERITAGE MANAGEMENT PLAN!

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UNESCO WELTERBE Fertő-Neusiedler See

Fertő-Neusiedler See Management Plan

Forewords

1. Introduction to the Management Plan

1.1 Tasks and content of the management plan

1.1.1 The need for the plan

The creation of a management plan is a prerequisite for maintaining World Heritage Site status. It should include the objectives and measures for the preservation of the OUV (Outstanding Universal Value) and thus for the protection and sustainable development of the World Heritage Site. The Fertő-Neusiedler See Cultural Landscape was included in the World Heritage List in 2001 as a cross-border World Heritage Site. Therefore, the management plan is also a joint task of the Austrian and Hungarian World Heritage Site managers. The first joint management plan for the Fertő-Neusiedler See Cultural Landscape was completed in 2003. Around 20 years later, the economic, social and legal framework has evolved and needs to be updated. A management plan not only serves an area to fulfil its tasks and obligations in relation to the World Heritage Site but can also be an important tool for sustainable regional development. Above all with regard to the sustainable cultural and settlement development of a region, this management plan is a proven method of bringing defined objectives into sustainable implementation.

A management plan is the basis for a number of topics:

- Creation of publicity for the values of the World Heritage Site
- Providing an instrument to enable local communities and higher regional and national bodies to continuously monitor the implementation of the objectives of the World Heritage Site Convention
- Creation of a basic document for the relevant administrative bodies and in support of bilateral cooperation
- Support for the preservation, development and dissemination of the values of the Fertő-Neusiedler See Cultural Landscape for future generations through continuity in planning, programming and financing

The World Heritage Site Committee underlines the importance of management plans as effective tools for the management of World Heritage Sites, especially when different interests are involved. For this reason, the plan for the Fertő-Neusiedler See area should be prepared jointly and be effective and adopted across states and meet the requirements of UNESCO.

1.1.2 Plan objective

The goal of the management plan is to preserve, research and summarise the development goals of all the factors which form the basis for registration on the World Heritage List as well as to create the institutional foundations and procedures of the World Heritage Site. In so doing, the future prospects and strategies to be followed should be defined and short-, medium- and long-term goals set for the Site. The basis for this is the existing laws, legally binding documents and decrees of local governments in Austria and Hungary, as well as joint decisions of the competent authorities, in accordance with the plans of the governments at national, regional and local level, their objectives, systems and

implementation instruments. These binding documents are supplemented by technical foundations and concepts as well as the expertise of actors and responsible persons on site. The plan should therefore be seen as a holistic guide to action and development that contributes to the long-term conservation and development of the World Heritage Site in a manner suitable for the World Heritage Site.

The main tasks are:

- Providing a basic document for the responsible administrative bodies
- Developing a vision of the quality and significance, the current state and the potential of the world heritage
- Identify the risks and challenges faced by stakeholders in the World Heritage Area
- Establish guiding objectives and actions for the management of the World Heritage Site to preserve and elevate its value forever
- Raising public awareness and raising public interest in the World Heritage Site to ensure understanding of its values
- Highlighting the cultural and economic benefits of the World Heritage Site
- Designing a sustainable approach to the management and use of the World Heritage Site, in which all aspects of use are represented in a balanced manner (e.g. preservation of culture and nature, regional development, tourism and agriculture)
- Establishing a programme of measures and setting priorities based on a holistic and strategic approach to the conservation and development of the World Heritage Site in Austria and Hungary
- Ensuring continuity in planning, programming and financing for future generations

1.1.3 Legal status of the Plan

According to the guidelines for the implementation of the World Heritage Convention, each site entered on the World Heritage List should have a management plan (§ 108 Operational Guidelines). Management plans are the central planning tool for the protection, use, maintenance and successful further development of World Heritage Sites. The management plan is a recommendation. It plays a strategic and influential role, but its contents are not generally binding. The legal binding nature of the content is established through the procedures and instruments enshrined in laws and regulations at national, regional and local level t.

AUSTRIA

The World Heritage Site is listed in Austrian legislation by the Convention for the Protection of the Cultural and Natural Heritage of the World (World Heritage Convention of UNESCO) including the Austrian Declaration (BGBl. 60/1993). Austria undertakes to record, protect and preserve the cultural

and natural heritage on its territory. Measures which could directly or indirectly damage the World Heritage Site shall be refrained from. The management plan is therefore primarily a strategic plan, which only acquires its legal binding force in the laws and regulations of the federal, state and municipalities. In federal law, the Umweltvertäglichkeitsprüfungsgesetz (Environmental Impact Assessment Act) (UVP-Gesetz 2000 as amended) nominally refers to the World Heritage Site. World Heritage Sites are categorised as “Special Protection Areas” in which certain projects are subject to a mandatory EIA. In Burgenland, the World Heritage Site has been mentioned in the Baugesetz since the amendment of 2019, so that the development of land is only permitted if registered World Heritage Sites are taken into account (§ 3 (4) Building Law 1997 as amended). In addition, the World Heritage Site and the OUV are also found in the Burgenland Naturschutz- und Landschaftspflegegesetz (Nature Conservation and Landscape Care Law) (Bgld. NG 1990). Other laws that nominally address the World Heritage Site do not exist. However, there is a strong functional link to numerous legal issues, in particular to the protection of monuments, nature and landscape conservation and spatial planning. In 2008, the Fertő-Neusiedler See World Heritage Site Association (as a management organisation) established an interdisciplinary design advisory board, which assesses construction and infrastructure projects above a certain size with regard to compatibility with the World Heritage Site. The assessment is based on the "Criteria for Building in the World Heritage Site" (2008) and serves as a recommendation for the building and spatial planning authorities.

For the implementation of the Management Plan it is crucial that the understanding of the opportunities and challenges of the World Heritage Site and the objectives and measures are agreed with the stakeholders in the World Heritage Site and ultimately supported by them. The management plan is also to be understood as a self-commitment to which those responsible in the area are to adhere. Not only the World Heritage Association, ICOMOS and the UNESCO Commission as well as departments of the Federal Government, the State of Burgenland and the municipalities take over the control function, but especially the public through their democratic will formation and participation. To this end, it is essential that the public's awareness of the World Heritage Site is as high as possible and that the contents of the management plan are known. The planning process for the present management plan relied on the broad involvement of knowledge and decision-makers in the region, across borders.

HUNGARY

The State of Hungary promulgated the United Nations Convention Concerning the Protection of the World Cultural and Natural Heritage by Decree Law No. 21 in 1985. The Hungarian National Assembly subsequently adopted a World Heritage Site Law (Act LXXVII) in 2011 with a view to effectively implementing the objectives of the Convention and laying down the provisions necessary for the conservation of the exceptional universal heritage, taking into account sustainable development. It lays down the principles for the conservation of the World Heritage Site and provides information on the design of the management plan.

In a decree from 2011 (315/2011 (XII.27.)), the mandatory content of the management plan and the preparation of the tentative list are determined. This decree was valid until 30.12.2019. On 01.01.2020, Decree 335/2019 entered into force. (XII. 23.) and governs the World Heritage Site, the content and preparation of a management plan as well as the administration and the right of

first refusal of the state in the World Heritage Site.

Another decree contains the constellation of a planning jury for area planning and architectural construction (252/2006 (XII. 7.). It is recorded which construction projects in the World Heritage Site (in the planning phase) must be submitted to a specialist jury. In principle, all planned objects should be treated and assessed, but in many cases the jury no longer has any control. The authority granting the permit is not bound to its recommendations. This public interest can only be enforced with an appropriate legal basis. Nothing can more effectively express the public interest in an area or a monument than if it is recognised by the international community as part of its own heritage. It would also therefore be desirable for the World Heritage Association or the competent authority to be better integrated.

1.2 The creation of the management plan – planning process

The present management plan continues to adopt the valid principles and contents of the 2003 management plan and supplements and updates new problems and findings. This was developed in an intensive work process with multiple participation of experts, politicians, local authorities and the interested population.

The preparation of the new management plan for the Fertő-Neusiedler See World Heritage Site has been funded and implemented under the EU-funded Interreg AT-HU project “Common Heritage” as a key action of the T1 work package.

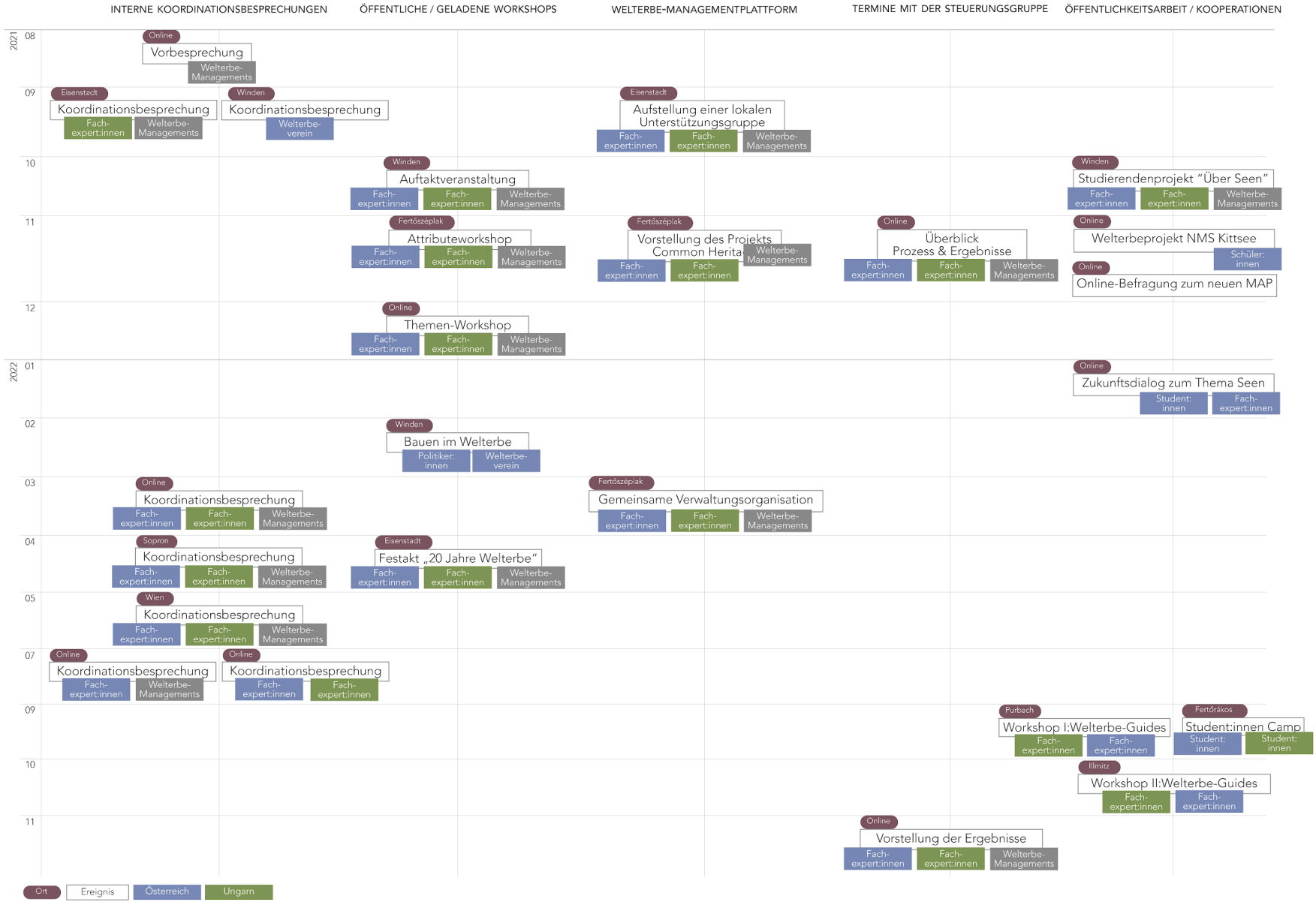


Figure 01-01: Process graphics

Source: Illustration by author.

The meetings between the planning team and the actors involved in the process are listed below. Throughout the process, participants from Hungary and Austria were equally involved and bilingual events were accompanied by a team of interpreters. The planning teams were composed in an interdisciplinary way, especially from the fields of spatial planning, architecture, landscape planning and regional development.

AUT & HUN coordination meetings

- Preliminary meeting with the World Heritage Management (20.08.2021, online)
- Coordination meeting with experts from Austria and Hungary and the World Heritage Management (06.09.2021, Eisenstadt)
- Coordination meeting with the World Heritage Association Austria (14.09.2022, Winden am See)
- Coordination meeting with experts from Austria and Hungary and the World Heritage Management (24.03.2022, online)
- Coordination meeting with experts from Austria and Hungary and the World Heritage Management (08.04.2022, Sopron)
- Coordination meeting with experts from Austria and Hungary and the World Heritage Management (02.05.2022, Vienna)
- Coordination meeting with experts from Austria and the World Heritage Management (07.07.2022, online)
- Coordination meeting with experts from Austria and Hungary (21.07.22, online)
- Numerous direct coordination meetings between Austrian and Hungarian experts

In order to prepare the process for the new MAP, the Austrian and Hungarian World Heritage Management have already held technical and coordination discussions beforehand. The reporting and exchange of information between the World Heritage Associations and between the commissioned experts / planning teams was continuously accelerated during the process of creating the management plan.

In addition to a kick-off event at which the goal and process of the new MAP were presented, the planning teams organised three further workshops with different focal points. It was important to the team to reach a wide range of stakeholders and to organise the events both in Austria and in Hungary.

Workshops

- Opening event (18.10.21, Winden am See)
- 1. Workshop: Attributes of the World Heritage Site: Values, risks and potentials (10.11.21, Fertőszéplak, Széchényi Mansion)
- 2. Workshop: Objectives and measures for the World Heritage Site (13.12.21, online)
- 3. Workshop: Attributes, visions and building in the World Heritage Site with Austrian community representatives (22.02.22, Winden am See)

- Festive event "20 Years Fertő-Neusiedler See Cultural Landscape World Heritage Site" with moderated talks (28.4.2022 in Eisenstadt, Estzerházy Palace)

World Heritage Management Platform

A key objective of the overall Common Heritage project (INTERREG VA Austria – Hungary) is to coordinate joint management of the World Heritage Site. A total of three workshops accompanied by CESCI (Central European Service for Cross-Border Initiatives, Budapest) were held.

- 1. Workshop: Establishment of a local support group (28.09.21, Eisenstadt, Estzerházy Palace)
- 2. Workshop: Cross-border administrative organisations (10.11.21, Fertőszéplak, Széchényi Mansion)
- 3. Workshop: Presentation of alternatives for the structure and functioning of a joint administrative organisation (02.03.22, Fertőszéplak, Széchényi Mansion)

Control group

The steering group for the preparation process of the management plan consists of representatives of various institutions (Federal Ministry of Art, Culture, Public Service and Sport, Prime Minister's Office Hungary, ICOMOS Austria and Hungary, Chairwoman of the World Heritage Associations Austria and Hungary, World Heritage Management Austria and Hungary, Directors of the Associations of the National Park Austria and Hungary) and experts from Austria and Hungary. At this meeting, the process and the content developed to date were presented and discussed.

- Overview of the process and the results (30.11.21, online)
- Presentation of the results (12.12.22, online)

The representatives of the steering group were invited to all workshops on the management plan and the management platform and played an active part in this.

Public relations

I In the course of the preparation process of the management plan, the general population (in the course of an online survey) as well as Young Experts (students of the Vienna University of Technology) and the younger generation (students of the UNESCO School Kittsee) also had their say. At the kick-off event in Winden am See, students of spatial planning at the Vienna University of Technology presented a series of interactive posters on the Neusiedler See region. Among other things, questions were asked about the special places and qualities of the region as well as the attitude to complex topics such as building culture, water level of the lake or mobility in the region. On 24 January 2022, a dialogue on the future entitled "Über Seen" ("About Lakes"), organised online by the same students, took place with the participation of around 60 people related to lake regions. Interesting discussions on climate change, mobility, building culture and seasonal uses in the World Heritage Site in exchange with the maritime regions around Lake Attersee and around Lake Wörthersee once again took place here (see TU Wien 2022). In September 2022, a series of workshops for future "World Heritage Guides" was organised by the "Welterbe Neusiedler See" (Lake Neusiedl World Heritage Association).

- Presentation of the student project "Über Seen" (18.10.2021, Winden am See)

- World Heritage Project: Pupils NMS Kittsee (30.11.21, Online)
- Online survey on the new management plan (November 2021, online)
- Dialogue on the future of lakes: Students TU Wien (24.01.2022, Online)
- Workshops and excursions World Heritage Guides (22.09.2022, Purbach and 12.10.2022, Illmitz)
- Students Camp with Hungarian and Austrian students (19–23.09.2022, Fertőrákos)
- Press releases, see, among others, www.welterbe.org/seiten/97< u} and other entries on the websites welterbe.org and www.fertotaj.hu

The work and coordination dates for the new management plan have largely fallen into the time of the global COVID-19 pandemic and partly into phases of lockdowns and movement restrictions. For this reason, personal meetings were often not possible or only possible to a limited extent, as a result of which a significant number of meetings and workshops had to be held as online video conferences.

2. Fertő-Neusiedler See World Heritage Site

2.1 Characteristics and designation

Designation:	Fertő-Neusiedler See Cultural Landscape
Date of registration:	16 December 2001 *Decision of the 25th Meeting of the World Heritage Committee (25 COM) from 11–16 December 2001) in Helsinki, Finland*
Registration criterion:	C (v) *In order to be included on the UNESCO World Heritage List, a site must be an excellent example of a traditional human settlement, land or sea use that is typical of one or more particular cultures, or of the interaction between man and the environment, especially if this is threatened by destruction as a result of unstoppable change. (Criterion (v) acc. UNESCO)*
First management plan:	November 2003
Countries:	Austria and Hungary
Regional affiliation:	State of Burgenland (Republic of Austria) Győr-Moson-Sopron County (Republic of Hungary)

Geographic coordinates:	Core zone	Core zone & buffer zone
	Lat 47.6018 N to 47.9222 N Long 16.6277 E to 16.9250 E	Lat 47.5583 N to 47.9222 N Long 16.6277 E to 16.9333 E

Area [1]:	Core zone	Buffer zone
	67,632.88 ha	6,590.68 ha

The World Heritage Site and its buffer zone are located in the territories of the two states of Austria and Hungary in the transitional area of large European landscapes: the Alps and Carpathians as well as the Hungarian Plain (Puszta). From the 10th century up to the First World War, the region belonged to Hungary or to the Hungarian half of the Austro-Hungarian Empire. With the peace treaty of St. Germain (1919) the western parts of the former counties of Sopron and Moson came to Austria, in 1921 a new state border was drawn. At the turn of the year 1921/22, Burgenland came to the Republic of Austria as an "independent, equal federal state".

The Austrian part of the Fertő-Neusiedler See Cultural Landscape is located in the easternmost federal state, Burgenland. The Burgenland has an area of 3,965 km² and its capital is Eisenstadt (Hungarian:

[1] The boundaries of the core and buffer zones were evaluated in the course of the work package "L landscape observatory" of the project "Common Heritage" and adapted to actual conditions (e.g. municipal boundaries) in small areas.

Kismarton). Burgenland borders Lower Austria and Styria to the west, Slovakia to the northeast, Hungary to the east and Slovenia to the south.

On the Hungarian side, the World Heritage area is located in the northwestern part of the country, in the county of Győr-Moson-Sopron, which covers an area of about 4,200 km². The centre of the county is the town of Győr, which lies on the banks of the Danube.

Lake Neusiedl (Hungarian: Fertő-tó) is located about 60 km from Vienna (pop 1.93 mil, Austria) and about 40 km from Bratislava (pop. 480,000, Slovakia). The Burgenland state capital Eisenstadt (pop. 15,000, Austria) is about 15 km away, the Hungarian county towns – Sopron (pop. 60,000) about 7 km and Győr (pop. 130,000) – are about 80 km from the lake. With its surrounding cultural landscape, the lake forms a particularly valuable and sensitive region within the European city region of Vienna – Bratislava – Győr – Sopron. The importance of the Fertő-Neusiedler See region is particularly evident in the fact that it has important settlements with a millennia-old history within a relatively small area.

Figure 02-01: Location of World Heritage Site

Source: Illustration by author

The Fertő-Neusiedler See Cultural Landscape, which was registered in the list of World Heritage Sites in 2001, includes the Ramsar wetland area Neusiedler See/Seewinkel, the entire municipal area of the free city Rust on the western shore of the lake, whose historic city centre is fully protected as a monument, the towns of Mörbisch, Oggau, Donnerskirchen, Purbach, Breitenbrunn and Winden am See and the associated corridors, parts of the municipal areas of St. Margarethen (Roman quarry), Oslip, Schützen, Neusiedl am See, Jois and Weiden, and east of the lake parts of the national park Neusiedler See – Seewinkel and the villages Podersdorf, Illmitz and Apetlon as well as parts of the municipal areas of Gols, Frauenkirchen, St. Andrä and Pamhagen. The buffer zone corresponds to parts of the nature and landscape conservation area Neusiedler See-Seewinkel and other parts of the parts of the National Park Neusiedler See-Seewinkel located outside the core zone of the World Heritage

Site

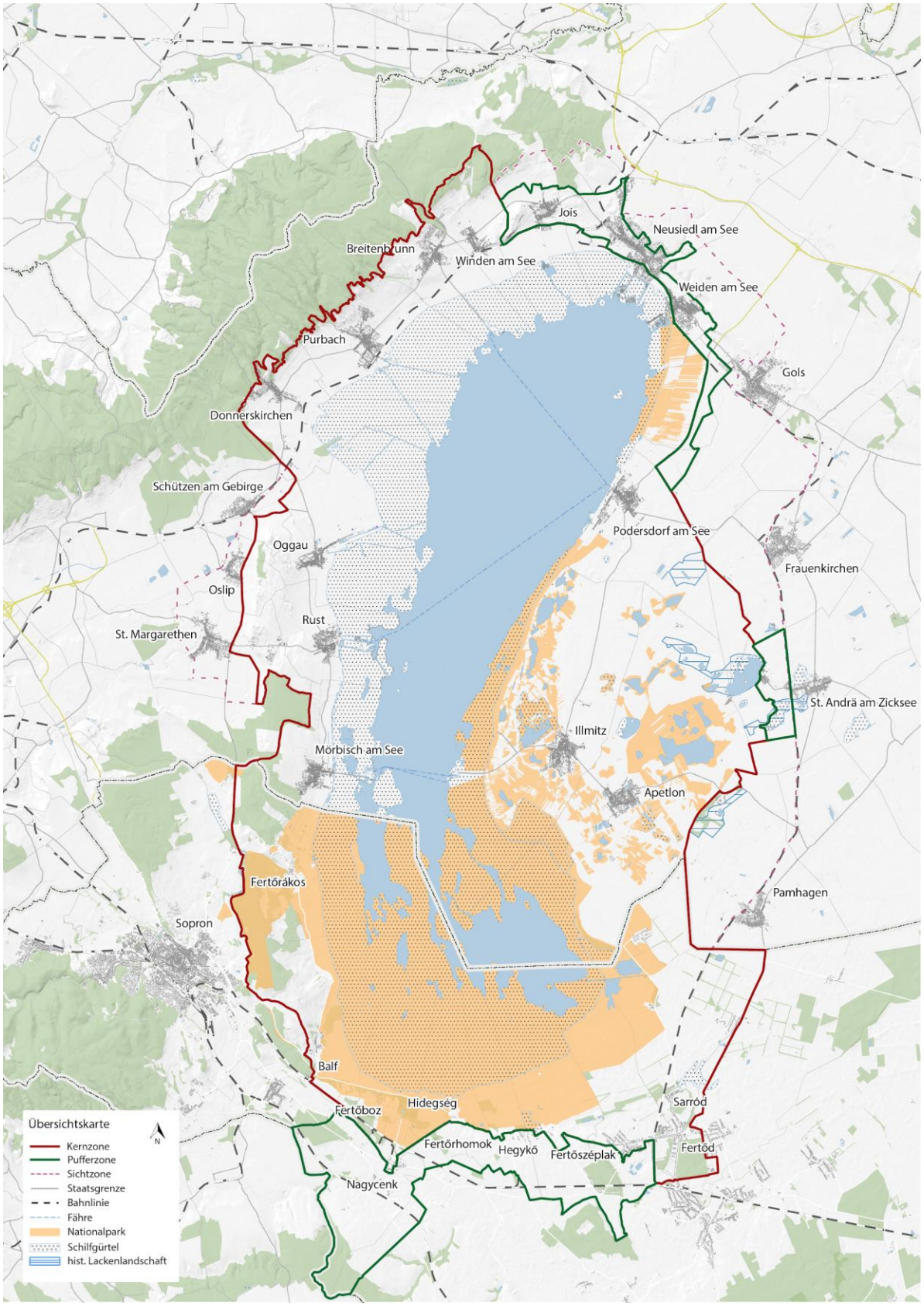
On the Hungarian side, the following areas belong to the Fertő-Neusiedler See Cultural Landscape World Heritage Site: The entire territory of the Hungarian National Park Fertő-Hanság on the lake; the town of Fertőrákos – whose centre is a listed monument – up to the road that leads to the site of the "Pan-European Picnic" (today: Memorial park with sculpture group "Breakthrough") on the state border; the historical ensemble of Széchenyi Mansion in Nagycenk, which is protected as a monument, including the Lindenallee, which leads from the mansion towards the lake; the local area of Fertőd and the listed historical ensemble of Esterházy Palace; the area belonging to Fertőd between the lake and the road to Pamhagen; the towns of Sarród and Fertőboz; the local areas of Fertőszéplak, Hegykő, Fertőhomok, Hidegség and Balf (municipality of Sopron) as well as the strip of land between the centres of these towns and the lake. The buffer zone is formed by the outer areas of Nagycenk, Hidegség, Fertőhomok, Hegykő and Fertőszéplak. In Hungary, ten municipalities are located in the World Heritage Site or have a share in it, in Austria, twenty. The zones of the World Heritage Site are shown in Figure 3.

In the past twenty years, especially since the EU's eastward enlargement in 2004, there has been a strong influx in the city triangle of Vienna, Bratislava and on a smaller scale around Györ and Sopron, which is also reflected in the intensive construction activity. In the last ten years, the population of the twenty Austrian World Heritage Site communities has risen from around 45,800 (2011) to over 48,000 (2021), an average of 5.1% for the communities. Neusiedl am See in particular has grown strongly in recent years – since 2001, the population of the municipality has increased from around 5,600 to over 8,600 inhabitants. In contrast, Pamhagen, the most southeastern municipality of the Austrian World Heritage Site, located on the Hungarian border, recorded a population decline of 11.4% (Statistik Austria, 2002, p.31ff; Statistik Burgenland, 2022, p.1ff). In addition, secondary and holiday homes play an important role in the construction activity – at around 25 to 35%, the proportion of secondary residences in the municipalities is high. These developments also affect land prices. While very high land prices are achieved in Neusiedl am See, the building land prices in Seewinkel have so far been comparatively low.

The particularly convenient location – especially of the municipalities in the north – also has an impact on the population. The region has become attractive for many people to live in: With a high quality of life (living in the countryside) and close to the recreational area of Lake Neusiedl, the attractive rail and car connections make it easy to reach the conurbation of Vienna. The proximity to the larger metropolitan areas is also reflected in the commuting rate: In the Austrian World Heritage Communities, the proportion of commuters is over 70%, and in some municipalities (Winden am See, Oslip and Schützen am Gebirge) even around 85% (Statistik Austria, 2021, p.1ff). Around half of the working population commutes to Vienna.

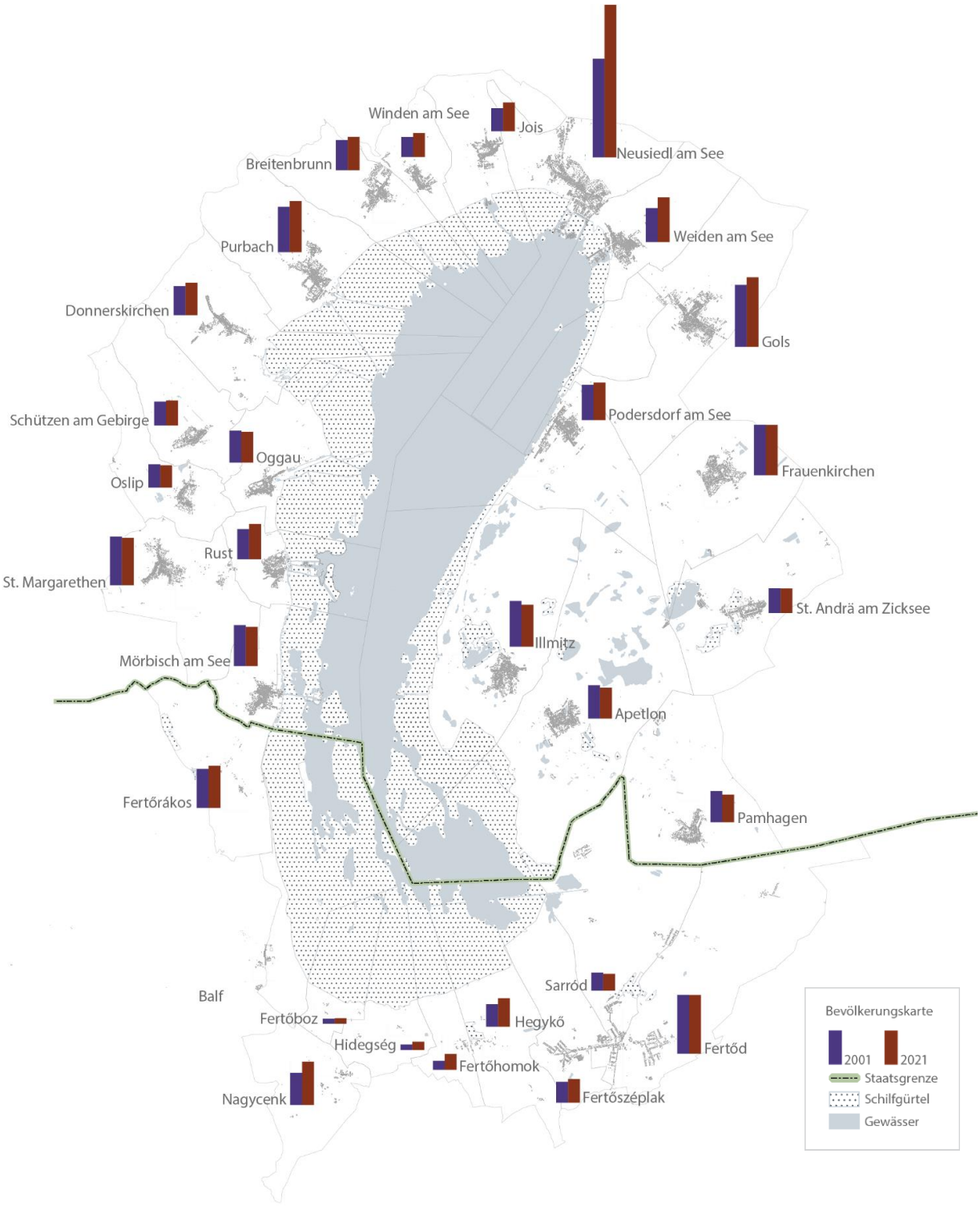
In the period 2001 to 2021, the population of the Hungarian settlements of the World Heritage area increased on average by about 15% (KSH data). All settlements except Fertőd recorded an increase in population. The growth in population is linked to an increase in cultivated area and the expansion of settlements. The population growth in the Hungarian settlements of the World Heritage area is largely due to immigration from eastern Hungary, which is attracted by the jobs on the other side of the border.

Figure 02-02: General map: Core and buffer zone of the World Heritage Site



Source: Illustration by author.

Illustration 02-03 Population development 2021 & 2001



Source: Illustration by author.

Table 02-01: Population development

Communities	2001	2021	Change in %	Share in the World Heritage Site in %	Local area in the World Heritage Site[2]
Communities in Austria on the lake					
Mörbisch am See	2,323	2,228	-4.1%	100%	yes
Rust	1,714	2,000	16.7%	100%	yes
Oggau am Neusiedler See	1,811	1,738	-4,0%	100%	yes
Donnerskirchen	1,649	1,841	11.6%	67%	yes
Purbach am Neusiedlersee	2,570	2,899	12.8%	70%	yes
Breitenbrunn	1,702	1,883	10.6%	70%	yes
Winden am See	1,125	1,357	20.6%	100%	yes
Jois	1,310	1,624	24.0%	63%	yes
Neusiedl am See	5,584	8,643	54.8%	77%	yes
Weiden am See	1,922	2,527	31.5%	54%	yes
Podersdorf am See	1,998	2,128	6.5%	100%	yes
Illmitz	2,595	2,377	-8.4%	100%	yes
Apetlon	1,888	1,746	-7.5%	99.99%	yes

[2] The World Heritage Site is the core zone including the buffer zone.

Communities	2001	2021	Change in %	Share in the World Heritage Site in %	Local area in the World Heritage Site[2]
TOTAL	**28,191**	**32,991**	**17.0%**		
Communities in Austria not on the lake					
Gols	3,516	3,944	12.2%	7%	no
Frauenkirchen	2,856	2,854	-0.1%	14%	no
Sankt Andrä am Zicksee	1,397	1,392	-0.4%	28%	mostly no
Oslip	1,323	1,271	-3.9%	20%	no
Schützen am Gebirge	1,360	1,417	4.2%	9%	no
Pamhagen	1,768	1,566	-11.4%	1%	no
St. Margarethen	2,762	2,683	-2.9%	21%	mostly no
TOTAL	**14,982**	**15,127**	**1.0%**		
Communities in Hungary*					
Sarród	1,023	959	-6.3%	100%	yes
Fertőszéplak	1,181	1,337	13.2%	100%	yes
Hegykő	1,275	1,611	26.4%	99%	yes
Fertőhomok	504	891	76.8%	100%	yes
Hidegség	305	462	51,5%	100%	yes
Fertőboz	279	306	9.7%	100%	yes

Communities	2001	2021	Change in %	Share in the World Heritage Site in %	Local area in the World Heritage Site[2]
Balf *(no data available)*	–	–	–	–	yes
Fertőrákos	2,212	2,394	8.2%	84%	yes
TOTAL*	**6,779**	**7,960**	**17.4%**		
Communities in Hungary without lake access					
Fertőd	3,337	3,332	-0.1%	11%	partly
Nagycenk	1,829	2,454	34.2%	100%	yes
TOTAL	**5,166**	**5,786**	**12.0%**		
TOTAL AUSTRIA	**43,173**	**48,118**	**11.5%**		
TOTAL HUNGARY*	**11,945**	**13,746**	**15.1%**		
TOTAL WORLD HERITAGE SITE*	**55,118**	**61,864**	**+ 12.2%**		

* not including the village of Balf

Sources: Statistik Austria (Statistics Austria) 2002, Statistik Burgenland (Statistics Burgenland) 2022, Központi Statisztikai Hivatal, 2022

2.2 History of the World Heritage Site – the World Heritage Site in the 21st century

In 2001, the Fertő-Neusiedler Cultural Landscape was designated a World Heritage Site and thus recognised as having "outstanding universal value" (OUV), which must be protected, preserved in its unique character and at the same time sustainably used and developed. Population and visitors to the region appreciate the peculiarities of the Cultural Landscape that have arisen as a result of the interplay between nature and culture – landscapes and villages. The scenic beauty, a variety of cultural and leisure activities and the proximity to Vienna and Bratislava make the region particularly attractive as a place of residence and leisure residence in the catchment area of the two capitals. The demand for land, flats and holiday and weekend homes is high, making settlement extensions or redensification and enlargement of holiday settlements and their compatibility a challenge in many places.

The protection of the Cultural Landscape has always been confronted with major infrastructure projects (for example, recreational facilities on the lake, hotel and health facilities, public buildings, agricultural halls, greenhouses, wind and solar power plants, etc.) in the World Heritage Site or its vicinity. The surrounding area of the World Heritage Site is a particularly windy area, the wind turbines on Parndorfer Platte, near Andau and Deutschkreutz/Nikitsch are partly visible from the World Heritage area. Larger road constructions have not been carried out in the region, apart from the Schützen bypass (just outside the World Heritage Site. A project to build a motorway along the Leitha mountain range, which would have meant a massive encroachment on the landscape, was rejected at the beginning of the 2000s. On the other hand, in connection with the Interreg project "Sustainable Environmentally Friendly Transport and Tourism in Sensitive Areas" (BMLFUW 2008), numerous measures for improvement in the sense of sustainable transport offers were implemented (acceleration and frequency of trains and buses, local buses, footpaths, ...). As already mentioned in the previous section, the network of cycle paths received a significant upgrade.

The region of Lake Neusiedl is a well-known holiday and excursion area. Popular excursion destinations are not only the lake and the highly sensitive puddle landscape of the Seewinkel, but also the hill country, the Leitha Mountains, the Sopron Mountains and above all the numerous winegrowing enterprises, whose quality wines and wide gastronomic offer are now internationally known. In addition, there are thermal baths in Balf and Hegykő and, since 2009, in the vicinity of the World Heritage Site, St. Martin's Therme in Frauenkirchen (for 1,300 bathers and 500 hotel guests). The vastness of the landscape can be experienced particularly well by bike on the exemplary network of cycle paths or by taking a horseback tour. Heights and observation towers offer interesting views of the lake, the reed bed, the puddles, the vineyard and arable landscape and the plains to the east. The paths run partly along lakeside meadows, pastures, puddles and reeds, through woodlands, vegetable fields, vineyards and fruit crops as well as through the villages. The lidos and leisure facilities on the Austrian lakeshore have undergone renovations and redesigns in recent years or are in the process of being redesigned. The major tourist project around the Fertőrákos beach was suspended in the summer of 2022 due to austerity measures in Hungary.

Apart from its importance as a tourist destination and natural landscape, the region is particularly well regarded in terms of viticulture and vegetable production. Keeping the sensitive ecosystems of the water landscape in balance with irrigation-intensive high-performance agriculture, protecting the lake and the remaining puddles from drying out, but also preserving the aesthetic experience of pristine landscapes and agricultural or viticultural cultural landscapes alongside foil tunnels and wind turbines (outside the World Heritage zones), expanding settlements and tourist infrastructure are among the major challenges of recent decades.

2.3 The OUV - the Outstanding Universal Value - of the Fertő-Neusiedler See Cultural Landscape

2.3.1 General description of the UNESCO World Heritage Site

The nomination of the Fertő-Neusiedler See region as a World Heritage Site in the Cultural Landscape category was submitted by the Republic of Austria and the Republic of Hungary. The inclusion of cultural landscapes in the World Heritage List as an independent category was conceived by UNESCO in 1992 and implemented starting in 1994. In the understanding of UNESCO, they represent joint works of nature and man and are exemplary for the development of human society and settlement over time (cf. Albert, 2019, p.42). As a cultural landscape that forms a geographical and historical unit, the Fertő-Neusiedler See region is an impressive example not only of the combination of culture and nature, but also of the interaction of two cultures. In the nomination, the unbroken transition between the cultural traditions and lifestyles of Western Hungary and Eastern Austria, for which the region stands, was particularly emphasised.

This example shows that borders are largely meaningless for cultural landscapes as long as the people who work the land in accordance with environmental conditions, with their history and their achievements across political borders, create a continuity of the interaction between man and nature. Although the two states differ in many respects and economic and social inequalities exist, the natural landscape and the way they deal with the common cultural landscape form a cohesive unit. The Neusiedler See-Seewinkel / Fertő-Hanság Nemzeti Park National Park, which is recognised by the IUCN (International Union for Conservation of Nature), also makes a major contribution to this. Nature management, birdwatching and research ensure that the valuable habitats are preserved in the long term in the approximately 300 km^2 national park (see National Park Neusiedler See - Seewinkel, n.d. a).

Especially the much-quoted variety of landscapes makes up the special and unique value of the World Heritage Site and invites you to experience the region with all its facets. The Leitha Mountains and the Sopron Mountains in the northwest, the Parndorf Plain in the northeast, the expanses of the lake angle in the southeast and the landscape characterised by wine growing in the west delimit and characterise the area, and at the same time act as gateways to the World Heritage Site. The wooded area on the border of Mörbisch am See and Fertőrákos offers a very special view, which makes the visual expanse of the World Heritage area even more tangible. Cyclists and walkers get the feeling of being able to immerse themselves in the World Heritage Site and get an overview of the diverse Cultural Landscape

(water, reeds, vineyards located in the hills, damp meadows, swamp areas, puddle landscape, etc.) and their historically influenced villages.

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At the heart of the region is Lake Neusiedl (Hungarian Fertő-tó), which has always been subject to its own dynamics: High water levels and flooding follow long withdrawal periods up to the complete drying out and disappearance of the lake (stabilised by the lock of the Einser Canal, see *Chapter 7.1.2*). It serves as a unique habitat for numerous animal and plant species and attracts numerous nature and sports enthusiasts for splashing in the water, surfing and boating on the water and cycling and walking around the water. The broad reed bed around the lake is considered to be the second largest contiguous reed population in Europe (see National Park Neusiedler See - Seewinkel, n.d. b). In some communities, the reed bed is home to lakeside cabins, seaside resorts and other (tourist) uses. At the end of the 1950s and the beginning of the 1960s, large-scale landfills were built to build seaside resorts and serve growing tourism (cf. Kleemaier-Wetl, 2015, p.38). Around the lake, somewhat away from the reeds, the villages blend harmoniously into the landscape, although the pressure to use them, economic interests and the growing population (especially in the communities north of the lake) endanger compact town centres and closed settlement borders. Within the villages, a large stock of valuable historical monuments and building ensembles can be found, which architecturally documents the traditional agricultural way of life. Most villages have been continuously populated at least since the Middle Ages, which is evidenced by the structure of different periods preserved side by side and one above the other. In addition, old customs, legends, traditions and lifestyles recall past times and lay the foundation for the creative potential of the region, which has emerged more and more clearly in recent years. Regional and local actors offer innovative tourism and trade, numerous inns, artists and winegrowers are known far beyond regional and national borders for their quality, and various sporting and cultural events are an integral part of the region.

These and other aspects give the Fertő-Neusiedler See region its extraordinary and universal value and contribute to the protection, preservation and sustainable development of the Cultural Landscape.

2.3.2 Retrospective statement of Outstanding Universal Value Fertő-Neusiedler See

Pursuant to §154 of the Operational Guidelines, the Statement of Outstanding Universal Value (SOUV) is a statement of the extraordinary universal value of a site and is adopted by the World Heritage Committee, if it decides to include a commodity in the World Heritage List, with the involvement of the advisory bodies. A Retrospective Statement of Outstanding Universal Value (RSOUV) is a retrospectively formulated declaration of the OUV for sites that were already entered on the World Heritage List before 2007. The requirement to create an SOUV has only been included in the

Operational Guidelines since 2005 (Borchi, 2012, p.4). The statement should contain a summary of the OUV specifications of the site of the Committee and the criteria according to which the property was registered, as well as the description of integrity and authenticity. In addition, a declaration of the applicable protection and administration as well as the future requirements for protection and administration should be specified (cf. §§ 154 et seq. OG).

The German-language working translation from English was carried out and coordinated by the Austrian UNESCO Commission on behalf of the Federal Ministry for Art, Culture, Public Service and Sport (BMKÖS), in cooperation with the Austrian World Heritage Sites and ICOMOS Austria:

Fertő-Neusiedler See Cultural Landscape (772rev)

Decision: StF 25COM XA (2001) idF 37COM 8E (2013)

Annotated working translation

Short description

The Fertő-Neusiedler See Cultural Landscape includes the westernmost steppe lake in Eurasia. It is an area of outstanding natural values and landscape diversity, created and preserved by the confluence of different types of landscapes. Situated at the intersection of various geographical flora and fauna zones and wetlands, the area is characterised by subalpine mountains, sub-Mediterranean hills, alkaline lakes that dry out from time to time, salty soils, reeds and shore plains. This area, a biosphere reserve[3] and a gene bank of high value, is home to a rich variety of flora and fauna and has been harmoniously designed for eight millennia by different human groups and ethnically diverse population groups.

The current character of the landscape is the result of thousands of years of land use based on livestock and viticulture to an extent not found in other European lake regions. This interaction also manifests itself in the centuries-long continuity of urban and architectural traditions and the manifold traditional uses of land and lake. Lake Fertő-Neusiedler See is surrounded by an inner ring consisting of sixteen settlements and an outer ring with a further twenty settlements.

Two major time periods can be determined: from about 6000 BC until the founding of the Hungarian state in the 11th century AD and from the 11th century until today. Beginning in the 7th century BC, the lakeshore was densely populated by people of the early Iron Age Hallstatt culture and cultures of the late prehistoric and Roman times. On the fields of almost all villages around the lake there are remains of Roman villas. The basis of today's network of towns and villages, whose markets have flourished since 1277, was established in the 12th and 13th centuries. The Tatar invasion in the middle of the 13th century left this region intact and it experienced unbroken development during the entire Middle Ages until the Turkish conquest in the late 16th century. The economic basis was always the export of livestock and wine. Especially the historical centre of the medieval free town of Rust flourished through the wine trade.

Rust is an outstanding example of a traditional human settlement that is representative of the region. The city shows the special construction of a society and culture in which the forms of life of city dwellers and farmers form a unity. The new fortification [of the city] in the early 16th century marked the beginning of a construction phase in the area, first with fortifications and then, during the 17th–19th centuries with the construction and adaptation of residential buildings. The remarkable rural architecture of the villages around the lake and several palaces from the 18th and 19th centuries contribute to the great cultural importance of the area. The castle of the municipality of Nagycenk, Eszterháza and Széchenyi Mansion are also outstanding cultural testimonies.[4].

Despite the fact that it is a cross-border site located in the territory of two states, Austria and Hungary, it has for centuries formed a socio-economic and cultural unit which is distinguished by its extensive archaeological heritage created by successive civilisations, as well as by its rich stock of historical monuments reflecting ethnic diversity and

[3] Lake Neusiedl has not been part of the UNESCO "Man and the Biosphere"programme since 2015.

[4] Correct: Széchenyi Mansion in Nagycenk and Esterháza in Fertőd.

by the elements of its great ethnographic, geological and mining heritage.

Criterion V

The Lake Fertő / Neusiedler region has been a meeting place for different cultures for eight millennia, as evidenced by its diverse landscape, which is the result of an evolutionary and symbiotic process of human interaction with the physical environment.

Integrity

The registered site is located on the Austro-Hungarian border and is not only distinguished by diversity, but has preserved its landscape, its socio-economic and cultural characteristics and its forms of land use, both in terms of natural and cultural aspects. The centuries-long continuity of viticulture and livestock breeding and the characteristics of the settlement architecture and structure associated with land use also remain. The integrity of the site is based on its geological, hydrological, geomorphological, climatic, ecological as well as regional and cultural-historical characteristics.

The landscape of Lake Fertő / Neusiedl has favourable natural and climatic conditions, which have enabled agricultural cultivation and livestock breeding for millennia. The water, the reed beds, the salt fields, the alkaline lakes and their remains, the range of hills with their forests and vineyards, which surround the lake from the west, represent not only natural geographical components, but also the constant use of land and lake for centuries, which make the area a unique example of the harmonious coexistence of man and nature. Among the salt lakes of the world, the Lake Fertő / Neusiedl region is unique in terms of the organic, historical, diverse and the human-ecological relationship that survives to this day and characterises the lake and its population. The characteristic, man-made elements of the cultural landscape include the traditional, partly rural character of the settlements around the lake, the settlement structures, the unity of the homogeneously arranged buildings on squares and streets, and some castles from the 18th and 19th centuries in their scenic surrounding. Centuries of livestock breeding, viticulture and reed work contribute to the continuity of land use as well as to the continued use of traditional building materials.

The value of the area lies to a large extent in its genuinely unchanged qualities of life, the preservation of popular architecture and a landscape based on a traditional and sustainable use of a limited number of resources. Although tourism is both a transformation and a catalyst for it, the development associated with it and the introduction of intrusive modern construction must be controlled. Maintaining these characteristics and the conditions of integrity requires the development and enforcement of guidelines and land-use regulations to ensure that new buildings are not built on open land and that the shape and scale of traditional buildings are respected.

Authenticity

The entire landscape and its extent as well as the inner structure and rural architecture of the towns and villages testify to an uninterrupted agricultural use and way of life since the Middle Ages. The settlement pattern and the settlement of several present-day villages can be traced back to Roman times and earlier. Buildings, walls and views have been preserved in many places, as has the ratio of cultivated areas.

Authenticity is also supported by the continued use of local building materials (limestone, reeds and wood). The remarkable rural architecture of very small villages and the castles of Fertőd Esterhazy and Nagycenk Széchenyi, outstanding examples of the architecture of the nobility in the 18th and 19th centuries, illustrate the changing ownership structure. The Leitha Limestone, which was broken down from the Roman period until the middle of the 20th century near the lake, provided Sopron and Vienna as well as the local settlements with building material.

The original English version is available on the UNESCO website: whc.unesco.org/en/list/772

The German-language working translation is available at: www.unesco.at/fileadmin/Redaktion/Kultur/Welterbe/Dokumente/SOUV_Fertoe_NeusiedlerSee_772rev__Arbeitsuebersetzung_en.pdf

2.3.3 The attributes of the exceptionally universal value of the World Heritage Site

Attributes are aspects that convey the extraordinary universal value of a good. They can be material or immaterial, and also represent physical qualities and structures as well as processes that act on a good. Since the World Heritage Convention is a goods-based convention, not the ideas or people, but the goods themselves are entered in the list. The attributes provide the focus for the protection, conservation and management of a site. In addition, their identification is crucial to define the authenticity and integrity of a site (cf. UNESCO et al., 2013, pp. 36-37). The attributes of the Fertő-Neusiedler See World Heritage Site are recorded in the Nomination File, which must be prepared in order to submit a site to UNESCO. For the present management plan, these were specified by experts, interested parties and representatives of the World Heritage Site in the course of a bilingual workshop (see *point 1.2*) and provided with numerous examples. The collected aspects were included in the further processing and help to locate and illustrate the special characteristics of the region.

The following table summarises and briefly describes those attributes that prove the exceptional universal value of the Lake Fertő / Neusiedl World Heritage Site and thus justify its entry in the World Heritage List:

Table 02-02: Attribute mapping

Description of the attributes	What especially needs to be protected and sustainably developed?
(1) Lake Fertő / Neusiedl: the westernmost steppe lake on the Eurasian landmass	
› characterising element the relationship between humans and the environment › due to its geographical position between the Leitha Mountains and the Pannonian Plain and on the border with the Alps, a point of crystallisation of cultural development over thousands of years › largest salt water in Europe (approx. 309 km^2) and westernmost in Eurasia	› good quality of water › specific hydrological characteristic (salinity and turbidity are ecologically important factors) › sufficient water level › good ratio of free water surface to reed surface › Vitality of the reed population › Dynamics of the water level › Public experience, accessibility
(2) Significant occurrences of periodically drying salt puddles and salt soils in the Seewinkel	
› around 45 flat saltwater puddles › high ecological value, especially as a bird habitat	› natural dynamics of the groundwater level › sufficient groundwater level to sustain puddles › willows surrounding the puddles › Visitor guidance, nature observation
(3) Transition area between the habitat boundaries of a wide variety of plant and animal species	
› Transition from western Pannonian to alpine climate › Landscape diversity: Meeting of subalpine mountains, sub-Mediterranean hills, temporarily drying out alkaline	› endangered individual habitats (e.g. dry grassland, salt puddles, sea edge zone)

Description of the attributes	What especially needs to be protected and sustainably developed?
• lakes, salty soils, lakeside meadow zones, reed bed and shore plain • high biodiversity due to many small-scale, adjacent biotopes • outstanding bird diversity	• spatial fragmentation • endangered animal and plant species
(4) A man-made landscape with exceptionally rich plant and animal biodiversity, genetic reservoir	
• natural geographic elements (water, reed bed, salt fields, alkaline lakes with remnants, hill range with vinyards, dry grasslands and forests) • centuries-long use of land and lake • extensive grazing of dry grasslands (grazing pastures) • reed bed • vineyards and orchards • rich fauna and flora, outstanding diversity of birds • gene pool • long-term landscape and nature conservation, as well as regulatory measures	• old plant varieties • species-rich pasture landscapes (e.g. grey cattle, Racka sheep, white donkeys) • ecologically valuable structures (former) agricultural use (e.g. harvesting heaps, rains) • reed bed with differentiated age structure • ecologically compatible reed harvest • strict nature and landscape protection
(5) Co-existence of human settlement and natural habitat	
• Settlement structures, embedded and closely interwoven with the natural and cultural landscape • historical road and path network • large proportion of protected areas • compact settlement boundaries	• settlement pattern • scale and compactness • conscious handling of settlement margins (transition between settlement and landscape) • protected sites • green space networking
(6) Cultural landscape characterised by the different ethnic composition of the population	
• diverse ethnic settlement by ethnic groups • language diversity • organic cultural landscape of two countries since the 18th century • representation of the aristocracy of two countries (castles, land) • meeting of different peoples	• typical building, settlement and plot shapes in their diversity • cultural property • Joint development, cross-border cooperation • Joint cross-border management of protected areas
(7) Socio-cultural and economic unity that has existed for centuries across national borders	

Description of the attributes	What especially needs to be protected and sustainably developed?
▪ interrupted unit (since the foundation of Burgenland in 1921, reinforced by the Iron Curtain) ▪ Austrian-Hungarian National Park Commission seit 1987 ▪ common language (loan words) and cultural elements ▪ rich cultural transfer, economic networking ▪ Pan-European picnic 1989 (annual commemoration day on 19 September in the memorial park at the border) ▪ Healing Source Usage ▪ viticulture ▪ Road network, today bike paths in particular	▪ Traditions and rich customs ▪ Historical renovation ▪ Dealing with the former Iron Curtain Trail (Green Belt Europe) ▪ National Park Houses, World Heritage Centres ▪ Multiple language support ▪ including German, Croatian, Slovak and Hungarian ethnic elements in language and culture ▪ Social exchange, cultural life, open-mindedness
(8) Centuries of continuity in land use	
▪ Gentle and respectful use of resources ▪ Advantageous natural and climatic conditions that have enabled agricultural cultivation and livestock breeding for millennia	▪ Nature and landscape conservation areas ▪ Sustainable agricultural use (viticulture, vegetables, fruit, agriculture). ▪ old farming methods ▪ climate-friendly management (e.g. low water consumption) ▪ responsible handling of soil, low sealing
(9) Rich archaeological heritage of successive cultures	
▪ Traces of settlement since the 7th century BC ▪ Amber Road ▪ Roman Excavations, Tombs, Temples and Villas ▪ Excavations from the Middle Ages	▪ ongoing excavations (e.g. 2021: Podersdorf, St. Margarethen) ▪ Design and communication of publicly accessible archaeological sites and finds (e.g. Villa rustica in Weiden am See)
(10) Geological, mining and aesthetic characteristics	
▪ extraordinary beauty of the place by embedding the lake in the landscape and coexisting natural and cultural values ▪ quarries used for thousands of years ▪ Leitha Limestone as an important (regional and supra-regional) building material ▪ landscape genesis from sea to sea	▪ St. Margaret and Fertőrákos quarries as cultural sites and excursion destinations ▪ mining of Leitha lime sandstone as building material ▪ landscape experience and perception ▪ visual axes in and out of the open landscape or with regard to special points of view ▪ visual breadth of the plain and landscape insights (keyword "Gates to World Heritage Site")

Description of the attributes	What especially needs to be protected and sustainably developed?
(11) Rich architectural tradition of the places in connection with the management of the land	
◦ Types of buildings: farm houses, long rows of farmsteads, Meyerhofs, stadels and barns ◦ mills ◦ historical town centres ◦ cellar alleys on the outskirts of town ◦ examples of contemporary architecture	◦ material culture (e.g. stone, reeds, wood) ◦ cellar alleys (e.g. Winden am See and Purbach) ◦ city fortifications (e.g. Purbach and Rust, Fertőrakos) ◦ rows of barns / stadels (e.g. Donnerskirchen, Purbach, Breitenbrunn) ◦ Meyerhofs (e.g. Donnerskirchen) ◦ mills (e.g. Winden am See and Podersdorf, Fertőrakos) ◦ interplay of old and new in contemporary wine architecture (e.g. Weinwerk in Neusiedl and Haus am Kellerplatz in Purbach)
(12) Extensive and valuable inventory of architectural monuments	
◦ castles and gardens ◦ sacred buildings ◦ small monuments and typical elements ◦ manors ◦ town centres and ensembles ◦ vernacular architecture (mills, farms, storage buildings, presses, wells, etc.) ◦ viewpoints and visual axes of architectural monuments ◦ visual axes on monuments	◦ Hungary (Széchenyi Mansion, Esterháza in Fertőd, Castle Fertőszéplak) ◦ Austria (Esterházy Palace in Eisenstadt*, Castle Halbturn*, Schloss Kittsee*) ◦ medieval churches (e.g. Rust, Hidegség) ◦ Basilika Frauenkirchen (Basilica of the Church of Our Lady)* ◦ old town (e.g. Rust) ● townhouses (e.g. Neusiedl am See) ● draw wells (e.g. near Illmitz, near Sarród) ● mills (e.g. Winden am See and Podersdorf, Cselly Mühle in Oslip*) ◦ village museum and local history museums (e.g. Mönchhof, Fertőszéplak, Breitenbrunn Tower Museum, Jois Museum) ◦ enhancing vernacular architecture ◦ sensitive handling of visual axes and viewpoints
(13) Particularly valuable ethnographic heritage	
◦ early exchange between the local population and foreign cultures (amber route) ◦ awareness of tradition ◦ culinary heritage	◦ multilingualism in schools ◦ cultural exchange ◦ village museums, local museums, themed museums (e.g. Schloss Kittsee ethnographic museum*) ◦ variety of restaurants (e.g. wine taverns, fish taverns,

Description of the attributes	What especially needs to be protected and sustainably developed?
	wineries) › folk dance groups, choirs › (music) festivals, festivals

*outside the World Heritage Site, but with cultural reference to the World Heritage Site

Source: Workshops on the management plan, illustration by author

2.3.4 The key attributes

The list of attributes can be merged into three key attributes that characterise the Outstanding Universal Value of the Fertő-Neusiedler See Cultural Landscape in a compact way:

I. THE LANDSCAPE AND ITS ECOLOGICAL IMPORTANCE
II. THE BUILDING CULTURE
III. THE HISTORICAL SIGNIFICANCE

Table 02-03: Key attributes

Key Attributes	**I. THE LANDSCAPE AND ITS ECOLOGICAL SIGNIFICANCE**	**II. BUILDING CULTURE**	**III. HISTORICAL SIGNIFICANCE**
Attributes			
(1) Lake Fertő / Neusiedl: the westernmost steppe lake on the Eurasian landmass			
(2) Significant occurrences of periodically drying salt puddles and salt soils in the Seewinkel			
(3) Transition area between the habitat boundaries of a wide variety of plant and animal species			
(4) A man-made landscape with exceptionally rich plant and animal biodiversity, genetic reservoir			
(5) Co-existence of human settlement and natural habitat			
(6) Cultural landscape characterised by the different ethnic composition of the population			
(7) Socio-cultural and economic unity that has existed for centuries across national borders			
(8) Centuries of continuity in land use			
(9) Rich archaeological heritage of successive cultures			
(10) Geological, mining and aesthetic characteristics			
(11) Rich architectural tradition of the places in connection with the management of the land			
(12) Extensive and valuable inventory of architectural monuments			

Key Attributes	I. THE LANDSCAPE AND ITS ECOLOGICAL SIGNIFICANCE	II. BUILDING CULTURE	III. HISTORICAL SIGNIFICANCE
(13) Particularly valuable ethnographic heritage			

Strong correlation of the attribute with superordinate key attribute

Indirect relationship between attribute and superordinate key attribute

Source: Illustration by author

2.3.5 Photo documentation on the attributes of the World Heritage Site

Key attribute I: THE LANDSCAPE AND ITS ECOLOGICAL SIGNIFICANCE

Photo 02-02: View from the vineyards on the Gizingberg - to Mörbisch am See in the Austrian and Hungarian area of the reed bed and the lake, in the background the plain of Seewinkel and the Hanság

Source: stadtland ©Sibylla Zech

Photo 02-03: On the lake on the way to Podersdorf

Source: stadtland ©Sibylla Zech

Photo 02-04: View from the Seewinkel over the lake towards the Alps (Schneeberg 2,076 m above sea level). A)

Source: ©Nationalpark Neusiedler See - Seewinkel

Photo 02-05: Puddle landscape - border at Sarrod

Source: stadtland ©Judith Leitner

Photo 02-06: Cattle pasture in Seewinkel

Source: ©Manfred Horwath

Photo 02-07: Wine-growing landscape, lakeside meadows and reed bed in the Hungarian World Heritage Site

Source: ©Council for World Heritage Site, Hungary

Key attribute II: Building culture

Figure 02-08: Wine-growing landscape - Village Fertőrákos - Reed bed - Lake - Hanság

Source: ©Council for World Heritage Site, Hungary

Figure 02-09: Townhouses in Rust

Source: stadtland ©Judith Leitner

Figure 02-10: Clay pit cellar in Winden am See

Source: ©Manfred Horvath

Figure 02-11: Donnerskirchen - Roof landscape, wine-growing area

Source: ©Bernhard Waitzinger

Figure 02-12: Balf

Source: ©Council for World Heritage Site, Hungary

Figure 02-13: Scheunengasse Purbach

Source: ©Manfred Horwath

Figure 02-14: Fertőrákos Quarry

Source: ©Hannes Klein

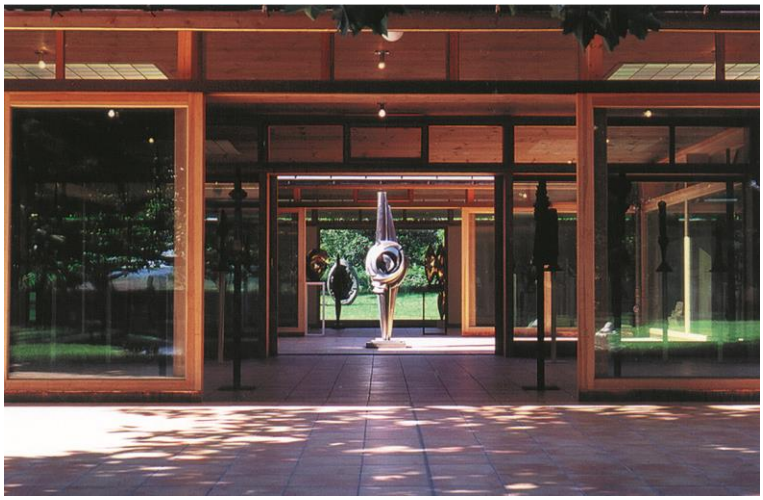
Figure 02-15: Sculpture Park St. Margarethen, Kogelkapelle

Source: stadtland ©Sibylla Zech

Figure 02-16: Nagycenk Lindenallee (?)

Source: ©Council for World Heritage Site, Hungary

Figure 02-17: Galerie Wander Bertoni, Winden am See



Source: stadtland ©Sibylla Zech

Figure 02-18: Mole West, Neusiedl am See

Source: stadtland ©Stefan Klingler

Figure 02-19: Settlement expansion Purbach

Source: urban ©Sibylla Zec

Key attribute III: THE HISTORICAL SIGNIFICANCE

Figure 02-20: Information board for Römerstraße, Purbach

Source: stadtland ©Judith Leitner

Figure 02-21: “City Wall” in the village of Oggau

Source: stadtland ©Sibylla Zech

Figure 02-22: Guided tour at Mill Day, Winden am See

Source: stadtland ©Sibylla Zech

Figure 02-23: Guided tour at Mill Day, Winden am See
Source: ©Hannes Klein

2.3.5 The Attributes of World Heritage Site and the Fields of Action of the World Heritage Management

Chapters 4 to 8 of the management plan define five fields of action to manage the challenges of protecting and sustainably developing the world heritage. The fields of action were formulated in the light of the current challenges of the Word Heritage Site and in the course of the evaluation of the management plan in 2003. Each field of action has a different focus and supports the protection of attributes or key attributes from a specific point of view, as can be seen in the following table:

Table 02-04: Attributes and relation to the fields of action

ATTRIBUTES	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)
AREAS OF ACTIVITY													
N. Protection and sustainable use of nature and landscape													
S. Compact settlement development, building culture and cultural assets													
T. Sustainable tourism and leisure industry													
K. Climate protection, climate change adaptation, renewable energy and mobility													

B. Awareness-raising, communication and intangible heritage	

Strong reference **Direct reference** **Indirect reference**

Source: Illustration by author

Table 02-05: Key attributes and reference to the fields of action

Key Attributes Fields of action v	V. THE LANDSCAPE ND ITS ECOLOGICAL SIGNIFICANCE	V. BUILDING CULTURE	VI. HISTORICAL SIGNIFICANCE
N. Protection and sustainable use of nature and landscape			
S. Compact settlement development, building culture and cultural assets			
T. Sustainable tourism and leisure industry			
K. Climate protection, climate change adaptation, renewable energy and mobility			
B. Awareness-raising, communication and intangible heritage			

Direct reference **Indirect reference**

Source: Illustration by author

In the course of the processing, it has become clear that the two fields of action "protection and sustainable use of nature and landscape" and "settlement development, building culture and cultural assets" are of particular importance. They cover a wide range of aspects that reflect the diversity and specificity of the world heritage. The guiding objectives and measures of the other three fields of action (tourism and leisure(industry), climate protection, climate change adaptation, renewable energies and mobility & awareness-raising, communication and intangible heritage) always have an impact on the content of the first two fields of action.

Figure 02-04: Overview of the fields for action

Source: Illustration by author

The headline targets and measures defined for the fields of action (*Chapters 4-8*) are based on the 2003 management plan and other strategy paper for the region. In a thematic workshop (December 2021), these were discussed, reviewed and supplemented by numerous participating experts and representatives of the population. The bundle of objectives and measures was collected and clustered by the planning team, as well as assigned and weighted to a specific implementation horizon. The result is an action plan to help preserve and sustainably develop the universal and unique heritage of the Fertő/Neusiedlersee World Heritage Site. The action plan provides a concise and easy-to-understand overview of the key steps for the future of the World Heritage Site The fields of action are explained in terms of their characteristics, initial situation, risks, objectives and measures in *Chapters 4-8* .

3. Future vision for the Fertő/Neusiedlersee World Heritage Site

As a UNESCO World Heritage Site, the Fertő-Neusiedler See Cultural Landscape has an Outstanding Universal Value (OUV). The natural and cultural values of the cultural landscape, which is permanently shaped by nature and people, are the framework and driving force for the quality of life of the people in the region. In a common understanding of the protection and sustainable development of the World Heritage Site Fertő-Neusiedler See Cultural Landscape, five overarching strategic cornerstones and goals emerged in the process of drawing up the management plan – building on the vision of the 2003 management plan - all linked to the link between the OUV and the quality of life in the region - now and in the future.

3.1 A vision for the cultural landscape

Figure 03-01: Vision for the future

Source: Illustration by author

Assume responsibility

The UNESCO World Heritage status obliges the Lake Fertő / Neusiedl region to preserve its heritage and value. This means protecting and carefully developing the cultural and settlement landscape that has grown over centuries. Conscious of the value of the World Heritage Site, decisions that have an influence on the World Heritage Site are made responsibly and on the basis of technical principles in order to ensure and strengthen a high quality of life in harmony with nature and human beings.

Protecting and benefiting from livelihoods

The World Heritage Site is not a museum, but a settlement and scenic area in which historical values, renewal and progress complement and promote each other. The regional players in the areas of viticulture and agriculture, tourism, trade and commerce, as well as the energy industry and mobility, are aware that everyone benefits from protecting and sustainably developing the globally important Fertő-Neusiedler See Cultural Landscape. Protecting by using brings and maintains regional added value.

Show identity and pride

Many residents, companies and guests of the Lake Fertő / Neusiedl region already appreciate living, working and relaxing in a unique cultural landscape. The beauty of the World Heritage Site is one of their causes. Further awareness-raising is intended to increase the understanding and the importance of the world heritage among the population, especially among decision-makers in the region and the municipalities as well as among actors in economic life (construction, tourism, agriculture, viticulture, etc). From a medium to long-term perspective, World Heritage Site experiences and knowledge transfer, especially among children and adolescents, as the future decisive generations, make a lasting contribution to identifying with the OUV of the World Heritage Site.

Building bridges

The old common Lake Fertő / Neusiedl cultural area – separated for decades by the Iron Curtain – is growing together into a European region. The World Heritage Site takes into account local cultural identities and supports regional perspectives – it builds bridges and promotes common strategies and activities. The World Heritage Site connects across state and municipal borders and points out common paths for sustainable development. The management of the World Heritage Site and the assessment of projects are carried out transparently and cooperatively. Inhabitants of the region democratically determine the future of the World Heritage Site and participate actively in planning processes and projects for the World Heritage Site.

Coping with the climate crisis

The environmental changes in the course of climate change are already being felt to a serious extent in the Fertő/Neusiedlersee World Heritage Site, for example due to the falling water level of Lake Neusiedl on the one hand and flooding during heavy rain events on the other. Heat and drought affect the water supply and the flora and fauna. In the settlement area, critical temperatures are reached over a longer period of time in the summer, heat islands and temperature extremes are associated with inconveniences and health problems and lead to increased energy requirements during heating and cooling. The energetic renovation of buildings and the need for space for renewable energies often stand in the way of the goals of protecting the townscape, landscape and monuments. In the face of increasing disaster risks and the effects of climate change, it is clear that the world heritage is both a commodity to be protected and a resource to strengthen resilience, i.e. the ability to withstand,

cope with and recover from the effects of a threat. The ecologically, economically and socially sustainable development of the World Heritage Site contributes to coping with the climate crisis.

3.2 Outlook - fields of action - objectives and measures

Like any cultural landscape, the Lake Fertő / Neusiedl region is constantly changing and developing. It is important to preserve the values and peculiarities that led to the entry in the World Heritage List and to integrate them into the continuous development. In the following *chapters 4-8*, the peculiarities and characteristics of the World Heritage Site are examined from five different perspectives, thus providing an overview of the situation and the significance of the region in the present. With regard to the development perspective, possible risks and challenges are identified and objectives and measures are then recorded. These are compiled in an overview to an action plan, which defines the spatial reference (entire World Heritage Site, Austrian / Hungarian World Heritage Site) and the temporal prioritization.

The headline targets, sub-goals and measures defined for the fields of action are based on the 2003 management plan and other strategy paper on the region. In a thematic workshop (December 2021), these were discussed, reviewed and supplemented by numerous participating experts and representatives of the population. The bundle of objectives and measures was collected and clustered by the planning team, as well as assigned and weighted to a specific implementation horizon. The result is an action plan to help preserve and sustainably develop the universal and unique heritage of the Fertő/Neusiedlersee World Heritage Site. The action plan provides a concise and easy-to-understand overview of the key steps for the future of the World Heritage Site

Table 02-06: Explanatory notes regarding the tables in the action plan

Goals / measures	Target area	Completion Time	Prioritisation	Procurement source
Different measures and overarching objectives are defined for each field of action. ● **N** | Protection and sustainable use of nature and landscape ● **S** | Settlement development, building culture and cultural assets ● **T** | Tourism and leisure industry ● **K** | Climate Protection, Climate Change Adaptation, Renewable Energy and Mobility	A - Austria H - Hungary G - Common Implementation	short-term (1–3 years) In the medium term (around 5–10 years) long-term (>10 years) continuously running	Prioritisation with regard to the OUV: + important ++ priority +++ first priority	Many objectives and measures are also reflected in other programmes and plans or have been taken over from the 2003 management plan. The sources are indicated by abbreviations - for more information, see the list of abbreviations.

● **B** | Raising awareness, communication and intangible heritage				

4. Field of action N: Protection and sustainable use of nature and landscape

4.1 Characteristics and features

4.1.1 Lake Fertő / Neusiedl

Lake Neusiedl is located in a large, flat pan and covers an area of about 320 km² at high water levels. Of these, about 180 km² are occupied by a broad reed bed. 240 km² of the total area is in Burgenland, 80 km² in Hungary. In his etymological exploration, Sándor Békési writes about Lake Neusiedl, which was called by the Latin name "lacus peiso" and in mentions from 1074 "stagno Ferteu" and "Fertowe" respectively: "Depending on the water level, the names varied between stagnum, lacus (lake), palus (marsh) and fluvius (river).

In Hungarian, Lake Neusiedl is still called Fertő-tó, which could best be translated as 'Puddle' or 'Bog Lake '. The word Fertő also has the technical meaning of a shallow, silting standing water with an increasing proportion of overgrown patches (mire), in which water only appears sporadically." (Békési, 2007, p.53)

In earlier cartographic photographs, the lake was depicted as an L-shaped area that reached to the Moson-Danube in the east. This is probably where the name Seewinkel comes from (in Hungarian: Fertőzug). The Seewinkel stretches from the eastern shore of Lake Neusiedl to the Hungarian border.

Lake Neusiedl is considered the westernmost steppe lake in Europe in a series of salty waters of the Eurasian salt steppe area. The increased salinity characteristic of the lake is mainly due to soda ash (sodium carbonate). Similar salty lakes are also found in arid areas of Asia, Africa or Australia. A steppe lake is characterised, among other things, by the fact that its water level is strongly related to the regional amount of precipitation.

The average depth of Lake Neusiedl is 1.1 m. The water level of Lake Neusiedl depends mainly on the precipitation, the lake has no natural runoff. The Einser-Kanal is an artificial drainage channel. In addition to local canals, the Wulka and the Kroisbach are among the few tributaries. The fine-toned sediment and the shallow sea depth lead to an intensive mixing in wind and thus to a strong turbidity of the water.

Photo 04-01: Der Neusidler See / Fertő-tó

Source: stadtland ©Sibylla Zech

4.1.2 Salt puddles and salt soils in the Seewinkel

East of Lake Neusiedl are the largest salty soils areas in Austria with an area of about 25 km². Particularly characteristic are the puddles, Austria's only saline pools. The water flow of the 40 to 60 cm deep, surface-flowing puddles is subject to strong seasonal fluctuations.

The number of puddles has fallen sharply in recent decades. In 1957, between the reed bed of the lake and the basin of Hanság (German: Waasen) of the original 139 puddles only 79 were left (Dick et al. 1994), today there are only about 40 – 50 puddles. The intensification of agriculture with dewatering and dehumidifiers caused a great deal of damage to the puddles.

Photo 04-02: Puddle landscape near Illmitz

Source: ALLRegio ©Gregori Stanzer

Almost all the remaining puddles are located in the National Park Neusiedler See – Seewinkel and have gained international importance mainly because of their unique birdlife. Not least because of its outstanding importance as a breeding and resting place for numerous bird species, almost all remaining puddles are permanently protected.

In the change of the seasons, the water level in the extremely shallow puddles fluctuates between a maximum of 60 cm and complete drying out. The rainfall in autumn and winter mostly compensates for the strong evaporation of the summer semester. Especially shortly before drying out, the salt concentration increases, and the salt content reaches up to 100 grams per litre. On dried-up puddle floors, only dazzling white "soda ash snow" can be seen in midsummer.

Photo 04-03: Puddle landscape near Illmitz

Source: stadtland ©Judith Leitner

The water depth of the puddles was always too low for permanent use as fishing waters. Nonetheless, the puddles were important economically until the 20th century: The crystallised soda ash, in Hungarian "Zick", was swept into the puddle basins in midsummer and boiled in "soda ash factories" to make washing soda. The beginning of industrial detergent production meant the end of this employment.

The Hanság, a former bog located in the extreme southeast of Lake Neusiedl, is now largely used as arable land.

4.1.3 Rich plant and animal biodiversity

From a biological point of view, the World Heritage Site is a border area in which numerous elements of different landscapes meet. Within a relatively small area there are very different bio-geographical habitats with their specific plant and animal species:

- the steppe lake in the continental plain
- the sub-Mediterranean hill country with drought-loving vegetation
- the alpine mountains and their subalpine foothills

In a confined space, there are plant and animal species from Alpine, Pannonian, Asian and Mediterranean regions. Several species of flora and fauna have their western, eastern or southernmost main distribution in the region around Lake Neusiedl.

The various habitats - such as wetlands, dry grasslands, sandy steppes, oak forests, pastures and meadows - are the prerequisites for a diverse and internationally significant natural environment due to their mosaic-like distribution. This diversity of landscapes and the extraordinary diversity of species in such a small area is unique within Europe.

Nature conservation

In the 1920s, Lake Neusiedl became the "Sea of the Viennese", and in parallel, nature conservation interests were formed. At the same time as a purposeful view of the landscape, an aesthetic view began. In 1926 a nature conservation law was passed in Burgenland and a few years later the Zitzmannsdorf meadows and the first puddles were designated as protected areas.

In 1954, with the help of donations and foundations, a boathouse in the reed bed on the lake in Neusiedl am See was converted into a research station. When the research station burned down in 1960, the Academy of Sciences in Illmitz built a new 'Biologische Station Neusiedler See' (Biological Station Lake Neusiedl). The building was opened in 1971 and was henceforth a branch of the nature conservation department of the Burgenland state government.

Photo 04-06: Biological Station Neusiedler See, Illmitz.

Source: ALLRegio ©Gregori Stanzer

The successful resistance against the road bridge over Lake Neusiedl planned by the Republic of Austria at the end of the 1960s was a cornerstone of nature conservation in Burgenland. Since the 1960s, there were efforts to declare Lake Neusiedl a protected landscape area, which was successful in the late 1970s. The protected landscape area also includes the neighbouring towns located on Lake Neusiedl in Burgenland.

In 1977, the entire Austrian part of the lake and the western shore were declared a biosphere park by UNESCO, followed by the Hungarian part in 1979. The biosphere park was created at the suggestion and submission of the limnologist Heinz Löffler. Numerous research projects have been carried out within the framework of the International Biological Programme (IBP) for biosphere reserves. In 1983, the Austrian area ‘Neusiedler See und Lacken im Seewinkel’ was designated as an internationally important wetland under the Ramsar Convention; in 1989, the Ramsar area ‘Lake Fertő‘ followed on the Hungarian side.

On 12 November 1992, the Burgenland Landtag passed the law on the National Park 'Neusiedler See - Seewinkel, NPG 1992'. On 10 February 1993, the decision was announced in the Burgenland Law Gazette. In 1993, the area between Austria and Hungary thereby became a cross-border national park (cf. Nationalpark Neusiedler See – Seewinkel (n.d. c)). In 1994, the IUCN awarded the Neusiedler See - Seewinkel National Park international recognition as a Category II national park. The national parks are located - with the exception of the Hanság (Vaasen) - on areas that were declared a biosphere reserve by UNESCO in 1977, a Ramsar protected area in 1983 by federal law and a European biogenetic reserve in 1988 by the Council of Europe.

The designation of a core and a buffer zone recommended for biosphere reserves (according to the Seville criteria from 1995) was not carried out for the UNESCO Biosphere Reserve, nor was a separate management plan drawn up for the UNESCO Biosphere Reserve. In addition to the other established categories of protection for Lake Fertő/Neusiedl, this special category of protection for the natural environment became of little importance after the establishment of the National Park. The Lake Fertő/Neusiedl area was therefore removed from the list of UNESCO biosphere reserves in 2017.

In Illmitz there is a visitor centre for the Burgenland National Park area, from which the scientific work of the National Park in Burgenland is coordinated. The administrative centre of the Hungarian National Park is located in Sarród. In addition to the management of the national park in Hungary, the nature conservation in Pannonhalma is also managed from here. In 2009, Austria and Hungary further deepened their nature conservation cooperation in the Lake Fertő/Neusiedl region. They built the cross-border Ramsar area 'Lake Neusiedl – Fertő – Hanság'.

As a result, the region, like few others, is characterised by a large number of protected areas of different categories. Further representations of protected areas within the World Heritage Site can be found in *Appendix 1*.

Table 04: Categories of protected areas and protected areas.

Category	Communities	Area (ha)	legal anchoring
Nature reserves		**77.3 ha**	
Hackelsberg	Jois	9.3	Verordnung zum Vollnaturschutzgebiet Hackelsberg (Ordinance on the Hackelsberg Full Nature Reserve), LGBl. No. 35/1965
Junger-Berg	Jois	2.1	Verordnung zum Vollnaturschutzgebiet Junger-Berg (Ordinance on the Junger-Berg Full Nature Reserve), LGBl. No 36/1965
Goldberg (Schützener Kogel)	Schützen am Gebirge	2.4	Verordnung zum Vollnaturschutzgebiet Goldberg (Ordinance on the Goldberg Full Nature Reserve) (Schützener Kogel), LGBl. No. 49/1973
Thenau	Breitenbrunn	40.5	Verordnung zum Vollnaturschutzgebiet "Thenau" (Ordinance on the Full Nature Reserve "Thenau"), LGBl. No. 30/1979

Pfarrwiesen	Illmitz	23	Verordnung zum Vollnaturschutzgebiet "Pfarrwiesen" (Ordinance on the Full Nature Reserve "Pfarrwiesen"), LGBl. No. 41/1987
Protected habitat			
Hölzlstein	Oggau am Neusiedler See	2.5	Notification IV-U-27/3 - Burgenland State Office gazette No. 289/1997
European protected area (Natura 2000 sites)		**57,125 ha**	
Lake Neusiedl - Northeastern Leitha Mountains	Apetlon, Breitenbrunn am Neusiedler See, Illmitz, Jois, Mörbisch am See, Oggau a. Neusiedler See, Podersdorf am See, Purbach am Neusiedler See, Rust, Winden am See, Teile der KG Bruckneudorf, Kaisersteinbruch, Donnerskirchen, Frauenkirchen, Gols, Neusiedl am See, Oslip, Pamhagen, Parndorf, Sankt Andrä, Sankt Margarethen, Schützen am Gebirge, Weiden am See	57,125	Ordinance on the "European Protected Area Neusiedler See - Northeast Leitha Mountains", LGBl. No. 25/2013
Protected Landscape Area		**50,588 ha**	
Lake Neusiedl and its surroundings	Apetlon, Breitenbrunn am Neusiedler See, Illmitz, Jois, Mörbisch am See, Oggau a. Neusiedler See, Podersdorf am See, Purbach am Neusiedler See, Rust, Winden am See, Teile der KG Bruckneudorf, Kaisersteinbruch, Donnerskirchen, Frauenkirchen, Gols, Neusiedl am See, Oslip, Pamhagen, Parndorf, Sankt Andrä, Sankt Margarethen, Schützen am Gebirge, Weiden am See	50,588	Natur- und Landschaftsschutzverordnung Neusiedlersee (Lake Neusiedl Nature and Landscape Conservation Ordinance), LGB. No 22/1980
Nature Park		**10,183 ha**	
Lake Neusiedl– Leitha Mountains	Breitenbrunn, Jois, Purbach am Neusiedler See, Winden am See, Donnerskirchen	10,183	Ordinance on the Lake Neusiedl Nature Park - Leitha Mountains, LGB. No 4/2006
National Park		**9,064 ha**	
National Park Neusiedler See – Seewinkel	Apetlon, Illmitz, Podersdorf am See, Neusiedl am See, Pamhagen, Weiden am See, Tadten, Andau	9,064	Act on the National Park Neusiedler See - Seewinkel - NGP 1992, LGBl. No. 28/1993 idF 9/2013
Ramsar		**44,229 ha**	
Lake Neusiedl and puddles in the Seewinkel		44,229	In Austria, a Ramsar area does not have direct legal protection. Ramsar is a title (seal of quality)

4.1.4 Geological and aesthetic characteristics

Once upon a time, the Alps and the Carpathians were connected. About 17 million years ago, the connection subsided, the Vienna Basin and the Little Hungarian Plain were pushed under the sea level. The Parathetys Sea - a foothill of the world ocean "Tethys" reached this region. Leithagebirge and Ruster Höhe rose like islands from this Molasse sea. Coral banks were found under water. Together with sand sediments and calcareous skeletons of single-celled algae, the “Leitha Limestone” formed. A lime sandstone that was used as building material at the time of the ring road buildings. The Vienna State Opera, the City Hall and the Votive Church were all built from this lime sandstone.

The "Roman quarry" of St. Margarethen was created by the removal of this building material. Fossils in the lime sandstone attest to what used to live in the Parathetys Sea. Petrified snails, mussels, shark teeth, etc. are found there. Today's Red Sea has parallels to the then tertiary rim sea in some external conditions.

Photo 04-07: Fossil shells in the St. Margarethen quarry

Source: stadtland ©Judith Leitner

11 million years ago, the connection to the open ocean was severed. A huge inland water body between the Aral Sea and the Alps is left behind. More and more sediments are being deposited, the inland water is swelling. The formerly brackish water bottom in today's Seewinkel is up to four kilometres thick. In the Viennese basin, this layer is even more powerful. Three million years ago, the inland water body withdrew even more. The Black Sea, the Caspian Sea and the Aral Sea are all that is left of it today.

Now the Danube becomes important as a landscape-forming force north of Lake Neusiedl. The Danube shifts its river bed several times, drags large amounts of gravel and thus pours the Parndorf Plain.

During the ice ages the Lake Fertő/Neusiedl area was not glaciated. Occasionally, however, huge “ice lenses” were formed in the open terrain. These ice lenses are responsible for the formation of most Seewinkel puddles. Towards the end of the ice age about 13,000 years ago, the terrain in the Waasen region gradually sinks. The basin fills with water, the predecessor of Lake Neusiedl is formed. Today's lake basin deepens. The water flows out of the higher-lying vase, leaving a bog behind.

The aesthetic peculiarity

The aesthetic peculiarity of this area consists in its scenic diversity and the meeting of subalpine mountains, sub-Mediterranean hills, a wide open water surface, a reed bed, lakeside meadows, temporarily drying up alkaline lakes and salty soils. On the one side of the lake, a richly structured wine-growing landscape with wide views of the lake and a very divided cultural landscape with traditional and compact human settlements.

On the other side of the lake, the vastness of the landscape with a historic puddle landscape and traditional manor houses, for a long time characterised by agriculture and livestock breeding. And in the north the distinctive terrain edge of the Wagram, which closes off the entire area towards the Parndorf Plain The rich stock of historical monuments and isolated castles further enhances this area.

In this way, the Fertő-Neusiedler See Cultural Landscape is an area of outstanding natural values and landscape diversity, created by the confluence of different types of landscape between the Alps and the Hungarian lowlands. The current character of this landscape is not to be found in other European lake areas and is of an exceptionally high aesthetic character.

4.1.5 The cultural landscape types of the region

The diverse types of cultural landscape that give the Lake Fertő/Neusiedl region its high aesthetic character are listed below; starting from the core zone of the World Heritage Site to the buffer zone to the outside:

- the open water surface
- the reed bed,
- the lake outcrop and the lakeside meadows,
- the lake dam,
- the salt puddles in the Seewinkel,
- the settlements,
- the lowlands of the Fertő Basin in the south of the lake,
- the Ivka plain in the south along the river Ivka,
- the mouth of the Wulka River in the west,
- the richly structured wine-growing landscape in the west - on the slopes and terraces of the Leitha Mountains and on the Ruster Hills
- the slope of the Parndorf Plain (Wagram) in the north

The open water surface and the salt puddles in the Seewinkel were described at the beginning of Chapter 4.1, the settlements are discussed in Chapter 5.

The Reed Bed

The shores of Lake Neusiedl are bordered by a reed bed. After the Danube Delta at the Black Sea, the reed bed of Lake Neusiedl is the second largest contiguous reed area in Europe. The extensive reed

bed, interspersed with smaller open water areas and bays, characterises the immediate surrounding area around Lake Neusiedl.

Due to the generally low water level and the nutrient inputs from agriculture, in the 20th century, the reed bed. In the west of Lake Neusiedl, the reed bed is up to five kilometres wide. On the eastern shore, the reed bed is more than one kilometre wide in only a few spots. Today, the reed bed is an indispensable part of the landscape and has become an important habitat for birds, insects and aquatic animals.

Figure 04-01: Development of the Lake Neusiedl reed bed

Source: ©nach Kopf aus Löffler 1974

Photo 04-08: The reed bed near Illmitz

Source: ALLRegio ©Gregori Stanzer

The lake precinct and the lakeside meadows

The lakeside meadows extend along the reed bed as an almost continuous band. In recent centuries, the lakeside meadows have been regularly mowed and/or grazed. With the decline of livestock farming from 1960 onwards, they fell fallow and were overtaken by the reed bed. Grazing projects were launched to regain the landscape transition from reed bed to land as an important habitat for many bird species.

Rare cattle breeds such as Racka sheep, grey cattle, white donkeys and Przewalski horses are used for these grazing projects.

Photo 04-01: Zitzmannsdorfer Wiesen, also characterised by flooding

Source: stadtland ©Judith Leitner

Photo 04-10: The lakeside area

Source: stadtland ©Judith Leitner

Photo 04-11: Old animal breeds for grazing projects - here white donkeys

Source: ©Manfred Horvath

The Lake Dam

The lake dam runs along the eastern shore of Lake Neusiedl from Weiden am See in the north to Sandeck south of Illmitz. With interruptions further in southeast direction to the Neudegg. It was created by wind shipment and powerful "ice surges", which moved and deposited large amounts of sediment on the shore of Lake Neusiedl. The lake dam is 2 to 3 metres thick and its age is about 2,000 years.

Dry lawns, in places also open sandy areas formed the habitat on the sea dam. Targeted measures by the national park administration, such as grazing projects, aim to re-establish species of dry grass on the lake dam.

Photo 04-01: The Sandeck

Source: ©Hannes Klein

The Fertő Basin Plain

The water surface and the reed bed merge in the south into a plain that is part of the lake basin. This flat land protrudes only slightly above the water level of the lake. Soils, meadows and salt marshes are characteristic of this area. Before regulation, this landscape was often flooded. For centuries, extensive grazing has been practised here. Today, the management of the Neusiedler See – Seewinkel National Park ensures that herds of cattle and sheep continue to graze on these areas.

The Ivka Plain

To the south, the lowlands of the river Ivka border the plains of the lake basin. The meadow, floating and bog soils of the Ivka valley are used as arable land. Small meadows and pastures as well as orchards close to settlements complement the use of the landscape. Tearing forests, in some places supplemented by hornbeam-oak populations, are found on brown forest soils.

The Wulka Estuary

The Wulka flows between Donnerskirchen and Oggau into the extensive reed bed. In addition to the Kroisbach in Hungary, it is the decisive above-ground tributary and flows through the "gate" formed between the Ruster hill country and the Leitha Mountains. The estuary is characterised by natural meanders of the Wulka. Numerous old and dead arms were formed in the estuary area, the preservation of which is of great interest from the point of view of nature conservation.

The structurally rich wine-growing landscape

On the slopes and terraces of the Leitha Mountains, below the forest border, lies the richly structured wine-growing-dominated cultural landscape. The slope here falls gently towards Lake Neusiedl. The

landscape with narrow vineyards, small dry grass islands, green piles, fallow land and many cherry trees is extremely diverse here. This area owes its nickname “cherry blossom region” to the cherry trees.

Photo 04-13: The "cherry blossom region" at the foot of the Leitha Mountains

Source: ALLRegio ©Gregori Stanzer

Photo 04-01: Viticulture at the foot of the Leitha Mountains

Source: ©Hannes Klein

The Ruster Hügelland runs between Schützen am Gebirge in the north and Fertőrákos in the south as a mountain range about 110 m above Lake Fertő-Neusiedl. It reaches a maximum height of about 240 m. On the slopes, a small-scale structured vineyard landscape characterises the appearance, on the top large-scale dry lawns were created by grazing.

The slope of the Parndorf plateau (Wagram)

Ice age gravel deposits of the Danube formed the terrace edge of the Parndorf Plain. The agricultural soils on the Parndorf Plain are often of high quality. On the flatter slopes, viticulture is practiced, the former dry lawns are rarely to be found. Former gravel and gravel mining sites on the Wagram, with their steep walls, offer an ideal breeding area for the bird species of the bee-eater.

4.1.6 Traditional land use

Agriculture

In addition to arable farming and vegetable growing, viticulture is an important agricultural branch in the area. The cultural landscape is characterised in the north and west by viticulture and fruit growing, in the southeast by arable farming. In the 1920s, agriculture intensified and changed in Seewinkel. The former use as a pasture declined sharply. Around Lake Neusiedl, the agricultural areas in the west are dominated by viticulture, in the east by agriculture. Professional fishing is in decline.

In the 1950s and 1960s, viticulture found its greatest expansion and, above all in Seewinkel, reached parts of the landscape in which traditional hut pastures, dry meadows and fields dominated. In the 1980s, viticulture collapsed sharply and brought about a turnaround to higher wine quality. The region is one of the most famous wine-growing regions in Austria.

West of Lake Neusiedl, the individual agricultural areas are on average less than one hectare in size. East of Lake Neusiedl, the individual agricultural areas with an average of almost two hectares are almost twice as large.

4.2 Situation in the present (change over the last 20 years)

The small size and diversity of the cultural landscape as a mirror of centuries of human cultivation and its interaction with an exceptionally rich natural landscape are a central value of the World Heritage Site around Lake Neusiedl. They also form part of the local identity and an important economic basis, especially for tourism.

The Cultural Landscape has undergone major changes in recent decades due to industrialisation. The use of ever larger machines requires correspondingly large structures. Tendencies towards corridor collapse increased. For a long time, elements close to nature, field trees and woody islands that contribute to the diversity of the landscape and have important ecological functions were removed in a coordinated manner. Even today, individual biotope structures are repeatedly removed.

The forest areas within the World Heritage Site have not been significantly expanded. Only on the slopes of the Leitha Mountains was there a small-scale expansion of the forest area when vineyards in steep slopes were abandoned.

4.2.1 Reed bed

The reed bed in its present form is a product of water management regulation measures that increasingly reduced the natural water level dynamics of Lake Neusiedl since the end of the 18th century. Above all, the prevention of large floods through discharge via the Einser Canal enabled the formation of the reed bed, which today accounts for more than half of the lake area.

Photo 04-15: The Einser Canal on the Hungarian side

Source: ©Council for World Heritage Site, Hungary

Until the second half of the 20th century, reed was an economically important raw material for the region. Its use has reduced visibly in recent decades. Reduced use as a building material and the more difficult harvesting due to an increasingly shorter existing load-bearing layer of ice contributed to this.

While up to the mid 20th century, reed was still used as a mass product (e.g. as a plaster base) in the region or domestically, it is now almost entirely exported to the Netherlands, Germany and England, among other countries. The number of reed-cutting and reed-utilising enterprises decreased to a few. High financial hurdles in the development of suitable harvesting machines and new marketable products contribute to the fact that the great potential of the raw material reed is only used to a small extent.

Photo 04-16: Building reed cones

Source: ©Manfred Horvath

The tendencies towards reed overgrowth and silting up are more pronounced in the south, in the Hungarian part, than in the Burgenland part. The prevailing winds from the northwest usually drive the turbid water towards the south, where the water comes to rest and deposits the mud particles.

As a result, the southern sea surface has always been more affected by sedimentation over time than the northern sea surface and will continue to be so in the future.

4.2.2 Salt puddles in the Seewinkel

The groundwater level in the Seewinkel was lowered for a long time by drainage ditches. Since the mid-1990s, there have been visible and measurable improvements in drainage. Due to longer dry periods, less rainfall in the region and the irrigation of agriculture, the groundwater level continues to fall. The puddles are cut off from the subsoil by the vital salt supply. Because of the associated salt losses, today only about 24 salt-containing puddles are reasonably intact from an ecological standpoint. The puddles were an essential reason for the establishment of the Neusiedler See – Seewinkel National Park, as they are considered to be Europe-wide unique waters and true biodiversity hotspots.

In May 2015, the WWF, together with the Burgenland hydraulic engineering company, the Apetlon Water Cooperative, the municipality of Apetlon and the Neusiedler See – Seewinkel National Park, presented new defences for the preservation of Lange Lacke (lit. long puddle).

4.3 Risks and challenges

Climate change also has a strong impact on the natural environment around Lake Neusiedl. The resulting risks and challenges, especially with regard to hydrological equilibrium, will be described in Chapter 7.

There are also a number of challenges that arise from human intervention in the local landscape and World Heritage Site.

4.3.1 Biodiversity

The current threat to the remaining puddle landscape is barely visible on the surface: If the groundwater level remains low and separated from the salt-bearing horizon in the bottom of the puddle for a long time, salts no longer reach the surface - the danger of "natural desalination" increases. Although the puddle basin can fill up again in a short time with intensive heavy precipitation events, the changed chemistry lacks the typical food supply for certain specialised bird species.

The elaborate natural space management in the National Park – with grazing at the puddle edges, in the lake outcrop and on the pastures – can ensure that the sensitive habitats for salt-tolerant plants and ground-breeding bird species will continue to be kept open in the future. However, the National Park Administration cannot take measures against a falling groundwater level.

Buildings in ecologically particularly sensitive zones such as on the shore of the lake or on the slopes of the Leitha Mountains contribute to the loss of valuable habitats. Through intensive agriculture, the existing natural spaces were pushed back and dismembered. Progressive sealing, for example through development infrastructure and the "clearing out of the landscape", intensifies islanding and thus prevents migration or exchange between habitats.

4.3.2 Scenery

For a long time, the zone of the World Heritage Site was characterised by compact settlement structures and free viewing spaces in the surrounding landscape. These structures have been broken up more and more in recent decades. Driven by the development of tourism and the trend towards a secondary residence (here Lake Neusiedl is a particularly popular area due to its proximity to Vienna), construction activities are increasing in shore zones and on the slopes and are changing the landscape sustainably.

It is also a particular challenge to bring high-rise building projects and infrastructure projects in the undisturbed field as well as on the outskirts into harmony with the World Heritage Site. In the World Heritage Site or in its wider environment, new projects or the extension of existing projects will be submitted for approval on the following topics: Areas of operation, repowering of wind farms, ground-mounted photovoltaic installations, overhead lines for electricity and the construction of other high-profile construction projects for tourism, agriculture and public utilities.

With regard to agriculture, the need for machinery and warehouses is increasing, and to a small extent also for experience-oriented tasting rooms for regional agricultural products. With all these outstanding construction projects, it is evident that an even better legal basis and technical support is needed to include the aspects of the World Heritage Site already in the early planning phase. The topic of renewable energies, wind farms and photovoltaics and their effects and design options from the perspective of the World Heritage Site is specifically addressed in field of action 7.

4.3.3 Reed bed

The reduced economic use of reed as a raw material and the decreasing number of reed-cutting farms not only give rise to fears of the loss of an important regionally anchored raw material and cultural asset, but also influence and reduce the ecological value of the reed stock. Easily accessible and frequently harvested places threaten to be overused. For bird nests, a certain stalk thickness is required in order to be able to carry these nests. If there are only thin stalks in some areas, the function of the reeds as a habitat for nest-bound activities is eliminated. In hard-to-reach places, however, the reed population is outdated and also loses its attractiveness for the local fauna (especially birds).

A major challenge lies in the development of adequate, overarching reed management that takes into account all functions of the reed bed and includes all actors.

4.3.4 Land use

The size of intensively cultivated arable land outside the national park tends to decrease, but climate change with increasingly prolonged periods of heat and below-average rainfall increases the water demand in agriculture. Extensive research projects and model experiments have clearly illustrated the relationship between groundwater abstraction and groundwater level in the Seewinkel. Clear regulations on groundwater abstraction in the Seewinkel are now necessary.

The cultivation of different crops in agriculture is faced with the task of taking into account the recognisable climate signals, especially in the Seewinkel, and reliably producing food in a climate-friendly, ecologically careful manner that is adapted to climate change.

4.4 Objectives and measures - Action Plan N

4.4.1 Action Plan N: Protection and sustainable use of nature and landscape

The following table is the action plan for topic "nature and landscape". Key objectives and measures are listed, target area (s) and implementation period of the individual measures are listed.

Table 05: Action Plan N I Nature and landscape.

Objectives / Measures	Target area	Completion Time	Prioritisation	Procurement source
N.1 Preservation of natural values				
N.1.1 Land consolidation in the Austrian national park.	A	In the medium term	+	MAPnp, MAP03, BMNS, MAS
N.1.2 Around the lake: Designation of regional green areas and landscape parts worth preserving	A, H	short-term	+++	MAS, LEP, REP, MAP03, MP-ESG
N.1.3 Closed zone lakeside meadows	A, H	Short-term – medium term	+	LEP, MAP03
N.1.4 Networking of existing landscape elements	A, H, G	continuously	++	MAP03, MP-ESG, BMNS, (MAPnp), LEP
N.2 Protecting the landscape				
N.2.1 Update visual axes, viewpoints, movement lines and viewing zone, landscape inventory	A, H, G	running, continuously	+++	MAS, LEP, REP
N.2.2 Preservation of the traditional harmonious embedding of the settlement structure in the landscape	A, H	continuously	+++	MAS, MP-ESG, MAP22, MAP03, LEP, REP
N.2.3 Guidelines/restrictions for construction near the lake and on shore areas	A, H	short-term	+++	LEP, MAS, MP-ESG, MAP22, REP
N.2.4 Exclusion zones + construction guidelines for buildings in grassland (mainly agricultural buildings)	A, H	short-term	+++	MAS, MAP22
N.2.5 Legal anchoring of world heritage-relevant criteria (e.g. in Bgld. RPG 2019)	A, H?	short-term	+++	Mas, MAP22[5] , LEP
N.2.6 Creating Regional/Sectoral Programmes and Guiding Principles	A, G	Long-term	++	MAP22
N.2.7 Renewable energies in harmony with the World Heritage Site	A, H, G	short-term, continuous	+++	MAP03, MAS, LEP, MAP22

[5] The sub-objectives and measures with reference source map 22 were defined in the course of the creation of the 2022 management plan.

N.2.8 Visual transition zones in residential areas and in business and commercial areas on the outskirts of settlements	A, H	continuously	++	MAS, LEP, MAP22
N.2.9 Contain light pollution, especially at the edges of settlements	A, H	short-term, continuous	++	MAP22
N.3 Sustainable management of the reed bed				
N.3.1 Reed management plan for the conservation and promotion of richly structured and vital reed stocks	A, H, G	Medium to long-term	++	MP-ESG, STRAT14
N.3.2 Control group for reed monitoring and communication	A, H, G	short-term	+	MP-ESG
N.3.3 Avoid silting up, allow controlled burning of reed	A, H, G	short-term	++	MAP22, MP-ESG, MAPnp, ENS
N.3.4 Innovation boost for reed recovery	A, H, G	long-term	++	MP-ESG, MAP03, MAP22, MAS
N.3.5 Sustainable harvesting techniques	A, H, G	long-term	+	MP-ESG, MAP22
N.3.6 Maintaining a good ratio of open water and reeds	A, H	continuously	++	MAP22, MAS, MP-ESG, REB, BMNS, ENE
N.3.7 Cross-border cooperation	G	constantly, continuous	+++	MAP03, ENE
N.4 Preservation of the Cultural Landscape that has historically grown over centuries				
N.4.1 Promotion and expansion of agricultural uses compatible with the landscape	A, H	short-term	+++	MAS, MAP03, LEP, MP-ESG, ZLS, REP, REP
N.4.2 Promoting regional products on farms	A, H	short-term	++	MAP03, MAS, LEP, ZLS, REP
N.4.3 Designation of priority area for agriculture	A	long-term	+	MAS, REP
N.4.4 Preservation of the structurally rich wine-growing landscape	A	Medium to long-term	+++	MAP03, MAS, MAP22, MP-ESG, REP
N.4.5 Cross-border voting	G	medium term, continuous	++	Mas, LEP

Source: Results from the measures workshop (13.12.2021) and individual processing

4.4.2 Explanation of Action Plan N: Protection and sustainable use of nature and landscape

The headline targets and measures set out in the Action Plan are set out below:

N.1 Preservation of natural values

This diversity of landscapes and the extraordinary diversity of species in such a small area is unique within Europe. It is understandable that many attributes that prove the exceptional universal value of the Fertő/Neusiedlersee World Heritage Site and thus justify its entry in the World Heritage List refer to these natural values.

N.1.1Area consolidation in the Austrian national park (AT)

The last small-scale consolidation of the area in the Neusiedlersee – Seewinkel National Park took place in 2008. The further integration of agricultural land as a buffer zone and rounding off of the existing national park areas is an important measure for the national park.

N.1.2 Around the lake: Designation of regional green areas and landscape parts worth preserving

The cultural landscape around the lake is to be preserved and the existing green facilities preserved or improved by appropriate landscape design measures. Landscape parts worth preserving, green belts, green corridors and green connections of spatial significance should therefore be secured and kept free from development.

For this reason, 'regional green zones' and 'landscape parts worth preserving' around the lake are to be identified, designated and secured as such using spatial planning instruments. The 'landscape parts worth preserving' also include dry lawns, orchards and landscape-defining stands of cherry trees or almond trees in vineyards.

West of Lake Neusiedl and partly east of Lake Neusiedl, the ‘World Cultural Heritage Priority Areas’ serve as the first good basis for the identification of landscape parts worth preserving. Here, the priority areas 'cultural landscape preservation', 'landscape image', 'nature priority areas', 'historic puddle landscape' and 'renaturation of river courses' were once designated in a differentiated manner.

Diversity, individuality and variety of the ‘regional green zones’ and ‘landscape parts worth preserving’ are to be ensured by maintenance, conservation and planting measures. Native deciduous trees and shrubs suitable for the site, interspersed with fruit trees, should be chosen for planting.

N.1.3 Closed zone lakeside meadows

The lakeside meadows extend along the reed bed as an almost continuous band. For a long time they were regularly mown and/or grazed. With the decline of livestock farming, the areas fell fallow and were overrun by the reed bed. Grazing projects were launched to regain the landscape transition from reed bed to land as an important habitat for many bird species.

Around the lake, a zone of lakeside meadows is to be identified, designated and secured as such in the instruments of spatial planning and kept free from development. The areas designated as the 'lakeside meadows' zone in the 'World Heritage Site Priority Areas' serve as a good initial basis for identifying these areas. Subsequently, management measures are to be developed for the individual sections of the ‘lakeside meadows’ zone and suitable uses are to be promoted. Grazing projects have proven their worth. In the case of a mowing, it is important to coordinate these well with regard to the scope and timing of nature conservation.

N.1.4Networking of existing landscape elements

In addition to preserving the existing landscape elements, the integration of these areas into larger and more closed biotope systems should also be sought. It is important to ensure the permeability of the landscape for wildlife migration.

For this reason, existing and potential biotope network systems around the lake must be identified and identified as regional green zones and secured as such in the zoning plans and in local development concepts.

N.2 Protecting the landscape

For a long time, the zone of the World Heritage Site was characterised by compact settlement structures and free viewing spaces in the surrounding landscape. These structures have been broken up more and more in recent decades. The aim is to preserve an intact landscape. This requires various measures.

N.2.1Updating visual axes, viewing points, movement lines and viewing zone, landscape inventory

At the regional level, visual axes from and to culturally and historically outstanding cultural buildings or visual axes as 'gateways to World Heritage' or visual axes to settlements and their entrances should be identified and designated. Since many visual axes are also important for tourism and the use of recreation, they are mentioned under this aspect in Chapter 6.4 in the action plan under T.3.3. The map on 'Viewpoints, Visual Relationships' from the 'Criteria for Building in the World Heritage Site' should be updated and supplemented accordingly. Already impaired visual axes are to be designated and measures to reduce these impairments are to be formulated. The visual zone around the World Heritage Site should also be updated and, if necessary, extended.

Distinctive and prominent viewpoints on the World Heritage Site and the lake must be identified and, if necessary, updated, as well as frequented movement lines with free visual axes in the World Heritage Site.

These updated visual axes, viewpoints and lines of motion should subsequently be identified in the spatial planning instruments. Visualisation studies must be prepared and submitted for large-scale building construction projects within the visual zone as well as outside the visual zone with expected impacts on the core and buffer zone of the World Heritage Site. The visibility of planned building construction projects must be visualised from prominent locations in the wider and closer environment and taken into account as a basis for the decision on the determination of building and object heights in approval procedures.

In a separate cross-border project of the "World Heritage Landscape Observatory" (see Chap. 9.3.1), if necessary in cooperation and collaboration with other cultural landscape World Heritage Sites, the instruments for a landscape inventory of world heritage-relevant and characteristic elements of the cultural landscape worth preserving can be developed in a first step and subsequently collected and monitored in the long term. A landscape inventory also serves as a qualitative and quantitative collection and thus serves as a yardstick for the development of the scenery and character of a region.

N.2.2Preservation of the traditional harmonious embedding of the settlement structure in the landscape

For a long time, compact settlement structures shaped the World Heritage Site. An economical and compact land use is to be aimed at and concrete settlement boundaries are to be identified. The preservation of the Cultural Landscape is in line with an economical and compact development of the urban and settlement areas. It is also pointed out in Chapter 5.4 that measure S.1.3 is aimed at this.

The settlement margins and designated settlement boundaries are to be maintained and only rounded off in small areas. The characteristics of the village settlement edges are to be observed. At the same time, this means clearly defined settlement edges with a harmonious transition between built-up area and open landscape. (MAP IV.1.5 et seq., I.2)

Areas where the settlement structure is not harmoniously embedded in the surrounding landscape should be designated at regional level and depicted in the Regional Development Programmes. For these areas, measures must be developed in the course of work on local development concepts, which ensure the harmonious embedding in the landscape.

N.2.3 Guidelines/restrictions for construction in offshore areas or shore zones

Riverside areas are under great pressure - especially near seaside resorts - due to tourist and recreational use. The LEP 2011 (LEP p.38) states that "bank zones of standing and flowing waters should in principle be freely accessible if this is ecologically acceptable and in the public interest. Lakeshores are to be kept largely free of building development." The open view of the lake should be preserved as much as possible. The sensitive handling of tourism dedications is demanded in chapters 5.2 and 6.4 and taken into account in measures S.1.4 and T.4.1 with regard to lake access.

In the future development of each lakeside resort, nature conservation and landscape conservation aspects must be taken into account. High-quality public use of the lake areas must continue to be made possible without restriction, and the view of the lake and nature must not be obstructed by building. Building heights should be specified and restricted (see also Masterplan Part 2, p. 45).

New dedications of building land in offshore areas and shore zones should only be possible in conjunction with re-dedications of equivalent areas. In the Lake Neusiedl Masterplan, the lake areas were defined in which new dedications will only be possible in the future through compensatory areas and dedications.

In the current Lake Neusiedl – Parndorf Plain Regional Development Programme (North 1), binding settlement limits have been established in the area of the lake resorts of Burgenland.

N.2.4 Exclusion zones + construction guidelines for buildings in grassland (mainly agricultural buildings)

Away from the settlements in the open countryside, agricultural buildings such as machinery and warehouses and, east of Lake Fertő/Neusiedl in some places, greenhouses also have a formative effect on the landscape.

In order to prevent a disorderly expansion of such buildings in grassland in the open landscape, the principle of concentration of these buildings applies. Therefore, in consideration of the landscape and the townscape, a 'suitable zone for buildings in grassland' should be searched for by a single municipality if necessary and identified in the local development concept. This suitability zone should in any case be located outside the newly designated ‘landscape parts worth preserving’ (see N.1.3) and thus basically outside

- a ‘priority area landscape’,
- a ‘natural priority area’,
- a ‘cultivated landscape management’ area,
- a ‘lakeside meadows zone’ (see N.1.4); and
- a 'historic puddle landscape' zone.

Outside the 'suitable zone for grassland buildings', the construction of buildings in grassland should be excluded; the construction of individual, isolated buildings in grassland should be avoided in the World Heritage Site.

In a second step, a municipality is to draw up building regulations/guidelines for this 'suitability zone for buildings in grassland' and establish them in consultation with the Federal Environment Agency, the expert for landscape protection and the design advisory board. The building regulations ensure that the buildings are better integrated into the surrounding landscape.

They contain statements: For height limitation, roof shape, construction, planting around this suitability zone and the designation of green belts in accordance with the regional green zones (see N.1.3). The green belts start from the aptitude zone towards a settlement area. They are identified in the zoning plans and strengthen the regional green zones.

N.2.5Legal anchoring of world heritage-relevant criteria (e.g. in the Bgld. RPG 2019)

It is desirable that the World Heritage Site be legally recognised directly in the Burgenland Raumplanungsgesetz (Spatial Planning Act), Blgd. RPG 2019. Recommendations from the Design Advisory Board are currently being sent to the competent building authority and the Nature Conservation Authority. Based on the amendment 2019 of the Bgld. Baugesetz 1997, §3, para. 4 and on the basis of the amendment 2019 of the Bgld. Naturschutz- und Landschaftspflegegesetzes 1990, §6, para. 3 (cont'd) In these material laws, it is pointed out that projects can only be implemented if they "consider registered World Heritage Sites" and/or do not contradict the OUV.

It is essential that the World Heritage Site is anchored in all legal frameworks that affect it and should therefore be taken into account in planning decisions. It is therefore desirable that the World Heritage Site be legally incorporated directly into the Blgd. RPG 2019. This means that the involvement of those responsible for the World Heritage is not only common practice, but also legally enshrined, even in the event of changes or the preparation of land use and (partial)development plans.

N.2.6 Creating Regional/Sectoral Programmes and Guiding Principles

Guiding principles include a common understanding of the region and the necessary framework for future development. World Heritage Site could be used as a sectoral spatial planning programme in accordance with Bgld. Raumplanungsgesetz and be filled with content on the basis of the present management plan and bindingly resolved.

N.2.7 Renewable energy in line with the World Heritage Site

The topic of renewable energies and their influences and design options from the perspective of the world heritage is dealt with specifically in the field of action "Climate protection, climate change adaptation, renewable energies and mobility" (*Chapter 7.2.2*).

N.2.8Visual transition zones at settlement edges in residential, business and commercial areas

The past has shown that when re-designing business areas and residential areas on the outskirts of settlements, the design with corresponding green and open spaces is often neglected.

Particularly on the outskirts of the settlement opposite the open landscape of the World Heritage Site, visual transition zones are to be ensured in order to ensure a harmonious embedding in the landscape. These visual transition zones are to be defined by the municipalities in the Local Development Concepts. Subsequently, measures must be developed for the visual transition zones and designated as green belts in the zoning plans and planted with deciduous trees and field trees, if necessary, in accordance with the measures. This applies to residential areas as well as to business areas on the outskirts of settlements.

N.2.9 Contain light pollution, especially at the edges of settlements

In the outskirts of settlements, there are often industrial areas that are heavily illuminated. Especially transitions to the open landscape of the World Heritage Site are much less illuminated than central settlement areas. From the point of view of nature conservation, lighting technology and the perception of the night sky, the illuminance levels in the commercial areas on the outskirts of settlements should be reduced to values close to full moon brightness.

In the field, the use of artificial light must always be checked for its necessity and compatibility.

N.3 Sustainable management of the reed bed

The reed bed of Lake Neusiedl is one of the largest connected reed stocks in Europe and is of great importance for the protection of nature and species. The reed bed strongly influences the landscape and is therefore a source of identity for the entire region. It is subject to a wide range of demands: The ecological value of the reed bed as a habitat of a diverse animal world, the historical importance of reed use as a regional economic factor, as well as the importance for hunting and fishing are closely intertwined.

A coordinated, targeted reed bed management helps to preserve the ecological value of the reed bed. It should be noted that the reed areas in the National Park are subject to strict process protection.

N.3.1Reed management plan for the conservation and promotion of richly structured and vital reed stocks

The reed bed is a habitat for a variety of bird species from wetlands and for a variety of other reed-dwelling organisms. Reed has different meanings at different stages of life: The reed industry prefers to process young, mainly annual reed. Many of the reed-breeding birds need stalks with sufficient stability, preferably perennial stalks. If the reed is older than 15 to 20 years, the ecological importance decreases and the reed bed sinks.

In order to preserve the ecological value of the reed bed, a vital reed stock with a rich age structure is promoted. A reed management plan shall also take into account high water quality and sustainable economic exploitation of reed.

N.3.2Control group for reed monitoring and communication

Sustainable management of the reed bed is a challenging task due to the large number of interest groups involved (landowners, reed-cutting and reed-exploitation companies, nature conservation representatives, etc.). A steering group with representatives from all interest groups should be set up. The control group determines the current reed cutting zones on the basis of a reed management plan and an accompanying reed monitoring. The steering group coordinates reed cutting operations, develops necessary adjustments for the management of the reed bed and communicates the measures to the public.

N.3.3 Avoid silting up, allow controlled burning of reeds

Depending on the location, reed degradation occurs after 15 years. Subsequently, the area silts up, then siltation occurs. For most bird species, this area loses its attractiveness. To avoid degradation, rejuvenation measures must be taken.

The mowing/reed harvest is the one form of rejuvenation. Slash-and-burn is the second form of rejuvenation. Currently, slash-and-burn is forbidden. Against the background of increasingly difficult conditions for mowing, considerations of an ecologically compatible form of slash-and-burn clearing are gaining in importance. The chosen timing of slash-and-burn is an essential piece of the puzzle.

N.3.4Innovation boost for reed recovery

At present there are very few reed harvesters or reed cutters in Burgenland. The number of full-time reed-cutting companies has declined in recent decades. The reed harvest is generally expensive, in recent years the conditions have deteriorated. If high-quality reeds are harvested, this is almost entirely exported abroad.

Traditionally, reed was mainly used in the construction industry (roofing, insulation) and in livestock farming (feed pipe). If reed recycling is promoted, reed has a high innovation potential.

Waste reed is currently mainly considered a waste product. In fact, it can be used as an insulating material, as bedding for animal husbandry or for biomass plants. And it is precisely the reed's potential for thermal utilization (pellets or wood chips) that needs to be re-evaluated. An innovation boost for reed exploitation is necessary, initiated by the public authorities through funding and accompanied by research.

N.3.5 Sustainable harvesting techniques

The conditions for the reed harvest have been very unfavourable in recent years. Rarely did a closed, load-bearing ice cover form. Due to the short harvesting period, the organization of the use of specialised and expensive harvesters is difficult for several farms. If no specialized machines are used or harvested at the wrong time, this damages the rhizomes. Subsequently, this leads to large-scale death of the damaged reed stocks; no vital and densely overgrown reed stock can develop.

For this reason, it is important to further develop the harvesting machines. Space-saving and seabed-friendly harvesting machines are clearly to be preferred in the purchase.

The newly founded Burgenländische Seemanagement GmbH (Burgenland Lake Management GmbH) has initiated the first steps to be able to deal with these topics in a sustainable manner.

N.3.6 Maintaining a good ratio of open water and reeds

A good relationship must be maintained between open water and reed, and mud and subsequent silting up should be prevented. Therefore, the propagation of the reeds should be prevented. It helps to ensure a good exchange between reed and sea water. For example, by reactivating reed channels or creating new ones. High waters in spring also help to prevent the reed from spreading towards the lake.

N.3.7 Cross-border cooperation

In reed use, close cooperation between Austria and Hungary is recommended. Not only can management be coordinated for the entire region, but funding can also be targeted in cross-border cooperation and innovations can be shared. A common transboundary reed classification system should be developed. A common designation of origin contributes to the formation of identity and to the enhancement of value.

N.4 Preservation of the Cultural Landscape that has historically grown over centuries

The rich and diverse cultural landscape around Lake Fertő/Neusiedl shapes the appearance of the World Heritage Site This cultural landscape has historically grown over centuries and is extremely fragmented in the west. In Chapter 2.4.12, the Burgenland Land Development Programme (LEP) 2011 aims to preserve this cultural landscape: "The preservation of the Cultural Landscape must be in line with an economical and compact development of the urban and settlement areas."

N.4.1 Promotion and expansion of agricultural uses compatible with the landscape

The importance of regional, multifunctional and sustainable agriculture is beyond question. In Chapter 2.4.2.3, the LEP 2011 refers very specifically to the necessary orientation of agriculture: "... in the World Heritage Site... agriculture and forestry should above all preserve the traditional natural and cultural landscape."

For this reason, small-scale agriculture, extensive livestock breeding and extensive cultivation of ecologically valuable, but often poorly productive, agricultural land must be promoted and developed in the World Heritage Site. The mowing and grazing of damp meadows, dry lawns and orchards should be ensured.

N.4.2 Promoting regional products in the companies

In the Austrian part of the World Heritage Site there are four meccas for holidaymakers:

- The Leithaberger Noble Cherry,
- the Lake Neusiedl Fish,
- the National Park Neusiedler See - Seewinkel Steppenrind and
- the Seewinkler Vegetables

The focus of agricultural management in the World Heritage area - such as the above-mentioned products as well as wine growing in the region of Neusiedl am See - must be preserved. To this end, product brands, regionally organised marketing associations and intensive cooperation with tourism will be promoted.

N.4.3Designation of priority area for agriculture

In order to ensure the basic supply of the population with food, it is necessary to identify and secure high-quality agricultural soils. The best quality soils are designated as 'priority areas for agriculture' in the Regional Development Programmes (RDP). Subsequently, these areas are to be kept free from other uses, in particular from uses as business or settlement areas.

N.4.4Preservation of the structurally rich wine-growing landscape

The richly structured wine-growing landscape characterises the appearance of the cultural landscape and is worth preserving, especially on the slopes of the Leitha Mountains and the slope of the Parndorf Plain. However, slopes that are difficult to cultivate are increasingly being taken out of use, vineyards are being merged or in the west of Lake Fertő/Neusiedl there is a risk that grassland buildings in the vineyards will be increasingly built.

For these reasons, areas of a structurally rich viticultural landscape that significantly shape the appearance are to be identified as 'landscape parts worth preserving' (see N.1.2) at regional level and are to be designated in local development concepts. Subsequently, these areas are to be kept free of buildings. And for vineyards that threaten to be taken out of use in these ‘landscape parts worth preserving' or have recently been taken out of use, measures should be developed and promoted for the further management or maintenance of the landscape - both possibly in association.

N.4.5 Cross-border voting

Close cooperation between Austria and Hungary is recommended for the preservation of the rich and diverse cultural landscape. Not only can management be coordinated for the entire region, but funding can also be targeted in cross-border cooperation and innovations can be shared.

4.4.3 Actors in the field of action N

Key actors in the Field of Action are in particular:

- Verein Welterber Neusiedler See (Lake Neusiedl World Heritage Association) / Rat für das Welterbe Fertő-Neusiedler See (Lake Fertő-Neusiedl World Heritage Council)
- Office of the State Government of Burgenland, in particular the following departments of the State of Burgenland: Division 2 - Regional Planning, Municipalities and Economy; Division 4 - Rural Development, Agriculture, Nature and Climate Protection, Biological Station Neusiedler See
- World Heritage Site communities
- Lake Neusiedl National Parks - Seewinkel/Fertő-Hanság
- World Heritage Nature Park /Lake Neusiel Regional Association – Leitha Mountains

The involvement of cooperation partners takes place on a measure-by-measure basis. Possible partners for the continuation, development and implementation of measures are, for example:

- Austrian-Hungarian Water Commission
- Agricultural and forestry enterprises, especially viticulture and vegetable growing, as well as their regional associations and interest groups (viticulture and winegrowers' cooperative, Burgenland Forestry Association, ...)
- Reed cutter plants
- Fischereiverband Neusiedler See (Lake Neusiedl Fisheries Association)
- Esterhazy Plant GmbH
- Energy providers (including Burgenland Energy)
- Nature Conservation Association of Burgenland
- (Professional) associations and private initiatives such as (Initiative Welterbe, Freunde des Neusiedlersees , BirdLife, WWF, ...)
- Sports and leisure facilities
- North Burgenland Tourist Board, as well as businesses active in tourism
- international organisations (IUCN, Ramsar, ...)
- Relevant institutions from education, science and research (UNESCO schools, universities, universities of applied sciences)
- etc.

5. Field of action S: Compact settlement development, building culture and cultural assets

4.1 Characteristics and features

5.1.1 The towns and villages around the lake

From Fertőd via Fertőszéplak, Hegykő, Fertőhomok, Hidegség, Fertőboz, Balf (belonging to the city of Sopron) and Fertőrákos, via Mörbisch, Rust, Oggau, Purbach, Breitenbrunn, Winden am See and Jois to Neusiedl am See and Weiden, the villages line up along the state and federal roads (B50, B51 and B52). Most of them are old wine-growing villages. Due to high water level, until the mid-19th century, many locales (e.g. Rust, Mörbisch am See, Weiden, Podersdorf and Sarród) were very close to the lakeshore. Today they are separated by the broad reed bed sometimes several kilometres from the lake. Podersdorf is currently the only place with a direct reference to the sea, as there is no difference there. The town of Rust and all places along the part of the western shore belonging to Austria (from Mörbisch to Winden am See), the lake corner on the eastern shore (Podersdorf, Illmitz and Apetlon) as well as all Hungarian places around the lake are located in the core zone of the world heritage. The castle complex of Fertőd and the quarry of St. Margaret are also part of the core zone. The nuclei of Jois, Neusiedl and Weiden as well as Nagycenk are located in the buffer zone. The towns of St. Margarethen, Oslip, Schützen am Gebirge, Tómalom, Fertőszentmiklós, Petőháza and the town of Fertőd are located directly adjacent, but outside the World Heritage Site Zone.

Photo 05-01: Breitenbrunn

Source: stadtland ©Judith Leitner

Photo 05-02: St. Margarethen

Source: ©Georg Kugler

5.1.2 Place forms

The villages in the region are historically characterised by compact centres, whereby most of the villages belong to the typology of the Anger or street or multi-street villages or are mixed forms, for example, starting from an Angerdorf and expanding into multi-street villages. In addition, it is not always easy to see from the town centres whether it is a narrow Anger or a wide road. Compared to the alpine region, the villages have remained relatively compact, but everywhere there are signs of urban sprawl. Some villages on the Hungarian side such as Fertőrákos or Balf are very long road villages, which until a few decades ago were hardly extended off the main road. It is only in the recent past that numerous new settlement areas have been opened up on the Hungarian side of the lake.

5.1.3 Household forms and construction methods

In the region there are both very homogeneous ensembles and a wide variety of house and farm shapes. The simplest type is the gable facing the street or the Anger aligned Streckhof. The building is only one room depth wide (often only five to six metres) and extends along the narrow plots, starting with the residential part with adjoining chambers, stables and abortions, depending on the type of economy, wine cellars, press houses and stadiums at the end of the plot. The front facades often do not lie in a straight construction line along the road but are often also slightly offset from one another in the manner of a fishbone. As a result of inheritance divisions, land was divided in the longitudinal direction – very narrow parcels with a width of only eight to ten metres and a length of up to a hundred metres were the result. Cross-division gave rise to arable farms or multi-party farms, which consist of several successive residential parts and subsequent economic parts. Well-known examples of such Hofgassen can be found in Mörbisch am See. The narrow plots only allowed a single-storey development. The typical barn ensembles of the Hintausgassen (roads connecting barns and sheds on a property or properties), which run parallel to the streets or Angern, are created by the barns at the end of the parcel, which are either attached lengthwise or placed crosswise (cf. Mayer, 1993, pp.33-35). The most important building materials were sandstone (later brick) or in the lake angle mainly clay for walls and floors, plus wood and reeds for roofs and as plaster beams. Until the middle of the 20th century, the reeds were still harvested by the farmers of the area as a natural part of winter work, it was an important feedstuff and was further processed into building materials by local factories.

As long as the farms were still used for agriculture and barns and attics served as warehouses and storehouses, it was important that wagons could travel through them in the longitudinal direction. With the hiring or modernisation of the farms, the economic tracts fell out of use and the courtyard areas became grassy ornamental gardens. Sometimes there are still the trees traditionally planted close to the facade, which not only provide additional shade, but also remove water from the ground and help to keep the walls dry. In some places there are also cellar alleys or cellar districts (e.g. Winden am See, Purbach, Breitenbrunn), which have been placed under monument protection.

Particularly beautiful courtyards (some with arcades) or uniform ensembles can be found on the Hungarian side, especially in Fertőszéplak, but also in Sarród, Fertőrákos and Fertőhomok. The municipality of Hegykő attaches great importance to the preservation of traditional buildings and material culture. In several villages on both sides of the border there are farms that have been converted into local history museums (in Fertőszéplak even several objects side by side). Although this means that they are no longer used for year-round or temporary living, they have been made available to the interested public.

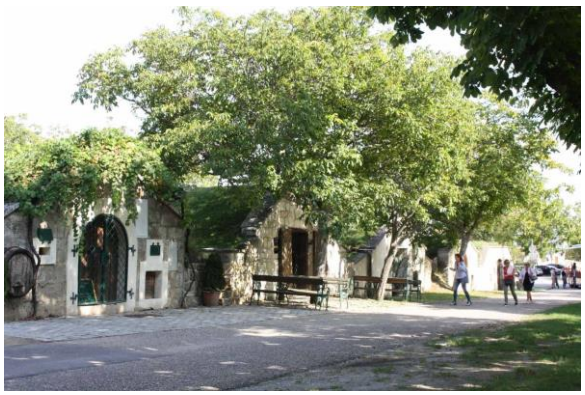
Photo 05-03: Museum houses in Fertőszéplak

Source: ©Council for World Heritage Site, Hungary

Photo 05-04: Streckhofs in Fertőrákos

Source: stadtland ©Judith Leitner

Photo 05-05: Kellergasse in Purbach



Source: ©Hannes Klein

Photo 05-06: Wide facade house in Illmitz

Source: stadtland ©Judith Leitner

In the more prosperous places, especially in Rust, but also in Breitenbrunn, Donnerskirchen, Winden am See or Purbach, there are more generous forms of house, which were already found in the 17th and 18th centuries. They were built in two storeys in the 19th century and some of them also have arcades. With the economic upswing and the agricultural reforms in the 18th century, the wine-growing regions in particular developed into multi-purpose farms. Wealthy farmers succeeded in merging neighbouring plots of land and erecting broad façade houses on them, usually with staircases and some with two storeys. Sometimes the press house with the covered entrance was connected to the adjacent residential part to form a broad facade and the bulk container was located in the longitudinal section. Due to the basement (for wine cellars and press houses), the location of the living rooms on the upper ground floor and the brick half floors in the attic, these were already significantly higher than the low Streckhofs (cf. Mayer, 1993, pp. 43-45).

In the Hungarian World Heritage Site, historical house types can also be divided into several groups. In the case of Fertőrákos and Balf, a narrow apartment with two windows to the street is typical. The house is narrow and gabled, has no porch and a parlour-kitchen-chamber arrangement, the courtyards have a partial basement. Occasionally several houses were built one after the other on the premises. The stables and barns were built behind the main building. The facades of the houses are plastered, often whitewashed, with minimal facade decoration. The other villages are characterized by a wider residential building with a continuous arched porch. It is also built with a gable roof, which is perpendicular to the street, and usually has a living room-kitchen-chamber structure. Here, the barn building is often constructed in a stand or half-timbered construction and closes off the end of the plot transversely. There are also separate stables. The houses are also built with white plastered

facades and tiled roofs. The elaborate Baroque gable design is almost only known from written sources, the last specimen in Sarród (Fő utca 57) was demolished and slightly altered and rebuilt. There are several houses with classicist facade decoration: Pilasters, cornices and framed window openings enrich the facades. An overview of house typologies and changes in the location images can be found in *Appendix 2*.

5.1.4. Historic buildings and facilities

The region is characterised by numerous important architectural monuments and ensembles. In contrast to some smaller objects of vernacular architecture, these are also very well maintained and have been converted into publicly accessible cultural sites. In addition to the castles, they also include smaller monuments such as the Little Gloriette in the Fertőboz hills, the Mitra temple in Fertőrákos and the churches of Rust, Balf and Hidegség. There are also sacred monuments along roads and paths (crosses, statues), often together with large trees as important landscape elements.

Photo 05-07: The small Gloriette in the hills of Fertőboz

Source: ©Council for World Heritage Site, Hungary

Esterháza in Fertőd

The castle was built west of the old village in the style of Versailles *"entre cour et jardin" (between court and garden)* under Prince Miklós Esterházy with the associated gardens and forests first as a summer residence and then expanded into a permanent residence, with the lake road partially overbuilt. The small village was renamed Fertőd-Eszterháza in 1765 by Süttör, as a sign that a new settlement had been built, independent of the former village. The central axis connects the main gate with the central wing of the castle, where the large state rooms are located, and continues behind it in the garden. The church towers of Fertőszentmiklós form the final focal point. To the north, the central axis led to the dam of Pomogy (Pamhagen). The road towards Fertőszéplak was designed as an avenue; the plots along the avenue were awarded to craftsmen. Today, the two towns have grown together. The wing at the base line of the triangular ensemble included the residential buildings for the staff, the house for the musicians of the princely chapel, accommodation for guests, stables and the Wagenburg. An oval courtyard was created by the curved wings adjoining the side wings of the castle. An open staircase opposite the main entrance leads to the upper floor. The garden wings used to house the conservatory and the art gallery. The opera house was built on one side of the large ground floor, opposite is the puppet theatre built in 1773 and a grotto with water features. As an example of a French baroque yar, the castle garden was important throughout Europe, the structure

of the garden landscape still intact today. The water tower, other commercial and school buildings were built in the 19th centuries. The castle can be visited almost all year round and offers a rich program (castle museum, concerts, rose garden) but there are also parts empty. Through the connection with Joseph Haydn, it is also important in terms of music history, since his compositions were premiered there in the service of Prince Esterházy from 1769 to 1790.

The last restoration works of the ensemble included the ground floors and facades of the main building, the officer's house, the puppet theatre and the orangery, the rose garden and the associated garden house as well as the English garden. The renovation of the suites of the main building is still ongoing. For the future, priority will be given to the maintenance and renovation of the park, the chamber gardens, the stables and the inn.

Photo 05-08: Eszterháza

Source: stadtland ©Judith Leitner

Széchenyi Mansion in Nagycenk

The town of Nagycenk is inextricably linked to the name of one of the greatest personalities of modern Hungarian history – Count István Széchenyi (1791-1860), reformer, politician, founder of the Hungarian Academy of Sciences and innovator of transport and hydraulic engineering. All historical cultural and natural monuments, such as the mansion, the parish church, the family tomb of the Széchenyis, the historical railway line, the mansion garden and the Lindenallee have a connection to him and his predecessors. The mansion is a detached building complex in the middle of a large park. A central open courtyard in U-shape and two rectangular side courtyards are attached to it. The middle part is the old, originally one-storey mansion, which was built in the middle of the 18th century in place of the former seat of power. The first floor was built at the beginning of the 19th century by master builder József Ringer. Around this time, the facade was also decorated with stonemasonry.

István Széchenyi had the L-shaped building wing built for him between 1834 and 1840, based on the English model of builder Ferdinand Hild. The west wing, the so-called "Red Castle", was originally the seat of the landlord administration and was later converted into a hotel. The so-called "flower house" was built around 1870 as a cast iron construction and used as a bar and breakfast room. The stables were housed in the eastern wing of the mansion. The horses were not only to serve private pleasure, but to form the basis for a revival of horse breeding in Hungary. The renovation of the main building

was recently completed and the mansion again functions as a museum presenting the Széchenyi heritage.

Fertőszéplak Palace, church and ensemble of vernacular architecture

The architectural ensemble of the former Széchenyi Mansion, the church and the Calvary are among the most important places in the world heritage area. Numerous renovation works have been carried out in recent years. An exhibition on the Fertő-Neusiedler Lake World Heritage has recently been held in the mansion.

Also significant is the ensemble of vernacular architecture comprising several courtyards with uniformly built arcade courtyards from the 19th century. Through its regular programs, it plays an important role in the preservation, maintenance and transmission of folk culture (as does the farmhouse on the main street of Sarród, where there are also numerous historical farms).

Photo 04-01: Church in Fertőszéplak

Source: ©Council for World Heritage Site, Hungary

Fertőrákos Bishop's Palace

The baroque bishop's palace in the centre of Fertőrákos has been empty since the beginning of the 2000s and only minimal maintenance work has been carried out. However, the building is in a satisfactory condition.

Mills

Particularly interesting objects of pre-modern trade are water and windmills, not all of which have been placed under monument protection. Winden am See's mills include the Kientzl Mill in Bahnstraße - a water and wind mill renovated by Ingrid and Christian Reder and supplemented by a weir sculpture on the canalised Mühlbach by Walter Pichler, the Janisch Mill in Bachgasse (former water mill, later Moser Gallery), the Gritsch Mill on Zeilerberg (water mill on the Wander Bertoni site). A modern, electrically operated mill is the Mühlenhof in the centre of Winden am See of the Fröch family, which went into operation in the 1930s and was only in use for a few decades. In Winden am See, the Kunst- und Kulturverein Schaumamoi (Schaumamoi [lit. let's check it out] Art and Culture Club) turns festivals and events into mill culture (e.g. Mill Day 2021).

The old mill in the Feldgasse in Rust was converted into apartments.

The windmill in Podersdorf was built in the first half of the 19th century. It was built in the 17th century and was in operation as a mill until about 1940. It is under monument protection, has been extensively restored by the initiative of the local association of wind mills in cooperation with the Federal Monument 2014, has been fully functional since then and can also be visited again.

The water mill in Fertőrákos, which is one of the few relics of a pre-modern industry in the Hungarian part of the World Heritage Site and was later used as a youth hostel, is currently empty.

Photo 04-01: Wind mill in Podersdorf

Source: ©Hannes Klein

Meyerhofs and Gutshöfe

Agricultural buildings include Meyerhofs or manor houses, which were often erected far outside the town centres, sometimes also instead of abandoned settlements. From the second half of the 19. century, they had often become the forerunners of industrialised agriculture. The Meyerhofs underwent significant changes with the agrarian reforms after 1848 (with the conversion of subordinate farmers to wage-dependent workers) and also with the construction of railways and the development of Vienna into a large city. The production was switched from sheep breeding and wool production to supplying Vienna with milk to livestock farming. In addition, former hut pastures, which had previously been cultivated jointly by farmers and landlords, were converted into arable land. In terms of construction, these are often several individual objects grouped around a central area, consisting of residential buildings for workers and civil servants, stables, stadiums and other farm buildings. Examples are the Meyerhof in Donnerskirchen (today's organic estate Esterházy), the Sulzhof (later animal protection house, today's self-harvesting estate Sulzhof) as well as the Sommerhof in St. Margarethen (both outside the world heritage zone), the Illmitzerhof as well as the Apetloner Hof (today's seat of the administration of the national park) and the Paulhof between

Apetlon and Frauenkirchen. Herbert Brettl has dedicated his own book to the estates and Meyerhofs of the district of Neusiedl (Brettl, 2009). Their importance as architectural monuments has so far remained underexposed – similar to other buildings in industrial history.

The Quarries

Fertőrákos Quarry

The quarry to the north of the village is an important geological town. The rock strata are about 10 to 16 million years old, as the Parathetys Sea withdrew at that time. Stone was already mined in Roman antiquity on the quarry site, which is about five hectares in size and consists of rock and dry grass, with underground halls up to 15 metres high. The geological developments on the walls can be tracked on the basis of the deposits. The quarry was active until 1948, the sandstone was used, apart from its use in the region, for numerous buildings in Vienna and Sopron. (Cf. AEIOU, 2020). In 2015, the quarry was modernised as a cultural site and offers theatre performances and concerts with unique acoustics in the impressive halls of the so-called "Felsentheater" (theatre built in the rock face). The site is open from spring to autumn and also offers interesting views of the village, the lake and the surrounding area. An educational trail informs about geology, fauna and flora. An exhibition has been set up that gives an overview of the genesis of the rock, the history of mining, the craftsmanship of stonemasonry and the characteristics and use of the Leitha limestone. The palaeontological collection shows numerous exhibits of fossils, including parts of primeval whales and primeval sharks. The exhibition is complemented by a lapidarium. The first concerts on the premises took place in the 1930s. The first theatre performance in the Felstentheater with more than 700 seats at that time took place in 1970, and in the mid-1980s another major reconstruction took place. During the last renovation in 2015, the entire stage technology was also modernised (http://www.felsentheater.com).

Photo 04-01: Quarry in Fertőrákos

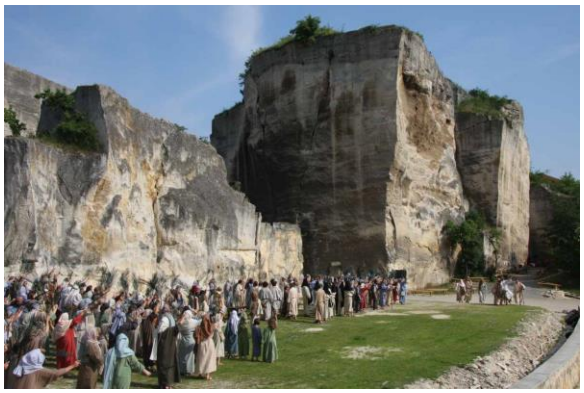
Source: ©Hannes Klein

The Roman quarry of St. Margaret and its surroundings

As in Fertőrákos, there are numerous lagoon deposits in the Leitha limestone on Margaret's Kogelberg, especially shells, corals and tuberous algae. The rock was already used in Roman antiquity, among other things, for the construction of Carnuntum. Since the 17th century, rock has been continuously mined. The quarry is currently leased by Ecker Stein. (See www.hummel-stein.at/der-steinbruch). The site of the St. Margarethen quarry is owned by the Esterházy companies and is not only used for the mining of the lime sandstone, but is also an important cultural and excursion site. Since 1961, passion plays have regularly taken place at the area of the quarry, and since 1996, the open-air stage has also

been used as a performance venue for operas. After a competition in 2005, the site was converted into a modern event centre by the architectural firm AllesWirdGut. A large part of the area around the quarry (Kogelberg, including sculptures from the "Symposium of European Sculptors") is freely accessible all year round. In addition to the unique flora and geology, the Kogelberg offers an impressive panorama of the surrounding hills, the quarry and the lake. The active part of the quarry can be visited regularly during guided tours or the customer area is open during business hours.

Photo 05-1: Passion plays in the quarry in St. Margarethen



Source: ©Georg Kugler

Photo 05-12: Guided tour of the still active part of the quarry in St. Margarethen on the World Heritage Day 2022

Source: stadtland ©Judith Leitner

5.1.5 Monuments outside the World Heritage Site (Austria)

In Austria there are several larger ensembles and important cultural sites that lie outside the core zone but have a strong cultural connection to the World Heritage Site. Consideration should be given to integrating them into the World Heritage Site as external sites.

Esterházy Palace in Eisenstadt

The palace is located on the edge of the extensive palace park immediately north of the old town of Eisenstadt. Instead of the present palace, there was already a medieval castle. In the 17th century, the castle came into the possession of the Esterházys – Paul I had the complex rebuilt into a baroque palace around 1650. Further major innovations and modifications followed at the beginning of the

19th century under Nicholas II, but Charles de Moreau's plans in the classicist style were only partially realised. In addition to the main building with a palace chapel, the complex includes the former princely stable and main guard building (built in 1793 according to plans by the architect Johann Henrici or by the princely architect Joseph Ringer). In the 18th century, the palace garden was transformed into a baroque style. At the start of the 19th century, the garden was expanded and designed as an English landscape garden. At that time, the Leopoldine Temple and the Orangery were also built – next to Schönbrunn, one of the most representative greenhouses in imperial Austria. The easternmost part of the garden was transformed into a public swimming pool and a football stadium. The historic palace garden, whose tree population also includes some rarities, is one of the most important garden monuments in Austria. Like the palace, it is listed as a monument. From 1969 to 2009, the palace was leased by the Burgenland state government. The last renovation and conversion work for today's exhibition facility was carried out by the Esterházy companies.

Halbturn Castle

Halbturn Castle, located on the northern outskirts of the village of the same name, is, like Eisenstadt, also a baroque castle with an English landscape garden. In the sixteenth century, it was inhabited by Maria of Hungary, who had fled Budapest from the Turkish siege. From 1711 it was built according to the plans of Lucas v. Hildebrandt under Charles VI as a baroque castle and used as a summer and hunting residence, and under Maria Theresa and her architects Anton Hillebrand further reconstructions took place. She passed the castle on to her daughter Maria Christina and her husband Albert Kasimir of Saxony-Teschen. After several fires, most recently in 1942 and 1949, the so-called clock wing was no longer built. The castle is still privately owned and was rebuilt or renovated in cooperation with the Federal Monument Office and with financial support from the state. It is open to the public as a museum and exhibition venue, can be rented for celebrations and seminars and is the venue for the Halbturn Castle Concerts. It is also an important winery. The castle and garden are listed buildings.

Cselley Mill in Oslip

The former mill – an ensemble grouped around a trapezoidal courtyard – is located north of Oslip on the Wulka River. The mill was first mentioned in 1515 as the property of the Minoritenkloster Eisenstadt, in its actual function it was in operation until 1960. The pigeon house in the courtyard and the arcades on the upper floor, supported by slender columns, are particularly remarkable from an architectural point of view. In the 1970s, the ceramist Robert Schneider and the painter Sepp Laubner acquired the mill and turned it into a cultural centre with a gastronomic business. A few years after the death of the two artists, the listed Cselley mill changed hands again in 2021. It is currently being renovated and will be reopened as a cultural and event centre in 2022 under new management.

Basilika Frauenkirchen

Frauenkirchen was in the 14th century already an important pilgrimage site. When the entire village was destroyed during the siege of the Turks (1529), the church had to be rebuilt, which only happened about 140 years later when the village of Frauenkirchen came into the possession of the Esterházys in 1622. A few years later, after the second siege of the Turks, the church and monastery were destroyed again in 1683. As a result, under Paul Esterházy, the church with the double tower facade was designed by architect Francesco Martinelli. The reconstruction of the Franciscan monastery as a two-storey four-wing building on the north side of the church began in 1686, and the garden wing was completed in 1733. The wall around the church was partially demolished in 1960. comp.: Tarcea, 2017, pp. 30-31). The last renovations were carried out in 2018. A part of the monastery is inhabited by brothers of the convent Frauenkirchen, in the oldest part of the monastery live several Indian sisters of the convent St. Joseph.

4.2 Situation in the present (change over the last 20 years)

5.2.1 Settlement development

Due to the proximity to the major cities (Vienna, Bratislava, Sopron) and the ongoing trend of investment in real estate, the settlements have grown strongly. New residential complexes and single-family housing areas are located in almost every village, even in the migration communities of

Seewinkel. The integration of industrial areas into the landscape is particularly challenging. Although much less pronounced than in other regions, individual trading facilities and residential areas on the outskirts of the towns increase the thinning out of the town centres, leaving empty houses and shops in the town centres. Internal development instead of external development are usually recognised as a planning task, for example, the recording of vacancies began in St. Margarethen a few years ago.

Also in Hungary, the built-up area of the settlements has increased, a process that originated in the merger of Hegykő and Fertőhomok, Fertőszéplak, Fertőd and Sarród in the second half of the 20th century. The growth of the villages along the streets continued and new residential areas were created, e.g. in Fertőrákos, in Hidegség, and Nagycenk. The area of Hegykő has also grown, and in recent years new settlements have been built on the western edge of Fertőszéplak and on the hilltop above Fertőboz.

For the Hungarian municipalities, there are well-developed, legally established municipal development guidelines as quality assurance measures.

Photo 05-13: View of Breitenbrunn and surroundings from the Tower Museum

Source: stadtland ©Judith Leitner

5.2.2 Roads and public spaces

There were some road constructions, modernisations and road widenings, which are outside the World Heritage Site zones (e.g. Schützen am Gebirge bypass, M85 motorway near Nagycenk, road corrections near Fertőboz). High traffic frequencies, especially in the thoroughfares of the local areas, have a negative effect on the quality of stay of the public space and the adjacent houses. For this reason, streets and squares are increasingly being redesigned or renovated with reduced traffic. New bypasses would mean a significant interference with the World Heritage Site and are not planned. The preservation and replanting of avenues and road trees is important, in particular for defusing heat islands and as shadows for pedestrians and cyclists, but also as aesthetic and identity-building elements, whose positive effect is often still too little known. The traffic situation in connection with the family park (theme park) and the festival operation in St. Margarethen and Mörbisch requires further processing.

5.2.3 Monument protection, preservation and renovation

Numerous historic buildings have been renovated in an exemplary manner in recent years and decades, but there are also repeated demolitions and improper renovations. For some objects, the

latter resulted in the revocation of the monument protection. However, further objects could also be protected in several places (e.g. numerous courtyard alley ensembles in Mörbisch am See, individual houses in Purbach, the hilltop under the Rosalia Chapel in Apetlon and the pit in Breitenbrunn; some cellars in winds are to be protected in 2022).

A current example of a renovation of a listed building with thermal improvement is the former citizen's hospital in Rust, a building from the early 18th century, which was converted into a multifunctional house on the initiative of the mayor on behalf of the non-profit building, housing and settlement cooperative Neue Eisenstädter in cooperation with Schandl Architekten, which has also housed the police since 2018 in addition to a café and studios. The project was published in a separate publication entitled "elemosina rustium. Neues Leben im historischen Bürgerspital und Armenhaus von Rust"(elemosina rustium, New Life in the Historical Hospital and Poorhouse)(Bauer, 2018). Other buildings are the Weinwerk in Neusiedl and the Weinakademie Rust in Seehof (see *Chapter 5.2.5*). The former Neusiedl barracks – also a listed building – stood empty for more than ten years. It was not until 2019 that it was converted into a residential building (renovation: a.o. Architects) with over 100 apartments reopened and renamed Neusiedl Castle.

Photo 05-14: Former citizen's hospital in Rust

Source: stadtland ©Judith Leitner

Photo 05-15: Nikolauszeche in Purbach

Source: stadtland ©Judith Leitner

Photo 05-16: Baroque house in Apetlon with reed roof

Source: ©Hannes Klein

5.2.4 Material culture

In the past, stone, clay, wood and brick as well as reeds were the most important building materials in the region. Today, reed harvesting and processing are far behind the possibilities. Only young (annual) reeds are suitable as building material, for older reeds there is hardly any use in building. Today, reed plays only a very minor role as roofing material and is mainly used where it is required for

reasons of conservation. Due to increasingly stringent fire protection regulations, reed roofs in the local area were opened at the latest from the 19th century largely replaced by tiled roofs, which also have a longer shelf life and require little maintenance. Reed roofs last much longer at 40 to 50 years and can even be 80 to 100 years old on north sides and steep roof surfaces (cf. Schrader, 1998, p.149). Due to the content of silica, reeds are also relatively fire-resistant. Reed mats were very often used as plaster supports; today reed products as plaster supports or insulation boards are rather niche products, which are used in ecological building, where builders also accept higher prices (especially in processing). Recent scientific papers[6] see the potential for reed as a sustainable building material, especially in connection with the cultivation of the cultural landscape (management of the reed bed) and with energy- and resource-conserving construction.

The Leitha limestone from the quarry in St. Margarethen, which is still active, is also internationally known. Particularly important orders are renovations of larger historical complexes (e.g. Vienna City Hall, Schloss Hof, St. Stephen's Cathedral). However, stone continues to be used in the region (e.g. for cladding, floor coverings for gardens and terraces, bricks, stone elements, including indoors). Limestone as a building material is not a mass product and is in competition with cheaper building materials (e.g. artificial stone slabs), but the order situation has been relatively stable in recent years. A certain role is played by whether architects increasingly propagate natural stone as a visible material or (as in recent decades) whether concrete, steel and other metals as well as glass dominate.

In Northern Burgenland, wood has historically been used primarily for roof chairs, ceilings, floors, gates and windows or in viticulture for barrels and presses. Today, wood is an important building material for buildings close to the shore, for example in gastronomy (e.g. Katamaran in Rust, Seejungfrau in Jois), in holiday homes (Island World – Jois), seaside resorts (Project Breitenbrunn), research facilities (e.g. Biologische Station Illmitz), observation towers, footbridges and sea huts. For example, in the construction of sea huts in Rust by means of building guidelines, outer surfaces in wood (impregnated in natural colours) are prescribed, large-area glazing is to be avoided, and preferably reed-covered tent roofs are to be erected in the outdoor area. For buildings in the reed bed, the Design Advisory Board also advocates facades made of wood or reed. Furthermore, wood is used in single-family house construction. The material would also have potential in hall construction and in use for agricultural farm buildings.

Photo 05-17: Town wall in Rust

[6] In his diploma thesis in architecture "Reed cutting", which was completed in 2018, Nikolaus Gartner also dealt with reed as a building material and above all with the building culture in the reed bed. The work was not only received in newspapers, but was also shown in an exhibition in the Burgenland architectural space and was awarded the Fred Sinowatz Science Prize (Gartner, 2018). From a spatial planning point of view, in his bachelor thesis entitled "Landwirtschaft am Weltkuturerbe-Ufer (Agriculture on the Shores of the World Heritage Site)" in 2021, Paul Klema examined the topic and also dealt with the situation of the still existing reed farms in the region (Klema, 2021).

Source: stadtland ©Judith Leitner

Photo 05-18: City wall in Fertőrákos

Source: ©Council for World Heritage Site, Hungary

Photo 05-19: Wooden gate with stone archway in Purbach

Source: stadtland ©Judith Leitner

Photo 05-20: Reed mats as plaster supports

Source: stadtland ©Judith Leitner

Photo 05-21: Lookout tower in Seewinkel

Source: ©Hannes Klein

5.2.5 Contemporary wine architecture

After the 1985 wine scandal (adulteration of wine with glycol), viticulture in Burgenland underwent enormous transformation and modernization, which also had an impact on the building culture. Some winemakers gave up business, others expanded, leased vineyards and built production halls outside the settlement areas, some with wine shops. A particularly successful example of construction in the existing area is the Burgenland wine factory in the centre of Neusiedl am See by the architects Halbritter & Hillerbrand (2003). It is a listed townhouse from the 16th century, which served as a tavern for a long time and also had a press house, a wine cellar and an ice cellar. Today, offices,

rehearsal rooms of the city chapel, a library and presentation rooms are located in the double gable house facing the street. A new annex was built in the courtyard for the wine shop and the hall. The transverse stadel at the end of the plot can be used for festivals and smaller events. (See nextroom 2004) Another cultural project in the collection is the house on the Kellerplatz in the former fire station of Purbach (2013) by architects Rudolf Gmeiner and Erhard Göll right next to the Kellerergasse and opposite the Türkentor. In addition to its gastronomic function as a wine shop, it is an information centre for nature conservation, regional development, agriculture and tourism. The manor Purbach (2007) and the wine academy Rust im Seehof – both buildings of the architects Kaitna-Smetana – are other noteworthy buildings. The Seehof Rust, a building from the 17th century on the city wall, houses not only the wine academy but also the music club. Among the impressive business buildings are the Preisinger winery in Gols (completed in 2009 by propeller z Architekten) and the Hillinger winery on the northern outskirts of Jois (completed in 2004 by gerner°gerner plus Architekten). From the point of view of the World Cultural Site, those projects of the wine gastronomy, which were built within the settlement limits and within the inventory and in which interesting combinations of old and new originated, are to be evaluated positively.

Photo 05-22: Haus am Kellerplatz in Purbach

Source: stadtland ©Judith Leitner

Photo 05-23: Weinwerk Neusiedl

Source: stadtland ©NN

5.2.6 Construction near the shore

The development of the banks varies greatly from place to place depending on ownership conditions and natural conditions – in the Ruster Bay, the banks are lined with hundreds of seaside huts, in Neusiedl am See and Weiden am See, holiday huts and houses dominate along artificially laid out harbour basins and canals, to name just a few examples. In numerous places (Neusiedl am See, Breitenbrunn, Rust, Podersdorf), the seaside resorts, seaparks and ports, some of which require renovation, have been renovated or are in the process of being renovated in recent years. The gastronomic offer at the lake has been expanded and there are currently several tourist buildings or concepts for further hotels and holiday flats, whereby a blurring of year-round living and leisure living is partly noticeable. (cf. Masterplan Neusiedler See, Part 2, 2019, p.66). While regionalist buildings and ensembles were built until the 1990s, more and more buildings have since been built in decidedly modern architecture. A vivid example of the former are the reed-roofed terraced houses of the Seepark Weiden, which was laid out in the 1970s. They are imitations of the Streckhof villages (but without farms), between which small village squares were created. In contrast, the buildings of Island World – Jois (planned by Georg Reinberg, realised in 2001) are wooden buildings in a contemporary architectural language with pavilion roofs and large glazing, without wanting to imitate the villages of the area, but also without attractive public spaces with seats or trees. The holiday homes of the first construction phases of Island World – Jois are also considered a pioneering project with regard to solar construction with largely ecological building materials. (On the typology of sea settlements, cf. Gartner, 2019, pp. 109-137). One of the first "modern" restaurants was the Mole West (architects Halbritter & Hillerbrandt, 2004) in Neusiedl am See. The hotel and seafood restaurant "Katamaran" in Rust (architect Tomm Fichtner, 2011), the renovation of the restaurant "Mermaid" in Jois (architect Ursula Jäger, 2015), the restaurant "Fritz" in Weiden (architects Halbritter & Hillerbrandt, 2017) are among the notable contemporary buildings of seafood gastronomy. Other buildings and projects include the Lagunensiedlung at Neusiedl am See harbour, which was completed in 2016, the boutique hotel (architects Halbritter & Hillerbrandt, opening 2023) with efforts to expand to include holiday flats (Seehaus-Apartments project) and the Sundeck project in Weiden am See, which consists of 28 holiday flats, as well as 27 new lakeside villas and 49 residential units in Seepark at the former barracks site in Oggau. Seepark in Oggau is one of the negative examples; the buildings were ultimately realised without the participation of the Design Advisory Board, which has been in place since 2009. The planned large-scale reconstruction of the bank of Fertőrákos (discontinued in July 2022) is also one of the controversial buildings or construction sites of recent years. (Cf. Gartner 2019, p. 9). Many of the projects are viewed very critically by nature conservation organisations (Greenpeace, Alliance for Nature), nature conservation associations (e.g. the “Friends of Lake Neusiedl” association) and the local population. The arguments are the negative effects on the natural and cultural landscape due to the complex infrastructure and increased traffic volume as well as the privatisation and commercialisation of the littoral zones. In 2020, a citizens' initiative was formed against the development of the city harbour (a gastronomy project with holiday apartments next to the seaside hotel) in Rust, so that so far there has been no sale or leasing of the land. The seaport / dock of the Drescher line was redesigned in 2022.

All projects with a height of more than five metres on the lake shore or in the reed bed must be submitted to the Burgenland World Heritage Site Advisory Board in accordance with the "criteria for

building in the World Heritage Site". In many cases, the participation of the advisory council has made it possible to achieve significantly better integration into the landscape of the World Heritage Site. For example, the current plans for the lakeside bathing area, the camping site and the Breitenbrunn yacht club can be assessed comparatively positively in consultation with the advisory council. There, the long-standing contracts with the yacht club and the mobile home owners were not extended. The previous scope for design of the different tenants is abandoned in favour of a uniform design. In the future, glamping and overnight accommodation in lodges will be offered on the areas of the former yacht club and the previous mobile home place, which is associated with high investments and should bring more income in the medium term. However, planning has not yet been completed. After an open two-stage implementation competition (2015), the project was discussed several times in the advisory board. Recommendations have largely been taken into account and a compromise has so far been reached between tourist exploitation, leisure use and sensitive handling of the inventory.

Photo 05-24: Seepark Weiden am See

Source: stadtland ©Judith Leitner

Photo 05-25: Island World – Jois

Source: stadtland ©Judith Leitner

Photo 05-26: Breitenbrunn lakeside resort

Source: stadtland ©Judith Leitner

5.2.7 Landart areas

In the region there are some areas of former quarries and mills, in which ensembles of historical buildings, land art projects and sculpture gardens have been created. The most famous sculpture area is located directly adjacent to the St. Margarethen quarry. In 1959, the sculptor Karl Prantl organised for the first time the “Symposium of European Sculptors” in St. Margarethen – more than fifty stone sculptures created since then are located on the Kogelberg in the immediate vicinity of the quarry and can be visited all year round. Not far from the summer house of Roland Rainer (built in 1957, Am Alten Bahnhof 2) and the residence of the Gruber family (Am Alten Bahnhof 1, designed by Roland Rainer, 1965) is the sculptor's house (Am Alten Bahnhof 3) – a work by the architect Johann Georg Gsteu (built in 1962-1968); the original object was the canteen for quarry workers. Today, the "Akademie an der Grenze" (Academy on the Border) regularly makes the building available to various universities for workshops. All three buildings have only been listed as iconic buildings of post-war modernism for a few years.

Peter Noever's project “The Pit” on the quarry site of Breitenbrunn, which the artist started in the 1970s, has since been developed further as a “work-in-progress”. The starting point was a several centuries old wine cellar overgrown with grass. Noever had a circular pit dug in front of its entrance and a 70-metre-long corridor built, which connects the cellar with the abandoned quarry. Since then, new elements have been added, mostly made of concrete, including eight square seating pits designed by Peter Pichler. In 2019, the area was placed listed as an historical monument.

The open-air museum of the Italian-Austrian sculptor Wander Bertoni, who acquired the mill in the mid-1960s, is located in the neighbouring village of Winden am See on the site of the Gritschmühle am Zeilerberg. The large sculptures are visible from afar. More recent buildings on the site are an exhibition pavilion designed by Johannes Spalt (2001), and the Egg Museum (planned by Architekturbüro gaupenraub +/-, 2010). The collection includes around 4,000 objects – in addition to chicken, goose and ostrich eggs from various countries, egg works of art made of glass, ceramics, stone and wood. On the hill at Kirchberg in 1963 the stele "Sonnenanbeterin" by Wander Bertoni was erected.

Photo 05-27: Egg museum in the open-air museum of the sculptor Wander Bertoni in Winden am See

Source: ©Hannes Klein

5.2.8 Wind turbines, wind farms

The topic of renewable energies and their influences and design options from the perspective of the world heritage is dealt with specifically in the field of action "Climate protection, climate change adaptation, renewable energies and mobility" (*Chapter 7.2.2*).

4.3 Risks and challenges

5.3.1 Settlement development

Due to the good accessibility of the northern and western part of Lake Neusiedl from the agglomeration area of Vienna, there is a great pressure to use these areas in particular. Similar developments are also taking place in the Hungarian World Heritage Site due to its proximity to the border and its proximity to Sopron.

Recreational residences on the shore or near the shore are in high demand, which creates great development pressure. The development of settlements in the towns with good transport connections is not only concentrated on densification in the local area, but also includes expansion into the surrounding landscape. The expansion of the settlement area is largely based on land reserves already dedicated before the declaration of the World Heritage Site. Commercial areas and retail trade exert a developmental pressure on local entrances and areas in the undisturbed field between settlement areas. Currently, the choice of location for the construction of a new hospital between the settlement areas of the market town of Gols and the town of Weiden am See has given rise to discussions; the area has already been allocated to this purpose. Municipalities that were previously spatially separated from each other – especially north of Lake Neusiedl (Parndorf, Neusiedl am See, Weiden am See, Gols, Mönchhof) – are beginning to grow together.

Photo 05-28: View of Purbach from Florianisiedlung

Source: stadtland ©Judith Leitner

Photo 05-29: New construction area in Fertőrákos

Source: stadtland ©Judith Leitner

5.3.2 Dealing with structural qualities and location

The courtyard structures are very well adapted to the natural conditions, for example the climatic conditions – heat and wind. Since the wind usually comes from the west, courtyard facades in many places preferably open to the southeast (see Kleemaier-Wetl 2015, p. 194f, on the topic of solar building and comparative analyses of typologies see also Kleemaier-Wetl, 2010 and Karner, 2003). Even if the parcels of the stretcher and hook yards are very narrow, the low height of the building means that there is no mutual shading of the buildings, even in winter (even at the time of the winter solstice). However, the narrow farmhouses also have disadvantages that are difficult to reconcile with current living comfort requirements (for example, rooms that can be walked on separately are hardly possible and, due to the volumetric properties, the heating requirement is higher than in a compact house). However, the modernizations of the past decades have sometimes improved living comfort only to a limited extent: Due to the numerous additions, not only was the townscape greatly altered, but the tanning of the court wings is also partially impaired. Sometimes attempts were made to create new outdoor lounges through roof terraces, which are, however, more exposed to the wind than the wind-protected courtyards. It was built relatively densely until the post-war period, and it was only with the economic upswing of the 1960s and 1970s that the detached single-family house became

established on broader plots. There was hardly any consideration for climatic influencing factors such as wind.

The interest in the historical farm structures is very great in the professional world. Since the 1961 first published iconic book by Roland Rainer "Anonymous Building in Northern Burgenland" there have been repeated studies and design projects. The architect Klaus-Jürgen Bauer founded his own Streckhof institute (www.rettetdiestreckhöfe.at). Recent university projects include the work of Helena Linzer in Purbach "Der Umgang mit Streckhöfen" [Dealing with Streckhofs] and the international design of "Village Textures" under the direction of András Pálffy and Inge Andritz, which was published as a book in 2014 (Palffy, 2014). Nevertheless, the realizations in the compacted flat building, the "further knitting" of historical typologies and their translation into today's function have remained very manageable. In the case of individual new construction projects by housing developers in the region who advertise with the designation Streckhof (such as the Burgenlandfeeling project in Schützen am Gebirge, whose centre is not part of the World Heritage Site), the open space qualities of their historical role models have been partially lost.

Creating the qualities of the historic settlements (uniform and at the same time diverse townscape, heat and wind suitability) in new construction areas is a great challenge. A settlement in Fertőszéplak is mentioned as a comparatively positive example of the townscape, in which a uniform formal language was developed through the consistent work of the chief architect and the planning council, which is based on traditional buildings in terms of form and volumetry. In recent years, two or more residential buildings have frequently been built on a plot of land (e.g. due to changes in building regulations). Here, too, integration into the urban landscape is an important task – both for projects by housing developers and for private homes.

Photo 05-30: The preservation of the constellation requires very clear rules

Source: stadtland ©Judith Leitner

Photo 05-31: Changes in the townscape in Purbach

Source: stadtland ©Judith Leitner

Photo 05-??: New construction area in Fertőszéplak

5.3.3 Challenges of revitalisation

If the old building stock in the town centres is empty, because the challenges of renovation (also due to high disposal costs) are considered too high by the homeowners and moreover is built outside, this stands in the way of the goals of protecting the townscape, climate protection and a lively local life and is also associated with high development costs of new settlement areas. Even if the vacancy rate in the World Heritage Site is less pronounced than in other rural regions in Austria or Hungary, the general planning principle "internal development before external development" and "strengthening the local nuclei" must also be implemented here. A challenge in the renovation and construction of existing buildings is compliance with current standards and regulations or requirements for subsidies (fire protection, minimum standards in thermal renovation, preservation of facades, innovations to the EU building directives, etc.). This applies in particular to properties that have been vacant for a long time and must be adapted to new requirements in the event of renovation, especially in the case of commercial and public uses. In general, it is a challenge to counteract the loss of non-heritage-protected but valuable building material. A challenging task is to use the buildings that have lost their original function in such a way that their architectural values are preserved and current needs are met. It is particularly difficult to find suitable uses for empty farm buildings (stables, stadels, elevated silos, etc.) and to implement conversions in accordance with World Heritage Site standards. In the autumn of 2022, ideas to convert the high silo in Weiden am See into apartments are causing debate.

5.3.4 Material culture

Although the material resources would still be available, the knowledge and craftsmanship in dealing with traditional building materials has fallen sharply. When skilled craftsmen retire, there are hardly any offspring. In addition to higher costs, in particular for working hours, the conditions of the warranty are not always easy to meet, since natural materials such as clay, natural stone and reeds cannot be standardised as easily as industrially-produced ones and it is difficult, especially in the case of reeds, to bring the use into line with currently applicable building regulations and fire protection regulations. In contrast to a roof made of brick or most other materials customary today, reeds would also need more continuous care. Arie von Hoorne, who comes from Holland and lives in Weiden am See, and his son Koos are committed to ensuring that reed can also be used more intensively in the settlement area. Reed is currently only a niche product. Possible applications as facade insulation,

footfall sound insulation and plaster beams would be expandable, but would need more conveying and mediation.

Although Northern Burgenland is not a typical timber construction region compared to Austria, there is still potential for the use of wood. In addition to buildings in the reed bed, it could be increasingly used in hall construction, especially for agricultural buildings.

For decades, lime sandstone has faced competition from more weather-resistant natural and artificial stone products, which have been cheaper for customers than locally available products due to low transport costs and lower labour costs in the global south.

5.3.5 Larger buildings, new construction tasks and visual relationships

Assessing the local image compatibility of larger buildings is a difficult task and requires special care. A mere imitation of historical buildings is often counterproductive for larger complexes and new construction tasks. Among the numerous buildings erected in recent decades (wine architecture, gastronomy, lakeside resorts), there are architecturally ambitious objects, but the depiction (visualizations as a basis for assessment) often lacks what is built in terms of additional infrastructure and structural measures (dredging of harbour basins, roads, parking lots, water supply, etc.). The open space design is rarely given the same attention as the buildings in terms of professional quality. Economic exploitation interests run counter to the protection interests – proximity to nature, reduction of land use, protection of the reed bed and public interest-oriented design (accessibility, landscape). The more real estate and infrastructure is built on the lake, the higher the losses will be if the water level of the lake continues to fall and the higher the pressure is estimated to achieve the preservation of the water level through the supply of water.

From an aesthetic point of view, the updating of viewing zones and consideration of viewing axes and viewpoints and their coordination between Austria and Hungary is very important. In addition to wind farms, this also applies to other larger complexes (e.g. factories, tourist facilities) and, last but not least, to temporary, easily visible objects and advertising elements. (This topic is dealt with in more detail in *Chapter 4.4.1 N.2.1* .)

Figure 05-32: View of Fertőrákos and the Mörbisch am See lake stage

Source: stadtland ©Judith Leitner

5.3.6 Buildings worth preserving from the period after 1919

On the south, north and west shores, sandstone and later brick were predominant materials in vernacular architecture, and the Seewinkel was mainly built with clay, which is one reason why there

is very little historical building material preserved there. Already in 2001 in the district of Neusiedl only about five percent of all buildings of the time before 1919 could be attributed, in the district of Eisenstadt environment still more than eight percent, in the Seewinkel the proportion was with two percent in Illmitz and 0.5 percent in Weiden and Podersdorf still significantly lower (Kleemaier-Wetl, 2015, p.126). This makes it all the more important to protect the remaining buildings, in particular the vernacular architecture, which still characterises the town centres to this day. One could say that the places in Seewinkel were almost completely rebuilt after the Second World War. Precisely because the remaining stock is so small, it should be examined particularly carefully in this region to what extent the buildings from the period from 1919 to 1944 are to be classified as worth preserving due to their local structures and/or construction methods, and measures should be considered to achieve their preservation (ibid.).

5.4 Objectives and measures - Action Plan S

5.4.1 Action Plan S: Compact settlement development, building culture and cultural assets

The field of action "Settlement development, building culture and cultural assets" was accompanied by a lot of interest and need for discussion in the workshops for the development of the present management plan. After all, it is the structural changes at all scales that permanently alter the sense of place and landscape. Mistakes from the past and present can hardly be reversed, so securing the stock and responsible development are all the more urgent. Five key objectives have been identified: 1. Preservation of the local nuclei and containment of urban sprawl, 2. building culture quality assurance, 3. promotion of material culture, 4. handling of cultural goods and 5. living planning culture and planning processes.

The following table is compiled as an action plan for the field of action "settlement development, building culture and cultural assets". Key objectives and measures are listed, target area (s) and implementation period of the individual measures are listed. The objectives and measures set out in Action Plan S are set out below.

Table 07: Action Plan S: Compact settlement development, building culture and cultural assets

Objectives / Measures	Target area	Completion Time	Prioritisation	Procurement source
p.1 Preservation of local nuclei and containment of urban sprawl				
S.1.1 Land mobilisation and responsible community development	A, H	running, continuously	++	MAS, MAP03
S.1.2 Inward settlement development, clear settlement boundaries	A, H	short-term, continuous	+++	MAS, MAP03
S.1.3 Sensitive handling of tourism dedications	A, H	short-term, continuous	+++	MAS
S.1.4 Improving subsidies and conditions for renovations	A, H	In the medium term	+	MAP22
S.1.5 World Heritage Site Conversion of Unused Agricultural Buildings	A, H	In the medium term	+	MAP22
S.1.6 Counteracting demolitions	A, H	short-term, continuous	++	MAP22
S.2 Building Cultural Quality Assurance				
S.2.1 Evaluation and strengthening of the World Heritage Site Design Advisory Board	A	short-term, continuous	+++	MAP22
S.2.2 Adapting the Building in World Heritage Criteria in Austria	A	short-term, continuous	+++	MAS, MAP22
S.2.3 Professional control in Hungary by chief architects and the planning council	H	continuously	+++	MAP22
S.2.4 Design of public spaces	A, H	continuously	+++	MAP22
S.2.5 Researching and communicating structural qualities	A, H	continuously	++	MAP22
S.2.6 Assistance and challenges of the rehabilitation	A, H	continuously	++	MAP22
S.2.7 Criteria for (partial) development plans and development guidelines	A	short-term	++	MAP22
S.2.8 Good practice collection	A, H	In the medium term	++	MAP03
S.3 Promoting material culture				
S.3.1 Using natural stone, clay, reeds and wood as building materials	A, H	continuously	++	MAP22
S.3.2 Teaching craftsmanship in vocational schools, technical colleges and HTLs	A, H	continuously	++	MAP22
S.3.3 World Heritage Site School of Building	G	In the medium term	+	MAP03
S.3.4 Good Practice Collection Material Culture	A, H, G	In the medium term	+	MAP22

S.3.5 Specifications for material selection in (partial)development plans and development guidelines	A	short-term	+	MAP22
S.4 Improving the handling of cultural goods				
S.4.1 Monument protection and ensemble protection	A, H	continuously	+++	MAP03
S.4.2 Define townscape protection zones	A	In the medium term	+++	MAP22
S.4.3 Make interesting buildings and ensembles temporarily accessible	A, H	continuously	++	MAP22
S.4.5 Inventory of valuable townscapes and architectural and architectural heritage	A, H	medium term, running (H)	++	MAP03
S.4.6 Extension of zones to include individual important ensembles and local nuclei	G	In the medium term	++	MAP03
S.5 Improve planning culture and planning processes				
S.5.1 Environmental Impact Assessments (EIA), Heritage Impact Assessments (HIA) for large projects	A, H	continuously	++	MAP22
S.5.2 Check location alternatives for projects	A, H	continuously	++	MAP22
S.5.3 Initiating citizen participation, participatory processes and cooperative procedures	A, H	continuously	++	MAP22
S.5.4 Mandatory open space planning concepts	A, H	short-term, continuous	+++	MAP22

Source: Results from the measures workshop (13.12.2021) and own processing

5.4.2 Explanation of Action Plan S: Compact settlement development, building culture and cultural assets

p.1 Preservation of local nuclei and containment of urban sprawl

S.1.1 Land mobilisation and responsible community development

More than enough building land is available in all Austrian municipalities, the availability should be in addition to building land mobilisation measures in accordance with Raumplanungsgesetz by means of active land policy of the municipalities and the state as well as by consulting and participation processes.

In recent years, there have already been some important legislative changes to the instrument *building land mobilisation* with regard to the Blgd. Raumplanungsgesetz 2019 (§ 24 Economical use of building land and measures for building land mobilisation and § 24a Building land mobilisation levy; the levy depends on the size of the plot of land and amounts to between 0.5% and 2.5% of the value of the plot of land). Although these innovations can counteract the hoarding of building land and new icing of building land, they are not yet a guarantee for high-quality and sustainable local development. In order to curb urban sprawl, mediation at the municipal level is needed, because it is ultimately the municipalities that suffer the increasing infrastructure costs and the loss of land resources as negative

consequences. In a workshop on building in the world heritage, concrete recommendations were given in 2019 (Verein Welterbe Neusiedler See, 2019), such as the development of requirements regarding green spaces and public infrastructure, the restriction of the expansion of commercial zones or the integration of the World Heritage Site Association in decisions on local expansion. In appropriate formats (courses, discussions and dialogue events), a consensus should be reached with the municipalities so that World Heritage Site designation is not seen as a restriction, but as an instrument of quality assurance, which gives the municipalities greater scope than usual to enforce decisions in the interest of the common good and the preservation of local images and the cultural landscape. Crash courses, for example, for building authorities, mayors and municipal councils: as they are currently successfully carried out in Carinthia in cooperation with the Architekturhaus Kärnten (Architecture House Carinthia) within the framework of the implementation of the building cultural guidelines of the country, can be role models. These courses provide basic information on the topics of high-quality spatial development, building culture, development planning and spatial planning, as well as measures and tools that can support settlement and local development (cf. Architektur Haus Kärnten, 2021). In Burgenland, cooperation with the Burgenland architectural space is an option. For the conveyance of spatial planning and architecture topics to municipal councils, mayors or building committees, particularly (former) mayors with an affinity for building culture are suitable as lecturers.

S*.1.2 Settlement development internally, clear settlement boundaries*

A central spatial planning objective is the definition of clear settlement boundaries (see also Masterplan Neusiedler See, Part 1, 2019, p.61) and the avoidance of sprawling new dedications. The increase in land use due to settlement and traffic areas and the extent of newly sealed areas are to be substantially reduced by 2030 (Österreichische Bodenstrategie 2021) [Austrian Soil Strategy 2021]. Settlement boundaries should be carefully considered in detail, place by place. Instead of an expansion of the building land dedications and thus the expansion of the settlement areas, the internal development (renovation, compatible recompression through additions, possible additions, closing of construction gaps) should be strengthened. Important is the protection of still-existing compact village edges, characteristic landscape areas (lake events, Ruster hill country, slopes of the Leitha Mountains) as well as high-quality nature conservation areas (cf. Masterplan Neusiedler See, Part 1, 2019, p. 61).

The basis for the supra-local settlement borders in the Austrian part of the World Heritage Site is the current Regional Development Programme (RDP, in public circulation in autumn 2022), which is based on preparatory work within the framework of the Neusiedler See Masterplan (2019). The settlement boundaries were discussed in advance with the management of the World Heritage Site Association and agreed with the affected municipalities. The process for RDP Nord 1 (district Neusiedl and maritime communities of the district Eisenstadt environment including Rust) is expected to be completed in January 2023 as the first RDP of the new generation in Burgenland.

In Hungary, too, the built-up areas of settlements in World Heritage Site regions should be developed in such a way that the interests of the World Heritage Site are taken into account, as provided for in the World Heritage Act (Vötv.) LXXVII. 2011 and in Government Decree No. 68/2018 (IV. 9) "On the Rules for the Protection of Cultural Heritage" (Övr.). Several public administrations are involved in this process and it is recommended to involve the World Heritage Council as an advisory body. In addition, it is proposed to review the municipalities' regulatory plans at least every five years, with the

participation of a representative of the supervisory authority who has specialist planning skills (architecture studies), and to draw attention to (planned) developments that could jeopardise the outstanding universal value.

S.1.3 Sensitive handling of tourism dedications

In addition to the slopes with lake views, the lake areas are particularly under pressure from exploitation and are also located in most places miles away from the town centres and their infrastructure. Tourism projects should not be carried out in the sensitive lakeside area (or only moderately in existing areas that are used and dedicated for tourism) and not in the open cultural landscape, but in the localities. Old building land dedications on the outskirts of town are linked to high design requirements for buildings and open spaces. The activation of currently vacant spaces, especially in courtyard alleys, courtyard tracts and stadels, as an alternative to the holiday flat or summer cottage by the lake can sustainably complement the revitalisation of the village centres, even if they are not in use all year round, although attention must also be paid to any displacement effects on residential use.

The Bgld. Raumplanungsgesetz (Spatial Planning Act 2019) (§33 to §36) provides the framework (§36), so that "only such areas [may] be dedicated to holiday homes, holiday settlements (holiday villages) and holiday centres as well as construction areas for structurally limited residential use in the form of a main residence" [...] "

1. *which can be connected to built-up areas or assigned to them in economic, cultural or social terms,*
2. *the dedicated use of which leads to the expectation that existing facilities for water and energy supply, sewage disposal, sewage treatment and transport development will be better utilised or that their expansion will not cause the municipality itself any significantly higher costs per unit than the previous development costs - based on the value ratios at the time of planning - and*
3. *whose use as intended does not entail an excessive burden on the natural balance or a gross disturbance of the landscape and the townscape."*

In the category of construction area tourism (BT, formerly BF), there are significant innovations, in particular the distinction between

a. *Areas of construction where only uses in connection with tourism aimed at making a profit are permitted*
b. *construction areas in which, in addition to profit-oriented tourism facilities, facilities and facilities for recreational or leisure use are also permitted, and*
c. *Construction areas that, in addition to the previous uses, also allow residential use in the form of a main residence in a structurally restricted form.*

Municipalities are called upon to define these categories in the interest of the common good, and the changeover is under way.

S.1.4 Improve funding and requirements for renovations

It would be important to explore and promote the possibilities of the circular economy as a complement to financial support. Furthermore, knowledge in dealing with historical construction methods, with materials and the understanding of the physical connections between buildings must be promoted. If construction damage is detected in good time, the essential renovations are comprehensively and sensitively planned and carried out precisely and properly by the participating trades or by the building owners themselves, this can have a very cost-saving effect. This includes

placement programs (lectures, visits, courses, advice) for homeowners with regard to available subsidies and essential criteria in dealing with the inventory (see also *8.1.1*). Even less stringent requirements (e.g. in the case of thermal standards and fire protection) would facilitate renovations and accommodate local image protection.

S.1.5 World Heritage Site Conversion of Unused Agricultural Buildings

The extent to which former agricultural buildings (stables, barns, chambers of farms, Meyerhofs, wine cellars, high silos, etc.) are affected by vacancy and what their conversion potential would be could be covered in a separate research project (e.g. master's thesis, dissertation or interdisciplinary research project). Exemplary examples of already completed conversions will be presented – for example in cooperation with the Burgenland architectural space or universities of architecture.

S.1.6 Counteracting demolitions

A large part of building demolitions does not require a permit. Mandatory prior findings could prevent premature demolitions or at least provide knowledge of what could be lost through demolition or possibly reused elsewhere through careful dismantling.

S.2 Building Cultural Quality Assurance

S.2.1 Evaluation and strengthening of the World Heritage Site Design Advisory Board

Since 2009, there has been a design advisory board in Austria for building in the World Heritage Site Neusiedler See, which has to make a recommendation on construction projects in accordance with the criteria for building in the World Heritage (2011). At that time, it was decided to set up the village renewal advisory board, which was already active in Burgenland, supplemented by the environmental lawyer, the managing director of the World Heritage Association and the two Burgenland community representatives as well as a representative of nature and landscape conservation as a World Heritage Site Design Advisory Board. The Design Advisory Board is chaired by a member of the Burgenland State Government, currently the Deputy Governor for World Heritage, Astrid Eisenkopf. The State Office Director acts as deputy. The other members are comprised of the following departments: Spatial Planning, Architecture, Village Renewal, Municipalities, Construction Directorate, Health, Nature and Landscape Conservation, Federal Monument Office, Architects, Environmental Attorneys and the Verein Welterbe Neusiedler See; the Department of Landscape Architecture and Planning has also recently been represented (which should also be enshrined in the statutes). The meetings are prepared in terms of subject matter. Decisions in the Design Advisory Board are made by a simple majority of votes, in practice consistently consensual.

In the case of sensitive projects and major projects, a representative from the other country should attend important meetings. Furthermore, where appropriate, representatives of civil society initiatives should also be able to be invited as observers.

An important point is to anchor design advisory councils in general more strongly in law, e.g. in the Baugesetz, in the Raumplanungsgesetz and in future architectural guidelines of the state of Burgenland. Furthermore, suitable formats must be developed for how the advisory board can be optimally used in smaller numbers (with suitable experts depending on the construction project), in

order to also accompany smaller projects, in particular renovations and conversions, but also statements on land use and development plans and the like.

In southern Styria, the design advisory board was evaluated by a team from TU Graz, in that each project was presented from the first draft to the final assessment (cf. Gangoly, Hirzer, 2011). The methods used there can be suggestions for a similar evaluation of the World Heritage Site Council and can also be carried out in cooperation with a university or university of applied sciences.

S.2.2 Adapting the criteria Building in the World Heritage Site in Austria

Depending on the zones defined in the "Criteria for Building in the World Heritage Site", different criteria of relevance for the examination by the World Heritage Design Advisory Board apply, i.e. from a certain dimension such as height, cubature, built-up area, sealed area and terrain change, a project in the World Heritage Site must be submitted to the Design Advisory Board. The "Test criteria for building in the World Heritage Site" include 3 groups of criteria. For the individual criteria, the project applicants must enter a description with an assessment of the respective conciseness in the provided checklist:

Three Criteria Groups

(A) zonal criteria for location, topography and type of cultural landscape (e.g. in the centre of the village, on the outskirts of the settlement, adjacent to the lakeshore, in the reed bed, in the puddle zone, adjacent to agricultural areas, in the wine-growing area, on a slope or on hilltops, in protected areas),

(B) visual relationships to specific viewpoints and movement lines (e.g. cycle paths, railway lines, terrain edges or forest edges); and

(C) Object-related criteria relating to the design quality and landscape-adapted execution of the project itself.

The criteria were published graphically appealingly and clearly in a brochure (also available online), the zoning plan as well as fill-in checklists were made available via the World Heritage Site Association website. The lookout points and movement lines were reviewed and updated in 2022. How conscientiously the aspects are described in advance depends strongly on the individual efforts of the project applicants. The goal that project applicants should deal with the criteria as early as possible – ideally before the start of planning – could not be achieved in all cases. Specific placement services, e.g. crash courses, for example for building authorities, mayors and municipal councils, would be needed, as are currently being successfully carried out in Carinthia, for example, as part of the implementation of the country's architectural guidelines or as part of the further training of the Chamber of Engineers and Architects or other professional associations in the construction, tourism and agriculture sectors.

The criticism of the current approach is, among other things, that some projects in sensitive locations or minor interventions that have a negative impact on the local and landscape are not treated in the World Heritage Site Advisory Board. In particular, it would be important to develop better tools and criteria for the "everyday" construction process (both in new buildings, as well as in additions/conversions and renovations), which can be dealt with in the advisory board in small numbers.

For details on a planned revision, see point *10.1.1*.

S.2.3 Professional Control in Hungary by Chief Architects and the Planning Council

In Hungary, the quality control of renovations and new buildings is carried out by the World Heritage Site Planning Council as well as by local chief architects who are as highly qualified as possible, are very familiar with the world heritage aspects and enjoy the confidence of decision-makers. It is recommended to provide chief architects for all congregations that do not currently have one. The chief architects of the municipalities, as well as the planning council, have control over all buildings that are built or converted within the World Heritage Site. On the basis of a consistent system of criteria (which defines roof inclination, colour, volumetry, etc.), the local image compatibility can be evaluated both in historical local centres and in new areas. For site extensions, it is important that they are the result of a settlement plan that anticipates long-term developments and takes into account aspects of the World Heritage Site. Particular emphasis must be placed on the design of the public space (footpaths and cycle paths, parking lots, green spaces). In order to control the construction quality, construction sites should be regularly inspected and photographed. Visual relationships, movement lines and viewpoints should be coordinated across countries. In the case of sensitive projects and major projects, a representative from the other country should attend important meetings.

S.2.4 Design of Public Spaces

Quality of stay in public spaces is an essential quality criterion. In recent years, more and more competitions have been held when it comes to the redesign of publicly accessible spaces (e.g. Neue Mitte Gols, Festspielgelände Steinbruch St. Margarethen, Pfarrzentrum Podersdorf or competitions for the redesign of the seaside resorts in Breitenbrunn, Rust and Podersdorf). In the meantime, there is a wide range of formats for this, which also include cooperative methods. The competition announcement – description of the (construction)tasks and objectives, spatial programme, type of procedure, importance of landscape and open space – should be discussed in the preparatory phase in the World Heritage Site Advisory Board or in Hungary by the chief architect or the planning board, because the quality of the procedure also strongly influences the quality of the results. It is important not only to promote purely architectural competitions, but also to work with interdisciplinary teams from architecture, landscape architecture, traffic planning, ecology, etc. Particularly when building tourist facilities (e.g. lakeside resorts, seafood restaurants, visitor centres, wine shops), the entire infrastructure (open spaces, parking spaces, access routes and roads) must be considered, so that not only successful individual objects are created, but high-quality ensembles that are well embedded in the surrounding landscape. In general, open space planning and landscape architecture should be given greater consideration in the construction process. It is important not only to deal sensitively with the building stock, but also with the existing free space qualities (e.g. preservation of the tree stock, historical open space use). The introduction of green space factors or tree protection regulations are possibilities for legal anchoring. Where available, overhead lines should be replaced by underground cables.

S.2.5 Researching and Communicating Structural Qualities

The historic courtyard structures are very well adapted to heat and wind. In particular, there is a need for further research on the topic of dealing with wind in the past, present and future: What can we learn from the past? What are the living qualities in courtyards, alleys and squares in town centres

compared to gardens, streets and open spaces in single-family housing areas? Which locations are particularly exposed? To what extent can the wind situation and the creation of wind-protected areas be increasingly incorporated into planning decisions and concepts in new buildings, in the design of public areas and in dedications, if necessary via area exchange? Extreme cases with regard to wind are huts on the lake that can only be reached and left by boat, which is not only difficult or impossible when the water level is low, but can also be risky during storms or lead to flooding due to high waves.

In recent years, there have been several scientific papers dealing with structural-spatial structures, building in existing buildings and sustainable development (cf. e.g. Gartner, 2018, Kleemaier-Wetl 2015, Brunner, 2016, Palfy, 2012, Tarcea, 2017, Klema, 2021, Jud, 2021 etc.). Authors with background knowledge and partly also personal reference to the region would be predestined for the mediation work on site and for the further work on targeted questions. Encouraging interdisciplinary research projects, master's theses or dissertations can be worthwhile. New initiatives such as the "Rurasmus Semester" (www.turismos.at < u}), a programme that offers students the opportunity to live in a rural municipality or region for one semester free of charge and to deal with relevant regional issues with local support in their theses, are also available here.

The works of Wolfgang Kaitna, Rüdiger Reichel and Kurt Smetana from the 1980s, such as the study "Das Ortsbild als kommunale Aufgabe" [The Town Image as a Communal Task](Kaitna 1981), also provide an important basis.

S.2.6 Assistance and challenges of the renovation

The builder's guide "Building in the World Heritage Site. A Small Guide" (Verein Welterbe Neusiedler See, 2019) is already a first step in terms of suggestions, for example, for designing the surfaces and for colour and material culture. Additions to the topic of space/open space are recommended, as well as to the topic of building physics, which will become even more explosive with additional regulations (e.g. EU-wide regulations for thermal renovation and minimum energy standards). The Owner's Guide could be expanded in a next edition with practical information to prevent frequent sources of error during construction and renovation: e.g. Which work is important in advance (e.g. measurement of the inventory, professional analysis of damage, legal requirements)? What should be taken into account when carrying out thermal refurbishment? What locally available materials and products are available? What should be considered when using building materials such as clay, sandstone, lime and clay plaster, wood or reeds? An important basis is the 2015 book by Rosalinde Kleemaier-Wetl "Baukulturelles Erbe versus Klimaschutz und Modernität" [Building Culture Legacy Versus Climate Protection and Modernity](Kleemaier-Wetl, 2015).

S.2.7 Criteria for (sub)development plans and development guidelines

From the point of view of the World Heritage Site, it is welcomed that municipalities adopt (sub)development plans and guidelines and a draft of criteria for this has already been drawn up, explicitly pointing out that decisions must be taken on a case-by-case basis according to the local specificities.

The main points concern:

(1) Roof shapes – Saddle roof with angles of inclination between 40 and 45 degrees, flat and pitched roofs should be avoided.

(2) Colour scheme – facades in light grey and earth tones, roofs in red, brown or dark grey.

(3) Photovoltaic systems – only parallel to the roof surface and with an elevation of 5 (max. 10) degrees

(4) Street and open spaces – as residential streets and meeting areas with generous green spaces and tree plantings.

Not yet included are statements on front gardens, driveways, parking spaces, gardens and other private open spaces – such as little sealing as possible, site-appropriate greening and design of enclosures. The latter should be better enshrined in law. In particular, regulations on roof shapes are currently the subject of controversial discussions. A draft of recommendations on the handling of PV systems in World Heritage Sites was presented by ICOMOS Austria in the autumn of 2022. In general, a discourse between planners and other experts as well as the municipalities is important. It is proposed to organise a conference and/or workshops to this end in 2023.

S.2.8Good Practice Collection

On the one hand, it is about presenting the results that have been built, on the other hand, it is about communicating the pathways to them (planning processes, participatory procedures, personal commitment from citizenship, politics and planning). Preventing or defusing problematic projects and achieving good compromises can also be an issue.

S.3 Promoting material culture

S.3.1 Using natural stone, clay, reeds and wood as building materials

The globalised market for building materials and common building products threatens the traditional local landscape, which is characterised by local, regional materials. Nowadays, knowledge of traditional materials and construction techniques can only be maintained through special training. In 2016, the Burgenland Architecture Room devoted its own exhibition entitled "The Real Good Stuff" to building and living materials from Burgenland and their fields of application (Architektur Raumburgenland, 2016). In the catalogue, some companies from the World Heritage region (the quarry in St. Margarethen, Holzbau Kast from Gols and the reed decker Arie von Horne) were also presented. In addition to such programs, guided tours through companies that produce and use building materials can promote knowledge about them. Reed, wood and natural stone will continue to be used in particular for projects in tourism, leisure use and simple infrastructure facilities (bus stations, wheel stop stations, observation towers and platforms, birdwatch stations, etc., which often stand as solitaires in the landscape and only have to protect against sun, wind and rain).

S.3.2 Teaching craftsmanship in vocational schools, technical colleges and technical colleges

The use of traditional building materials often fails due to the lack of practical experience of the performers. That is why it is important that essential material properties of locally available products are already conveyed in the vocational schools and HTL for building construction (Higher Technical Institutes) or at the Technical Centre for Construction Industry Györ (formerly the Technical College for Construction Technology), that the most important areas of application are taught and may also

be experimented with: e.g. handling of lime and clay plasters, walls of vaults, construction of floors and walls made of natural stone, use of reeds as insulation material or as a plaster base. Through the Technikum Györ, students can learn traditional construction techniques in special courses and summer internships, but in Hungary there is no facility comparable to the Mauerbach Carthusian Monastery in Austria.

p.3.3World Heritage Site Building School

The idea of a "World Heritage Site Building School" was already mentioned in the 2003 management plan. Its programme could convey and develop traditional construction methods and techniques. The building school could be located in existing institutions (e.g. in the Burgenland architectural area, university of applied sciences, etc.) and could establish itself as a place of exchange between architects, landscape architects, garden designers, builders and craftsmen as well as the interested public (e.g. heirs of houses and builders) in the form of courses and further education events on "Pannonian building". The cooperation between the World Heritage Site Communities and existing initiatives and institutions (e.g. with the "Streckhofinstitut" in Wulkaprodersdorf, Monument Office/Mauerbach Carthusian Monument, Szombathely Village Museum/Vasi Múzeumi Látványtár, etc.) will also be intensified. The implementation could take place within the framework of a bilateral call in the current EU framework programme or as cooperation with other World Heritage Sites (e.g. Wachau, Semmering).

S.3.4Good Practice Collection Material Culture

The builder's guide could be extended to include the following questions: Where are best practice examples in the region, which ideally can also be visited? Which companies and experts can I contact (e.g. master builders and architectural firms with a focus on renovation, sale of historical building materials, quarries and reed farms in the region)?

S.3.5 Specifications for material selection in (partial)development plans and development guidelines

The use of certain materials can be promoted by means of the instruments of the (partial) development plans and development guidelines, for example by only permitting certain materials for the facades (wood which is as untreated as possible in the lake area, plasters and colour palettes, wooden gates or the like) or for roofs or enclosures (e.g. hedges, wooden fences, natural stone walls). Such definitions are not only relevant in the centre of the village and in the lake area, but also on the outskirts of the settlement or on slopes. However, building culture can only be prescribed to a limited extent and usually only succeeds with accompanying awareness building (more on this under *8.1.1*).

S.4 Improving the handling of cultural goods

S.4.1 Monument and ensemble protection

Cultural assets that are to be placed under monument protection in the future because they represent an enrichment of the cultural landscape (e.g. mills, Meyerhofs, draw fountains, buildings built after 1919) must be included in an extended list. In addition to lectures, guided tours and discussion events, Monument Day and anniversaries (such as 2026 - 100 years of the elevation of the town of Neusiedl am See) can be used for activities to raise awareness and to reduce the fears of owners of listed buildings. In the case of large empty monuments (e.g. at the Bishop's Palace in Fertőrákos), it is

important to develop a concept with long-term goals. All monuments require regular supervision and care by professional restorers. Where this is not the case, for example in the case of homes and smaller open-air museums, it is advisable to cooperate with experienced institutions (for example with the Village Museum Szombathely/Vasi Múzeumi Látványtár and the Museum Zalegerszeg).

Unfortunately, monument protection does not guarantee the preservation and professional renovation of objects of vernacular architecture. Nevertheless, it would be advisable to protect some properties, especially if the owners are generally aware of the monument's value and if they have the will and the means to renovate it. According to architect K.-J. Bauer, the younger generation in particular (e.g. heirs of farmsteads or other properties) is already more aware of the ideal value of building culture than was the case a few decades ago. Even if renovation presents a challenge, they appreciate the professional support provided by the Office of Monuments and are an important group of actors.

S.4.2 Define local image protection zones

Protected zones – for example according to the model of the "Wachau zones"[7] – would allow the municipalities to preserve the townscape more precisely than with other instruments – e.g. the historical roof landscapes (roof shapes, materials, regulation of PV systems, etc.). The procedure in the Wachau (also a World Heritage Site Cultural Landscape) includes, in a first step, defining the building stock worthy of conservation by means of inspections. Participants are the Regional Building Office, the State Building Directorate and the Federal Monument Office. Based on this, a development plan is developed, which can define concrete requirements for future development in several categories (up to the individual plot). This approach could also serve as a model in the Fertő-Neusiedler See World Heritage Site. While the Raumordnungsgesetz of Lower Austria allows, according to §30 and 31, to prescribe "protected zones" in the building stock that is worthy of architectural or historical conservation, in which the applicable design and technology is prescribed for certain construction projects, this is not yet contained in the Raumplanungsgesetz of Burgenland. Additional legal possibilities for the designation of protection zones would have to be examined.

S.4.3 Making interesting buildings and ensembles temporarily accessible

Many interesting buildings only open up when they can also be visited from the inside and when their peculiarities are explained during guided tours, which is understandably only possible to a limited extent in many cases. This requires special event formats, such as the "Day of the Monument", "Open House", the Architecture Days or similar. For example, during Windmill Day in Winden am See in 2021, all the mills in the municipality could be visited. Similar things can also be organised on other thematic priorities at the municipal or regional level (e.g. on the subject of wine architecture, cellar alleys, Streckhofs).

p.4.5 Inventory of valuable cityscapes and architectural and architectural heritage and landscape inventory

The creation and addition of inventories of the valuable townscapes and structurally and architecturally valuable objects (e.g. settlement structures, cellar alleys, village and courtyard alleys,

[7] *www.weltkulturerbe-wachau.at/projekte/detailansicht/rwd_projects/wachauzonen*

stadel rows, individual objects) for each village was already mentioned in the 2003 management plan as a measure (Verein Welterbe Neusiedler See, 2003, p.94). The idea should be taken up again and could be expanded to include the following topics: Buildings in existence and successful reuse, buildings close to the shore, contemporary architecture – especially new wine architecture, buildings worth preserving after 1919 and buildings of post-war modernism, buildings of tourism and leisure use, successful projects of landscape planning and the design of public spaces. Such an inventory can serve as the basis for comprehensible monitoring. The interest on the part of various institutions in Austria and Hungary in building this as a joint project must be explored. In Hungary, between 2017 and 2019, village handbooks were produced in all settlements, which show suggestions and good examples as inspiration based on the traditional buildings of the village.

p.4.6 Zone extension by individual important ensembles and local nuclei

The castles of Eisenstadt, Halbturn, the Basilika Frauenkirchen, the old town of Sopron and some localities, the village of Süttör in Fertőd or Nagycenk, as well as the Esterházy Tomb (Esterházy sírdomb), the last resting place of Nikolaus IV. Esterházy), which (in some cases only slightly) lie outside the World Heritage Zone, would be possible candidates for an extension of the World Heritage Site Zone (Verein Welterbe Neusiedler See, 2003, p. 90). Particularly in the case of the local areas, the advantage would be that structural and spatial changes could be better accompanied by the Design Advisory Board and other bodies.

S.5 Improve planning culture and planning processes

S.5.1 Environmental Impact Assessments (EIA) and Heritage Impact Assessments (HIA) for large projects

World Heritage Sites are subject to lower thresholds under the EIA Act in order to test large projects. The application requirement will probably remain the exception, since the thresholds are usually higher than those of structurally and economically justifiable projects. One project subject to an EIA was the tourism project in Fertőrákos. Specifically for World Heritage Sites, it is recommended that the HIA (Heritage Impact Assessment) be used more intensively as a testing instrument in the future.

S.5.2 Check location alternatives for projects

When testing the suitability of sites for new construction projects or their extension, variants and alternatives must be examined in advance, taking into account the criteria for building in the World Heritage Site (see *p.2.1*), in particular for tourism facilities, commercial enterprises, commercial uses and infrastructure buildings. According to the principle of internal development, areas in the existing building (in particular vacancies, fallow land, internal reserve areas, etc.) must be (re-) activated in a manner compatible with the local image, with a quality standard that is compatible with building and free space design. These objectives go hand in hand with improved use of existing infrastructure, lower development costs and land use saving.

S.5.3 Initiating citizen participation, participatory processes and cooperative procedures

A consciously careful and sustainable approach to the World Heritage Site relies on communicative and cooperative planning processes with decision-makers from the federal government, State and municipalities, companies, clients and, last but not least, the population. This concerns both the

preparation and revision of local and intermunicipal development concepts as well as the land use and development planning and also the review of concrete (construction) projects. Appropriate participatory formats (workshops, discussions, surveys, cooperative procedures in combination with architectural or urban planning competitions, etc.) must be used. However, citizen participation can only succeed if it is a transparent decision-making and planning process that is professionally supported and the concerns and needs of the parties involved are taken seriously (planning on an equal footing).

S.5.4 Mandatory free space planning concepts

As already mentioned in several points (see, for example, on the topic of design advisory board *point S.2.1,* on the topic of public spaces *point S.2.4*), it is important to strengthen landscape planning and open space design in planning processes, studies and regulations (e.g. in competitions, (partial) development plans and development guidelines, site image studies, etc.). In particular, it is recommended to introduce compulsory additional free space planning concepts for building projects of a certain size or more in the future.

5.4.3 Actors in Field of Action S. settlement development, building culture and cultural assets

Key actors in the Field of Action are in particular:

- Verein Welterbe Neusiedler See
- World Heritage Site manager
- World Heritage Site Design Advisory Board in Austria
- Chief Architects of the Hungarian World Heritage Site Communities
- Rat für das Welterbe Fertő-Neusiedler See in Hungary
- Specialist jury for construction projects in World Heritage Site communities in Hungary

The involvement of cooperation partners takes place on a measure-by-measure basis. Possible partners for the continuation, development and implementation of measures are, for example:

- World Heritage Site communities
- Office of the Government of Burgenland
  Branches of the Province of Burgenland (Division 2 - Planning, Municipalities and Economy; Division 5 - Construction Directorate; Division 7 - Education, Culture and Science)
- Architektur Raumburgenland
- Cultural associations
- Museums
- Universities and universities of applied sciences
- Federal Monument Office in Austria
- Ministry of Construction and Investment: responsible for construction, for the World Heritage Site and for the Protection of cultural heritage in Hungary
- Department of Building and Cultural Heritage, Győr-Moson-Sopron County Government Office

- Architecture and planning offices, local planners
- Esterhazy Plant GmbH

6. Field of action T: Tourism and leisure industry

6.1 Characteristics and features

The focus of tourism in the Fertő-Neusiedler See World Heritage Site is manifold: Nature, culture, sports, exercise, wine, culinary delights as well as wellness, spas. They show that the entire cultural landscape – not only the lake itself – is attractive to guests. Around 1.6 million overnight stays are counted around the lake on the Austrian side and in the smaller Hungarian part of the World Heritage Site correspondingly less annually. Exact figures for day visitors are not available, but it is estimated that there will be more than 1 million visitors per year.

The attractions are numerous. Particularly worth mentioning for cultural excursions are the castles in the Hungarian World Heritage Site. Positive effects for sustainable tourism mobility as well as for the attractiveness of the region were also achieved by the introduction of the Neusiedler See Card, which has meanwhile been replaced by the Burgenland Card. With over 800 partner companies, numerous free admission and free use of public transport, this offer contributes significantly to the extension of the season, to the equalisation of tourism flows and to the extension of the stay.

The development of tourism in the Lake Neusiedl region was largely due to the political situation of the 20th century. When Burgenland became a part of Austria in 1921, so did the larger part of the lake. The slogan "Sea of the Viennese", which was coined by tourists from Burgenland, was intended to attract guests from the capital. The longing for exotic distance and the lost access to the sea (Adriatic) were combined with comfortable proximity. In the patriotic self-image of the new republic, Schilfsee and Puszta formed the opposite pole to the symbolically dominant alpine landscape. In the 1920s, several large bathing facilities with lake terraces, restaurants and sailing moorings were built. In the 1930s, the development of tourism was severely affected by the economic crisis, war, occupation and low tide. Since 1965, the water level has been regulated on the basis of the bilateral lock agreement on the Einser Canal, but as a result of the Iron Curtain running through the region and the lake on both sides of the border is largely separated (cf. Békési, 2020). Since the opening of the border in 1989, and in particular since Hungary's accession to the European Union, recreation seekers and tourists, in particular cyclists, have (re)discovered the lake and the region around the lake as a cohesive common space. Nevertheless, the potential of a common tourism region is still little used. Although the cooperation is well positioned via the national parks, overall a joint tourism positioning is missing, this also with regard to the priority for "green" solutions in tourism projects (cf. Lang et al., 2014, p.172) and the integration of World Heritage perspectives.

6.1.1 National park and ecotourism

Tourism was an important driving force behind the establishment of the Fertő-Hanság (Hung. Fertő-Hanság Nemzeti Park) in 1991 and Neusiedler See – Seewinkel in 1993. Today, the national parks themselves are an attraction for nature lovers from all over the world and contribute significantly to the extension of the season. In addition to a dense network of paths, visitors to the national parks are offered a wide range of excursions, lectures and exhibitions (National Park Centre in Illmitz, Visitor Centre Fertőújlak). The public interest in ecotourism on Lake Neusiedl has already been very high in

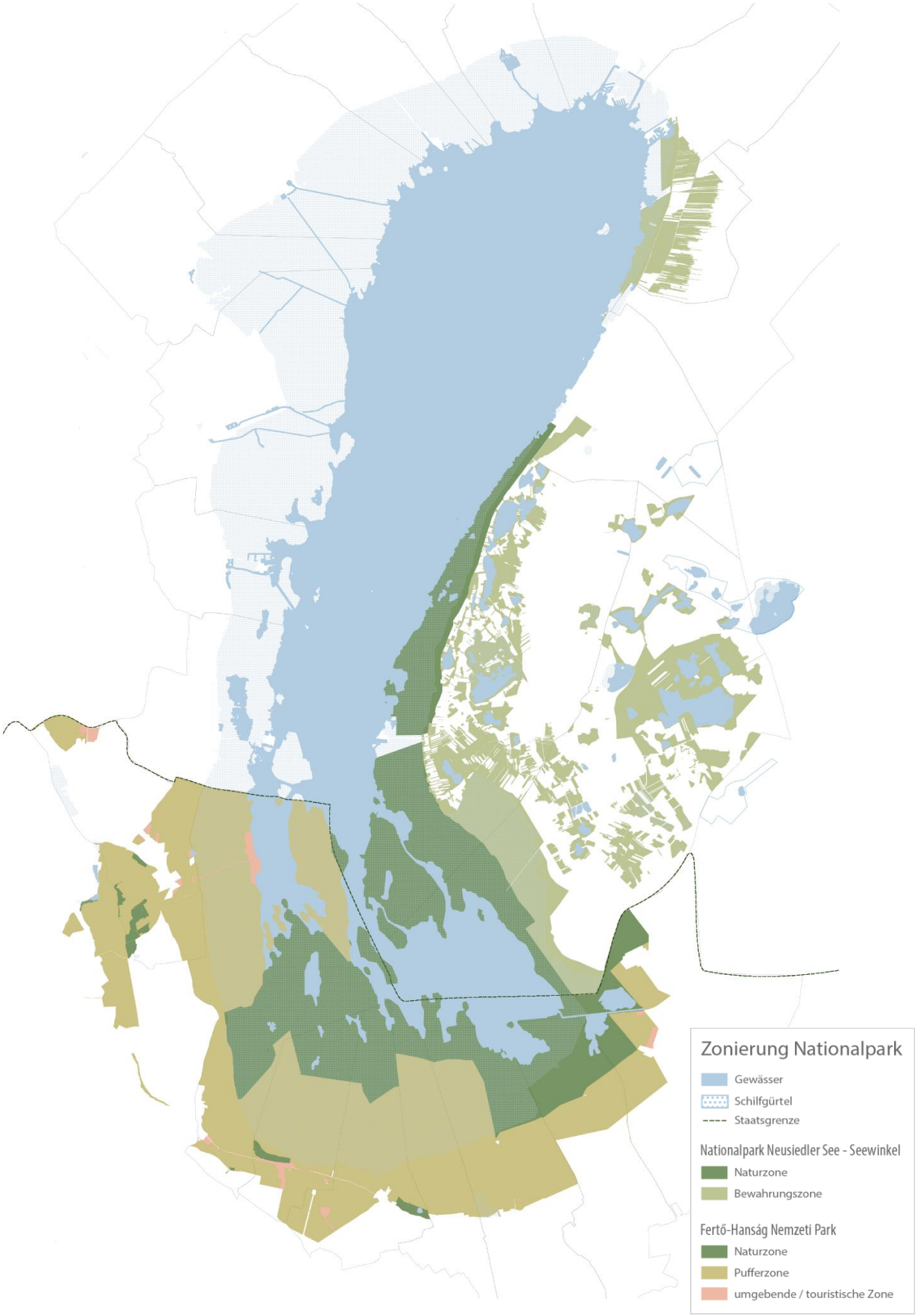
the past and it can be assumed that this upward trend will continue in the coming years. One reason for this is the increasing sensitivity of society to the effects of climate change and the natural environment, and another is the growing demand from society for other forms of recreation that offer opportunities for "refuelling". In addition, special emphasis is placed on the quality of services for educational tourism and for visitors interested in science. However, nature conservation and conservation are the basic factors on which local development and the possibility of more intensive integration of natural values into tourism depend.

The Austrian part of the national park, with a total area of around 9,000 hectares, distinguishes between nature and conservation zones. In the conservation zones it is allowed to enter on marked paths, in the natural zone it is forbidden to enter, stay and intervene – it is the zone of strictest protection (State of Burgenland, n.d.b). In the Fertő-Hanság National Park, the Directorate has defined three different zones. The outdoor areas are attributed to ecotourism and deliberately separated from the areas of mass tourism. The so-called natural zone is the most sensitive inner area of the protected area. It is kept completely away from tourism and will not be available for tourism in the future. This is followed by the buffer zone. In addition to natural attractions, there are also exhibitions, visitor centres, nature trails and bird-watching vantage points. The third zone is called "surrounding/tourist zone". For the most part, there are no strict nature conservation requirements and restrictions. This area also includes the only domestic recreational area on the banks of the Fertő River, at the dock in Fertőrákos. The other sites in the area, which are connected with ecotourism attractions, are managed and maintained by the World Heritage Communities.

Photo 06-01: Sunset in the National Park

Source: stadtland ©Sibylla Zech

Figure 06-01: Zones of the National Park



Source: Own editing

6.1.2 Sports tourism

Cycling

In addition, Lake Neusiedl has always been a popular destination for bike lovers and the trend (also due to e-bikes) is steadily increasing.

Sports tourism on Lake Neusiedl mainly covers the following areas:

- cycling
- horseback riding
- surfing and sailing
- ice sports
- fishing
- hunting

Photo 06-02: Rest station for cyclists, near the "hell" in the Seewinkel

Source: stadtland ©Sibylla Zech

Photo 06-03: Sailboats, Jois

Source: stadtland ©Judith Leitner

Photo 06-04: Ice skating on Lake Neusiedl

Source: stadtland ©Sibylla Zech

6.1.3 Recreational tourism

The region around Lake Neusiedl, with its flat landscape, Pannonian climate and sports facilities in, on and around Lake Neusiedl, offers the ideal conditions for a (particularly family-friendly) holiday. Recreational tourism is mainly offered in these areas:

- hiking (for some years now, the “Burgenland Extreme Tour” has been held in January, in which the growing number of participants is invited to hike up to 120 km around the lake, while constantly taking into account the requirements of sustainability and environmental protection.)
- bathing
- health, wellness, thermal baths (in particular the St. Martins Therme near Frauenkirchen attracts visitors).

Photo 06-05: Hiking and views atop the Hölzlstein

Source: ©Hannes Klein

Photo 06-06: Strandbad, Podersdorf

Source: stadtland ©Sibylla Zech

6.1.4 Cultural tourism

On the Hungarian side of the World Heritage Site, pilgrimage tourism seems to have increased with the designation of the so-called "Marian Way" as a pilgrimage route, even if it has not yet reached the level it was before the Second World War. In addition to the attractiveness of the natural environment, tourism in the World Heritage Site also has great potential due to the wealth of historical and cultural values and sites.

Cultural tourism offers are therefore:

- pilgrimages
- heritage tourism
- great cultural offer (for example opera festival and passion plays of St. Margaret, Mörbisch am See lake festivals, concerts in Fertőd and in the Esterházy Palace in Eisenstadt, rock theater Fertőrákos, VOLT Festival Sopron, concerts and other in the Cselley mill Oslip etc.)

6.1.5 Culinary tourism

Gastronomy

The Neusiedler See World Heritage Site is one of the most culinary regions in Austria and lives up to the tradition of producing local products and using them in local gastronomy. In the Hungarian World Heritage Site, the Directorate of the Fertő-Hanság National Park has set itself the task of restoring the old Hungarian pasture industry in protected grassland. With the growth of the wine industry since the beginning of the 1990s, the region is increasingly becoming a destination for wine-loving tourists. The wine from the Lake Neusiedl region is now known and popular worldwide. Especially in the off-season, high-quality wine events attract mainly younger and more affluent guests. Various farm festivals and open cellar days are always very popular and so-called "wine tours" are an integral part of the tourism program.

Since 1991, the Weinakademie Rust (Wine Academy of Rust) – Campus in the historic Seehof - has offered a broad seminar and training programme. In cooperation with international wine institutions, a diploma training (wine academician) is offered, which qualifies for the application for the "Master of Wine Course", the world's most renowned training in the wine sector.

Photo 06-07: Wine tasting, Haus am Kellerplatz, Purbach

Source: stadtland ©Sibylla Zech

6.2 Situation in the present (change over the last 20 years)

While the tourism offer was originally concentrated on excursions and day visitors, who mainly used the recreational opportunities in the seaside bathing facilities, today the tourism offer is broadly based. The basis is the experience of nature - while cycling, hiking, walking, running, from vantage points and lookouts, while riding, riding in carriages, by ship (cycle ferry) or sailing boat. In the last 20 years, further improvements in tourism mobility have been implemented: This includes:

- improvements made to the road network, which essentially bypasses the World Heritage Site;
- structural measures in the railway network (partly outside the World Heritage area), electrification, increased comfort at stations and stops, intermittent traffic, timetable compaction, etc.;
- local bus and shuttle offers (Stadtbus Neusiedl, Gmoa-Bus Purbach, taxi offers).
- Measures in the cycle path network

The cycling networks, as one of the most important active tourism offers in the region, were developed and built with rest areas and high-quality paths and routes in such a way that they follow the existing paved or unpaved road networks, so that no new land use was necessary. This is of particular importance not only for the architectural heritage, but also for nature conservation. One of the best examples of this is the cycle path between Fertőrákos and Balf, which was based on the extension of the agricultural paths between the stake rows, i.e. no new section of the path was identified in this particularly sensitive landscape area. Tourism has increased the demand for accommodation and catering services. In recent years, care has been taken to ensure that the size, architectural design and use of materials used by accommodation establishments are consistent with the traditional building stock. The Austrian and Hungarian authorities are responsible for the appraisal of projects. In Austria, a World Heritage Site Advisory Board has been set up.

Photo 06-09: Design of the Fertőrákos lake area

Source: Sopron-Fertő Tourism Development Nonprofit Zrt.

The revitalisation of the lake area of Fertőrákos should take up more than 60 ha (sailing area, beach area, campsite, weekend houses, hotels, fishermen's huts, business premises, parking lots, etc.). Currently, the construction measures have been stopped and the plans for revitalising the seaside resort are to be revised and redimensioned.

6.3 Risks and challenges

The Fertő-Neusiedler See Cultural Landscape is one of the most frequented tourist destinations in Győr-Moson-Sopron county and Burgenland. The high number of overnight stays and excursions has already been mentioned in *Chapter 6.1*. Tourism and the leisure industry are usually not clearly distinguished from each other. Understanding the present report, recreational and leisure activities of the inhabitants of the region as well as day trippers, e.g. from the conurbation of Vienna – Bratislava – Sopron – Györ, which are not linked to a tourist overnight stay, are assigned to the leisure sector. Recreation seekers and so-called day tourists are strongly present as users of the leisure infrastructure – from sailing ports, cycling, horseback riding and hiking trails, viewpoints, bathing facilities, kite bays, etc. Although their consumption behaviour obviously differs from that of overnight tourists, their importance for regional value creation (gastronomy, entrance tickets, purchases in local shops, etc.) is often overestimated. (cf. Lang et. al. 2014, p.197)

Lake Neusiedl and its surroundings offer a wide range of leisure activities. In the municipalities around the lake, it is strongly focused on activities related to water and the lake, such as swimming, sailing, surfing and kitesurfing, and in winter, if possible, also ice skating, ice surfing and ice sailing. Cycling and horseback riding as well as hiking and walking trails are strongly represented in the entire region. The tourism region focuses heavily on the topics of nature, culture, wellness, wine & culinary delights, resulting in synergies with the leisure industry. (ibid.)

The World Heritage Site Fertő-Neusiedler See Cultural Landscape is both a stage and a backdrop for recreation and leisure activities for holidaymakers, day trippers and residents. Thus, on the one hand, the special values of the cultural landscape are perceived by many people, and on the other hand, tourist and leisure uses also cause conflicts with protection goals. The following guiding objectives and

measures are aimed at mutually beneficial development of the world heritage and the tourism and leisure industries. They offer synergies of sustainable economic development with the cultural and nature-based quality of life of the population and their guests and are thus geared towards quality tourism in the World Heritage Site that emphasises nature and culture. From this basic understanding, the World Heritage Site designation is an essential quality factor in tourism communication and a benchmark for tourism and leisure infrastructures.

6.4 Objectives and measures - Action Plan T

6.4.1 Action Plan T: Tourism and leisure industry

The following table is the action plan for "Tourism and Leisure Industry". Key objectives and measures are listed, target area (s) and implementation period of the individual measures are listed.

Table 08: Action Plan T | Tourism and leisure industry.

Objectives / Measures	Target area	Completion Time	Prioritisation	Procurement source
T.1 Developing and implementing a sustainable tourism strategy conscious of World Heritage Site status				
T.1.1 Joint tourism development plan	G	short-term	+++	MAP03
T.1.2 Quality offers in the context of the World Heritage Site	A, H, G	continuously	++	MAP03
T.1.3 Priority of overnight tourism with regional added value over day tourism	A, H	continuously	++	STRAT14
T.1.4 Anchoring the World Heritage Site in tourism education and training	A, H, G	In the medium term	++	MAP22
T.1.5 Layman's monitoring by guests and visitors for the World Heritage Site Cultural Landscape	A, H, G	short-term	+	MAP22
T.2 Strengthen cooperation between tourism organisation and World Heritage Site management				
T.2.1 World Heritage Site Card (cross-border)	G	In the medium term	+	MAP03, STRAT14
T.2.2 Institutionalise cross-border cooperation	G	In the medium term	+++	MAP03, STRAT14
T.2.3 Network cultural sites in the surrounding area	A, H, G	short to medium-term	++	MAP03
T.2.4 Check extensions to the World Heritage Site	A, H	Medium to long-term	++	MAP03, MAP22
T.3 Developing sustainable and World Heritage Site-friendly tourism infrastructure				
T.3.1 Tourist enterprises and tourism projects in the context of the World Heritage Site	A, H, G	continuously	++	MAP03
T.3.2 Consideration of typical regional architecture and landscape	A, H	continuously	+++	MAP03, MAST, REP

T.3.3 "Gates to the World Heritage Site" and town entrances as "calling cards" of the World Heritage Site	A, H	short to medium-term	++	MAP03
T3.4 Check water level scenarios	G	short-term, continuous	++	MAP03, STRAT14
T.4 Sustainable tourism directly on the lake and in the lake				
T.4.1 Free access to the lake	A, H	continuously	++	MAS, REP
T.4.2 Sustainable and nature-friendly modernisation of lakeside resorts and ports	A, H	running, continuously	++	MAS
T.4.3 Clear rules for boat traffic	A, H, G	short-term	++	MAS
{b.T.5 Eco-mobility for tourism and leisure				
T.5.1. Gentle adventure mobility and attractive mobility packages	A, H, G	short-term, continuous	++	MAP03
T.5.2 Climate-friendly (CO_2-neutral) near, around and on the lake	A, H, G	short-term, continuous	+++	MAP03, STRAT14, MAS
T.5.3 Completion of the offer focus "cycling tourism" (active mobility)	A, H, G	running, continuously	++	MAP03, MAST19
T.5.4 Street space design and quality of stay in the villages	A, H	short-term, continuous	++	MAP03
T.6 Using and expanding partnerships				
T.6.1. Promoting cultural tourism	A, H, G	running continuously	+++	MAP03, MAP22
T.6.2 World Heritage Site Seal of Approval for Products and Services	A, H, G	In the medium term	++	MAP22
T.6.3 Involvement of local tourism associations	A, H	continuously	++	STRAT14
T.6.4 Staging wine culture across borders	G	continuously	+	MAST19
T.6.5 Increased use of reeds as building material for tourism buildings	A, H	continuously	++	MAST19

Source: Results from the measures workshop (13.12.2021) and individual processing

6.4.2 Explanation of Action Plan T: Tourism and leisure industry

T.1 Developing and implementing a sustainable tourism strategy conscious of World Heritage Site status

T.1.1 Joint tourism development plan

So far, the region lacks a cross-border common tourism development plan that makes the region as a whole comprehensible and tangible – for tourists and locals. The cooperative preparation and coordinated implementation of the plan requires the involvement of stakeholders from both the Austrian and the Hungarian World Heritage area (associations World Heritage, national parks, tourism association Burgenland, Burgenland tourism, tourism managers in Hungary, local tourism managers/municipalities, etc.). The first step is to analyse the initial situation and trends. The necessary tourism plan (the "tourism method") focuses on principles of sustainability, which gives subsequent generations of people space to shape their lives – without knowing in many ways what the future holds (epidemics, consequences of climate change, technological changes, changed lifestyles and lifestyles, etc.). Such a tourism plan goes beyond agendas of tourism marketing, but strengthens a common tourism destination that is also communicated together. Contacts on both sides are defined and lasting cooperation regulated.

T.1.2 Quality offers in the context of the World Heritage Site

Nature, culture, well-being, wine and culinary delights have already been seen as pillars of tourism at Lake Neusiedl. However, the cultural dimension and power of this cultural landscape is still not sufficiently known, used communicated. Quality distinctions in housing, mobility on the spot, experience of the region and its tourist offerings should be visible in the context of the World Heritage. This is not simply about using the World Heritage designation for marketing purposes, but about an appreciative attitude, awareness and attentiveness, as Janos Körmendy (retired chief architect of Győr-Moson-Sopron County) aptly described it in the thematic workshop on this management plan:

"I very much hope that all those who feel the power of the place, for example when they visit a church, that those who visit the quarry not only know that already in Roman times, etc., etc. ... but also what was here at the time of the Pannonian Sea. That those who climb a lookout tower standing on the ruins of an early Iron Age castle feel this heritage. And that those who enter a castle know who made it and who lived in it. Stop at viewpoints or walk along a path that allows a different view of the lake in every season, where the view is not yet obstructed. We need to make all of this an outpouring knowledge."

T.1.3 Priority of overnight tourism with regional added value over day tourism

Priority should be given to overnight tourism, which generates more added value and less resource consumption compared to day tourism. Especially in raising awareness and experiencing the seasons, especially in the field of culinary and viticulture, there are opportunities for seasonal expansion: One example is the Purbach wine experience. Here you can dock in the vineyard yourself by hand. You rent 100 vines of the best location for a season. For this, there is live winemaking from the vineyard to the cellar on six dates and 100 bottles of your "own" wine with a personal label as a reward. For example, you can get to know the region in winter with pruning, in summer with foliage work and in autumn with reading and cellar work. The Neusiedler See Card, now Burgenland Card, is also a tried-and-tested

means of further strengthening year-round tourism and raising awareness of the region's advantages in the low seasons (see *T.2.1*).

T.1.4 Anchoring the World Heritage Site in tourism education and training

Not only the tourists and guides can be important multipliers for the values and necessities of the World Heritage Site and its protection, but also the accommodation and gastronomy enterprises and their employees themselves. If landlords and caterers themselves know about the World Heritage Site and its special values (OUV), they can also pass on this understanding to their customers. In addition to anchoring the World Heritage Site in tourism education (tourism schools) and further education (courses), this also includes the provision of existing new documents, brochures and maps that explain and provide orientation for the world heritage area (see also *Chapter 8.4.2 (B.2.1)).*

T.1.5 Layman's monitoring by guests and visitors to the World Heritage Site Cultural Landscape

Layman's monitoring already plays an important role as an identity-building and knowledge-generating contribution to nature conservation in various regions. Farmers, for example, observe, document and communicate the development of endangered or rare plant and animal species on their land and thus share their experience and knowledge with nature conservation experts and the public. The National Park Neusiedler See - Seewinkel has a department for monitoring, research and citizen science. Similar models could be developed for the observation of the World Heritage Site – farmers, winegrowers, young people, interested people from various professional circles observe special features and changes in the World Heritage Site and document them, for example, by (mobile)photos or entries in an easy-to-use interactive map. They thus become "citizen scientists" of the World Heritage Site (see also *Chapter 8.4.2 (B1.5*). For example, the programmed tool "My World Heritage Site" can be used.

T.2 Strengthen cooperation between tourism organisation and World Heritage Site management

T.2.1 World Heritage Site Card (cross-border)

The Neusiedler See Card (now Burgenland Card) is one of the oldest and most famous cards in Austria. In its new version, 760 partner establishments from the accommodation sector around Lake Neusiedl give out this popular "Open Sesame" all-access card free of charge after as little as one overnight stay. The Neusiedler See Card guests can use more than 50 free services: Free admission (museums, baths, etc.), access to events and excursions, use of public transport, etc. The further expansion could deliberately integrate offers specific to the World Heritage Site.

T.2.2 Institutionalising cross-border cooperation

While the cooperation of the national parks is established, in tourism there is a need to strengthen and institutionalise cross-border cooperation: jointly acting bodies for strategic tourism development planning and ongoing operational coordination, mutual contact persons, knowledge exchange and further education, joint projects and marketing activities. Notes: On the Hungarian side, there is currently no regional tourism company comparable to Burgenland Tourismus GmbH /Tourismusverband Nordburgenland.

T.2.3 Networking cultural sites around the area

The Fertő-Neusiedler See Cultural Landscape, as defined by the World Heritage Site, is historically, culturally and/or scenically linked to important cultural sites near (outside) the World Heritage Site. In particular, these are municipalities in the eastern Seewinkel, Esterhazy Palace in Eisenstadt, Castles Halbturn and Kittsee, the Basilika Frauenkirchen, the Ceselly Mill in Oslip, the historic old towns of Eisenstadt and Sopron and archaeological sites in Hungary (see also *Chapter 5.1.5*), possibly also other cultural attractions in the immediate vicinity, such as Forchtenstein Castle.

T.2.4 Check extensions to the World Heritage Site

The nearby cultural sites already mentioned above complement the extensive area of the World Heritage Site. Many connoisseurs of the Lake Neusiedl – Fertő region already perceive them today in their context with the designated World Heritage Site and are thus mutually active as cultural catalysts. The decentralised expansion of the Fertő-Neusiedler See Cultural Landscape World Heritage Site could make a further contribution to the designated OUV. These considerations should include: the municipalities / villages in the eastern Seewinkel, the Esterhazy Palace in Eisenstadt, Castles Halbturn and Kittsee, Basilka Frauenkirchen, the historic old towns of Eisenstadt and Sopron and archaeological sites in Hungary. In the thematic workshops on the present management plan, it was also noted that the buffer zone in the north (between pastures and Gols) could extend to the demolition of the Wagram or even a little further (Wagram edge), since on the one hand there are diverse landscape elements that are part of the landscape transition zone into the lake basin (see also *Chapter 5.4.2 (p.4.6)*).

T.3 Developing sustainable and World Heritage Site-friendly tourism infrastructure

T.3.1 Tourist businesses and tourism projects in the context of the World Heritage Site

Many tourism contents in the World Heritage Site are already directed towards sustainable tourism, which is in line with the orientation towards the preservation and strengthening of the OUV. The acceptance of the World Heritage Site can be improved by sustainable tourism use in the region, even if the World Heritage Site is not per se a "tourism seal". In this sense, the quality of the tourist businesses – e.g. under the motto "Pannonian Living" or "Pannonian Essen" - is to be expanded. Fitting tourism projects into the scale of the World Heritage Site is a very important framework condition to be regulated, against the background of the different legal frameworks in Austria and Hungary. Examples of framework conditions for tourism projects that are compatible with nature and the World Heritage Site are, for example, the height of the building fitted into the landscape, the minimisation of sealing and the landscape-friendly design of open spaces (see also measures for field of action 4 (nature and landscape) and *Chapter 5.4.2*).

The attributes mentioned as part of the OUV could be presented in special places in order, for example, to make cultural history more visible in an archaeological open-air museum (e.g. for Roman excavations) (see also *Chapter 8.4.2. (B.2.5)*)

T.3.2 Consideration of regionally typical architecture and landscape

The small-scale overnight tourism in the region offers potential for integrating tourism buildings well into the local structures and for taking into account the townscape and landscape in the sense of the OUV. Therefore, incentives in small structures need to be renovated, rebuilt or supplemented. In doing

so, the regionally typical architecture is to be incorporated or a new architectural language is to be developed (further) in a World Heritage Site-friendly manner.

In the case of larger buildings and facilities or replacement or new buildings in sensitive locations (e.g. in the area of seaside resorts and leisure facilities, on the outskirts of settlements or on slopes), architectural or landscape architectural competitions or cooperative procedures with a jury of architects and spatial and landscape planners familiar with the requirements of the World Heritage Site are recommended (see also *Chapter 5.4.2. (p.2.3)*). The early involvement of the World Heritage Site Committee on the Austrian side is mandatory.

T.3.3"Gates to the World Heritage Site" and town entrances as "calling cards of the World Heritage Site

Some entrances to the World Heritage Site – by car or bus (e.g. via the Ruster Berg), by train (e.g. the railway line from Parndorf Ort station down through Hanfbachtal to Neusiedl am See) or by bicycle (e.g. via the Gizingberg to Mörbisch am See) allow you to arrive and immerse yourself in the cultural landscape of the World Heritage Site that has been shaped by the lake. The "Gates to the World Heritage Site" should be defined and visually kept clear or sensitively designed. Where this is no longer the case, they are to be calmed down and cleared out in terms of design.

Orientation and information signs should be used moderately, over-furnishing of the landscape should be avoided. A discreet common signage should go hand in hand with a cleansing of the sign forest, info points must be harmonised in terms of design.

T.3.4 Check water level scenarios

The question of the water level of Lake Neusiedl, which at the time of the drafting of the present plan in the summer of 2022 is so exceptionally low that water sports and swimming on the lake are only attractive to a limited extent, is usually considered essential by tourism. On the other hand, there are many tourist offers in the region that are in demand by a wide range of target groups and are not or only slightly linked to the water level of the lake: Cycling, hiking, birdwatching, wine and culinary delights, cultural heritage, cultural events and customs in the villages. From the point of view of the world heritage, whose OUV is also described by the attribute "westernmost steppe lake of the Eurasian land mass", i.e. a shallow lake, which is characterised by a fluctuating water level, which is mainly dependent on precipitation and evaporation, the question of the water level is indirectly relevant. In the 2003 World Heritage Site Management Plan, the aim was to reach a water level of more than 115.5 m above sea level (average water level). It is also essential, irrespective of the water level of the lake, to find sustainable solutions to secure the groundwater level in the Seewinkel and thus to preserve the paint landscape, which is also important for tourism.

T.4 Sustainable tourism directly on the lake and in the lake

T.4.1 Free access to the lake

Free public access to the water ("free access to the lake"), taking into account the sensitive shore and reed zone, must be ensured. Areas defined as tourist areas on the lake should not be misused, e.g. for living instead of tourist stays. For this purpose, differentiated frameworks are to be set, for example

in the Austrian World Heritage Site by the Bgld. Raumplanungsgesetzes required differentiation of the BF areas and by prescribing the purpose of use in the building permit.

T.4.2 Sustainable and nature-friendly modernisation of lakeside resorts and ports

The modernisation of the lakeside resorts and sailing harbours should be nature-friendly and integrated into the typical landscape. With a redesign and reorganization there should be

- shores made more generally accessible without entry and constraints on consumption,
- new offers of mobility (bicycle, shuttle, local buses, last-mile offers to the train stations, etc.) alternatives to the dominant motor traffic,
- concreted / asphalted or heavily compacted areas that are unsealed and greened wherever possible,
- minimised and avoided resealing,
- as well as outdoor facilities, open spaces and lakeside.

For buildings in this particularly sensitive landscape zone, the highest quality criteria must be applied in the design. The redevelopment should take place in the area of areas already piled up and dedicated to tourism, leisure and recreation and should not take up any new areas.

Apart from Lake Neusiedl, the task of improving the Tómalom Bath / Lake Tómalom, which lies just outside on the edge of the World Heritage Site, is mentioned as a task. An overload is to be avoided, from the point of view of nature conservation it is not desirable that the nearby protected Szarhalmer Forest and the strictly protected Lake Malaga are more heavily polluted.

The improvement of the groundwater situation in Seewinkel should also make the bathing at Lake Zick possible again.

T.4.3 Clear regulations for boat traffic

Due to the e-boat boom and new sports on the lake and the associated disturbances of the lake and reed bed habitat, restrictions on e-boats and recreational boats are required: Limitation of the maximum motor strength of e-boats, verification of compliance with the existing regulations, prohibitions for water sports (e.g. kitesurfing) near reeds. In 2022, a first step was taken with the introduction of a tourist tax for boats of 6 metres in length and a cabin.

A conversion of the fleets to electric propulsion shall be considered.

{b.T.5 Eco-mobility for tourism and leisure

T.5.1 Gentle adventure mobility and attractive mobility packages

Quality tourism is to be bound with gentle adventure mobility and attractive mobility packages. Appropriate measures will be developed in the cross-border tourism development plan, such as:

- Car-free arrival
- Mobility guarantee for the "last mile" and on site
- Promotion of the existing municipal buses (Gmoa buses) in the maritime communities, which offer a shuttle service between the train/bus stops and the seaside resorts in the summer.
- Expansion of shuttle services to railway stations – leisure destinations

- Increase mobility knowledge at tourism companies, for example to be able to pick up guests at the nearest train station
- Neusiedler See Card / Burgenland-Card in the sense of a "World Heritage Site Card" with "public transport included" (see T.2.1)

T.5.2 Climate-friendly (CO2-neutral) transport near the lake, around the lake and on the lake

Expanding environmentally friendly mobility offers means reducing the volume of private transport for holiday and day guests and managing tourism traffic at, around and on the lake in a more climate-friendly (CO2-neutral) way:

- Coordinated means of transport (train/bus/local bus/call taxi, etc.)
- Further quality improvements in bicycle traffic (see *T.5.3*)
- Use of new information technologies to connect mobility, tourism and world heritage

T.5.3 Supplementing the focus of the offer "Cycle tourism"

The Word Heritage Site and its OUV can be discovered particularly by riding a bike. Thus:

- Maintaining, further networking and supplementing cycling tourism with hiking, running, walking and sea kayaking, rowing, SUP
- Cycling tourism network especially for families, diverting fast-paced sports cyclists on roads
- Expand sharing mobility offers (bicycle, e-bikes, e-mobiles)
- In view of the rapidly growing popularity of electric bicycles, the number of e-bike charging stations in the Hungarian part of the Lake Neusiedl region is to be increased in the future.

T.5.4 Road space design and quality of stay in the towns

Road space design should be accelerated and more quality of stay in the towns should be created (increase in quality). Inviting public spaces let holidaymakers and excursionists stop there (and spend money). This requires attractive, comfortable, location-adapted equipment (e.g. relaxation areas under trees, drinking fountains, etc.), which, however, must not lead to over-furnishing.

T.6 Using and expanding partnerships

T.6.1 Promoting cultural tourism

The Fertő-Neusiedler See Cultural Landscape World Heritage Site and its cultural assets are a cultural achievement of the centuries, the cultural life in the region is directly related to it. The cultural enterprises and cultural workers offer a rich offer, often too little-known among inhabitants and guests. Cultural tourism is a growing tourist segment, cultural events and cultural attractions are seen by a large part of the guests as essential for a holiday. Cultural tourism objectives are still missing in the region or are only mentioned marginally. Synergies could be exploited through better networking of tourist and cultural offerings.

T.6.2 World Heritage Site Seal of Approval for Products and Services

The World Heritage Site counts many innovative and tradition-conscious producers whose products are directly linked to the cultivation of the cultural landscape – for example wine, cherries, vegetables, cattle and fish, but also handicrafts and handicrafts, guided nature and cultural experiences, festivals and cultural events. A World Heritage Site label, products and services that contribute to the

preservation and design of the World Heritage Site and its OUV could raise awareness through a World Heritage Site label and enable new partnerships with tourism, thus networking tourism, viticulture, agriculture and fisheries and jointly marketing them. In the tourist context, it would be important not to slip into the narrative "World Heritage = Tourism Seal of Quality" [8]. This misunderstanding is in any case present in the public perception of the World Heritage Site – not only in the Fertő-Neusiedler See World Heritage Site – and carries the risk of displacing the actual core – namely the World Heritage Site as an (international) legal protection instrument.

T.6.3 Involvement of local tourism associations

The cooperation between the World Heritage Site Associations and the tourism organisations (e.g. the North Burgenland Tourism Association) has been initiated in recent years and implemented in the first steps with joint press work (press event, information material) as well as initial project ideas (e.g. on the topic of "World Heritage Day"). The involvement of local tourism associations and businesses should motivate the development of site-specific offers in the context of the World Heritage Site Cultural Landscape. This is intended in particular to strengthen small economically viable structures with a high local value-added component.

T.6.4 Staging wine culture across borders

Viticulture has been a form of culture that has shaped the landscape around Lake Neusiedl since ancient times. The wine year could be organised and marketed jointly and across borders. New initiatives and marketing ideas were mentioned in the thematic workshops such as farm festivals, wine houses (Houses of Wine), a wine marathon and accompanying mobility offers "by bike, on foot or in a taxi to the wine (and back home)".

T.6.5 Increasing the use of reeds as building material for tourism buildings

Reed as a traditional building material, which allows an excellent integration of buildings into the landscape, is to be used in particular for tourist-used and visually-present buildings. An example is the open-air stage of the municipality Fertőboz, where reed was used for covering etc., or the event centre "Das Fritz" in Weiden am See. It is necessary to learn the use of reeds in architecture again and to find appropriate specialists for construction and maintenance (for the construction material reed in the building culture of the World Heritage Site, see also chapter *5.4.2 (p.3.1-S.3.5)*).

6.4.3 Actors in the field of action T

Key actors in the Field of Action are in particular:

- North Burgenland Tourist Board
- Lake Neusiedl World Heritage Association / Lake Fertő / Neusiedl World Heritage Site Council
- National Park

The involvement of cooperation partners takes place on a measure-by-measure basis. Possible partners for the continuation, development and implementation of measures are, for example:

- World Heritage Site Communities and local tourism associations

[8] quoted from Florian Meixner, Austrian UNESCO Commission, in the course of the thematic workshop on 12.12.2021.

- Kultur-Betriebe Burgenland GmbH
- World Heritage Nature Park /Lake Neusiel Regional Association – Leitha Mountains
- Cultural organisers and cultural institutions, cultural associations in the region and beyond
- Esterhazy Plant GmbH
- Wine-growing and wine-grower cooperative
- Mobility providers
- Sports and leisure facilities
- Tourism schools and colleges
- etc.

7. Field of action K: Climate protection, climate change adaptation, renewable energy and mobility

7.1 Characteristics and features

7.1.1 The water balance on and around the lake

The water balance at Lake Neusiedl is mainly influenced by precipitation and evaporation. The hydrological regime at Lake Neusiedl is thus influenced by the water supply due to precipitation and by the water loss due to evaporation.

From this it can be deduced that maximum water levels occur in spring (usually at the end of April), after winter precipitation caused the water level to rise and before evaporation sets in. Minimal water levels typically occur at the end of September - after heavy evaporation in summer, before this evaporation decreases again in late autumn.

Since the average evaporation at Lake Neusiedl over the year is greater (223.1 million m³) than the precipitation (197.8 million m³), above-ground inflows also play an important role. Above-ground tributaries such as the Wulka, the Kroisbach and small canals supply 40.4 million m³ of water into the lake each year. In contrast, an annual average of 15.1 million m³ of water is discharged above ground. (cf. Frischer Wind am Neusiedler See, p.15) If less precipitation falls in a year, the climatological water balance is negative, the hydrological equilibrium is not given.

The landscape of Lake Neusiedl and its immediate surroundings is strongly influenced by water and water level fluctuations. Significant changes to this water regime have a direct impact on both flora and fauna. And of course also on the recreational opportunities near and around the lake as well as on the agricultural use of the cultural landscape.

7.1.2 Interventions in the water balance of the lake and puddle landscape

The Hanság, still in the 16th century, part of the lake had been drained over time via several canals. The first major interventions in the water balance of the lake and puddle landscape occurred during the economic upswing of the princely houses and manor estates in the 17th century. The dam between Sarród and Pamhagen/Pomogy, built in 1658 by the Counts of Nádasdy, was the first large structural barrier that interrupted the connection between the lake and the bog. "The first systematic attempts to regulate or drain the extensive low bog, which was famous for its floating lawn, then began in the second half of the 18th century. In the 18th and 19th centuries the Hanság consisted only of marshy terrain.

In the 1760s, the idea emerged in the county administrations to combat the extreme water fluctuations of the lake (last 1740-42). [...] In 1775 work began on the main canal, the forerunner of the Einser- or Waasen[Hanság] Canal, followed a few years later by the construction of the Pamhagen-Eszterház dam." (Békési, 2007, pp. 46-48)

The regulation of the Raab and several tributaries or the expansion of brook regulations and canals, flood protection measures as well as the drainage and filling of many puddles in the Seewinkel were subsequently the main interventions in the water landscape.

In order to drain the lake itself, the Einser Canal was built in Hungary between 1908 and 1910. The canalisation of the Hanság led to major changes; the lake was separated from its freshwater swamp areas. Work on the Hanság main canal at the end of the 19th century between the Rabnitz and the Pamhagen Bridge lowered the water level of the lake considerably.

Photo 07-01: Lock at the Einser Canal

Source: stadtland ©Judith Leitner

There were always considerations to completely drain the dynamic and repeatedly completely drying out lake (last 1864 to 1870) in order to cultivate the soil. However, a study commissioned by the Hungarian Ministry of Agriculture concluded in 1902 that only the western zones of the lake would be suitable for cultivation. It was also recognised during the time of the completely dried-up lake that agriculture in the entire lake angle had to suffer from this situation. The municipalities, as well as all those who were dependent on fishing, were opposed to drainage.

There was no tourism around the lake as we know it today. Therefore, the economic consequences of a dried-up lake on tourism were excluded. Finally, the First World War brought down the drainage plans of that time (cf. Békési, 2007, pp. 153-154). In the winter of 1928/1929, due to the decline of the water, the lake froze to the ground in large parts. In order to prevent similar events in the future, a lock was built on the Einser Canal to regulate the outflow in 1930. However, their operation was not subject to any guidelines.

It was not until 1965 that an Austro-Hungarian commission agreed on the adoption of an operating regulation which would take into account the current level and the precipitation of the last three years. The aim of this regulation was to stabilise the water level at a fixed level of 115.4 m above sea level. At the time, this meant an increase in the mean water level.

7.2 Situation in the present (change over the last 20 years)

7.2.1 Low water level

The current situation at Lake Neusiedl can be described by exceptionally low rainfall in recent years. High evaporation in the summer months leads to a drop in the water level, if at the same time there

is no compensation due to rainfall. The increase in air temperature in the period 1991 to 2004 from +0.7°C compared to the normal period (1961 - 1990) led to an increase in evaporation of about 10% during this period. ((see EULAKES European Lakes under environmental stressors, WP 6.2.3 Guidelines for Sustainable Lake Management in Climate Change - Lake Neusiedl, Nature Conservation Association of Burgenland, AIT, 2013, p.19)) The area precipitation in the catchment area of Lake Neusiedl reached only 63% of the long-term average in spring 2021 (March, April, May), and only 49% in autumn 2021 (September, October, November).

This led to the fact that on 20.3.2022 the water level for this season, since it was recorded by measurements in 1965, was as low as never before. This water level was 35 cm below average in March 2022. The average water level on 20.3.2022 was 115.23 m (above sea level - above the Adriatic Sea). Thus, the water level was also below the level recorded on March 20 of each year by measurements since 1965. This gives cause for concern. (see 'Low tide at Lake Neusiedl, when will the water return?' Karl Maracek and Christian L. Sailer, 2022))

At a water level of 115.5 m above sea level, almost the entire reed bed is in the water, at 115.20 m only 50% of the reed bed is in the water and at a water level of 114.7 m above sea level, almost the entire reed bed is without water.

Water level fluctuations are characteristic of a steppe lake. If these water level fluctuations are intensified by climate change, they have an extremely high socio-economic hazard potential for Lake Neusiedl and its surroundings and change the natural environment to a large extent.

7.2.2 Use of renewable energy in the north of Lake Neusiedl

The surroundings of Lake Neusiedl are among the most windy areas in Europe. In particular, the excellent conditions for wind power production on the Parndorf Plain and the construction of wind turbines since the end of the 1990s made it possible for so much wind power to be produced in Burgenland from 2013 that a balance sheet electricity self-sufficiency had been achieved. Burgenland has taken on a pioneering role with regard to renewable energies, especially with regard to the use of wind energy. Burgenland has set itself the ambitious goal of becoming climate-neutral by 2030 and is continuing to push ahead with the expansion of renewable energies.

In November 2003 the "Fertő-Neusiedler See Cultural Landscape World Heritage Site" was developed. In this management plan, the importance of the Parndorf Plain for the energy production of Austria was already pointed out and the expansion of wind energy production outside the World Heritage Site was mentioned as a short- and medium-term goal.

The first wind farms in Northern Burgenland were built on the outskirts of the Parndorf Plain in 2001: In the municipality of Zurndorf on the northern edge and in the municipality of Mönchhof on the southern edge of the Parndorf Plain. According to the regional framework 2002, the wind farms in Neusiedl and Weiden were built with a total of 44 wind turbines. At the time of drawing up the management plan for the World Heritage Area (2003), 74 wind turbines were in operation south of the A4 East Motorway and were thus part of the appearance of the Parndorf Plain

Photo 07-02: View of the Parndorf Plain from Donnerskirchen, telephoto lens

Source: ALLRegio © Gregori Stanzer (focal length 85 mm, equivalent to 130 mm KB)

Photo 07-03: View of the Parndorf Plain from Donnerskirchen, Kirchberg

Source: ALLRegio © Gregori Stanzer (focal length 24mm, corresponding to 37 mm KB)

The suitability zones for wind power plants from the Regional Framework Concept 2002 are explicitly acknowledged in the Management Plan for the World Heritage Site (2003) as an instrument of landscape protection, since *'through the defined suitability zones for wind power plants, undesirable developments can be avoided.'* At the same time, it is stated - with reference to the zones within the World Heritage Site - that wind power plants in the World Heritage Site contradict the goal of preserving the intact landscape and that the erection of wind power plants in the World Heritage Site is excluded.

Consequently, there are neither wind turbines nor suitability zones for wind turbines in the World Heritage Site and in a viewing zone defined on the Austrian side. The viewing zone of the Fertő-Neusiedler See World Heritage Site is part of the document "UNESCO World Heritage Site Fertő-Neusiedler See - Criteria for Building in the World Heritage Site" (Verein Welterbe Neusiedler See, 2011). It refers to the protection of the surroundings and is the outermost zone defined for the World Heritage Site.

The Land Development Programme 2011 (LEP 2011) stipulates that the erection of wind power plants is only permitted in wind power suitability zones. These are basically outside tourism suitability zones. The development principle of the concentration of wind farms applies to the expansion and

replacement (repowering) of wind turbines. In any case, the construction of individual, isolated systems must be avoided for reasons of landscape protection.

In the vicinity of the World Heritage Site there are wind farms on the Parndorf Plain, in the east of the Seewinkel near Andau and in the south near between Nikitsch and Deutschkreutz. Even if the wind farms on the Parndorf Plain are situated behind the edge of the Wagram and thus barely visible from the north shore (e.g. bike path), a backdrop of wind turbines from the lake is clearly visible from a greater distance. Due to the ongoing repowering program for wind farms, the wind turbines are positioned higher, but at a greater distance, whereby the visual relationships change. In the summer of 2022, solutions were found to move the wind turbines from the visual axis of the Lindenallee of Széchenyi Mansion in Nagycenk. Visual axes and viewpoints (e.g. Gloriette of Fertőboz) are relevant for the assessment of wind turbines.

7.3 Risks and challenges

7.3.1 Low water level and low groundwater level

For many, climate change seems to be particularly tangible, especially at Lake Neusiedl and in the puddle landscape east of Lake Neusiedl. The eastern region is the region with the lowest rainfall in Austria. A lower water level at the lake – compared to the decades before – over long periods of time, prolonged drought periods and a decreasing groundwater level, which particularly severely impairs the function of the ecologically sensitive paint landscape, are signs of a changing environment.

Photo 07-04: Dried-out puddles in the Seewinkel

Source: stadtland ©Judith Leitner

In the future, a further change in the climate signals is to be expected and an increase in extreme events is to be assumed. In recent decades, there has already been significant warming, which according to climate forecasts will continue. Longer-lasting heat waves will increase and the evaporation will also increase due to the predicted temperature rises.

From a seasonal point of view, the greatest increases in average air temperatures in the area are expected in the summer months until the end of the 21st century. At the same time, the strongest decreases in rainfall are also to be expected in the summer months. In spring, the results of the scenario calculations show an increase in the amount of precipitation. However, these increases are not sufficient to compensate for the decreases in precipitation in the summer months. The lowest temperature increases are forecast in the winter months.

The hydrological balance near and around Lake Neusiedl is also of great importance for reasons of biodiversity conservation. Salt puddles, salt marshes and salt steppes in the World Heritage Site suffer when the groundwater level drops. And this is precisely what happens when precipitation decreases, some areas are drained for agricultural use and the same amount of groundwater is still taken for agricultural use as before. There is therefore an urgent need to halt the continuing and irreversible destruction of these habitats as quickly as possible and to take measures.

As part of the Neusiedler See (2014) strategy study, the Austrian-Hungarian Water Commission has defined the goal of preserving the lake and safeguarding it in consideration of the region's natural and cultural heritage. The water industry strives to develop and implement extensive water-related projects that comply with national and international legal obligations.

In a feasibility study (2021), far-reaching measures for joint sustainable water management were developed for the border area between Austria and Hungary. With the aim of strengthening the salt enamels of the Seewinkel with an increased water retention and bringing water from the Moson Danube to the Seewinkel - Neusiedler See natural area.

One of the central partners in water management around Lake Neusiedl is the water management department of the Burgenland state government. From their point of view, the concepts are in place to be able to meet the major expected water management challenges well. It is now a matter of implementing these concepts technically and financially. Important for this implementation is the

interaction of all relevant user and interest groups. (see ‘Low tide at Lake Neusiedl, when will the water return?’ Karl Maracek and Christian L. Sailer, 2022))

7.3.2 Landscape and renewable energies

The area on the Pandorf Plain is very windy and a Mecca for the use of renewable energy. Great efforts have been made to connect this area to a high-level transmission network so that the electricity produced here from renewable energy can be passed on.

In coordination with ornithological experts from BirdLife Austria and subsequently with the Neusiedler See – Seewinkel National Park, large exclusion zones for the production of electricity by wind power were established in order to largely meet the requirements of nature conservation. The remaining areas of suitability are located quite close to the settlement areas north of Lake Neusiedl.

So far, the wind farms – shielded by the edge of the Wagram – have rarely been seen from these settlement areas. Now a development is imminent that the wind farms, some of which are already 20 years old, will be renewed and the wind turbines will be replaced by newer, more powerful and also higher wind turbines. This will mean that the wind farms will also be seen from the settlement areas north of Lake Neusiedl after their repowering.

Photo 07-05: Dismantling of existing wind turbines on the Parndorf Plain, then repowering

Source: ALLRegio ©Gregori Stanzer

In the publication ‘World Heritage and wind energy planning - Protecting visual integrity in the context of the energy transition’ (UNESCO World Heritage Centre, Jana Weydt, 2021), UNESCO deals with the protection of the visual integrity of the world heritage in wind farm planning. Four examples of a world heritage-compatible energy transition in Europe are described as inspiring, presented and discussed in detail. One of these inspiring examples is the Fertő-Neusiedler See Cultural Landscape World Heritage Site.

7.4 Objectives and measures - Action Plan K

7.4.1 Action Plan K: Climate protection, climate change adaptation, renewable energy and mobility

The following table is the action plan for the topic "climate change mitigation, climate change adaptation, renewable energies and mobility". Key objectives and measures are listed, target area (s) and implementation period of the individual measures are listed.

Table 09: Action Plan K | Climate Action, Climate Change Adaptation, Renewable Energy and Mobility.

Objectives / Measures	Target area	Completion Time	Prioritisation	Procurement source
K.1 Climate protection - as a sign of responsible action				
K.1.1 Municipalities setting a good example	A, H	short-term, continuous	+	KS-B
K.1.2 Climate-compatible energy production	A, H	running, continuously	+	KS-B
K.1.3 Climate-friendly agriculture and forestry	A, H, G	continuously	+	KS-B, MAP22
K.1.4 Sustainable building and renovation	A, H, G	short-term, continuous	+++	MAP22
K.2 Climate change adaptation - to preserve the values of the World Heritage Site				
K.2.1 Climate change adaptation strategy	A, H, G	short-term	++	MAS, STRAT14
K.2.2 Drought risk management plan	A, H, G	short-term, continuous	++	MAP03
K.2.3 Groundwater management against loss of salt habitats	A	short-term, continuous	+++	MAP03, MAP22, RHNS, REP
K.2.4 Water supply from larger rivers	A, H, G	long-term	+	MAS, MAP03
K.2.5 Future scenario of falling water level at the lake	G	short-term	+++	MAP03, MAS, STRAT14, MAP22, REP
K.2.6 Priority areas for water management	A	short-term	++	MAS
K.2.7 more trees in towns	A	short-term, continuous	+++	MAS
K.2.8 Building and open space design adapted to climate change	A, H	short-term, continuous	+++	MAP22
K.3 Renewable energy - in line with the World Heritage Site				
K.3.1 Wind farms outside the World Heritage Site	A, H	running, short-term	+++	MAP03, MAS
K.3.2 Study of the visual framework for the World Heritage Site Core Zone	A, H, G	In the medium term	+	MAP22, MR13

K.3.3 Careful repowering of wind farms	A	running, continuously	+++	MAS
K.3.4 Regulation for ground-mounted photovoltaic and solar energy systems	A, H, G	short-term	+++	MAS, MAP22
K.3.5 Statements on building-bound PV systems	A, H, G	short-term	++	MAP22
K.3.6 Procedure for cross-border cooperation	G	short to medium-term	++	MAP22, MR13
K.4 Cautious transport solutions - in a unique landscape				
K.4.1 Mobility concept for the World Heritage Site	A, H, G	short-term	++	MAS, KS-B, MAP03
K.4.2 Regulations governing ports and boat traffic	A, H	running, short to medium-term	+	MAS
K.4.3 Traffic calming in towns	A, H	continuously	++	MAP22
K.4.4 Integration of maritime transport into public transport	A, H	Medium to long-term	+	MAP22

Source: Results from the measures workshop (13.12.2021) and individual processing

7.4.2 Explanation of Action Plan K: Climate protection, climate change adaptation, renewable energy and mobility

The protection of the climate is one of the most important tasks of our time. For many, climate change seems to be particularly tangible, especially at Lake Neusiedl and in the puddle landscape east of Lake Neusiedl. Burgenland has set itself the goal of becoming climate-neutral by 2050. Several measures are needed.

K.1 Climate protection - as a sign of responsible action

K.1.1 Municipal governments setting a good example

Municipal governments are leading by example, pursuing the goal of replacing oil heaters in the municipal buildings by 2025 and thermally renovating the municipal buildings. The roof areas of public buildings will be evaluated and photovoltaics on the roofs of public buildings will be gradually expanded. The municipalities are switching the public lighting to LEDs - in accordance with the Austrian guidelines for outdoor lighting "light that is more useful than disturbing".

K.1.2 Climate- and World Heritage Site-friendly energy production

In accordance with the World Heritage Site, climate-friendly energy production with the increased use of photovoltaic systems is to be expanded and the distribution and storage of energy is to be optimised. More on this in measures K.3 'Renewable energies - in harmony with the World Heritage Site'. Energy communities such as Citizen Energy Communities (CEC) and Renewable Energy Communities (REC) should be promoted as essential measures for climate-friendly energy production.

K.1.3 Climate-friendly agriculture and forestry

It is well known that agriculture in the World Heritage Site is suffering from climatic changes such as increasing drought. A switch to the cultivation of plants with low water consumption is therefore central. In the agricultural schools in the region, lessons on ‘climate-friendly agriculture’ could be offered.

On the other hand, agriculture itself causes greenhouse gases and influences climate change. Reducing methane and carbon dioxide emissions in agriculture is important. For this purpose, it is necessary to convert agricultural vehicles and equipment to climate-friendly drive means and to focus increasingly on the production of regionally anchored brands and on regional supply chains.

In addition, a humus-building programme helps to bind up to 10 tonnes of CO2 per year and hectare. Know-how is to be developed in this area and cooperation with model regions in this area is to be started.

Forestry in the World Heritage Site is to be established as climate-conscious forestry, gently and with care for tree varieties that can cope well with the expected future climate conditions.

K.1.4 Sustainable building and renovation

The construction and renovation of residential buildings play an important role in climate protection. The advantages of traditional buildings must be appreciated. The advantages of traditional buildings

lie in the lower cooling requirement of these buildings in the summer and in their compensation for temperature fluctuations due to the larger structural storage mass. Another advantage is the energy-efficient design in earlier times. The aim is to increase the use of wood and other sustainable domestic materials as a building material.

Since the preservation of existing buildings and their careful renovation is resource-conserving and sustainable and contributes to climate protection, heritage conservation is also climate protection. For the existing buildings, therefore, a high renovation rate and high renovation quality must be aimed at and promoted.

K.2 Climate change adaptation - to preserve the values of the World Heritage Site

The hydrological balance at and around Lake Neusiedl is highly endangered. The following measures are intended to help preserve the values of the World Heritage Site in the face of this threat.

K.2.1 Climate change adaptation strategy

As part of the Neusiedler See (2014) strategy study, the Austrian-Hungarian Water Commission has defined the goal of preserving the lake and safeguarding it in consideration of the region's natural and cultural heritage. To this end, a climate change adaptation strategy is to be developed. Landowners and local groundwater users should be involved as well as contact persons from nature conservation. Long periods of drought must be taken into account in the same way as intense heavy rain events.

In principle, wet and natural areas for the water must be created in which the water can be absorbed over a longer period of time. Initiatives for rewetting are to become law. In the entire area around Lake Fertő / Neusiedl, rainwater and groundwater must be kept for as long as possible. Restraint and buffer areas are to be built for the feeders of Lake Fertő / Neusiedl such as the Wulka and the Eisbach. In the event of flooding, fine sediments carried along can be intercepted there.

In the Seewinkel there are many drainage areas, before the time of water level regulation on the Einser Canal there are many drainage ditches. Therefore, it must be examined how existing drainage ditches can be dismantled in cooperation with the landowners or how lock systems can be installed in the drainage ditches.

Agriculture should be encouraged to reduce the cultivation of crops that are highly water-consuming, such as sugar beet, seed maize and sunflowers, and to switch to crops that require less water.

An overall water management concept, also referred to as a water management framework, should be drawn up and implemented across borders. A task force has already been set up for this purpose.

K.2.2 Drought risk management plan

For the future of the World Heritage Site, water is the limiting resource. An action plan for different stages of drought must be developed in the World Heritage Site. Particular attention is paid to the extraction of groundwater by agriculture during prolonged periods of drought. For the irrigation of agriculture during a drought period, limitations of groundwater abstraction of different magnitudes should be considered depending on the stage of the drought as far as possible and feasibility.

K.2.3 Groundwater management against loss of salt habitats

Zones with groundwater-bearing layers are of particular importance to ensure the overall water supply and the biodiversity of the salt puddles. The salt puddles are central to bird life, biodiversity and the National Park Neusiedler See - Seewinkel; and it meets the desiccation first.

Groundwater, not surface water, is necessary for the survival of the salt puddles. Otherwise, the salt puddles threaten to "dry out". If, on the other hand, the groundwater is present, the salt is delivered into the system of puddles by capillary action. Raising the groundwater in the Seewinkel ensures that the system of salt puddles is maintained and that the puddles do not dry out.

From the point of view of nature conservation, the addition of surface water is rejected, as this would lead to the permanent loss of salt habitats and the associated fauna and flora, which could possibly lead to an infringement procedure under Natura 2000.

It is recommended that the authority of the state of Burgenland draw up a groundwater management plan for the raising of groundwater in Seewinkel together with the district authority and the National Park Neusiedler See - Seewinkel. Improving the data base on the salt lakes and keeping them stable helps to improve groundwater management.

K.2.4 Water supply from larger rivers

Due to the current situation with very low water levels, projects have been discussed for some time that bring water from nearby larger rivers into the Seewinkel and to the Fertő-Neusiedler See, for example from the Danube from the Mosón branch in Hungary or from the Danube near Wolfsthal. In Hungary, there is a 9 km long discharge of water from the Mosón-Danube, an old tributary of the Danube in Hungary. It is being examined to extend this canal by 12 km to the Austrian border and further into the Seewinkel.

Today there is a bilateral water management system for Fertő / Neusiedler See via defences at the Einser Canal. If a water supply for the groundwater in the Seewinkel as well as for the Fertő / Neusiedler See is to be created, the cooperation between Burgenland and Hungary in regulating the groundwater levels as well as the water level at the lake must be continued and, if necessary, intensified.

K.2.5 Future scenario of falling water level at the lake

Possible future scenarios of a falling water level at the lake should be assessed, developed and discussed among experts and the public. There is a risk, for example, that falling water levels will increase the water temperature, deteriorate the water quality at the lake and subsequently prohibit bathing.

How could the physical, chemical and biological equilibrium at the lake change? A future scenario of a dried-up lake must also be actively considered as a ‘worst-case scenario’.

K.2.6 Priority water management areas

Priority water management areas for water supply, if not already done, should be identified more intensively and, if necessary, presented in suitable spatial planning instruments. These areas are particularly at the heart of the measures.

K.2.7 More trees in towns

Trees - especially in the summer months - provide a pleasant microclimate through their shadow cast, revitalise the local landscape and strengthen biodiversity. To improve the microclimate, large-crowned trees must be planted in the villages, on parking lots and in lakeside resorts. At the same time, trees bind CO2. A solid metre of wood binds the carbon of around one tonne of CO2

K.2.8 Building and open space design adapted to climate change

The construction of buildings in existing settlement structures and in compact construction methods is to be accelerated. A number of incentives to revitalise the town centre must be considered and subsequently communicated. A green infrastructure is essential in this context: Specifically, this includes open space designs with large-crowned trees, attractive recreational areas and sufficient green areas.

K.3 Renewable energy - in line with the World Heritage Site

The Parndorf Plain in the north of the World Heritage Site is one of the cheapest regions in Austria for the expansion of renewable energies. The Burgenland State Development Programme (LEP 2011) under the motto 'With nature to new successes' sets the course to expand the pioneering role of the state of Burgenland in the expansion of renewable energy. However, this must be done in accordance with other important zonal and local designations - such as the Fertő-Neusiedler See World Heritage Site.

K.3.1 Wind farms outside the World Heritage Site

The LEP 2011 stipulates in chapter 3.2.5.1 that "the construction of wind turbines is only permitted in wind power suitability zones. These are basically outside tourism suitability zones". In 2002, the first 'Regional Framework Concept for Wind Turbines' (ÖIR, 2002) for the Greater Parndorf Plain area was created in Burgenland. It identified suitable zones for wind turbines, all of which are located outside the World Heritage Site. The management plan for the 'Fertő-Neusiedler See Cultural Landscape World Heritage Site' stated in November 2003 that "the construction of wind turbines in the World Heritage Site contradicts the objective (Objective I.3) of preserving the intact landscape."

Chapter 4.2 of the 2003 Management Plan - Short- and Medium-Term Objectives (Objective I.3) also states: "Due to the defined suitability zones for wind turbines, undesirable developments can be avoided." The World Heritage area is not designated as a suitable zone for wind turbines.

In addition to the core and buffer zone of the World Heritage area, a voluntary 'visual zone - environmental protection of the World Heritage Site' was developed and identified in the 'Criteria for building in the World Heritage Site – Design guidelines for the Fertő-Neusiedler See World Heritage Site' 2009. From then on, all suitability zones for wind turbines were defined outside the visibility zone. Further suitability zones should continue to be designated only outside the visual zones.

In 2010, five wind farms with locations for 172 wind turbines were approved on the Parndorf Plain and in the Heideboden near Halbturn and Andau. At the end of 2010, the conflict potential of these project projects was assessed from the perspective of the UNESCO World Heritage Convention (author: ICOMOS Austria) on the basis of virtual landscapes. From 12. – 15 May 2013, an advisory mission of ICOMOS and IUCN visited the World Heritage Site to investigate the impact of these five

wind farms on the World Heritage Site and summarised their findings in a mission report (June 2013, authors: ICOMOS and IUCN).

These findings are now to be used as a basis for the further expansion and repowering of the wind farms within sight of the World Heritage Site

- When expanding wind turbines, visualisations of the planned wind farms in relation to the world heritage area must be taken more into account in the decision-making process.
- The effects of planned wind turbines on the characteristics of the 'Outstanding Universal Value' of the World Heritage Site must be demonstrated and described.
- Cumulative impacts of planned wind turbines with other major building construction projects against the World Heritage Site shall be presented and assessed.
- Previous ornithological monitoring is to be continued.

Basically, in the 'Mission Report on the Fertő-Neusiedler See Cultural Landscape' (2013, ICOMOS and IUCN), the strategic planning measures in Burgenland, such as the 'Regional Framework Concepts for Wind Turbines', are described as very detailed, solid and transparent. This planning procedure is described in more detail in the mission report (pp. 19-22). And in chapter 4.2.2, the Mission Report emphasises that the 'Regional Framework Concepts for Wind Turbines' have always been developed with the participation of relevant organisations, experts and NGOs - in particular birdwatching societies and environmental NGOs.

When working on a new 'Regional Framework for Wind Turbines', it is recommended to continue the path of cooperation with partner organisations and NGOs.

K.3.2 Study of the visual framework for the World Heritage Site Core Zone

The 'Mission Report on the Fertő-Neusiedler See Cultural Landscape' (2013, ICOMOS and IUCN) calls for the visual zones of the World Heritage area to be redefined (see Chap. 1, R4).

It is requested that a visual framework for Lake Fertő / Neusiedl (core zone) be defined on the basis of in-depth analyses with geographical information systems. On this basis, an exclusion zone for wind farms can be defined in order to move future wind turbines away from the Fertő-Neusiedler See World Heritage Site (see Chap. 1, R1.1 and Chap. 4e). For example, wind farms on the Leitha Mountains are technically possible and may be financially advantageous. An exclusion zone supports decisions to exclude these areas for future wind turbines.

In Hungary, this visual framework can/should be the basis for the definition of a protected landscape area in the Hungarian National Spatial Planning Plan (see Chap. 1a

K.3.3 Careful repowering of wind farms

When repowering, old wind turbines will be replaced with modern, efficient wind turbines. The rotor blade tip of these modern wind turbines is currently up to 242 m high. The old wind turbines, which are currently being dismantled, are between 100 m and 150 m high.

There will be repowering of wind turbines again and again in the coming years. Chapter 3.2.5.1 of the 2011 LEP states: The development principle of the concentration of wind farms applies to the

expansion and replacement (repowering) of wind turbines. In any case, the construction of individual, isolated systems must be avoided for reasons of landscape protection.

In the case of further repowering projects of wind farms within sight of the World Heritage Site, the visual zone of the World Heritage Site (see measure K.3.2) must be observed and in individual cases the potential effects of technically sophisticated visualisation methods must be examined on the basis of the state of the art. The wind turbines and thus also the suitable zones for wind turbines should move as far as possible away from the World Heritage Site and, of course, essential visual axes and visual relationships and the long-distance and local effects must also be taken into account across borders. Individual case tests in the form of heritage impact assessments (HIA) and realistic visualisation studies with the involvement of ICOMOS experts are strongly recommended.

In order to minimise the impact, it is essential to examine future projects with regard to the compatibility of the World Heritage Site. In addition, it must be ensured that no additional wind turbines are built in the immediate vicinity of the World Heritage Site, since the landscape around the Fertő-Neusiedlersee World Heritage Site has reached the load capacity limit for wind turbines (to be clarified via a study of the visual framework – see K.3.2). A further examination of public acceptance would be desirable.

K.3.4 Regulation for photovoltaic and solar energy ground-mounted systems

Photovoltaics refers to the direct conversion of solar energy into electrical energy by means of solar cells. Open space systems are either installed in a fixed position with a fixed angle of incidence or they are tracked to the position of the sun. Rigid systems are mounted on racks in rows and can be installed at relatively low material and cost. They are usually installed with an angle of attack of 25-30° in a southerly direction.

In Burgenland, 19 suitability zones have been designated for ground-mounted photovoltaic systems. All fitness zones are located outside the World Heritage Site and outside the visual zone. Due to the area requirements and the impairment of the landscape, ground-mounted photovoltaic systems should continue to be built outside the core, buffer and existing visible zone of the World Heritage area.

K.3.5 Statements about building-bound photovoltaic systems

Building-bound systems can be mounted on roofs or facades or integrated directly into the building envelope. The PV modules are usually mounted on flat roofs and thus correspond in construction to low ground-mounted systems of rigid construction.

Building-bound systems are generally preferable to ground-mounted PV systems, as they do not take up any additional space. The potential for electricity generation from building-bound PV systems around Lake Fertő-Neusiedl is great. In principle, questions of stability, fire protection, glare and the local image must be clarified in the case of building-bound PV systems.

In principle, solar and photovoltaic systems on roofs should be erected in the World Heritage Site only outside listed buildings, outside protected local ensembles, outside buildings of cultural and historical importance or outside a radius of about 500 m around a vantage point of outstanding cultural and

historical importance. Deviating from this, it must be clarified by means of a case-by-case examination whether such facilities have a potentially negative effect on the landscape of the World Heritage Site.

Outside these buildings, ensembles or special viewpoints, including the surrounding area, it is recommended that solar and photovoltaic systems on roofs only be installed parallel to the roof surface or with a maximum elevation of 5 (max. 10) degrees. The local image must always be taken into account.

In the vicinity of the lake and in the reed bed, solar and photovoltaic systems on roofs should only be built parallel to the roof surface and only in exceptional cases with very little insight into the location with an inclination of up to 5 degrees and only for individual use. If possible, the colour scheme should match that of the roof.

Building-bound PV systems, which are completely integrated into the building envelope or facade, should in principle be possible in the World Heritage Site, except in the case of listed buildings, protected local ensembles and buildings of cultural and historical importance. In the vicinity of the lake, in the reed bed and within a radius of 500 m around a viewpoint of outstanding cultural-historical importance, these PV systems, which are integrated entirely into the building envelope or the facade, must be matched in colour to the surrounding building envelope.

K.3.6 Procedure for cross-border cooperation in larger building projects

The 'Mission Report on the Fertő-Neusiedler See Cultural Landscape' (2013, ICOMOS and IUCN) recommends a procedure for the strategic planning and approval of larger building projects in cross-border cooperation (see Chap. 5, II, R2.1)

Three aspects will be introduced:

- The designation of appropriate contact persons in the authority in Burgenland and in the Ministry in Hungary.
- The agreement of bilateral protocols for the cross-border consultation process.
- Regular meetings and workshops to discuss cross-border issues of spatial planning and building projects.

In each case of the cross-border consultation process, those larger building projects are to be discussed which are expected to be well perceived in their long-range effect also in the neighbouring country.

In the case of projects with potential cross-border influence and large-scale projects, the Austrian World Heritage Advisory Council should in any case include a representative from Hungary or, vice versa, representatives from Austria who should be invited to take part in similar appointments in Hungary. In principle, the assessment panels in Austria and Hungary should be open to representation from the panel of the other country.

With the establishment of the cross-border World Heritage Site Consultative Council (see Chapter 9.1.3), a first step towards institutionalised cross-border cooperation in this area has already been taken.

K.4 Cautious transport solutions - in a unique landscape

K.4.1 Transportation concept for the World Heritage Site

Following the Neusiedler See Masterplan (2019), a transportation concept for the region was drawn up, which also contains important impulses for the sustainable further development of the World Heritage Site. For climate-friendly mobility, the e-fuelling station network in the region is to be expanded and the bus fleet is to be successively converted to alternative forms of propulsion.

In order to strengthen cycling in everyday life, the network of cycle paths should also be expanded and public transport stops should be equipped with safe bicycle parking facilities. Comfortably taking a bicycle in public transport seems to be in need of improvement.

K.4.2 Regulations for boat harbours and boat traffic

Regional zoning in accordance with nature conservation aspects regulates possible marina extensions. No spur-like structures are to be opened up in the reed bed.

Consideration is currently being given to regulating boat traffic at the lake. With the exception of ferry companies and fire-fighting vessels, boats with internal combustion engines are prohibited on Lake Fertő-Neusiedl. In principle, it must be ensured that Lake Fertő-Neusiedl remains a destination for soft tourism.

For this reason, recreational boats that contradict soft tourism should not be permitted, such as houseboats, swimming houses or electric boats for water-skiing. And it must be clarified to what extent electric boats on Lake Fertő-Neusiedl are to be regulated via a kW restriction. If the number of boats at the lake becomes too high, regulations and measures must be introduced.

The Fertő-Neusiedler See is to establish itself as an e-mobility region on the water. For this purpose, the concessions of commercial shipping, ferry companies from internal combustion engines to electric propulsion, are to be successively converted.

K.4.3 Traffic calming in towns

In every World Heritage Site community, traffic is to be calmed down by steering measures for the MIV (motorised individual transport). Above all, street space designs up to meeting zones should ensure an attraction of the towns for the pedestrian (s).

K.4.4 Integration of maritime transport into public transport

By coordinating ferry traffic with bus and rail connections, shipping can also be used as a means of public transport, especially in the summer.

7.4.3 Actors in the field of action K

Key actors in the Field of Action are in particular:

- World Heritage Site communities
- Climate and Energy Model Region Neusiedler See – Seewinkel
- National Park
- Office of the Government of Burgenland
  Services of the Province of Burgenland (Department 2 - Regional Planning, Municipalities and Economy; Department 4 - Rural Development, Agriculture, Nature and Climate Protection,

Biological Station Neusiedler See; Department 5 - Construction Directorate)

- Energy providers (including Burgenland Energy)

The involvement of cooperation partners takes place on a measure-by-measure basis. Possible partners for the continuation, development and implementation of measures are, for example:

- Lake Neusiedl World Heritage Association / Lake Fertő / Neusiedl World Heritage Site Council
- Esterhazy Plant GmbH
- Agricultural holdings, vegetable cultivation
- Wine-growing enterprises
- Reed cutter plants
- Wine-growing and wine-grower cooperative
- World Heritage Site Design Advisory Board
- Burgenland Forestry Association
- Universities and universities of applied sciences - with teaching and research projects related to the world heritage
- WWF
- Mobility providers (bus companies, Verkehrsverbund Ost- Region (VOR) Ges.mbH, Gmoa-Busse, Verkehrsbetriebe Burgenland GmbH, ÖBB, Neusiedler Seebahn GmbH, Raaberbahn, ferries, bicycle rental, taxi companies,...)
- Radlobby Österreich (Bicycle Lobby of Austria) (regional organisation Radlobby Burgenland)
- Architecture and planning offices, local planners
- etc.

8. Field of action B: Awareness-raising, communication and intangible heritage

8.1 Characteristics and features

World heritage can or should serve to recall historical experiences and events as positive or negative models and subsequently to raise people's awareness (Albert, Ringbeck 2015, p.10) . Through experiences of coexistence and conflict management, sustainable strategies for the future can be defined, communicated and passed on to the next generation in order to secure and gently develop the history and associated value of a site. Intangible heritage also plays an essential role here. It is not only the outstanding buildings and the natural environment worthy of protection, but also the traditions, the ways of life and the history of its inhabitants that make a site unique and universal.

For this reason, the topics of awareness-raising, communication and intangible heritage were discussed in detail in the development process of the present management plan and bundled in a separate field of action.

8.1.1 Raising awareness

On the one hand, awareness raising aims to sensitise the population to the World Heritage Site and to communicate the regional distinctiveness and uniqueness. On the other hand, the preservation of the OUV by advisory actors should also be supported and the acceptance to act in a "World Heritage Site-appropriate" manner in structural and structural matters should be increased (cf. ÖUK, o.J.c).

With (political) decision-makers

The World Heritage Convention (= Convention for the Protection of the Cultural and Natural Heritage of Humanity) was ratified in Austria in 1992 and in Hungary in 1985. With the submission and registration of the Fertő-Neusiedler See Cultural Landscape for the UNESCO World Heritage List, it was deliberately decided that the region is so unique and valuable that it needs special protection and at the same time the two states undertake to create the legal and structural framework conditions necessary for its preservation at all levels. It is therefore essential that those (political) decision-makers who work in and for World Heritage Site communities and at the state or county level, but also at the state level, actively contribute to the protection of the World Heritage Site and do not regard the World Heritage Site as a hindrance or even as a hurdle. On the one hand, training and inspections can convey an interest and understanding of architectural culture and cultural landscape and, on the other hand, show how the essential attributes of the world heritage can be compatible with sustainable and modern development. The goal of raising awareness in this context is to consider the preservation of the special and unique character – the OUV of the world heritage – as a long-term priority in strategic considerations and individual decisions.

For residents

It is important to involve the inhabitants of a world heritage region in processes that affect their homeland and to respond to their needs. Instead of top-down planning, a dialogue is to be found in order to jointly achieve the best solutions between preservation and careful further development. Awareness-raising is an iterative process that cannot be implemented overnight. In a first step, it is

necessary to communicate the values of the World Heritage Site and why there are certain requirements for their preservation and why they are needed. Good-practice examples are helpful here, but the mere collection and provision of these examples is not sufficient. Rather, the story of a region, a landscape, a village must be told, the special and unique must be emphasised and easily understandable and feasible solutions must be shown in planning, building or even design. In a second step, this acquired knowledge can strengthen the personal connection to one's own region and create an identity. Through awareness-raising processes, the residents can develop pride and responsibility for "their World Heritage Site" and also support the preservation of the special and unique character themselves. As the surveys in the run-up to the present management plan have shown, the level of appreciation of the World Heritage Site is already quite high.

In companies and establishments

Designation as a UNESCO World Heritage Site is often equated with a tourism rating of local or regional tourism. In this context, it would be important not to slip into the narrative "World Heritage Site = Tourism Seal of Quality". This misunderstanding characterises the public perception of World Heritage Site anyway and thereby suppresses the actual core of perceiving and using World Heritage as an instrument of protection under (international) law[9]. On the other hand, from an economic perspective, it is understandable that local businesses and tourist companies want to benefit from the World Heritage Site status and generate the highest possible added value. Raising awareness and awareness of the world heritage in business and tourism is therefore particularly important. Hardly any other sector shapes the landscape as much as tourist leisure facilities (e.g. seaside resorts, hotels, gastronomy, advertising elements, etc.). Here, clear guidelines and procedures, as already described in more detail in *Chapter 5.3.5*, can help and at the same time have an effective advertising effect for companies and tourist destinations. Through information and dialogue with the project developers / builders, from an early planning phase to landscape-friendly construction and advisory support to a World Heritage Site-friendly implementation, the arc of awareness is stretched. Ideally, project applicants and those responsible for World Heritage Site should be advised before submitting the project documents to the World Heritage Site Design Advisory Board. Further information on the Design Advisory Board can be found in *Chapter 5.4.2 (S.2.1)*.

For the next generation

The topic of world heritage is to be conveyed in the context of school education – but also via (holiday)experiences – on the one hand playfully, and on the other hand by young people doing research in the sense of citizen science. For example, there are already three so-called UNESCO schools in or near the Fertö-Neusiedlersee World Heritage Site: Bundesgymnasium and Bundesrealgymnasium Neusiedl am See, Neue Mittelschule Kittsee, Neue Mittelschule Purbach. At UNESCO schools, topics such as world heritage, sustainable development, peace education, human rights and gender justice, biodiversity and climate change, tolerance and interculturality are dealt with in class and integrated into the project work (cf. ÖUK, n.d.d). It would also be important in other educational institutions to inform about the correct handling of one's own cultural landscape and to convey the relevance of protection and preservation. Passing on the basic idea of the World Heritage Site to children and young

[9] quoted from Florian Meixner, Austrian UNESCO Commission, in the course of the thematic workshop on 12.12.2021.

people is an essential building block of awareness building and helps to pass on the understanding of the special and unique values to the next generation and thus to prepare "young experts" of today as decision makers of tomorrow. The Austrian UNESCO Commission provides numerous teaching and learning materials for this purpose for download on its website (www.unesco.at/bildung/unesco-schulen/lehr-und-lernmaterial).

8.1.2 Communication

The change in the field of World Heritage Site management is clear communication and constant exchange between the actors involved. It must also be borne in mind that, although most people can classify the term 'UNESCO World Heritage Site', they are unaware of the true meaning of the World Heritage Site and the task it entails. The development of various communication channels to strengthen public understanding is therefore an important task.

Cross-border exchange

The Fertő-Neusiedler See Cultural Landscape is one of five transboundary World Heritage Sites, of which Austria, and one of two transboundary World Heritage Sites, of which Hungary has a share. Cross-border communication is an essential element in underlining the concept of the common World Heritage Site. Regular exchanges between the two World Heritage Site Associations are already working very well, although bilateral communication should be extended to all issues relating to the common World Heritage Site. Important measures in this regard have already been formulated in the chapter *6.4.2 (T.2.2*) or in the chapter *4.4.2 (N.3.7, N.4.6)*. Despite different legal framework conditions, different languages and size ratios, it is important to find the best solutions and development potential for the common cultural landscape. Neither the lake itself, nor the natural conditions and fauna and flora, adhere to political boundaries. Connoisseurs and explorers of the World Heritage Site appreciate both the Austrian and the Hungarian parts of the World Heritage Site.

The two management associations have had a "cooperation agreement" since 2003, which was reaffirmed and expanded in 2016 e (see Chapter 9.3).

Linking information and leisure activities

As already mentioned, it is particularly important to activate different communication channels in order to strengthen understanding and awareness among the population. The attractive signage of the World Heritage Site provides information and orientation on the one hand and is intended to increase the recognition value and identification on the other hand.

Many visitors as well as residents are travelling in the region without being aware of the historically very valuable surroundings and their finds. For example, illegal excavations are repeatedly carried out by people from civil society using metal detectors (probe detectors) to search the surroundings. On the one hand, it is good if there is interest in the archaeology and history of the region, as some sites (e.g. the Roman villa in Jois) have already been found. On the other hand, important finds (e.g. coins) are mistakenly considered unusable and unimportant. Such coin finds are discovered buckets by buckets in the Fertő-Neusiedler See region and often end up in scrap metal.

Photo 08-01: In the Tower Museum in Breitenbrunn you can, among other things, examine the skeleton of the Winden Cave Bear

Source: stadtland ©Judith Leitner

Another topic is that visitors to the World Heritage Site often have a completely different view of the environment and perceive certain things differently than experts do. Which landscape elements and images of the built environment actually remain in the minds of outsiders is often difficult for those responsible for the World Heritage Site to comprehend. Social media, online platforms or open source tools that share photos, information and opinions can also play an important role in this and improve understanding and communication. The website of the Fertő-Neusiedler See World Heritage Site Association provides links to the "My World Heritage" campaign (*www.welterbe.org/seiten/193*). This is an interactive platform that, among other things, calls for the sending of images of the World Heritage Site to find out how the World Heritage Site is seen by the population.

Photo 08-02: Identification for visitors

Source: ALLRegio ©Gregori Stanzer

Expert support

World Heritage Site Management can draw on a large pool of knowledge. Experienced experts are available for all questions, be it about nature and landscape conservation, building cultural guidelines, World Heritage Site-friendly building and planning, etc., in the indirect environment. For example, the

World Heritage Site Design Advisory Board (Austria) brings together experts from various world heritage-related disciplines. In Hungary, such control over the design of buildings is the responsibility of the Council for Architecture and Engineering, although not every municipality has a permanent chief architect.

Further support comes from ICOMOS Austria and Hungary, whose representatives have advisory functions. In addition, numerous architects and planning teams deal with the correct handling of the World Heritage Site, which is why there are also numerous examples of good practice.

8.1.3 Intangible inheritance

As well as its historical buildings and special landscape features, intangible heritage is important for a cultural heritage site. The Convention on the Conservation of Intangible Cultural Heritage was adopted in 2003 and ratified in Austria and Hungary. Intangible cultural heritage includes forms of cultural expression (dance, customs, festivals, etc.), but also traditional craft techniques that are applied in dealing with local, natural conditions. By making these visible, a new understanding of regional peculiarities develops (cf. ÖUK, n.d.a). There is no world heritage or cultural architectural heritage without the intangible heritage - the one is not possible without the other.

Since 2003, UNESCO has kept a list of the world's intangible cultural heritage [10]. Each year the proposed nominations are evaluated and it is decided whether or not these cultural practices and expressions of intangible cultural heritage should be included in the lists of the Convention. Many of these customs and traditions are also cultivated in the Fertő-Neusiedler See World Heritage Site.

In Austria, a national register of intangible cultural heritage is maintained by the Austrian UNESCO Commission. It is intended to contribute to making the cultural diversity and great wealth of living cultures known and understandable beyond the federal state borders. The state of Burgenland is represented with 20 entries (e.g. Romani - the language of Burgenland-Roma, Burgenland indigo hand-blue printing, stove and chimney masonry in Burgenland). Submissions are accepted all year round. The complete list is available for download on the website of the Austrian UNESCO Commission (see ÖUK, n.d.b).

Customs & Traditions

Art, culture and customs around Lake Neusiedl play an important role and make the Fertő-Neusiedler See Cultural Landscape a lively, but also tradition-conscious region. Through the close coexistence of different nationalities and cultures in the past centuries, the village communities have exchanged their traditions and lifestyles, which are deeply rooted in them, with other ethnic groups, enriched each other and adopted other customs. The harmonious coexistence of nationalities is and remains an important cultural asset of the entire region. The area's particular ethnographic values are also closely linked to its cultural and architectural values.

In the Austrian World Heritage Site, certain traditions are held in high esteem and are still celebrated on a grand scale. Every year on the 11th of November for St. Martin's Day (St. Martin, patron saint of Burgenland), the old winemaking tradition - the Martiniloben – is celebrated. On this day, the young wine is first tasted and its quality tested. Meanwhile, the Martiniloben has become a culinary highlight

[10] *ich.unesco.org/en/lists?text=&multinational=3&display1=inscriptionID#tabs*

in the region and is also becoming increasingly popular with non-native residents (cf. Burgenland Tourismus GmbH (n.d.a). Other traditions are, for example, the Emmausgang, Hotterfahrten, the Kirschenfest (Cherry Festival), which has established itself in Donnerskirchen as the Kirschencocktail (Cherry Cocktail) as a popular festival for young and old, Kirtage (Church Days) and square concerts with folk music bands and choirs as well as folk dance groups. In the field of folklore, the traditional care groups of the World Heritage Site regularly organise demonstrations, workshops and educational lectures on the topic of monument protection.

Legends and New Literature

The constant change and the impressive changes in the Fertő-Neusiedler See region in the past encouraged the local population to tell stories and fairy tales about their experiences with Lake Neusiedl, which made them part of the intellectual heritage of this cultural landscape. A famous legend, for example, revolves around the "Purbach Turks", whose legendary figure now functions as a landmark of the municipality of Purbach. Another legend is that of the mermaid of Lake Neusiedl, which is about a grumpy fisherman who was never able to reach the shore of Lake Neusiedl again because of his mean deed. Poems and stories about Lake Neusiedl can also be found in recent literature, for example by Franz Werfel, Nikolaus Lenau, Gerhard Altmann, Manfred Chobot, Gerhard Roth, Theodor Kramer, Heimito von Doderer and others.

Crafts & Agriculture

Economic exploitation and protection of the landscape have always been inseparable in the Fertő-Neusiedler See World Heritage Site. This close relationship is also at the heart of centuries-old traditions of agriculture and viticulture in the immediate vicinity of the lake. However, it is also important to highlight the sensitive relationship between farming and its impact on ecosystems. Depending on the specific physical conditions and constraints of the natural environment, the management of the soil still forms the basis for the development of the cultural landscape and its diversity.

Art

Not only are objects that are historically valuable in terms of construction art widely represented in the region (see Field of action 5 "Settlement development, construction culture, cultural assets"), numerous artists come from the region or have settled here in recent decades. The density and quality of art collections, studios (e.g. "Künstlerdorf Breitenbrunn"), exhibitions and art events (e.g. Kunsttage Nagycenk). In the World Heritage Site, there is also a rich music program with very different performance venues and musical genres.

Photo 08-03: Sculpture house in St. Margarethen

Source: stadtland ©Judith Leitner

Multilingualism & Minority Education

Like culture, language is part of our identity and our intangible heritage. Living multilingualism has been anchored in Burgenland for generations. The Austrian minority education system also plays an important role here, and the state of Burgenland plays a role as a role model with its regional-language educational offerings (schools with German and Croatian or schools with German and Hungarian language of instruction) (see Education Directorate for Burgenland, n.d.).

8.2 Situation in the present (change over the last 20 years)

In the Fertő-Neusiedler See region, efforts are being made to create a model for the sustainable development of the environment, economy and social fabric through a large number of cross-border cooperation projects and regional projects. Examples of the activities developed since 2001 and linked to raising awareness are the village renewal plans, the national park management and its public relations work as well as the Austro-Hungarian pilot projects "Sustainable transport and tourism in sensitive areas using the example of the Neusiedler See region" and follow-up projects. The World Heritage Site Associations have also set up numerous activities: Events such as lectures, workshops, excursions, guided tours, World Heritage Days as well as the publication of information material such as maps, brochures, websites, TV programmes, documentaries and press reports. A programme for the training of World Heritage Site guides has recently been launched. Several museums and exhibitions (e.g. World Heritage Site rooms in Illmitz and Fertőszeplak) as well as viewpoints in the region (e.g. Ungerberg viewpoint near Oggau) are also dedicated to the Fertő-Neusiedler See World Heritage Site.

Especially in the summer of 2022, Lake Neusiedl received increased media attention due to its historically low water level. The images of coves, some of which had dried up, polarised greatly and became a symbol of climate change. Lake Neusiedl (and also the World Heritage Site) was thus given greater attention.

Photo 08-04: World Heritage Site Exhibition at the Illmitz National Park Centre

Source: ©Hannes Klein

Photo 08-05: World Heritage Site Exhibition at Széchenyi Castle (Fertőszéplak)

Source: ©Hannes Klein

Photo 08-06: Viewing tower Ungerberg

Source: plan&land ©Artner & Tomasits OG

8.3 Risks and challenges

Awareness of the World Heritage Site is a critical aspect for the preservation and sustainable development of the World Heritage Site. Currently, apart from the actors directly concerned with the world heritage, only a few decision-makers around Lake Neusiedl give the impression that they feel connected to the UNESCO World Heritage as an award, that this is perhaps a part of their identity and that they are proud of it. In most cases, world heritage seems to be just another attribute that has been assigned to the region. Comparatively more awareness of the World Heritage Site can be found among the population and civil society organisations.

In fact, the region's World Heritage Site status is a great distinction that could be presented far more prominently than it is today, both internally and externally. Here are challenges, but also great opportunities:

- Thoughts on the World Heritage Site often end at the lake and do not have the surrounding cultural landscape and the villages, the settlement areas and the interplay of nature and man in mind.

- Lack of awareness of the World Heritage Site is an obstacle to better anchoring in the laws and programmes.

- The World Heritage Site is often seen or represented as a “preventer” among project developers, in the media and partly also at the political level. It is essential that this impression changes at all levels and that the World Heritage Site is recognised as a living, dynamic instrument that offers an opportunity for quality building, working, living, etc. In this context, "World Heritage Site-friendly" means above all to act in such a way that every change or innovation fits well into the cultural landscape and the landscape. Taking into account certain framework conditions (e.g. *criteria for building in the World Heritage Site*), modern (structural) requirements can be realised and at the same time good solutions can be found for a suitable integration into the environment and thus the preservation of the specificity of the cultural

landscape. The World Heritage Site is therefore not a "preventer", but can be a "facilitator" for high-quality development and preservation, subject to compliance with certain criteria.

- The most important objects of historical authenticity are primarily the preserved buildings, parts of buildings, equipment and documents. Through their preservation, the authentic survival of the spiritual heritage can be ensured and the authenticity, which is essential for the understanding of the world heritage, can be preserved.

- The Fertő-Neusiedler See World Heritage Site is currently facing several major projects whose compatibility with the World Heritage Site should be explored in an open discourse. Mention may be made here of the redesign of the seaside resorts, in particular the major Fertőrákos project, the supply of Danube water to the Moson-Danube to fund Lake Neusiedl, the location of the hospital for the district of Neusiedl and the repowering of the wind farms.

- Numerous small, creeping losses – urban sprawl, sealing, conversions and new buildings that occasionally disturb the townscape – could make the cultural landscape, which today is perceived as something special, an average landscape and thus contribute to the loss of its authenticity. Many traditional practices, constructions and lifestyles (e.g. reed cutting) are threatened with loss and old crafts are not passed on enough to the next generations.

- Often the essentials are lost sight of: The Fertő-Neusiedler See region is a unique natural area, has a strong, diverse agriculture and has a wide, sometimes very rare range of species in flora and fauna. This special feature must be taken into account and protected in all actions.

- A threat to the spiritual heritage, the popular traditions and the crafts is present if it is only preserved by a group of a few persons or even by only one person. If the activities of these personally motivated groups or individuals were to cease, the elements of the intangible heritage characteristic of the World Heritage Site could disappear altogether. Since the activities of civil society groups are often financed by grants – self-financing would not be feasible – the loss of funding can pose a risk. For example, the fragmentation of collections would jeopardise the integrity of intellectual heritage. The transmission of the spiritual heritage, the transmission of knowledge and the creation of a “bridge” between the generations are therefore of particular importance.

8.4 Objectives and measures - Action Plan B

8.4.1 Action Plan B: Awareness-raising, communication and intangible heritage

The following table is the action plan for the theme “Raising awareness, communication and intangible heritage”. Key objectives and measures are listed, target area (s) and implementation period of the individual measures are listed.

Table 10: Action Plan B | Raising awareness, communication and intangible heritage

Goals / measures	Target area	Completion Time		Procurement source
B.1 Priority setting in education				
B.1.1 Cross-disciplinary and project-related priority setting in (UNESCO)schools	A	continuously	++	MAP03
B.1.2 Strengthening the cooperation between Austrian and Hungarian schools	A, H, G	long-term	+	MAP22
B.1.3 Promoting excursion programmes, lecture series and further education	A, H, G	continuously	+++	MAP03
B.1.4 Networking the information and education programme with that of the National Parks	A, H, G	continuously	++	MAP03
B.1.5 Initiate citizens science projects	A, H	continuously	++	MAP22
B.2 Strengthening the region's identity as a World Heritage Site				
B.2.1 Map and information update material and make it available	A, H, G	running, continuously		MAP03
B.2.2 Establishment of a brand name for the entire World Heritage Site	A, H, G	long-term	+	MAP03
B.2.3 Making world heritage visible	A, H	short-term	++	MAP03
B.2.4 Making historical streets, archaeological sites and landmarks tangible	A, H, G	In the medium term	+++	MAP03, MAP22
B.2.5 "Good Practice World Heritage Site" from the Fertő-Neusiedler See region	G	continuously	++	MAP22
B.3 Showing the benefits of World Heritage Site status				
B.3.1 Using the World Heritage Site as an opportunity for cautious development	G	long-term	+++	MAP22
B.3.2 Strengthening international significance	G	long-term	++	MAP22
B.3.3 Providing advice by specialist committees	A, H	continuously	+++	MAP22
B.3.4 Image change: Common World Heritage Site instead of cross-border World Heritage Site	G	long-term	++	MAP22
B.4 Experiencing intangible heritage				

B.4.1 Preserving and passing on intangible heritage	A, H, G	short-term	++	MAP22
B.4.2 Bringing traditions to the outside world and making them tangible	G	long-term	+	MAP22
B.4.3 International exchange of knowledge and experience	A, H	continuously	++	MAP03

Source: Results from the measures workshop (13.12.2021) and individual processing

8.4.2 Explanation of Action Plan B: Awareness-raising, communication and intangible heritage

B.1 Priority setting in education

B.1.1 Cross-disciplinary and project-related priority setting in (UNESCO)schools

It is of great importance that the knowledge of the extraordinary and universal value of the region is passed on to the next generation. The schools, and in particular the UNESCO schools in and near the World Heritage Site, are intended to reinforce the World Heritage Site in a multidisciplinary and project-related manner. The World Heritage Site could be integrated, for example, in the subjects of history and in the (foreign)languages (in addition to German and English, especially Hungarian and Croatian), by addressing the history of the region and its cultures, as well as in biology and geography in order to address nature conservation and economic concerns. Furthermore, the topic could also be dealt with in music and in artistic education. It would also be desirable if further World Heritage Site schools were to form in the future or if World Heritage Site kindergartens were to establish themselves, which would focus on integrating the topic into the curriculum. For this purpose, in cooperation with the Directorate of Education, a person is needed who trains educators, prepares materials and excursions and makes an intensive effort to raise the awareness of the younger generation.

As part of the preparation of the management plan, a multidisciplinary project was initiated at the NMS Kittsee World Heritage Site School. Each project (duration: one double lesson) can also be carried out in other (UNESCO) schools. Based on this, the students have designed and presented their own presentations on the Fertő-Neusiedler See World Heritage Site, dealt with the topic of German in the subject of teaching, and created and planned bird profiles to visit the National Park.

B.1.2 Strengthening cooperation between Austrian and Hungarian schools

It would be desirable for bilateral cooperation not only to be fostered by institutions (responsible for the World Heritage Site), but also to be established at an early stage through educational cooperation. The strengthening of an integrated, cross-border educational and linguistic area is, for example, the focus of the project "Bildungskooperation in der Grenzregion_innovativ AT-HU (Educational cooperation in the border region_innovative AT-HU)". One objective here is also to use existing potentials (e.g. cultural institutions) as informal learning places for language learning (cf. Burgenland, n.d.). The cross-border project would also be well suited to conveying the values of the common world heritage, especially to the younger generation, while promoting foreign or multilingual education.

In November 2022, a so-called "World Heritage Site Model Conference" with students from Hungary and Austria was implemented as an online event as part of the "Common Heritage" project (work package T3).

B.1.3 Promoting excursion programmes, lecture series and further education

The topic of world heritage should be presented in the form of excursion programmes (see *Chapter 5.4.2 (p.4.3)*), lecture series and information series in various media (newspapers, regional television and radio) for adult education. Cooperation with existing institutions, e.g. adult education centres in Neusiedl am See, Gols, Rust and Frauenkirchen, is to be promoted in order to integrate the topic of world heritage in the region in a sustainable manner. The target group is not only interested residents and experts, but also political representatives, municipalities and decision-makers. Crash courses that help to convey architectural and spatial planning values, for example, were implemented in 2021 by the state of Carinthia in cooperation with the Architekturhaus (see Architektur Haus Kärnten, 2021) and can also be transferred to the Neusiedler See region (see *Chapter 5.4.2 (p.2.1)).* In addition, awareness of the values of the city and townscape should be increased. For this purpose, the following bundle of measures could be used: Information and further education (courses) for local decision-makers, private and public developers, brochures for clients as well as presentations and media reports. The social status of old buildings is to be raised. Good examples of the "New Burgenland Architecture" should be named and made known (details can be found in the following chapters: *5.4.2 (p.2.1, p.2.5, p.2.7, p.3.4, p.4.5)*)and events and conferences as well as exhibitions on the subject.

B.1.4 Networking the information and education programme with that of the National Parks

The two National Parks (Lake Neusiedl National Park – Seewinkel & Fertő-Hanság Nemzeti Park) together have contributed significantly to the protection of nature and landscape since 1994. Since the World Heritage Site is closely linked to the National Parks, it would be useful to coordinate measures and programmes and to initiate joint projects with regard to further training and awareness. There are already concepts available for how the rangers of the National Park can supplement their tours by focusing on the World Heritage Site as a topic. The two world heritage exhibitions in Illmitz (National Park Centre) and in the former Széchenyi Castle (Fertőszéplak) offer a very good infrastructure for this (see MAPnp, 2021, p.37). Cooperation with the Leithagebirge National Park [11] is also to be accelerated and joint projects initiated. The conscious awareness-raising of the various protected areas in the region also contributes to raising awareness. A regular jour fixe of the National Parks, the Nature Park as well as the World Heritage Site management should be considered.

In addition, those responsible for the National Park have set themselves the goal of developing educational programmes for schools and expanding strategically important cooperation. One focus here is on the conscious use of nature and resources. It would be appropriate to combine these educational programmes with those world heritage-related projects in schools and thus to set awareness-raising measures for the younger generation (see MAPnp, 2021, p.37f). It would also be extremely useful to integrate the training of World Heritage Site guides into the comprehensive training of National Park Rangers or to network both training tracks.

B.1.5 Initiating citizen science projects

[11] *www.naturparke.at/naturparke/burgenland/naturpark-neusiedler-see-leithagebirge*

In citizen science, scientific projects are carried out with the help of or completely by interested amateurs (lat. amator "lovers"). The citizen scientists formulate research questions, report observations, take photographs, carry out counts and measurements and evaluate data in compliance with scientific criteria. In relation to the World Heritage Site, a lively dialogue between science and society could thus arise. Citizen science is already used in many regions in the field of nature conservation (see measure *T.1.5*), for example birdwatching has a long tradition of area observation by birdwatchers. There are also contributions from hobbyists in the field of archaeology. Target groups of citizen science are, for example, cultural associations, municipal representatives, guests with an interest in culture and nature, youth groups and schools.

Another idea in this context would be the "World Heritage Site Leadership (WHL)" programme. The aim is to find people who act as multipliers of ideas and knowledge about the World Heritage Site and build a network. More information can be found on the ICCROM website (www.iccrom.org/programmes/world-heritage-leadership-whl).

B.2 Strengthening the region's identity as a World Heritage Site

B.2.1 Update and make available map and informational material

Since the Fertő-Neusiedler See World Heritage Site is a living and constantly changing area, it is of great importance to work with current maps and to make them available to the general population and guests of the region. An up-to-date online presence and up-to-date information material are important to point out the values and sensitivity of the world heritage. In addition to factual information and explanations, materials that tell the history of the region and highlight the special features of the individual locations contribute to raising awareness.

In the autumn of 2022, new maps and brochures were published as part of the "World Heritage Site Centre" leader project.

B.2.3 Establishment of a brand name for the entire World Heritage Site

Through a "World Heritage Site label" (similar to the AMA mecca for holidaymakers), regional producers – even smaller ones – could be supported in the marketing of products and get a stronger network through marketing communities. The wine culture plays a pioneering role here, as the reputation of the wines from the Neusiedler See region is already extremely high and enjoys international prestige. This status could also support other products (vegetables, cereals, fruit, fish, geese, etc.) typical of the region. The label should be exported across borders and market products from the entire cultural landscape from all World Heritage Site communities (in Austria and Hungary) together. In order to establish such a label, certain quality criteria must be formulated and the award must be evaluated regularly. Due to the numerous resources required, the development of a brand name is intended as a long-term measure to increase the awareness of the World Heritage Site.

B.2.3 Making world heritage visible

The World Heritage Site is visible and tangible as an extraordinary cultural landscape - otherwise the region would not motivate so many people to come and stay. The high-quality design of the access roads to the World Heritage Site and a moderate and appealing signage (information, orientation) are intended to increase the recognition value and identification: "We are world heritage".

In some municipalities there are already very beautiful and in uniform, high quality and durable quality information boards and signs (e.g. in Purbach and Rust). Often little information is enough to arouse interest, such as the sentence: "In 1702, Prince Paul Esterhazy permitted the construction of 32 small houses facing the lake." Or "Here the route of the Roman road led from Scarbantia (Ödenburg) to Carnuntum." (Both in Purbach). Large advertising posters or boards on facades and city walls or a confusing collection of signs should be avoided. The current sign forest should be cleaned up and information points should be harmonised in terms of design.

B.2.4 Making historical streets, archaeological sites and landmarks tangible

Historic roads such as the Amber Road can be better communicated across borders, for example by integrating information into the network of cycling and hiking trails. Axes and avenues could also become more important as cultural monuments. The expansion of the Villa rustica in Weiden am See as an open-air facility and protective building museum is planned until 2024. Further ground monuments in the Seewinkel could be experienced in cooperation with the National Park Centre. In general, land monuments and archaeological sites are often difficult to understand without explanatory information. Information boards on the sites and epochs on popular paths and QR code-based additions (or where enough information is available 3D reconstructions) would be helpful.

B.2.5 "Good Practice World Heritage Site" from the Fertő-Neusiedler See region (AUT&HUN)

The creation and ongoing updating of a good practice collection of successful measures in the World Heritage Site is explained as an instrument of quality assurance under *Chapter 10.1.3*.

B.3 Showing the benefits of World Heritage Site status

B.3.1 Using world heritage as an opportunity for cautious development

What do I, as a citizen, mayor or country, gain from the fact that the Fertő-Neusiedler See area is a World Heritage Site? How can we as a company benefit from the preservation and conservation of the World Heritage Site? Living in a world-class cultural landscape means experiencing an unusually high level of quality of life. World Heritage Sites also have more positive regional economic effects than other protected areas. The added value of the Fertő-Neusiedler See World Heritage Site should be explored and widely communicated in expert rounds (viticulture and agriculture, tourism, trade and commerce, energy and mobility). Protecting by sustainable use creates and sustains regional value.

B.3.2 Strengthening international importance

The World Heritage Convention was adopted by the international community to protect its natural and cultural heritage. The Fertő-Neusiedler See region has thus reached the highest level of culture. The Fertő-Neusiedler Lake World Heritage Site is thus internationally attractive, and it is also a pioneer for other regions. The nationwide and international networking with other world heritage regions also strengthens the position. Every year, the Austrian UNESCO Commission organises the so-called Austrian World Heritage Site Conference. This always takes place in another World Heritage Site and is intended to give those responsible for the World Heritage Site the opportunity to network and exchange ideas. In addition, projects such as the ViTour project, which was to bundle European wine-culture landscapes into a strong network, were to be rolled out anew.

B.3.3 Taking advice from specialist committees

As a result of World Heritage Site status, a large number of experts from various disciplines are available via various platforms (e.g. ICOMOS, Design Advisory Board /World Heritage Council, UNESCO events with exchange opportunities in Austria, Hungary and internationally, specialist departments of the country and the federal government, local planners, external experts, scientists and students from universities and colleges). In this way, decisions with an influence on the World Heritage Site can be made in a technically and scientifically sound manner. Student projects in particular are to be used to a greater extent.

B.3.4 Image change: Common world heritage instead of cross-border world heritage

An exchange platform for cooperation between Austrian and Hungarian institutions can help to create understanding in jointly managing the World Heritage Site. This requires an open view and common basic information (e.g. maps). Projects and programmes should, whenever possible, always be initiated in both countries in order not to perceive the political and linguistic boundaries as boundaries of the cultural landscape or as major hurdles.

The "Common Heritage" project (work package T3) was a first step in identifying how to improve the exchange of information and encourage joint projects. The establishment of a cross-border consultative council is the first outcome of this process.

B.4 Experiencing intangible heritage

B.4.1 Preserving and passing on intangible heritage

Passing on traditional craftsmanship and knowledge to future generations is facing economic challenges. Therefore, it can not only be about economic usability, but rather about the joy of meaningful, special action, for example the elementary necessity to renovate the old buildings – with skill, craftsmanship and attention to detail. Workshops and training courses are intended to contribute to the development of new old occupational fields.

B.4.2 Bringing traditions to the outside world and making them tangible

A tour of the World Heritage Site with a focus on intangible heritage is intended to highlight the special features and traditions of the individual communities: e.g. wine cellars, martini tops, cherry blossoms, customs, legends, literature, music and everything else the Cultural Landscape has to offer. It is important to always link this to the World Heritage Site (OUV).

B.4.3 International exchange of knowledge and experience

An example of a continued successful exchange of knowledge and experience is the Wine Academy in Rust. Similar models could be considered for old crafts – e.g. for processing natural materials such as reeds and clay.

In order to promote awareness and expand knowledge about sustainable land management and the importance of an intact, diverse natural and cultural landscape, specialisations in agricultural education, further training courses, research activities for the preservation and management of a diverse natural and cultural landscape will be integrated. Regular training programmes for professionals and amateurs will be organised and supplemented by cultural competitions in order to continuously pass on knowledge and skills about old crafts and the materials used. To the extent possible, regional and local authorities should support the activities and events of cultural heritage

conservation groups. The involvement of national associations and regional communities in the protection of cultural heritage can be achieved, inter alia, by promoting and supporting the preservation of traditional customs and lifestyles, crafts and local products.

In addition, projects such as the ViTour project, which was to bundle European wine-culture landscapes into a strong network, were to be rolled out anew.

8.4.3 Actors in the field of action B

Key actors in the Field of Action are in particular:

- World Heritage Site communities
- Neusiedler See World Heritage Site Association and World Heritage Site manager
- Council for the Fertő-Neusiedler See World Heritage Site and World Heritage Site manager
- Expert jury for construction projects in World Heritage Site communities
- World Heritage Site Design Advisory Board
- Department of Building and Cultural Heritage, Győr-Moson-Sopron County Government Office
- Office of the Government of Burgenland
- Schools (especially UNESCO schools)
- Associations & Initiatives

The involvement of cooperation partners takes place on a measure-by-measure basis. Possible partners for the continuation, development and implementation of measures are, for example:

- Universities, technical colleges, schools and vocational training centre - with teaching and research projects related to the World Heritage Site
- Agricultural plants
- Architecture and planning offices, local planners
- Media (local newspapers)
- Museums (e.g. with a focus on old craftsmanship, local museums)
- Tourist board:
- Associations & Initiatives
- etc.

9. Management and organisation of World Heritage Site management

The following instruments and legal frameworks serve to safeguard and develop the World Heritage Site. Through the collaboration and cooperation of relevant actors, opportunities and potential conflicts can be identified at an early stage and, at best, dealt with interdisciplinary.

9.1 Legal protection of the Fertő – Neusiedler See World Heritage Site

9.1.1 Legal framework at the international level

World Heritage Convention

The Convention for the Protection of the Cultural and Natural Heritage of Humanity (in short: World Heritage Convention) was adopted by the General Conference of UNESCO on 16 November 1972 and forms the basis of international law for World Heritage and World Heritage. The Convention contains 38 articles and describes the obligations and tasks of the contracting parties to protect and preserve their sites. With ratification, a state undertakes to preserve its sites on the World Heritage List through national protective measures and appropriate management for future generations (see ÖUK, n.d. e). With the ratification of the World Heritage Convention, Austria (ratification in 1992) and Hungary (ratification in 1985) have undertaken to create the legal and structural framework conditions at all levels in order to ensure the OUV and the authenticity and integrity of their World Heritage Sites (as of 2022: Austria: 12 sites, Hungary: 8 sites). As a unique cultural and natural landscape, the Fertő-Neusiedler See region is also protected by the ratification of other international conventions and directives.

United Nations 2030 Agenda (SDGs)

With the aim of sustainably promoting peace and prosperity and protecting the planet, the United Nations has developed the global Agenda 2030 plan. It contains 17 Sustainable Development Goals (SDGs) to be achieved by 2030. SDG 11 (Sustainable Cities and Communities) aims to make cities and settlements inclusive, safe, resilient and sustainable (cf. United Nations, n.d.). Sub-target 11.4 “Increased efforts to protect and preserve the world's cultural and natural heritage” refers directly to the World Heritage Site and thus underlines the important international task of preserving it (cf. United Nations, n.d.). Both countries (Austria and Hungary) have ratified Agenda 2020.

Other international conventions and charters for the protection of World Heritage Sites:

- European Convention for the Protection of the Archaeological Heritage, Valletta, 16 January 1992, StF: Austrian Federal Law Gazette III No. 22/2015
- Hague Convention, The Hague, 14 May 1954., 2nd Protocol, StF: Austrian Federal Law Gazette III No 113/2004
- International Charter for the Conservation and Restoration of Monuments and Ensembles, Charter of Venice, Venice, 31 May 1964
- Convention for the Protection of Cultural Property in the Event of Armed Conflict
- Nara Document on Authenticity, Nara, 6 November 1994
- Convention for the Protection of the Architectural Heritage of Europe, Granada, 3 October

1985

- Council of Europe Framework Convention on the Value of Cultural Heritage for Society (Faro Convention)

International Conventions on Nature and Environmental Protection:

- Convention on Biological Diversity (website)
- Bonn Convention, Convention on the Conservation of Migratory Species of Wild Animals
- Bern Convention, Convention on the Conservation of European Wildlife and Natural Habitats
- Pan-European Strategy for Biological and Landscape Diversity
- Ramsar Convention, Convention on Wetlands of International Importance, in particular as Habitats for Waterbirds and Waders

European guidelines for nature and environmental protection:

- Birds Directive, Directive 2009/147/EC of the European Parliament and of the Council of 30 November 2009
- Habitats Directive, Council Directive 92/43/EEC of 21 May 1992 on the conservation of natural habitats and of wild fauna and flora
- Water Framework Directive, Directive 2000/60/EC of the European Parliament and of the Council of 23 October 2000
- Strategic Environmental Assessment (sea), Directive of the European Parliament and of the Council 2001/42/EC

9.1.2 Legal framework at national level

9.1.2.1 Austria

Ratification of international conventions

- Ratification of the World Heritage Convention: Federal Law (BGBl. No. 60/1993.
- Ratification of the Faro Convention: Federal Law (BGBl. III No. 23/2015
- Ratification of the Bern Convention: Federal Law (BGBl. No. 372/1983)
- Ratification of the Bonn Convention: Federal Law (BGBl. No 149/2005
- Ratification of the Convention on Biological Diversity: Federal Law (BGBl. No. 213/1995
- Ratification of the Ramsar Convention: [2009] Bundesgesetzblatt (BGBl . No. 225/1983)

Implementation of European directives:

- **Directive of the European Parliament and of the Council 2001/42/EC (SEA Directive)** The requirements of the Strategic Environmental Assessment Guidelines have been implemented at federal and state level due to the division of competences in accordance with the Federal Constitution in the relevant substantive laws.

- **Directive on the assessment of the effects of the European Parliament and of the Council on the Environment 2011/92/EU and amending Directive 2014/52/EU**

  The environmental impact assessment according to the EIA Act for projects that are expected to have a significant impact on the environment is a federal matter in legislation and a state matter in implementation.

- **Council Directive 79/409/EEC 8 (Birds Directive)**
  Legislation and enforcement of the Birds Directive fall within the remit of the federal states in accordance with the provisions of the Austrian Federal Constitution governing competence.
- **Council Directive 92/43/EEC (Habitats Directive)**
  Legislation and enforcement of the Habitats Directive fall within the remit of the federal states in accordance with the provisions on competence in the Austrian Federal Constitution.

Laws

- **Monument Protection Act 1923 as amended (DMSG)**

The federal law, concerning the protection of monuments because of their historical, artistic or other cultural significance, includes everything that is attributable to the original substance and the traditional appearance of important monuments. In the first instance, the Federal Monument Office is responsible for deciding, taking into account scientific findings, whether there is a public interest in the preservation of a single monument, a building ensemble or a collection. If it is to be feared that a monument could be demolished or its substance or appearance could be impaired by changes in its environment, the BDA may prescribe protective measures. Within the World Heritage Site, for example, the entire historic centre of the free city of Rust is listed as a monument. An up-to-date list of listed objects in the area can be found in *Appendix 4.*

- **Environmental Impact Assessment Act 2000 as amended (UVP-G 2000)**

The Environmental Impacts Act serves to determine, describe and evaluate direct and indirect effects, to examine measures, to present environmentally relevant advantages and disadvantages of alternatives or the absence of a project and to present environmentally relevant advantages and disadvantages of tested site and route variants (cf. §1 (1) UVP-G 2000 idgF*). In Annex 2 of the EIA Act, areas worthy of protection are divided into five categories (A-E). For projects located in one of these listed areas and not necessarily subject to the EIA obligation, but only if specific conditions are met, a case-by-case assessment must be carried out above a certain threshold. Category A includes "special conservation regions". This also includes those, in accordance with Article 11 para. 2 of the Convention for the Protection of the World Cultural and Natural Heritage, registered UNESCO World Heritage Sites (see Annex 1, Annex 2 UVP-G 2000 as amended)*.

Federal Strategies, Guidelines and Plans

- Federal Building Cultural Guidelines (2017)
- Biodiversity Strategy Austria 2020+ (2014)
- Masterplan for Tourism, Plan T (2019)
- Rural Master Plan (2017)
- ÖREK 2035 | Österreichisches Raumentwicklungskonzept (Austrian Spatial Development Perspective) (2021)
- ÖSTRAT | Österreichische Strategie Nachhaltige Entwicklung (Austrian Sustainable Development Strategy) (2009)
- Integrierter nationaler Energie- und Klimaplan für Österreich (Integrated National Energy and Climate Plan for Austria) (2019)
- Integrierter nationaler Energie- und Klimaplan für Österreich (Integrated National Energy and

Climate Plan for Austria) (2019)

9.1.2.2 Hungary

Ratification of international conventions

- Ratification of the World Heritage Convention in 1972: Ordinance 1985/21, Law LXXVII of 2011 on World Heritage
- Ratification of the Faro Convention in 2005: Law CX/2012
- Ratification UNESCO Convention on Intangible Cultural Heritage 2003: Law XXXVIII/2006
- Ratification of the Florence Convention (European Landscape Convention 2000): Law CXI/2007
- Ratification of the Bonn Convention in 1986: Regulation 6/1986
- Ratification of the Ramsar Convention: Law XLII/1993

Implementation of European directives:

The European directives are automatically valid in Hungary. It is up to the state to decide whether or not to ratify the directives.

Laws

- Law LXXVII of 2011 on World Heritage
- Law LXIV of 2001 on the protection of cultural heritage
- Regulation 252/2006 (XII. 7.) of the Government of the Republic of Hungary on urban planning and architectural-technical planning councils
- Regulation 335/2019 (XII. 23.) of the Government of the Republic of Hungary on the procedure for designating World Heritage Sites in Hungary, tables of contents of the management plans of the World Heritage Sites, of the administrations, of the State's right of first refusal in World Heritage Sites
- Regulation 68/2018 (IV.9.) of the Government of the Republic of Hungary on the system for the protection of cultural heritage
- Act CXXXIX on the Spatial Planning of Certain Important Regions in Hungary
- National Values and Hungaricums Act XXX of 2012
- Law LXXIV of 2016 on the Protection of the Local Image

Federal Strategies, Guidelines and Plans

- **...**

9.1.3 Legal framework conditions at national and regional level

9.1.3.1 Burgenland

Laws

- **Nature Conservation and Landscape Conservation Act 1990 as amended (Bgld. NG)**

The law on the protection and care of nature and landscape in Burgenland implements the Birds Directive (2009/147/EC) and the Habitats Directive (92/43/EEC). The main objectives of this Directive are to be achieved through the Natura 2000 network of protected areas, in which the Fertő-Neusiedler See World Heritage Site is located in its entirety. In the 1990 Act (since the 2019 amendment), requirements for permits are defined in order to prevent adverse effects on the character of the affected landscape and to protect the World Heritage Site.

§6 Prerequisite for permits

(3) A detrimental effect on the character of the affected landscape is in any case present if a measure or project

contradicts *f) the exceptional and universal value of an area included in the World Heritage List under the UNESCO Convention for the Protection of the World Cultural and Natural Heritage.*

- **Construction Act 1997 as amended (Bgld. BauG)**

With the Burgenland Construction Act Amendment 2019, the inclusion of World Heritage Sites was taken into account for the first time in the Burgenland Construction Act. It defines the permissibility of buildings of suitable land as given if construction projects do not significantly affect the local or landscape and registered World Heritage Sites are taken into account.

§3 Permissibility of construction projects (construction police interests):

Construction projects are only permitted on land suitable for development if they

4. do not significantly affect the local or landscape and take into account registered World Heritage Sites

- **Raumplanungsgesetz 2019 ifgF (Bgld. RPG)**

The World Heritage Site is not explicitly mentioned in the RPG 2019. Nevertheless, many principles and objectives of spatial planning in Burgenland are consistent with the preservation of the values, authenticity and integrity of the Fertő-Neusiedler See Cultural Landscape. In this way, the objectives, tasks and measures of nature and landscape conservation are to be taken into account (cf. §1(2)Z4 RPG 2019) and the settlement system is to be developed in such a way that the population density of a region is in line with its ecological and economic sustainability (cf. §1(2)Z13 RPG 2019).

Programmes

- **State Development Programme 2011 (LEP 2011)**

The State Development Programme and its Annexes A and B cover the entire territory of the Province of Burgenland. The UNESCO World Heritage Site Fertő-Neusiedler See is explicitly referred to.

Annex A

3 (location and zone specifications)
3.2. (Zones)
3.2.4. (UNESCO Neusiedler See/ Fertö Cultural Landscape World Heritage Site)

3.2.4.1 *The Neusiedler See / Fertö Cultural Landscape has outstanding value due to its valuable and appealing natural and cultural landscape, its remarkable architecture and impressive rural village structure, its cultural significance and the significant interplay between man and nature and is part of the UNESCO World Heritage Site.*

3.2.4.2 *The boundaries and areas shown in the annex show the core and buffer zones of the UNESCO World Heritage Site. Within these zones, special landscape, cultural landscape, architectural and architectural requirements must be met, which result from the World Heritage Convention, the management plan developed from it, as well as further documents and concepts such as the "Criteria for building in the World Heritage Site".*

- **Regional Development Programme Region North 1 (Lake Neusiedl – Parndorf Plain)** ***in progress***

According to § 13 Burgenland Raumplanungsgesetz 2019, regional development programmes are drawn up nationwide. These are issued as regulations of the state government and define objectives and measures that promote the development of a certain region. In August 2022, the mission statement, the first step in the process of creating the program, was presented. The World Heritage Site and the National Park as attractions are described in the analysis as the strength of the region (cf. Amt der Burgenländischen Landesregierung, 2022, p. 8ff). The mission statement and the guiding strategy based on it contain various guiding objectives and measures, the implementation of which would also be particularly important for the cautious development of the entire World Heritage Site, although the World Heritage Site is not explicitly mentioned there. The World Heritage Site is included in the text of the regulation (assessment period: November 2022) as follows:

§6 Natural and Cultural Landscape
(2) *The UNESCO Lake Neusiedl / Fertő World Heritage Site must be preserved. The sensitive and special requirements of the region must be taken into account.*

Federal Strategies, Guidelines and Plans

- **Regional landscape concept Neusiedler See West 1994**

The concept deals with the cultural landscape and biotopes, the landscape and the settlement area and is intended to provide a basis for the future development of the region. The following reserve areas are defined: Nature priority areas, priority areas of lakeside meadows, priority areas of landscape and priority areas of cultivated landscape conservation (cf. Gälzer et al., 1994). Many goals and measures also flow into the management of the World Heritage Site landscape.

- **Maintenance concept for the nature reserves of Burgenland 1994**

A care concept exists for all Burgenland nature reserves, which was commissioned in 1994 by the Burgenland State Government. Its task is to develop care and management measures for the

Burgenland nature reserves in order to

To ensure the continued existence of protected animals and plants and their communities. At the time of drawing up the care concept, Burgenland has 27 nature reserves (as of 2022: 28). There are a total of 5 nature reserves in the World Heritage Site: The nature reserves Pfarrwiesen Illmitz, Jungerberg and Hackelsberg in the district of Neusiedl am See and the nature reserves Thenau and Goldberg in the district of Eisenstadt-Umgebung (cf. Koó, 1994, p. 3ff).

- **Regional framework for Northern Burgenland 2002 (assessment criteria for the approval of wind turbines)**

The 2002 Regional Framework identified suitable zones for wind turbines, all of which are located outside the World Heritage Site. Maximum blade tip heights of the wind turbines of 125 m at that time were set for the suitability zones on the Parndorf Plain south of the east A4 motorway.

- **Wind turbines - regional framework concept for the central area around Eisenstadt 2005**

In 2005, suitable and exclusion zones for wind turbines were established for other areas of Burgenland. These areas were mainly concentrated in the Burgenland central area around Eisenstadt and Mattersburg as well as in the district of Oberpullendorf. For the area of Lake Neusiedl, the existing foundations were presented by nature conservation and spatial planning. In connection with the tourism area around Lake Neusiedl, large parts of Lake Neusiedl were defined as exclusion zones for wind turbines. Where the tourist areas do not in any case coincide with other protected areas, they have been established as exclusion zones for wind turbines. The only exception to this rule is: If a part of a tourism aptitude zone does not have a landscape basis for tourism, maintains a sufficient distance to recreational facilities and is located in a peripheral area of the tourism aptitude zone. A prerequisite for such an exemption would in any case also be the withdrawal of the designation of the affected area as a tourist area.

- **Regional framework for selected research areas 2010**

The "Regional Framework Concept for Wind Turbines in Northern Burgenland..." (ÖIR, 2010) emerged from the background that the Burgenland State Government decided to become an electricity self-sufficient region by 2013. And: In the years between 2003 and 2009, there was extensive monitoring of the effects of the wind turbines on birds in the Parndorf Plain region. Including these new data, new areas were investigated and the existing banned zones were evaluated. All study areas were located outside the core zone, buffer zone and also the visual zone of the Fertő-Neusiedler See World Heritage Site.

In the greater Parndorf Plain area, two larger "suitability zones with reservations" were designated south of the A4 motorway. For both, a height restriction of the wind turbines of 186 metres was set. They are located in the east (between Nickelsdorf and Halbturn) and southeast of the Parndorf Plain (between Halbturn and Andau; "Heideboden").

- **Wind farms in Northern Burgenland - Masterplan Repowering 2015**

The 'Wind farms im Nordburgenland - Masterplan Repowering‘ (ÖIR, 2015) was the first in Austria to create uniform foundations for the modernisation of existing wind farms in an entire region. In an intensive coordination process with administrative departments and wind farm operators,

supplemented by information events for the mayors of the local municipalities, the modernisation possibilities of six wind farms were jointly explored.

At its meeting on 17 December 2014, the Burgenland Spatial Planning Advisory Board unanimously approved the Repowering Masterplan for these six existing wind farms on the Parndorf Plain. In the six municipalities of Gols, Mönchhof, Neudorf, Pama, Parndorf and Potzneusiedl, more than 100 old, existing wind turbines were dismantled on this basis and more than 80 modern and more efficient wind turbines were built. A process known as repowering wind farms. The rotor blade tip of these more modern wind turbines is up to 242 m high. The old wind turbines were between 100 m and 150 m high.

- **Neusiedler See European Protected Area Management Plan - North-Eastern Leitha Mountains**

The Austrian part of the World Heritage Site lies almost entirely within the European Protected Area Neusiedler See - Nordostliches Leithagebirge and thus belongs to the European ecological network Natura 2000. The management plan divides the area into five parts and respective subspaces. For them, objectives and measures are defined, which are intended to ensure the nature conservation significance or development of this area and the protected assets.

- **Criteria for building in the World Heritage Site**

The criteria for building in the World Heritage Site were developed by experts from the construction, planning and government sector to make the Neusiedler See region World Heritage Site-oriented in the future. It defines criteria of relevance, three test criteria (A- The Zonal Criteria, B - The Criterion of Visual Relationships, C - Object-related Criteria) as well as the work and composition of the World Heritage Design Advisory Board. The booklet is available for download on the website of the World Heritage Site Fertő-Neusiedler See (www.welterbe.org/seiten/43).

- **Neusiedler See Masterplan 2019**

The Neusiedler See Masterplan, which was completed in July 2019, deals with the landscape, ecological, historical and architectural characteristics of the region and deals intensively with the future development of Lake Neusiedl and its surroundings. One of the foundations for the preparation of the Masterplan was an unrepresentative household survey in June 2018, in which, among other things, the wishes of the region were also depicted. In addition to the preservation or protection of nature reserves and the unobstructed view of the lake, the protection of the UNESCO World Heritage Site is also very important for the respondents. In addition, the World Heritage plays an important role in the formulated goals and requirements for the region and is part of Field of Action 2 (landscape protection, World Heritage Site). Particular attention is paid to the design of buildings, settlement development and the landscape. The updating of the management plan as well as the criteria for building in the World Heritage Site are explicitly mentioned (cf. Neusiedler See Masterplan, Part 1, 2019, p. 5 et seq.). The Neusiedler See Masterplan 2019 does not have the status of an officially adopted planning document, but rather forms the basis for further country planning and legal regulations.

- **2050 - Burgenländische Klima- & Energiestrategie (2019)**

Burgenland has already focused on renewable energy in the early 2000s and has been a pioneer among European regions since 2013 due to its balance sheet self-sufficiency. The basis for this was the Energy Strategy 2020 from 2013. The goal set with the new Climate & Energy Strategy 2019 is to achieve the climate neutrality of the State of Burgenland as early as 2030.

- **Neusiedler See – Seewinkel National Park Management Plan (2021)**

As part of the preparation of a regional development concept for Lake Neusiedl, a management plan for the National Park will also be implemented on the Austrian side. At the time of drawing up the World Heritage Site Management Plan, it was still in the process of being drawn up, but the working document was consulted and guiding objectives and measures were agreed.

9.1.3.2 Győr-Moson-Sopron County

Laws

In Hungary there are no specific laws or guidelines for individual counties.

Programmes

- …

Federal Strategies, Guidelines and Plans

- Ordinance 5/2020 (V.5.) of the self-government of Győr-Moson-Sopron County on spatial planning in Győr-Moson-Sopron County

9.1.4 Legal framework at local level

9.1.4.1 Burgenland

- **Local Spatial Planning:**

The local development concepts and zoning plans of the municipalities are based on the Burgenland Raumplanungsgesetz. All municipalities have a zoning plan covering the entire municipal area. Some municipalities also have more detailed specifications about development guidelines and (partial) development plans. The World Heritage Site Community of Purbach on Lake Neusiedl, for example, has partial development plans and development guidelines.

- **Village renewal:**

More than half of the municipalities in Burgenland have already implemented important projects based on comprehensive village renewal models. Measures are taken to revitalise the town centres or to revitalise valuable buildings, but also to invest in infrastructure and basic services (cf. Verein unser Dorf (Our Village Association), n.d.). Important details on funding priorities and conditions are laid down in the Burgenland Village Renewal Ordinance 2003. This also provides for the preparation of a village renewal plan. The aim is to comprehensively document the desired state in economic, cultural, social and structural terms and on the basis of the guidelines for village conservation and renewal. Several villages in the World Heritage Site and its neighbourhood have participated in the village renewal programme, which is financially and professionally supported by the Burgenland State Government. The Department for Village Development also awards the "Burgenland Village Renewal

Award" to select exemplary projects.

9.1.4.2 Győr-Moson-Sopron County

- **Regulations:**
- Regulations for spatial planning of the individual municipalities in the World Heritage Site
- Regulations for the townscape of the individual municipalities in the World Heritage Site

- **Manuals for each municipality**

The manuals are based on the Law LXXIV of 2016 on the protection of the local image. It is mandatory that each municipality (not only those in the World Heritage area) draws up a manual, and based on this, a regulation for the protection of the local image.
The handbook summarises the history of the municipality, shows the traditional forms of the buildings, divides the municipality into zones - different from the local viewpoint -, contains suggestions for the design of new buildings and presents some good examples.
The regulation based on this also contains mandatory requirements for new buildings (roof pitch, colours, materials, advertising), which influence the appearance and aesthetics of the buildings. In addition to these manuals, there are also spatial plans of the municipalities, which determine the function, the construction sites, construction heights, construction areas, etc.

9.2 Stakeholders in the World Heritage Site

9.2.1 International level

- UNESCO
- ICOMOS International
- IUCN
- Ramsar

9.2.2 Bilateral level

- Austrian-Hungarian Water Commission
- Raab-Oedenburg-Ebenfurter Eisenbahn AG
- EUREGIO West - Nyugat Pannonia

9.2.3 Austria

World Heritage Site Management

- Verein Welterbe Neusiedler See
- World Heritage Site manager
- World Heritage Site Design Advisory Board
- Monitoring team ICOMOS Austria

Federal level

- UNESCO Commission Austria
- BMKOES (more: BML, BMK, BMEIA, BMBWF, BMAW) as the focal point of the State Party

- Federal Monuments Office (State Conservatory for Burgenland & Department of Archaeology)

State level

- Office of the Government of Burgenland
  Services of the Province of Burgenland (Department 2 - Regional Planning, Municipalities and Economy; Department 4 - Rural Development, Agriculture, Nature and Climate Protection, Biological Station Neusiedler See; Department 5 - Construction Directorate; Department 7 - Education, Culture and Science)
- Business Agency Burgenland GmbH
- Burgenland State Museum
- Burgenland Tourism
- Kultur-Betriebe Burgenland GmbH

Regional level

- Regional Association of Lake Neusiedl – Leitha Mountains (World Heritage Natural Park)
- North Burgenland Tourist Board

Municipal level

- World Heritage Site Communities: Apetlon, Breitenbrunn, Donnerskirchen, Frauenkirchen, Gols, Illmitz, Jois, Mörbisch, Neusiedl am See, Oggau, Oslip, Podersdorf, Purbach, Rust, Schützen, St. Andrä, St. Margarethen, Winden am See, Weiden, Pamhagen

Associations & initiatives

- (ICOMOS Austria)
- Lake Neusiedl – Seewinkel National Park
- Architektur Raumburgenland
- World Heritage Site Initiative (Association)
- Sculpture Symposium St. Margarethen
- BirdLife
- Burgenland Forestry Association
- Fisheries Association Neusiedler See
- Friends of Lake Neusiedl (Association)
- Climate and Energy Model Region Neusiedler See – Seewinkel
- Culture (including Verein der Freunde des Kremayr-Hauses, Rust, Verein Akademie an der Grenze Sculptor's House St. Margarethen, ART Atelier-Galerie-Egger, Cselley Mühle, Kulturverein Rust, Kukuwena Breitenbrunn, Verein K. Kunst Donnerskirchen, Purbacher Ortsvereinigung für Dorferhaltung (Kunst und Kultur), Kulturverein Schaumamoi Winden, Verein Windmühle Podersdorf, local music associations, folk dance groups, choirs etc., Burgenland Neusiedl am See Winery, 24 hours Burgenland - Burgenland Extreme)
- Museums (Mönchhof Village Museum, Wander Bertoni Open Air Museum Winden, Local History Museum Jois, Kremayrhaus Rust Town Museum, Tower Museum Breitenbrunn)
- Nature Conservation Association of Burgenland

- Radlobby Österreich (Bicycle Lobby of Austria) (regional organisation Radlobby Burgenland)
- Wine-growing and wine-grower cooperative
- WWF
- Association for the Preservation of the Roman Amber Road
- etc.

Educational institutions

- Weinakademie Österreich (Wine Academy of Austria) GmbH
- UNESCO schools (BG/BRG Neusiedl, NMS Kittsee, NMS Purbach)
- Universities and universities of applied sciences - with teaching and research projects related to the world heritage

Establishments, companies

- Agricultural holdings, vegetable cultivation
- Wine-growing enterprises
- Fishing industry
- Reed cutter plants
- Accommodation and catering establishments
- Cultural organisers, event management
- Trade and commerce
- Energy providers (including Burgenland Energy)
- Mobility providers (bus companies, Verkehrsverbund Ost- Region (VOR) Ges.mbH, Gmoa-Busse, Verkehrsbetriebe Burgenland GmbH, ÖBB, Neusiedler Seebahn GmbH, Raaberbahn, ferries, bicycle rental, taxi companies,...)
- Esterhazy Plant GmbH
- Architecture and planning offices, local planners
- Media (including BVZ Burgenländische Volkszeitung GmbH)
- etc.

Representatives of different population groups should be involved in all projects and actions.

9.2.4 Hungary

World Heritage Site Management

- Fertő-Neusiedler See World Heritage Site
- World Heritage Site manager
- Expert jury for construction projects in World Heritage Site communities: The jury is headed by the chief architect of the county (government office of Győr-Moson-Sopron county).

National level / State level

- Ministry of Construction and Investment: responsible for construction, for the World Heritage Site and for the protection of cultural heritage
- UNESCO Commission Hungary

Regional level

- Department of Building and Cultural Heritage, Győr-Moson-Sopron County Government Office

Municipal level

- World Heritage Site Municipalities (Balf, Fertőboz, Fertőd, Fertőhomok, Fertőrákos, Fertőszéplak, Hegykő, Hidegség, Nagycenk and Sarród)
- The mayors of the individual municipalities as control for the townscape (Most municipalities have a chief architect who supports the mayor. In those congregations without a chief architect, the mayor decides on questions relating to the townscape.)

Associations & initiatives

- Fertő-Hanság Nemzeti Park Igazgatóság (National Park)
- ICOMOS Hungary
- Civilek a Fertő Tájért Egyesület (Civil Society for the Fertő Landscape)

Educational institutions

- Vocational Training Centre Sopron Porpáczy Aladár Technical School and College - represented by the Principal

Companies

- Architectural and planning offices
- Eszterháza Központ – Cultural, Research and Festival Centre Eszterháza (Esterházy Castle)
- Mobility provider (GySEV-Raaberbahn, Volánbusz)
- Sopron-Fertő Touristische GmbH
- TAEG (Society for Forestry)
- Winemaker companies and associations

Representatives of different population groups should be involved in all projects and actions.

9.3 Management structures, Observatory and World Heritage Network in the Fertő-Neusiedler See Cultural Landscape World Heritage Site

9.3.1 Joint recommendations: Platforms and observatory

As part of the Interreg AT-HU project "Common Heritage" (duration January 2021 to December 2022) of the two World Heritage Site Carrier and Management Associations, the Verein Welterbe Neusiedler See on the Austrian side and the Council for the World Heritage Fertö-Neusiedler See in Hungary as project partners, two further work packages were implemented in addition to the development of the present management plan: the conception and development of a "landscape observatory" and the

establishment of an institutionalised, cross-border effective World Heritage Management and Coordination Platform, the "Consultative Council".

Landscape Observatory

The Landscape Observatory is a scientific working group to support World Heritage Site management. This working group collects data in order to monitor and monitor changes in the World Heritage Site landscape in the long term. On the basis of these principles, the World Heritage Management can stimulate further measures or, depending on the competence and mandate, initiate them themselves and secure the protection and value of the World Heritage Site.

The Landscape Observatory is thus a descriptive element for monitoring the World Heritage Site; through the methods used, the changes in the landscape can be documented in the long term. However, the assessment of these changes should be discussed on a case-by-case basis. In this sense, the system will only learn how to deal with the findings in the course of the multi-annual application of the proposed methods.

As part of the "Common Heritage" project, a status quo baseline survey was carried out in the first step and published in a separate report or presented for discussion in further expert workshops.

The landscape observatory starts with survey status 2022 (or the date of the map basis). Methodologically, a generalised representation of the land use of the World Heritage Site is developed, based on central perspective aerial photographs of the World Heritage Site (orthophotos and/or satellite images), which are superimposed with the cadastre. A baseline survey and documentation was conducted in September 2022. By regularly revising the representation (depending on the periodicity of the orthophoto or satellite images), the change in land use in the World Heritage Site can be documented. From the cartographic representation in the GIS, an area balance can also be calculated for the entire World Heritage Site or for individual or several municipalities.

In addition, comparative landscape photography is used to document the change in the landscape photographically by means of standardised and periodically recurring photographs. The list of photo points is based on the 50 or so viewpoints defined in the "Criteria for building in the World Heritage Site" (36 in Austria, 14 in Hungary), some of which have been revised and updated.

In the future, the ideal time for the photographs is the period March to April, because at this time the vegetation is developing and is therefore recognizable, but the visible connections are only slightly prevented due to the low foliage of the trees. After the first documentation with photos as part of this project took place in September, this period can also be used in the future. This ensures the comparability of the images over a longer period of time. A biennial to triennial interval is proposed as the distance between the photo series

The report and the first documentation of the landscape observatory were prepared by the office Schimek Plans, Krems. They can be downloaded from the website of the Verein Welterbe Neusiedler See (www.welterbe.org).

World Heritage Site Management Platform

The two World Heritage Site Management Associations from Hungary and Austria have concluded a reciprocal, loose cooperation agreement since their foundation in 2003. This agreement was confirmed and deepened in 2016. In the past, the cross-border World Heritage Site Management has mainly relied on the good personal cooperation and communication basis of the World Heritage Site managers, supplemented by an exchange of information once or twice a year at the level of the Obleute Association.

At the level of the "state parties" (representatives of the state or federal authorities with the involvement of the federal level) from Austria and Hungary, no institutionalised coordination has yet been established, for example by means of an "intergovermental committee". Contact at the level of the "state parties" was always event-related, intensified in 2020 and 2021 and in March 2022.

The third work package of the “Common Heritage” project discussed the possibilities of setting up a joint, bilateral management organisation, externally accompanied by the office CESCI, Budapest, in relation to the Austrian legal situation by the law firm Dax und Partner, Oberwart. Three workshops led to expert discussions. The results were summarised in a feasibility study (CESCI, 2022), published as a download on the website of the Verein Welterbe Neusiedler See (www.welterbe.org).

Building on the results of this feasibility study, a “Consultative Council” was established as a first step towards further deepened cooperation. This “Consultative Council” consists of the members of the World Heritage Associations from Hungary and Austria and other advisory members, such as representatives of the state authorities (“state parties”). The Consultative Council was constituted in December 2022 and another meeting was held in the same month to discuss and finalise the results of the management plan process. Since other important stakeholders can also be involved, the Consultative Council is to be seen in the future as an important coordinative platform for World Heritage Site surveys in the cross-border region.

Further cross-border integration of management activities into a cross-border institution with legal personality (for example in the form of an EGTC) is not excluded as possible future steps.

9.3.2 Recommendations for the Austrian World Heritage Site

The Verein Welterbe Neusiedler See is entrusted with World Heritage Site management tasks on the Austrian side. The part-time managing director of the association, currently (2022) Hannes Klein, is thus also World Heritage Site manager. Members of the association are the 20 municipalities around Lake Neusiel in Austria, which have a share in the World Heritage Area, as well as the state of Burgenland, Raaberbahn AG, Burgenland Tourism and the Esterházy companies. In accordance with the Articles of Association, the Province of Burgenland has a right of veto in the General Assembly on resolutions with financial implications, but also makes the largest contributions to the financing of the association. The seat of the association is also in the country house in Eisenstadt at the office of the Burgenland State Government. Thus, the association is closely interlinked with the regional authorities via the management, locally and organisationally, but also with regard to the flow of information.

There is ongoing, informal networking with the representatives of the Neusiedler See – Seewinkel National Park and the Leithaberg – Neusiedler See Nature Park, as well as with the Nordburgenland Tourism Association and other stakeholders. In addition, a multimedia information room on the World

Heritage Site was set up in the Illmitz National Park Centre in 2021 through a project funded by the Leader programme.

The managing director of the Verein Welterbe Neusiedler See also acts as an office for the World Heritage Design Advisory Board, which is constituted as an institution of the association in accordance with the association's statutes.

As the World Heritage Site agendas, especially the future tasks resulting not least from the action plans of the present Management Plan, will foreseeably require extensive staffing of the World Heritage Site Management, an increase in the financial and personnel resources of the Association is urgently recommended.

World Heritage Site management requirements profile

(converted/broken down into personnel performance in weekly hours, rough estimate)

- Information / awareness raising 10 h
- Design Advisory Board / Building in the World Heritage Site / Development of Comments on FWP/BBRL/TBPL 10 h
- general coordinations 10 h
- Coordination with HU, authorities and ICOMOS 5 h
- Monitoring 5 h
- Stakeholder networking 5 h
- Miscellaneous 12.5 h

In total, at least 57.5 hours per week (1.5 to 2 full-time positions) are required to cover all World Heritage Site management activities. For further activities, especially for activities to increase World Heritage Site awareness and for the implementation of concrete project management measures, the list could be extended.

9.3.3 Recommendations for the Hungarian World Heritage Site

Equivalent to the Austrian Verein Welterbe Neusiedler See, on the Hungarian side of the Site there is the Council for the World Heritage Fertö-Neusiedler See as a management organization, organised as an association, currently (2022) with Tamás Taschner as Managing Director and World Heritage Site Manager. Members of the association are the ten municipalities with a share in the World Heritage Site. The seat of the association is in the castle in Fertöszéplak, where a World Heritage Site Exhibition and a World Heritage Site Information Centre have been set up.

The Hungarian World Heritage Site Association is mainly financed by subsidies from the state of Hungary, which are always contractually secured for only a few years. A permanently secured financing to ensure the important work of the association is recommended.

10. Quality assurance, monitoring and control

10.1 Approach to quality assurance

The proposed elements of quality assurance are based on the presentation of the Wachau World Heritage Site Management Plan (2016) and on the specific requirements and possibilities of the Fertő-Neusiedler See World Heritage Site. The quality assurance system is based on the following principles:

- The measures for quality assurance and monitoring serve to preserve the Outstanding Universal Value (OUV), the authenticity and integrity of the Fertő-Neusiedler See Cultural Landscape World Heritage Site: Everything that happens in the World HeritageSite should be appropriate to the World Heritage Site and of particularly high quality or at least have this aspiration.
- The basis for the monitoring and quality assurance is the present management plan, in particular the fields of action contained therein with the action plan of the objectives and measures for the preservation and careful further development of the World Heritage Site.
- The management is committed to the statute of the Austrian World Heritage Conference – coordinated with ICOMOS Austria as well as the Austrian and Hungarian UNESCO Commission – as well as the position paper of the World Heritage Managers (Illmitz 12.9.2016) and takes over the positions of the "open letter" of the World Heritage Site Conference on the anniversary "50 Years of the World Heritage Convention" (March 2022).
- The Austrian / Hungarian UNESCO Commission and ICOMOS Austria / Hungary as well as the responsible Federal Ministry (AUT) or Ministry (HUN) as Focal Point are actively informed by the World Heritage Site Management.
- Civil society has the opportunity to contribute its perception and knowledge.

10.2 Elements of quality assurance

The following measures are formulated or highlighted for the quality assurance of the World Heritage Site Management. These are not explicitly assigned to any field of action, as they relate to the organisation and foundations. The implementation of these measures should help to support the daily work in the World Heritage Site.

10.2.1 Revision of the "criteria for building in the World Heritage Site"

The criteria for building in the World Heritage Site are an essential basis for assessing construction projects according to their suitability for the World Heritage Site and constitute an important guide for building contractors. The criteria were formulated in 2011 and now evaluated as part of the preparation of the 2022 Management Plan. The following criteria should be supplemented or amended:

- **Determination of the decisiveness:** At which thresholds will construction projects be dealt with by the advisory board? In which zones should they be lowered? How will (even minor) structural changes and technical infrastructure projects be treated in the future (e.g. parking

lots, roads)? How do you deal with projects of building in the existing fabric? What can a simplified procedure and assessment with a smaller staff look like in practice?

- **Zoning update:** Special zoning is needed for the edges of the villages in order to make the transitions between settlement and cultural landscape more sensitive. The creation of a separate category "settlement edge zone" must be considered and updated in the zone plan. On the one hand, this can be generally defined as a buffer strip with a certain width (e.g. 80 metres) or can be developed specifically for each municipality. In general, inconsistencies in zoning must be eliminated and zoning must be better anchored in law. In addition, the criteria of the visual zone as well as the visual zone itself must also be evaluated.
- **Special attention to major projects / large tourism projects:** This refers, for example, to water doping (supply line) to Lake Neusiedl or wind farms with a visual impact on the World Heritage Site. Where special procedures (EIA/sea, NVP, HIA, etc.) are needed, both countries should be better involved in the future, e.g. through a platform "Bilateral World Heritage Advisory Council" as a body, or through the cross-border consultative council.
- **Treatment of dedication changes, (partial) development plans, development guidelines and competitions:** Here, it is important to develop criteria and checklists that support the municipalities in the definition of plans and guidelines. In addition to local image protection criteria such as roof pitch, materials and colour selection, structural and landscape planning aspects (handling of topography, orientation, wind, plant selection, green space factor (proportion of green and unsealed areas), material specifications for paved areas and boundaries), design of front gardens would have to be taken into account.
- **Object-related criteria:** These should generally be set more bindingly and regularly adjusted. In addition to the choice of materials and colours of the buildings or facades, criteria and instructions for the design of (glare-free) PV and solar systems and other structures, windows, glazing (also with regard to bird protection), doors and gates, walls and fences, etc. are also recommended. In addition, regulations are needed for the design of the open spaces (paving, limitation of sealing, climate-friendly planting, etc.).
- **Thermal rehabilitation and energy:** The challenge of reconciling legally prescribed energy standards with aspects relating to the preservation of historical monuments is growing. Here, it is necessary to examine the extent to which World Heritage Sites can be exempted from energy-related regulations (e.g. EU building directive) in order to do justice to the protection of the townscape: e.g. avoidance of external insulation, clear regulation of PV systems on roofs and facades, especially in the town centre, revision of the criteria for PV systems and avoidance of large-area glazing (bird protection).
- **Expertise in landscape architecture and landscapes:** In the meantime, landscape architecture and planning has been anchored as a discipline in the advisory board, but it would have to gain even more weight in sensitive areas (lake areas, paints, cultural landscape, public spaces) (professional open space planning or assessment of the effects on the landscape as a mandatory document for the treatment of projects in the World Heritage Site Design Advisory Board).

- **Strengthen the binding nature of the World Heritage Site Design Advisory Board:** An advisory board cannot grant or refuse approvals, but only make recommendations. This makes clear and binding criteria for decision makers (mayors, municipal councils, building authorities) all the more important in order to implement the desired quality assurance. The earlier the advisory board is involved in decision-making and planning processes, the greater the scope for influence. Therefore, it is important that building contractors within the World Heritage Site Design Advisory Board are known as an instrument and that this is not only seen as a hurdle, but also as an opportunity. However, legal clarifications and anchoring (e.g. in the Construction Act) are also required so that all projects relevant to the world heritage can also be included in the Advisory Board and informed in good time about current developments (e.g. competitions, changes in dedication, etc.). In the case of projects with potential cross-border influence and large-scale projects, the Austrian World Heritage Advisory Council should in any case include a representative from Hungary or, vice versa, representatives from Austria who should be invited to take part in similar appointments in Hungary. In principle, the assessment panels in Austria and Hungary should be open to representation from the panel of the other country.
- **Update visual relationships, movement lines, and viewpoints:** These should be updated at regular intervals and agreed with Hungary. In general, in the case of sensitive projects and large-scale projects, a representative should be invited to the advisory board from Hungary or, vice versa, representatives from Austria should be required to participate in similar appointments in Hungary. The visual relationships and viewpoints were also reassessed in the course of the T2 "Landscape Observatory" work package as part of the "Common Heritage" project and supplemented by additional locations.

  The visual relationships and viewpoints were evaluated and partially re-designated as part of the T2 "{i >Landscape Observatory< i}" *work package. The map presentation can be found in Appendix 5.*
- **The zoning plan (incl. visual zones) on the criteria for building in the World Heritage Site and update them and add them for the Hungarian World Heritage Site:** These should be reviewed at regular intervals (5 years) and, if necessary, updated in coordination between Austria and Hungary. In the case of sensitive projects and major projects, a representative from the other country should attend important meetings.
- **Additional Human Resources for the Advisory Board Office**
  In order to continue to work effectively in the future and to be able to work on all projects conscientiously, the Advisory Board's office requires greater human and monetary resources. Important tasks are, for example, information work, early advice, closer contact with the municipalities, independent preparation of preliminary inspections and opinions on land use and (partial) development plans and on construction projects.

10.2.2 Creation of a common map presentation and current data base

As part of the work package T2 "Landscape Observatory" as part of the "Common Heritage" project, the World Heritage Zone (core and buffer zone) was evaluated and adapted to actual conditions (e.g. municipal boundaries) in small areas. Current data bases (e.g. from the National Park) were obtained and supplemented with existing data and updated in the map representations. This provides a coordinated base map of the World Heritage Site (see *Fig. 03*) in the GIS and easily readable as a (high-resolution) printout.

The comprehensible and accurate documentation and preparation of the collected data (graphics, maps, texts, plans, etc.) supports future research and planning tasks in obtaining a clearer picture of the development and change of the area. The provision of GIS-capable cross-border map bases with coordinative positioning (e.g. of tourist facilities) is essential for various actors working in and with the World Heritage Site.

10.2.3 “Good Practice World Heritage Site” from the Fertő-Neusiedler See region

A good practice collection (analogous to: Building in the World Heritage Site - A short guide[12]) with regard to the handling of the world heritage should be updated and expanded continuously. Here, buildings that fit well into the World Heritage Site landscape and use a traditional design language are to be documented. Both private buildings and successful tourism projects are to be included in the collection. Successful awareness-raising and training measures will also be included. The Good-Practice Collection is not only intended to be a schematic list, but also to provide implementation information and assistance. It is also intended to contribute to the recognition of the partly financial, partly ideal added value of traditional (re) buildings and the added value for the entire region.

Likewise, the attributes of the World Heritage Site could be explained with striking examples and linked to spatial measures to be taken. The benefits and advantages of their implementation should also be included in the Good-Practice Collection. Thus, for example, the renovation and conversion of houses (e.g. Streckhofs) within a municipality could attract and enliven the town centre. The deliberate prevention of the fraying of the settlements would create appealing entrances and exits and underline the attribute of compact settlements in the World Heritage Site.

It would be important, on the one hand, that such a collection be maintained and constantly updated and, on the other hand, that it be consulted by the mayors before structural and spatial decisions are taken. For this purpose, an online version is recommended, supplemented by a printed set of "Good Practice Cards" with card box.

10.2.4 Additional funding for the World Heritage Site Association

Compared to other World Heritage Sites (especially in an international comparison), the Austrian World Heritage Association and its office are very scarce in terms of staff and financial resources. Since the challenges to the World Heritage Site Association are becoming ever greater and the areas of responsibility are constantly expanding - also as an opportunity for sustainable development - the financial resources for the World Heritage Site Association and its bodies are to be increased. In order

[12] available for download: www.welterbe.org/download/48

to cope with future challenges as before and to be able to take further steps towards raising awareness and mediation, greater monetary and personnel support for the office is indispensable (see also Chapter 9.3.2).

In addition, the human resources must be expanded in order to be able to effectively complete recurring tasks.

10.2.5 Legal anchoring of the World Heritage Site

It is essential that the World Heritage Site is anchored in all legal frameworks that affect it and should therefore be taken into account in planning decisions. Currently, the themes of the World Heritage Site with regard to spatial planning are only indirectly via the 'Burgenland Land Development Programme - LEP 2011' and via the Burgenland Construction Act 1997 - Bgld. BauG, but not directly via the Burgenländische Raumplanungsgesetz, Bgld. RPG 2019. It is recommended that the World Heritage Site be legally incorporated directly into the Blgd. RPG 2019. This means that the involvement of those responsible for the World Heritage Site is not only common practice, but also legally enshrined, even in the event of changes or the preparation of land use and (partial) development plans. In this way, the protection and preservation of the OUV is sustainably guaranteed.

The Bgld. RPG 2019 should also ensure that criteria for the approval of large infrastructure projects are submitted to and agreed with the World Heritage Site Design Committee. Design advisory boards should also be directly involved in the development of architectural guidelines and should not only be informed retrospectively in order to make non-binding recommendations. In addition, it should be noted that the World Heritage Site is legally enshrined in the Burgenland Nature Conservation and Landscape Conservation Act, NG 1990. In fact, those responsible for the World Heritage Site have not yet been involved in nature conservation processes, but the official experts for landscape protection and nature conservation take up the World Heritage Site-related questions.

Thus, a legal anchoring in addition to the Baugestez is particularly important in the Raumplanungsgesetz and in the work on future architectural guidelines of the State of Burgenland.

10.2.6 Legal anchoring of the World Heritage Site Design Advisory Board

It is recommended that the establishment of the World Heritage Site Design Advisory Board be enshrined in law, as this appears to be technically necessary. In Burgenland, the Burgenländische Raumplanungsgesetz, Blgd. RPG 2019 and/or the Burgenländische Baugesetz 1997 - Bgld. BauG. An institutionalised establishment of the World Heritage Site Advisory Board via the Province of Burgenland can be considered (currently the Advisory Board is an institution of the Lake Neusiedl World Heritage Site Association). In addition to the expertise on landscape architecture and landscape image (see Chap. 10.2.1), the World Heritage Site Design Advisory Board should be supplemented by a member from civil society.

For the World Heritage Site Design Advisory Board, it is recommended to form a small, technically sound core group, which can coordinate more quickly on smaller topics. In this way, the entire World

Heritage Site Design Advisory Board does not have to deal with all topics and the response speed of the Advisory Board is significantly increased.

10.2.7 Promote regular exchange

Regular exchange between the Austrian and Hungarian World Heritage Site managers should be accelerated and take place as a jour fixe at least once a year. Not only the representatives of the World Heritage Site Associations are meant here, but also other actors who deal with the design of the world heritage and the monitoring. These include, for example: National Park, ICOMOS Austria / Hungary, representatives of the State / county, (local) planners, educational institutions, etc. In particular, cross-border exchanges can help to coordinate or learn from each other and benefit from certain (similar) challenges.

The establishment of a bilateral coordination body ("Consultative Council") was examined in the work package T3 "Institutional Management and Coordination Platform" as part of the "Common Heritage" project. The involvement of representatives of the Focal Points (State Parties) is planned.

10.2.8 Checking the possibilities for expanding the World Heritage Site

Under measure T.2.4, potential expansions of the World Heritage Site were addressed: The extension of the extensive World Heritage Site around neighbouring special cultural landscapes and villages as well as the decentralised inclusion of special cultural places related to the World Heritage Site will be examined.

10.3 Preventive monitoring and monitoring of progress

The World Heritage Site Management ensures regular monitoring of the conservation status and quality assurance in the further development of the World Heritage Site. The results of the monitoring are taken into account as an important basis for management decisions and measures to maintain the outstanding universal value.

The objectives and measures catalogues of the individual fields of action serve as a basis for the ongoing monitoring of the implementation. The successes and any shortcomings in implementation should be brought to the attention of the General Assembly of World Heritage Associations and the Joint Cross-border Consultative Council (annually).

The constant observation of the Fertő-Neusiedler See World Heritage Site is carried out in coordination with the World Heritage Management, possibly with the help of the expertise of scientific and planning institutions as well as local actors and experts in the region.

The current goals are:

- the development of secure knowledge about the condition and about changes;
- early identification of undesirable developments that may affect OUV, the integrity and authenticity of the World Heritage Site;
- and the timely initiation of countermeasures.

The methods and indicators for monitoring the conservation status and development of the Fertő-Neusiedler See World Heritage Site in terms of landscape and landscape character are defined as a monitoring strategy for the development of the World Heritage Site as part of the T2 "Landscape

Observatory" work package developed in overlap with the process of the present management plan as part of the "Common Heritage" project. Clear, easily available and meaningful indicators should be used for monitoring.

All methods of monitoring used are carried out transparently and comprehensibly. Comprehensive preventive monitoring is intended to minimise the need for reactive monitoring. In the dialogue between the population, politics, administration and the economy, viable agreements are sought in order to reduce conflicts of interest. As far as possible, conflicts in the region itself should be resolved. The procedure to be followed in the event of a conflict shall be dealt with by the Cross-Border Consultative Council.

10.4 Revision and Review of the Plan

The entire management planning is a dynamic process that does not end with the creation of this plan document. New framework conditions, insights, changed priorities and practical experience in implementation give rise to adaptations and further developments. However, regular monitoring (see previous *Chapter 10.3*) is required for a plan revision. The management plan is subject to a review every six years at the latest, which is organised by the Austrian and Hungarian World Heritage Site Associations.

10.5 Publicity of the plan

This management plan is available online for download on the website *www.welterbe.org* and *www.fertotaj.hu/* in English, German and Hungarian. The aim is to print the present management plan.

Both the preparation of the plan with the active participation of regional decision-makers, experts and the population, as well as the publication of the plan should support the understanding of the challenges of a World Heritage Site and the willingness to cooperate in the implementation. The distinction as a World Heritage Site enables the local authorities and their residents to fulfill with pride and a sense of responsibility for "our World Heritage Site", which should also become visible in everyday life and serve the long-term interests for the preservation and sustainable development of the World Heritage Site.

Planned Management Plan Resolution:

Austria: Municipal councils of the World Heritage Site communities

Burgenland State Government

General Assembly of the Fertő-Neusiedler See World Heritage Site Association

Hungary:	Government decision of concise management plan document
Austria and Hungary	cross-border consultative council

11. Documentation

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Wolfram, G., Boros, E., Blaschke, A. P., et al. (2020), Austro-Hungarian Synthesis. Applied hydrological and limnological basic studies within the framework of the project VINE – Reed Bed Neusiedler See/Fertő (Interreg project AT-HU 2014-20). Study on behalf of the Office of the Government of Burgenland, Dept. 5 – Baudirektion, and the Észak-dunántúli Vízügyi Igazgatóság. Vienna – Budapest – Győr. *wasser.bgld.gv.at/fileadmin/user_upload/Studien/Neusiedler_See/REBEN_Bericht_7b_bilaterale_Synthese_EN.pdf*

Zsabetich, J. (2019), Streckhöfe des Nordburgenlandes: eine gefährdete Bauform und seine Nachnutzungpotentiale, Diplomarbeit TU Wien, Institut für Kunstgeschichte, Bauforschung und Denkmalpflege, Fachgebiet Baugeschichte und Bauforschung, *permalink.catalogplus.tuwien.at/AC15321484* (accessed on 29.07.2022)

11.2 Legal sources

Building Act 1997 | Act of 20 November 1997, which enacts building regulations for Burgenland (Burgenland Building Act), StF: LGBl. No. 10/1998 (XVII. Gp. RV 237 AB 266), idF from 28.03.2022

Bgld. RPG 2019 | Act of 4 July 2019 on Spatial Planning in Burgenland (Burgenländisches Raumplanungsgesetz), StF: LGBl. No. 49/2019 (XXI. Gp. RV 1693 AB 1841), idF from 15.10.2022

LEP 2011 | Ordinance of the Burgenland State Government of 29 November 2011 adopting the State Development Programme 2011, StF: LGBl. No. 71/2011, idF from 15/09/2022

NG 1990 | Law of November 1990 on the Protection and Care of Nature and Landscape in Burgenland Burgenland's Nature Conservation and Landscape Conservation Act), StF: LGBl. No 27/1991 (XVI) Gp. RV 468 AB 479), as amended on 15.09.2022

OG | UNESCO World Heritage Centre (2021): Operational Guidelines for the Implementation of the World Heritage Convention, WHC. 21/01, 31 July 2021, WHC, Paris

UVP-G 2000 I Environmental Impact Assessment Act 2000, StF: Austrian Federal Law Gazette No 697/1993 (No: GP XVIII RV 269 AB 1179 p.131. BR: 4639 AB 4624 p.574.), idF from 19.09.2022

World Heritage Convention I United Nations Educational, Scientific and Cultural Organisation (16.11.1972), Convention Concerning the Protection of the World Cultural and Natural Heritage, *https://whc.unesco.org/en/conventiontext/* (accessed on 10.09.22)

11.3 Other planning documents

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Klingler, S., Zech, S. (2011), UNESCO World Heritage Fertő-Neusiedler See, Criteria for Building in World Heritage, Verein Welterbe Neusiedler See (Hg.), Eisenstadt, https://www.welterbe.org/seiten/44 (accessed on 29.07.2022)

Masterplan Neusiedler See (Teil 1-3) | Schaffer, H., Lichtblau, C., Plha, S. (2019), MASTERPLAN NEUSIEDLER SEE, mecca consulting on behalf of the Office of the Burgenland State Government, Department 2, State Planning, Eisenstadt[13]

Lake Neusiedl World Heritage Association, Secretariat of the Hungarian National Committee for World Heritage, Világörökség Magyar Nemzeti Bizottság (Client), (2003), World Heritage Cultural Landscape Fertő/Lake Neusiedl – Management Plan, Vienna Budapest, Eisenstadt, Fertőd

Verein Welterbe Neusiedler See (2019), Bauen im Welterbe, Workshop 6.5.2019, Neusiedl am See, results from the working groups

11.4 Directories of figures: Photos, graphics, plans

Figure 01: Process graphic.

Source: Illustration by author.

Figure 01: Location of World Heritage Site.

Source: Illustration by the author including the following data:

- Technical data Austria: Open Data Austria, Federal Ministry of Finance, *www.data.gv.at/* (accessed: April 2022)
- Technical data of the Province of Burgenland: GeoDaten Burgenland, Landesamtsdirektion-Öffentlichkeitsarbeit, *geodaten.bgld.gv.at/en/downloads/fachdaten.html* (retrieved: April 2022)

Figure 01: Overview map: Core and buffer zone of the World Heritage Site.

Source: Illustration by the author including the following data:

- Borders of the Neusiedler See National Park – Seewinkel (as of: July 2021): Lake Neusiedl National Park – Seewinkel (provided: February 2022).
- Fertő-Hanság Nemzeti Park National Park borders (as of: 2022): Fertő-Hanság National Park Directorate (provided: February 2022).
- Technical data of the Province of Burgenland: GeoDaten Burgenland, Landesamtsdirektion-Öffentlichkeitsarbeit, *geodaten.bgld.gv.at/en/downloads/fachdaten.html* (retrieved: April 2022).
- Technical data Hungary: Lechner Tudásközpont Nonprofit Korlátolt Felelősségű Társaság, *lechnerkozpont.hu/oldal/magyar-kozigazgatasi-hatarok* (provided by Fertő-Hanság Nemzeti Park National Park: April 2022) & *data2.openstreetmap.hu/hatarok/index.php?admin=8* (provided by National Park Fertő-Hanság Nemzeti Park: April 2022)

[13] The Neusiedler See Masterplan does not have the status of an official, approved planning document.

- Basic map: basemap.at, basemap.at/ (retrieved: April 2022)
- Technical data Austria: Open Data Austria, Federal Ministry of Finance, *www.data.gv.at/* (accessed: April 2022)
- World Heritage Site data (zones, paint landscape): Verein Welterbe Fertő-Neusiedler See, *www.welterbe.org/download/7* (retrieved: April 2022)
- Adapted World Heritage Site Zones (as of: October 2022): Schimek plans (provided: October 2022

Figure 04: Population development 2021 & 2001.
Source: Illustration by the author including the following data:

- Technical data of the Province of Burgenland: GeoDaten Burgenland, Landesamtsdirektion-Öffentlichkeitsarbeit, *geodaten.bgld.gv.at/en/downloads/fachdaten.html* (retrieved: April 2022).
- Basic map: basemap.at, *www.basemap.at/* (retrieved: April 2022)
- Technical data Austria: Open Data Austria, Federal Ministry of Finance, *www.data.gv.at/* (accessed: April 2022)

Illustration XY:

Illustration XY:

Illustration XY:

Illustration XY:

Illustration XY:

Illustration 10:

11.5 List of tables:

Table 01: Population development, author's own calculation based on:

- Statistik Austria (2002), Volkszählung Hauptergebnisse Burgenland, Verlag Österreich GmbH, Vienna, www.statistik.gv.at/fileadmin/publications/Volkszaehlung_2001__Hauptergebnisse_II_-_Burgenland.pdf (accessed on 10.09.2022)
- Statistics Burgenland (2022), BURGENLAND. Population by localities 1923 to 2021, Eisenstadt, www.burgenland.at/fileadmin/user_upload/Downloads/Land_und_Politik/Land/Statistik/Publikationen/Schnellberichte/Folder_Burgenlnd_Bevoelkerung_2021.pdf (accessed on 27.09.2022)
- Központi Statisztikai Hivatal (2022), *www.ksh.hu* (accessed in August 2022)

Table 02: Attribute mapping

Table 03: Priorities of the fields of action

Table 04: Protected area categories and protected areas

Table 05: Action Plan N I Nature and landscape.

Table 06: Archaeology, settlement forms and building culture of the local areas within the core and buffer zone

Table 07: Action Plan S | Settlement development, building culture and cultural assets

Table 08: Action Plan T | Tourism and leisure industry.

Table 09: Action Plan K | Climate action, climate change adaptation, renewable energy and mobility.

Table 10: Action Plan B | Raising awareness, communication and intangible heritage

12. List of abbreviations

Austrian Federal Law Gazette	German Federal Law Gazette (Bundesgesetzblatt)
BMAW	Federal Ministry of Labour and Economy
BMBWF	Federal Ministry of Education and Research
Federal Ministry for Europe, Integration and Foreign Affairs	Federal Ministry for European and International Affairs
BMK	Federal Ministry for Climate Protection, Environment, Energy, Mobility, Innovation and Technologies
BMKÖS	Federal Ministry of Art, Culture, Public Service and Sport
BMNS	Grazing monitoring in the National Park Neusiedler See – Seewinkel 1990 - 2007
Federal Ministry of Food, Agriculture and Forestry	Federal Ministry of Agriculture and Forestry, Regions and Water Management
EFH	Detached house
ENS	Development of sustainable reed harvesting techniques and monitoring of reed beds Lake Neusiedl
ENE	Final report of the research project ENEREED 2013
International centre for the study of the preservation and the restoration of cultural property	International Centre for the Study of the Preservation and Restoration of Cultural Property
International Council of Monuments and Sites	International Council on Monuments and Sites
IUCN	International Union for Conservation of Nature
Hg.	Issuer
IDF	in the version
in the valid version	in the current version
IUCN	International Union for Conservation of Nature
KS-B	Climate Strategy Burgenland
LEP	Burgenland Land Development Programme - LEP 2011
MAP	Management plan
MAP03	Management Plan 2003
MAP22	Management Plan 2022
MAPnp	National Park Neusiedler See – Seewinkel Management Plan 2021 - 2031
MAS	Lake Neusiedl Masterplan
MAST19	Master Plan Lake Neusiedl (Tourism chapter)

MP-ESG	Neusiedler See European Protected Area Management Plan - Northeastern Leitha Mountains
MR13	Mission Report of the Advisory Mission (2013)
ÖPUL	Austrian Programme for Environmentally Sound Agriculture
OUV	"Outstanding Universal Value". Outstanding Universal Value
Austrian National Commission for UNESCO	Austrian UNESCO Commission
REB	Intereg project "VINES - Reed Bed Neusiedler See / Fertő."
REP	Regional development program Neusiedler See – Parndorf Plain. Mission Statement
RHNS 2020	Report of the court of auditors – National Park Neusiedler See – Seewinkel
RSOUV	Retrospective Statement of Outstanding Universal Value
SOUV	Statement of Outstanding Universal Value
STRAT14	Startegiestudie Neusiedler See [Lake Neusiedl Strategy Study] (2016) on behalf of the Austrian –Hungarian Water Commission
etc.	and more
UNESCO	United Nations Educational, Scientific and Cultural Organisation United Nations Educational, Scientific and Cultural Organisation
WWF	World Wide Fund For Nature
ZLS	Future.Agriculture - strategies for agriculture in Burgenland beyond “Growing or Giving Away”

ANNEX

Annex 1: Protected areas within the World Heritage Site

In progress

Annex 2: Diversity and change of house typologies and local images

In progress

Attachment 3: Land use in the area of maritime facilities

In progress

Appendix 4: List of listed objects in the area

of Hungary see Google Drive folder, Annexes 7 and 8,

In progress

Appendix 5: Evaluation of the visual relations and viewpoints in the World Heritage Site

In progress

ANHANG

Anhang 1: Schutzgebiete innerhalb der Welterberegion

Anhang 2: Archäologie, Siedlungsformen und Baukultur der Ortsgebiete innerhalb der Kern- und Pufferzone

Anhang 3: Flächennutzung im Bereich der Seeanlagen

Anhang 1: Schutzgebiete innerhalb der Welterberegion

Abbildung 01-01: Natur- und Landschaftsschutz

Abbildung 01-02: Zonierung des Nationalparks

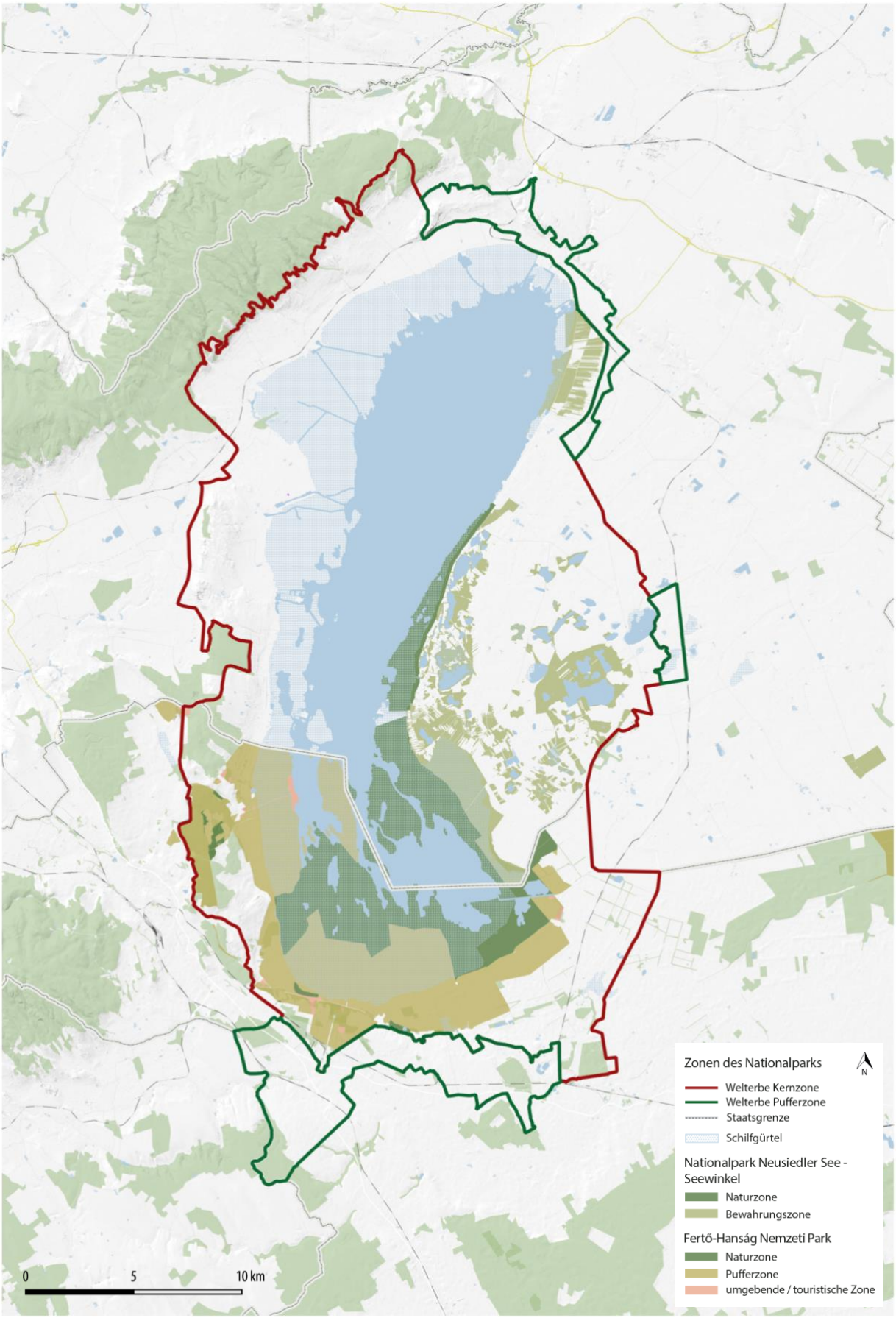


Abbildung 01-03: Vorrangflächen

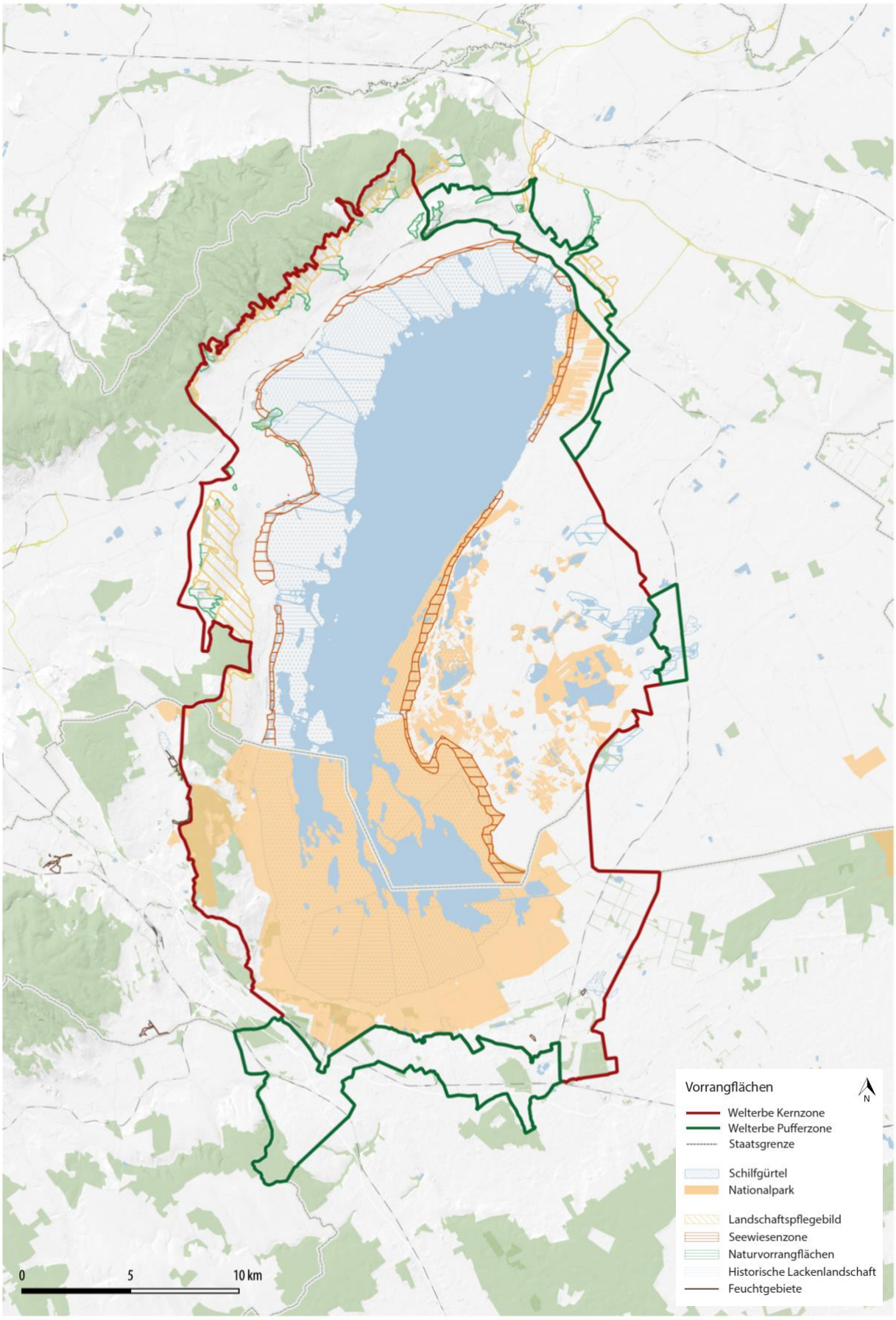


Abbildung 01-04: Ramsar-Schutzgebiet

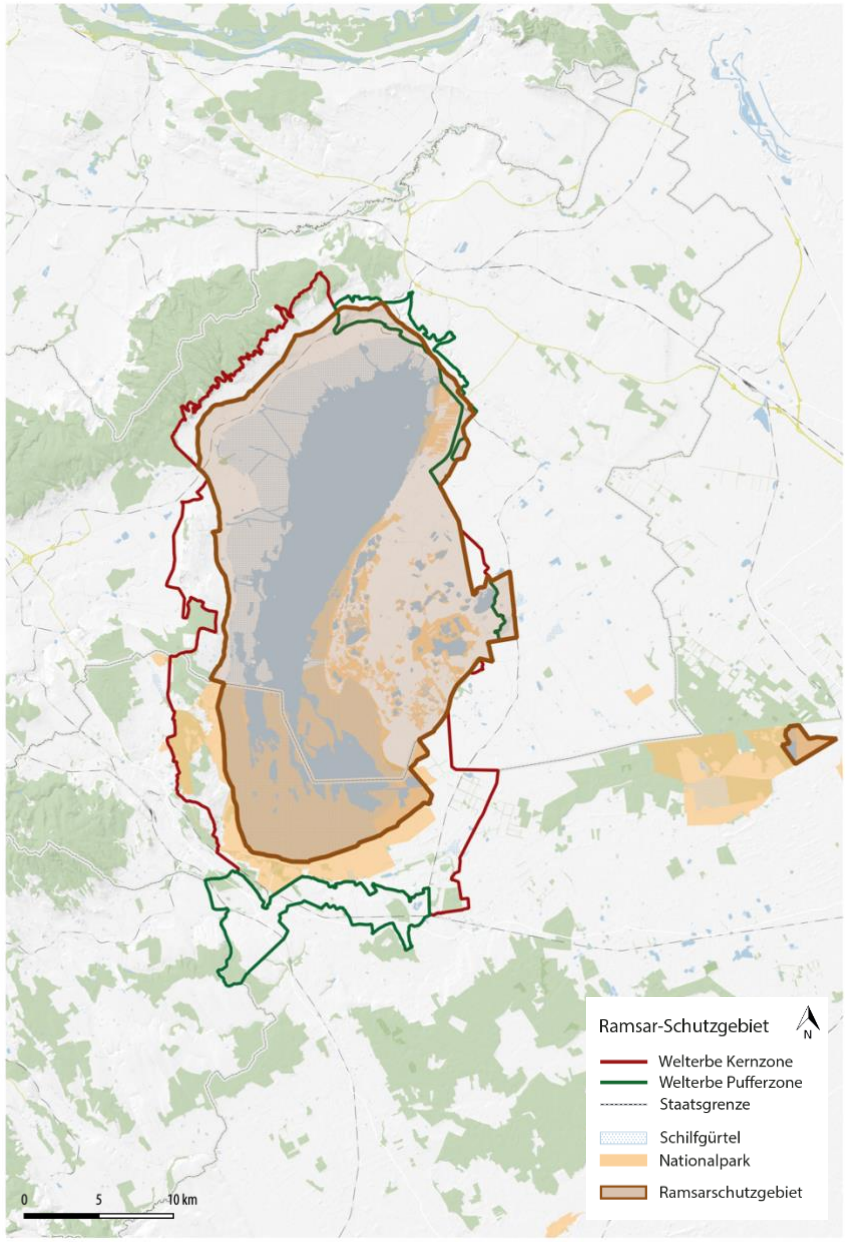
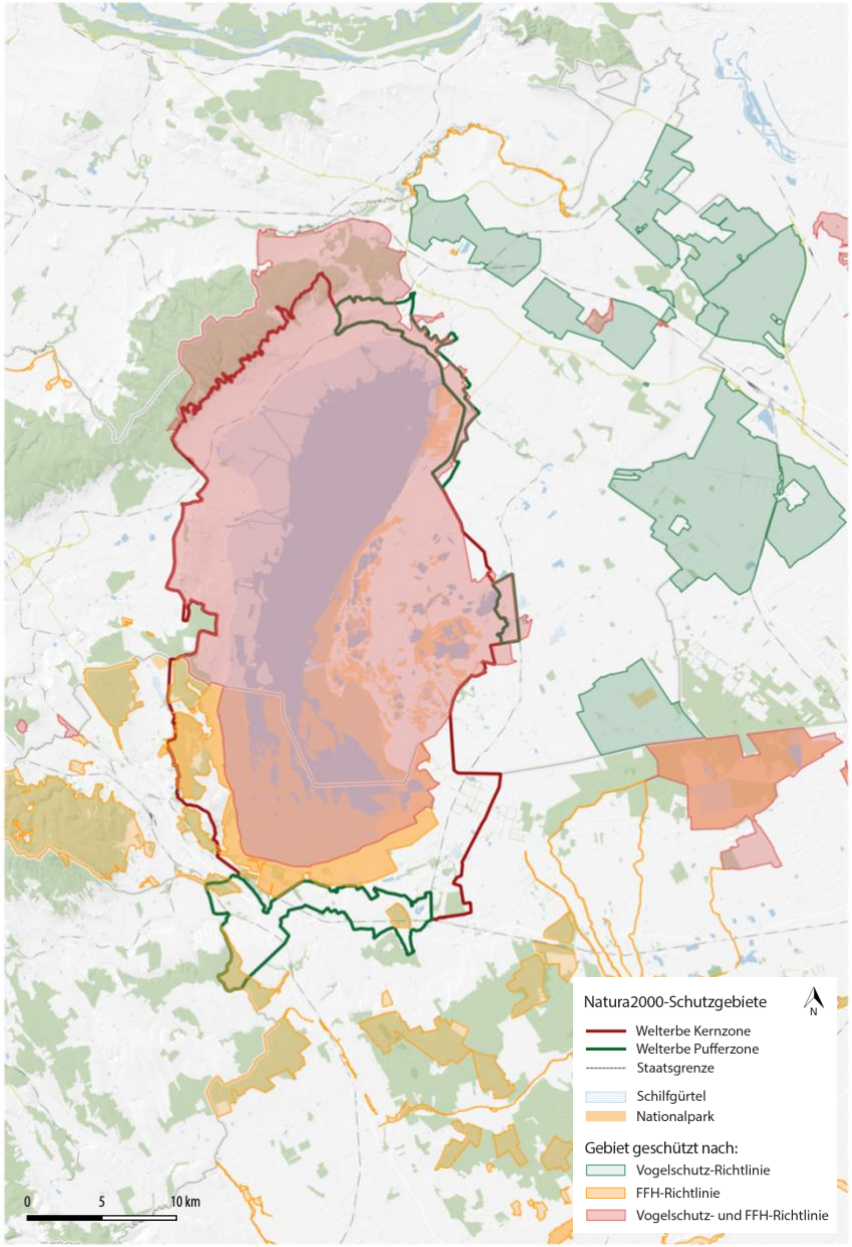


Abbildung 01-05: Natura2000-Schutzgebiet



Anhang 2: Archäologie, Siedlungsformen und Baukultur der Ortsgebiete innerhalb der Kern- und Pufferzone

Bedeutende frühe Siedlungsspuren (archäologische Fundstätten)	Historische Situation, Orts- und Hausformen und Ortsentwicklung	Bedeutende Bauten, Ensembles und Kulturstätten
Mörbisch / Fertőmeggyes		
Siedlungsfunde bis in die Jungsteinzeit, Gutshof aus der Römerzeit, Villa rustica (Hofwiesörter), frühmittelalterliche Funde	Schmalanger/Straßendorf mit regelmäßigen Reihen von Streckhöfen, Hakenhöfen und Kleingehöften sowie Mehrparteienhöfen in Hofgassen, zahlreiche Erweiterungen rund um den Ortskern	- röm.-kath. Pfarrkirche mit gotischem Westturm - evang. Pfarrkirche mit neugotischer Fassade - geschlossene Scheunenreihe hinter der Hauergasse - Ensemble Hofgassen mit Wohnbauten, Speichern und Stadeln/Scheunen - Heimathaus in einer alten Hofgasse (Hauptstr. 23) - mehrere Kleindenkmäler (Gemeinschaftsbrunnen und Brunnengebäude im Ensemble Hofgassen, Hauptstr. 39 bzw. 43) - Seebühne Mörbisch
Rust / Ruszt		
Siedlungsfunde bis in die Jungsteinzeit, neolithische Siedlungen (Baumgarten und Kleine Gasse), Funde aus der Bronzezeit, La-Tènezeit, zahlreiche römische Funde, mittelalterliche Funde im Altstadtbereich	Stadtanlage mit Rechteckplatz, der Platz wurde später bebaut, seit 1681 Freistadt Erweiterungen als Mehrstraßendorf, Streckhöfe, Hakenhöfe, Drei- und Vierseithöfe (Bürgerhäuser), Mitte des 19. Jahrhunderts noch direkt am Seeufer gelegen, zahlreiche Erweiterungen rund um die unter Denkmalschutz stehende Altstadt, Hotels und Gastronomie sowie mehrere Hundert Seehütten am Seeufer und im Schilfgürtel, Ruster Bucht, Romantica-Siedlung	- Fischerkirche mit Kern aus der Romanik und frühmittelalterl. Resten - röm.-kath. Pfarrkirche aus dem 17. Jhdt - evang. Pfarrkirche aus dem 18. Jhdt. - ehem. Bürgerspital und Armenhaus (renoviert von Architekt Johann Schandl) - Rathausplatz (Sanierung 2017) - Gesamte Altstadt (innerhalb der ehem. Stadtmauer) denkmalgeschützt (1975 vom Europarat zur Modellstadt erklärt, zahl. hist. Bürgerhäuser) - Weinakademie Rust im Seehof (renoviert von Kaitna-Smetana Architekten) - Kremayr-Haus am Konradplatz 2 (Stadtmuseum und Kunstsammlung von Rudolf Kremayr) - mehrere Kleindenkmäler (Adlerbrunnen am Hauptplatz, Tabernakelbildstock)
Oggau / Oka		
Funde aus der Glockenbecherkultur und der Bronzezeit, römische Siedlungsreste, röm. Relief	Breitstraßendorf, mit Streckhöfen, Zwerch und Hakenhöfen, Fassaden oft modernisiert, Hofgassen vielfach erhalten, Verwüstungen in den Türkenkriegen (1529, 1532, 1683) und im Kuruzzenkrieg (1705), mehrere Erweiterungen v.a. nördlich des Ortskerns und entlang der Seegasse	- röm.-kath. Pfarrkirche, einheitl. Barockbau, ehem. Friedhof um die Kirche - Pfarrhof an der Hauptstraße aus dem späten 18. Jhdt. - Kuruzzenlöcher (birnenförmige Verstecke, tw. unterirdisch verbunden) - mehrere Kleindenkmäler (Röm. Relief an der Ostseite des Friedhofs, Rosalienkapelle, Tabernakelpfeiler) - Land-Art Skulptur Bruckschweiger

Donnerskirchen / Fertőfehéregyháza		
Gruben eines frühneolithischen Bauerndorfs im Bereich des Golfplatzes, keltische Hügelgräber auf dem Schönleitenberg, Höhensiedlung aus der Hallstattzeit, römischer Gutshof mit Funden von Bruchstücken einer frühchristlichen Altarplatte	Breitangerdorf mit bebautem Anger, Streck- und Hakenhöfe, z.T. traufständig bzw. giebelständig mit abgewalmtem Giebel Reste der Ortsbefestigung an der Südwestseite, mehrere Erweiterungen entlang der Ausfallstraßen (Hauptstraße, Wiener Straße, Bahngasse) und in den Hügeln	- röm.-kath. Pfarrkirche, einheitlicher Barockbau aus dem frühen 17. Jahrhundert in Höhenlage - Filialkirche in der Ortsmitte, erbaut 1781-1783 - Leisserhof, Hauptstraße 57, ehem. Schloss der Fürsten Eszterházy, Wiederaufbau 1611 - Scheunenzeile - mehrere Kleindenkmäler (Pranger im Ortskern, erbaut 1666, Florianikapelle, Achatiuskapelle, Lichtsäule) - Meierhof (Biolandgut Esterházy)
Purbach /Feketeváros		
alt/mittel/jungneolithische Siedlungsfunde (Fundzone Fellner und Lascher), Funde aus der frühen und späten Bronzezeit, hallstattzeitliche Siedlung mit Gräberfeld auf dem Burgstall, der sich nördlich des heutigen Ortskerns befand, Römische Villa Siebenmahdäcker, mittelalterliche und neuzeitliche Funde im Ortskern	Breitangerdorf entlang des Dorfbachs, später als Platz ausgebaut, Ortskern innerhalb der Stadtbefestigung mit späteren Erweiterungen, Streck-, Haken- und Dreiseithöfe sowie Kleingehöfte, straßenseitig vielfach modernisiert, zahlreiche Erweiterungen entlang der Ausfallstraßen, Richtung See, Richtung Leithagebirge, Florianisiedlung, Austrotherm-Werk	- röm.-kath. Pfarrkirche im Ortskern, Barockbau mit hohem viergeschoßigen Nordturm, erbaut 1674-1677 - Nikolauszeche, erbaut im 16. Jhdt, (revitalisiert von Architekt Ernst Hiesmayr, 1964) - Pfarrhof erbaut 1742 - St. Anna Kapelle - Ortsbefestigung und Tore, errichtet 1630-1634, vierseitiger Mauerring mit gerundeten Ecken, weitgehend erhalten - Scheunenzeile (denkmalgeschützte Ortsbefestigung mit Scheunen) - Schanzwerke am Osthang des Leithagebirges, mittelalterl. Fluchtburgen - Historische Kellerviertel / Kellergassen - Weinhauerhaus (Architekt Ernst Hiesmayr, erbaut 1976) - Haus am Kellerplatz (Vinothek) im ehem. Feuerwehrhaus (umgebaut von atelier 72.14, Gmeiner, Göll, 2013) - Gut Purbach (renoviert von Kaitna-Smetana Architekten)
Breitenbrunn / Fertőszéleskút		
urgeschichtliche Siedlung/Höhensiedlung auf dem Kirchenberg mit altneolithischen und neolithischen Funden, römerzeitliche Funde im Ortskern und römerzeitliche Gräber (Zeiseläcker), mittelalterlicher Burgstall nördlich des Ortskerns	Breitangerdorf mit bebautem Anger zwischen Kirchengasse und Josef-Haydn-Gasse, Erweiterungen im 19. Jahrhundert, Streck- und Hakenhöfe sowie traufseitig zur Straße stehende Bürgerhäuser, Bildhauertradition (Breitenbrunner Stein), Erweiterungen v.a. Richtung Süden und in den Hängen Richtung Leithagebirge	- röm.-kath. Pfarrkirche, Barockbau am Südrand des Marktes innerhalb eines Wehrkirchhofs aus dem 17. Jhdt. - Wehrturm, Reste der Stadtbefestigung - Turmmuseum im Wehrturm: archäologische, paläontologische und heimatkundliche Sammlung (Windener Höhlenbär) - Kellerviertel - mehrerer Kleindenkmäler (Kreuzkapelle, Florianikapelle, Lichtsäule, Pestsäule, Fieberkreuz, Ecce-Homo-Statue) - Land-Art-Projekt „Die Grube“ von Peter Noever, ehemaliger Steinbruch, Weinkeller aus Sandstein (seit 2019 unter Denkmalschutz)

Winden / Sásony		
Streufunde im gesamten Gemeindegebiet, jungsteinzeitliche Siedlung, Gräber und Siedlungsstellen der frühbronzezeitlichen Wieselburger Kultur, weit ausgedehnte Siedlung der mittleren Hallstattzeit, Mauerreste aus der röm. Antike, röm. Siedlungsreste (u.a. Römische Villa Rustica Flur Rübäcker, Hutweide, oberhalb der Scheibenäcker), röm. Gutshof mit Fund einer antiken Weinpresse (Gritschmühle, awarenzeitl. Streufunde (Ried Wiesenäcker), Verlauf der Bernsteinstraße durch das Ortszentrum [Bärenhöhle mit paläontologischen Funden eiszeitlicher Höhlenfauna nördlich der Ortschaft am Zeilerberg]	Angerdorf (angelegt vor 1100), mit sehr langem Anger entlang eines Bachs (1969 kanalisiert), an der Römerstraße Carnuntum-Scarabantia, relativ breite Parzellen, zahlreiche traufständige zweigeschoßige Dreiseithöfe, Ende des 19. Jhdts. häufig umgebaut in Vierseithöfe, strukturell gut erhaltener Ortskern, viel Naturstein lange in Besitz des Zisterzienser Klosters Heiligenkreuz (Heiligenkreuz hat noch immer Grundbesitz, daher blieb das Seeufer unbebaut), kleinere Erweiterungen Richtung Norden/Zeilerberg und Richtung Nord-Osten (Wohnanlagen)	- röm.-kath. Pfarrkirche am Südende der Ortschaft, Pfarre vor 1453, Kirche 1725 errichtet - mehrere hist. Höfe - Bauernhof, ehem. Gasthof Wolf (ehem. Wirtschaftshof des Stiftes Heiligenkreuz - Kellergassen, Kellerviertel - Scheunenreihe an der Westflanke des Ortes - Skulpturengarten bei der Gritschmühle von Wander Bertoni, Pavillon entworfen von Johannes Spalt (2001), Eiermuseum (geplant von Architekturbüro gaupenraub +/- , 2010) - Mehrere ehem. Mühlen: - Kientzl-Mühle in der Bahnstraße (ehem. Wasser- und Windmühle, renoviert von Ingrid und Christian Reder, Wehr-Skulptur am kanalisierten Mühlbach von Walter Pichler) - Janisch-Mühle in der Bachgasse (ehem. Wassermühle, später Galerie Moser) - Gritsch-Mühle am Zeilerberg (Wassermühle am Gelände Wander Bertoni) - Mühlenhof im Ortskern der Familie Fröch (elektrisch betriebene Mühle aus den 1930er-Jahren) - mehrere Kleindenkmäler und Kapellen (Annakapelle, Pestkreuz, Sonnenanbeter von Wander Bertoni auf dem Kirchberg)
Jois / Nyulas		
urgeschichtliche Funde und Funde aus der Jungstein- und Bronze-, Hallstattzeit (z.B. Attleshofberg, Joiser Heide), awarenzeitliche Streufunde und Funde aus der Römerzeit	Straßendorfanlage vor 1100, mit Streck- und Hakenhöfen, z.B. traufständig, größtenteils modernisiert, vereinzelt hist. Hoftypen, intakte Hintausgassen, Erweiterungen in mehrere Richtungen, Betriebsgebiet im Nordosten, Inselwelt Jois	- röm.-kath. Pfarrkirche und Friedhof auf einer Anhöhe oberhalb der Hauptstraße, Barockbau auf romanischem Vorgängerbau - röm.-kath. Herz-Jesu-Kirche aus den 1930er-Jahren über dem Keller eines barocken Schüttkastens - Ortskundliches Museum, Untere Hauptstraße 23 - Wetschkahof, ursprüngl. mittelalterl. Edelhof - mehrere Kleindenkmäler (Lichtsäule aus dem 15. Jhdt., Zehetner Kreuz in der Ried Greiner, 17. Jhdt)
Neusiedl am See / Nezsider		
prähistorische Funde, jungsteinzeitl. Funde u.a. an der Grenze zu Weiden, hallstatt-, frührömer- und awarenzeitl. Gräber auf den Zitzmannsdorfer Wiesen,	Lang gestrecktes Schmalanger- oder Breitstraßendorf, ehem. geschlossene Dorfanlage mit Stadttoren, keine Mauer (in Kriegszeiten mussten die Bauern ihre Stadeltore geschlossen halten bzw. vermauern), ehemalige Streck- und Hakenhöfe, z.T. mit	- röm.-kath. Pfarrkirche, alter Friedhof, abseits der Hauptstraße in erhöhter Lage. Pfarre vor 1313, gotischer Bau (barockisiert) - Kalvarienberg - Tabor, Turmruine, Reste einer Burg - Bürgerhäuser in der Hauptstraße - Kellergasse am Wagram

mittelalterliche Funde im Ortskernbereich, spätmittelalterl. Siedlungsreste der untergegangenen Ortschaft Zitzmannsdorf, Teile der Kuruzzenschanze aus dem frühen 18. Jhdt	Zwerchtrakten, einige erhaltene zweigeschoßige barocke Höfe, großteils modernisiert, großflächige Erweiterungen, großes Betriebs- und Gewerbegebiet im Norden, entlang der B50 fast mit Parndorf (Outlet) zusammengewachsen, Erweiterungen der Wohngebiete Richtung See, Seepark	- Kulturstadl Neusiedl, Weinwerk Burgenland/Haus im Puls: Revitalisierung eines alten Weinbauernhofs (erstmals erwähnt 1500) in Kombination mit zeitgenössischer Architektur, Kulturzentrum und Vinothek (Halbritter & Hillerbrand Architekten, 2003) - Galerie „In der Gerbgruben“ - ehemalige Kaserne (nach langem Leerstand Umbau in Wohnungen, u.m.a. Architekten, 2019) - mehrere Kapellen und andere Kleindenkmäler (Pestsäulen, Brunnenhäuser und Brunnen)
Weiden am See / Védeny		
zahlreiche prähistorische Streufunde, Nekropole der Wieselburger Kultur, Überreste des Hauptgebäudes der römischen Villa auf den Kirchenäckern	Dreiecksangerdorf mit der Kirche auf dem Anger und trichterförmiger Erweiterung zum See hin, Streckhöfe großteils traufständig, großteils modernisiert bzw. durch Neubauten ersetzt, mehrere Erweiterungen, Richtung Zeiselberg relativ kompakt, Seepark mit zahlreichen Ferienhaussiedlungen auf fünf künstlichen Halbinseln, Betriebsgebiet an der B51	- röm.-kath. Pfarrkirche im Ortsteil Neustift, erbaut 1782-1786 - Kath. Pfarrhof aus dem 18. Jhdt. - Villa rustica (Freilichtanlage und Ausbau als Schutzbaumuseum bis 2024 geplant) - Kellergasse - ehem. herrschaftliches Granarium des Raaber Domkapitels aus dem früheren 19. Jhdt., heute Wohnungen und Büros - mehrere Kleindenkmäler (Pestsäule, Ecce-Homo-Säule)
Podersdorf / Pátfalu		
mehrere stein-, bronze, eisen- und römerzeitliche Funde, awarenzeitliches Gräberfeld in der Winkeläcker-Flur südlich von Podersdorf. mittelalter. und neuzeitl. Siedlungsreste in der Flur Gabel	Straßenangerdorf (heute Seegasse) quer zur Durchfahrtsstraße, Einzelhof (Georgshof), einziger schilffreier Uferabschnitt, ehem. Haken- und Streckhöfe großteils ein- bis zweigeschoßig traufständig umgebaut, zahlreiche Erweiterungen seit den 1930er-Jahren, ab den 1960er-Jahren Ausbau als Tourismusort v.a. entlang der Seeuferstraße/Campingstraße	- röm.-kath. Pfarrkirche und Pfarrzentrum, erbaut 1791 im Spätbarock, Pfarrzentrum (entworfen von lichtblau.wagner, 1999) - Windmühle am südl. Ortsende - mehrere Kleindenkmäler aus dem Barock (Dreifaltigkeitssäule, Julakreuz)
Illmitz / Illmic		
zahlreiche jungstein- bis römerzeitliche Funde (u.a. um den Oberen Stinksee, spätjungzeitl. Grab in der Ried Teilung), röm. Gräber westlich des Zicksees, Mithrasaltar auf der Hutweide, awarenzeitl. Grabfunde im Ortsgebiet,	Dreiecksanger/Straßenangerdorf (Unterillmitz) und Straßendorf (Oberillmitz) im Lackengebiet, 1905 vereinigt, eine ältere Siedlung auf einer Anhöhe beim Kirchsee wurde vermutlich wegen mehrmaliger Überschwemmungen aufgegeben und im 17./18. Jahrhundert an den heutigen Standort von Unterillmitz verlegt,	- röm.-kath. Pfarrkirche auf dem Anger, erbaut um 1790 im Spätbarock (Erweiterung 1978 als Beton-Holzbau) - Bäuerliche Barockbauten (Florianigasse) - Brunnen am Hauptplatz - Rohrscheunen, schilfgedeckte Puszta-Scheune (Rekonstruktion einer Kreuzscheune, erbaut 1859, nach zwei Bränden Mitte der 1990er-Jahre wiederaufgebaut) - mehrere Kleindenkmäler (z.B. Lichtsäule, Nepomuksäule, Martinsäule Mariensäule)

urnenfelder-zeitl (spätbronzezeitl.). Grabstelle in der Ried Fuchslochhöhle, Siedlungsreste des Ortes Katzendorfs an der Grenze zu Podersdorf (Wüstung vermutl. 1529), Wüstung Kirchsee	Streck- und Hakenhöfe, großteils modernisiert bzw. durch Neubauten ersetzt, umgeben von Lacken (z.T. ausgetrocknet), mehrere Erweiterungen um den Ortskern (u.a. Siedlung Angergasse erbaut 1940), einzelne Wohnanlagen (z.B. an der Pfarrwiese)	- Nationalparkzentrum - Neubau Biologische Station (geplant von Andreas Lang, 2015) - Birdwatching-Hide am Sandeck (geplant von Ulrike Kusztrich-Wolf, 2021)
Apetlon / Mosonbánfalva		
römerzeitlicher Münzfund in der Nähe der langen Lacke und in der Ried Neubruch, neuzeitliche Münzfunde hallstattzeitl. Hügelgrab (unter der Rosaliakapelle) römerzeitliche und neuzeitliche Siedlungsfunde beim Roten Kreuz, Keramik- und Ziegelfunde der früheren 1410 nach einer Überschwemmung aufgegebenen Siedlung in der Ried Häusergstätten	ehem. Breitangerdorf, 1410 nach Überschwemmung der früheren Siedlung neu angelegt, der ursprünglich bis zu 160 Meter breite Anger zwischen Wasserzeile und Kirchengasse wurde bebaut, ehem. Streck- und Hakenhöfe großteils modernisiert bzw. durch Neubauten ersetzt, zahlreiche Kleinhäusler, Meierhöfe Paulhof und Apetloner Hof, mehrere Erweiterungen um den Ortskern	- röm.-kath. Pfarrkirche, wiedererrichtet 1702 (in den 1970er-Jahren Erweiterungsbau in Beton von Josef Patzelt) - bäuerliche Barockbauten, z.B. Hufnagelhaus (Raiffeisenplatz 3, nach baulichen Veränderungen nicht mehr unter Denkmalschutz) - Rosalia-Kapelle (1713 auf einem hallstattzeitl. Hügelgrab errichtet, seit 2009 unter Denkmalschutz) - mehrere Kleindenkmäler (Rotes Kreuz, Weißes Kreuz/Mariensäule aus dem Barock, Horvath-Kreuz, Antoniuskapelle 1920er-Jahre)
Fertőrákos / Kroisbach		
neolithische Funde (Hegy und Fő utca) bronzezeitliche und eisenzeitliche Funde (Kőhidai-dűlő, Sopronkőhida) Mithrastempel an der heutigen Staatsgrenze römischer Steinbruch römische Villen (Fertőrákos-Alsóültetvény, Fertőrákos-Golgota) römische Gräber (Fő utca) mittelarlterliche Funde	langgezogenes Straßendorf auf einer Anhöhe mit Streck- und Hakenhöfen, z.T. mit straßenseitigen Zubauten, bis 1945 war Fertőrákos im Besitz des Bischofs von Györ, mehrere Erweiterungen	- röm.-kath. Kirche aus dem Mittelalter - Bischofspalast - Römischer Steinbruch am nördlichen Ortsrand - Mithrastempel aus dem 3. Jhdt. n. Chr. an der Staatsgrenze - Heimatmuseum - leerstehende Wassermühle - Reste der mittelalterlichen Stadtmauer - Denkmalgeschützter Ortskern mit vielen unter Denkmalschutz stehenden Häusern und Wirtschaftsgebäuden
Balf / Wolfs (Teil der Stadt Sopron)		
römische Funde (Balf-Ránis) mittelalterliche Funde	Schmalangerdorf, ehem. entlang eines Bachs, heute erweitert, mit Streckhöfen, historisch bedeutender Kurort, Teil der Stadtgemeinde Sopron	- röm.-kath. Pfarrkirche aus dem 14. Jhdt. mit barockem Gewölbe aus dem 17. Jhdt. - Holocaust-Mahnmal - Badkapelle aus dem Spätbarock mit Wandmalereien von Dorfmeister (leider ist das alte Kurbad nicht mehr vorhanden) - Kurhotel aus dem Spätbarock, Ende des 19. Jhdts. neu aufgebaut - Pietà-Statue, erbaut 1736 - Marienstatue, erbaut um 1840

Fertőboz / Holling		
bronzezeitliche Funde (Fertőboz-Gradina) römerzeitliche Gräber unter dem Gradina-Hügel	kleines Straßendorf an der Seeuferstraße mit z.T. erhaltenen giebelständigen Streckhöfen, Erweiterung um Kisboz	- barocke röm.-kath. Pfarrkirche (erbaut 1703, renoviert 1903) - frühklassizistische Gloriette auf dem Hügel über dem Ort, 1801 - Barockskulpturen (Hl. Antonia, Ecce-Homo, 2. Hälfte 18. Jhdt.)
Nagycenk / Großzinkendorf		
neolithische und kupferzeitliche Funde, mittelalterliche Funde	Mehrstaßen bzw. Straßendorf, bestehend aus den beiden Ortsteilen Nagy- und Kiscenk (Groß- und Kleinzinkendorf), Streck- und Hakenhöfe, mehrere Erweiterungen	- Schloss und Lindenallee Széchenyi aus dem Barock, im 19. Jhdt. aufgestockt und erweitert - Széchenyi Mausoleum - Pfarrkirche aus dem 19. Jhdt., erbaut von Miklós Ybl
Hidegség / Leinandrä		
neolithische, kupferzeitliche, bronzezeitliche und eisenzeitliche Funde (Templomdomb, Torum-Hügel) mittelalterliche Funde	Straßendorf mit Streck- und Hakenhöfen, kleinere Erweiterungen zum Mehrstraßendorf	- mittelalterl. Kirche St. Andrä /Szent András mit romanischem Altarraum (Apsis, Rotunde), Turm aus dem 12. Jhdt., ursprünglich einschiffig, heute dreischiffig, barockes Kirchenschiff, erweitert 1889, Fresken aus dem 12./13. und 16. Jhdt. - Barockskulpturen (Hl. J.-Nepomuk, Hl. Georg, Ecce-Homo und Kriest aus dem 17./18. Jhdt.
Fertőhomok / Umok		
kupferzeitliche Funde in den Weinbergen, bronzezeitliche Funde (Domb-dűlő), eisenzeitliche Funde (Akác utca)	Straßendorf an der Seeuferstraße mit z.T. erhaltenen giebelständigen Streckhöfen, großzügige EFH-Erweiterungen, heute mit Hegykő zusammengewachsen	- Standbild des Hl. Antonius, Dreifaltigkeitssäule aus dem Barock, 18. Jhdt. - Bauernhaus als Dorfmuseum
Hegykő / Heiligenstein		
zahlreiche bronzezeitliche und eisenzeitliche Funde römische Villa (Homokbánya) Funde der germanischen Hegykő-Gruppe, mittelalterl. Funde	Mehrstraßendorf mit Streckhöfen im Ortskern, hatte im 17. Jhdt. das Stadtrecht, später Bedeutung durch Gemüseanbau und Thermalbad, Erweiterungen folgen großteils dem Muster langer, schmaler Parzellen, heute mit Fertőhomok zusammengewachsen	- Pestsäule, Pietà-Statue und Standbild des Hl. Michael aus dem Barock, 18. Jhdt. - Heimatmuseum Csipkeház - Mahnmal am ehem. Eisernen Vorhang
Fertőszéplak / —		
bronzezeitliche Funde (Téglagyár, Várhely, Ady-Endre utca)	ehemals ein Straßendorf entlang der Seeuferstraße, Erweiterungen zum Mehrstraßendorf ausgehend von der Straßengabelung um den Kirch- und Schlosshügel im Ortskern, ehemals Wohnsitz der Széchenyis, giebelständige Streckhöfe, z.T. modernisiert, noch erhaltene denkmalgeschützte Hof-Ensembles mit Arkaden-Eingängen am Beginn der Nagy-Lájos utca,	- röm.-kath. Kirche aus dem Barock (1728-35), vermutl. mittelalterlicher Vorgängerbau - Barocker Kalvarienberg (1736 / 1767-70) und Herz-Jesu Statue aus dem frühen 20. Jhdt. - früheres Schloss Széchenyi, Barock um 1670, später umgebaut als Granarium/Kornspeicher (heute Welterbe-Ausstellung und Welterbebüro) - Ensemble einheitlich gebauter Arkadenhäuser entlang der Nagy-Lájos

	entlang der Nagy-Lájos/Fő utca mit Fertőd zusammengewachsen, an der Westseite des Dorfes neues Wohngebiet in Anlehnung an traditionelle Bauformen	utca aus dem 19. Jhdt., Dorfmuseum - Barockskulpturen (Hl. Anna, Hl. J.-Nepomuk, Marienstatue und Dreifaltigkeitssäule aus dem 17./18. Jhdt. - Bahnlampenmuseum
Fertőd / —		
eisenzeitliche Funde, römerzeitliche Straße, awarenzeitliche (Nyárliget-Sertéstelep, Tőzeggyármajor-Nyerfő-Hügel) und mittelalterliche Funde	alter Ortskern Süttor, Anger/Straßendorf mit Streckhöfen, das nicht zum Welterbegebiet gehört, nach dem Schlossbau in Fertőd umbenannt, mehrere Erweiterungen, heute entlang der Ausfallstraßen mit den Nachbarorten zusammengewachsen, großer Industriebetrieb nördlich der Fő utca	- Schloss und Schlosspark Fertőd-Esterháza aus dem 18. Jhdt., im 19. Jhdt. erweitert - kath. Kirche aus den 1980er-Jahren, als der Kirchenbau in Ungarn sehr beschränkt war
Sarród / Schrollen		
bronzezeitliche Funde (Fésűs sarok) römische Villa bzw. römerzeitliche Funde (Keréktő-dűlő, Kétrendes), awarenzeitliche Funde (Nyárosmajor-25-24-es táblák, Gáncshalmidomb, Nyárosmajor-Pomogyi úttól DNy-ra)	ehemals Straßendorf mit Erweiterungen zum Mehrstraßendorf, ehemals direkt am Seeufer gelegen, verfügte bis zur Austrocknung im 19. Jhdt. über einen Fährbetrieb, die frühere Uferlinie ist z.T. noch im Gelände erkennbar, zahlreiche erhaltene meist giebelständige Streckhöfe entlang der Fő utca, entlang der Kossuth utca heute mit Fertőd zusammengewachsen	- röm.-kath. Pfarrkirche aus dem Barock (erbaut 1752, im 19. Jhdt. im klassizistischen Stil wiederaufgebaut - barocke Pestsäule und Pietà aus dem 18. Jhdt. - schönes Ensemble von alten Bauernhäusern - Heimatmuseum in einem Bauernhaus aus dem frühen 19. Jhdt.

Anhang 3: Flächennutzung im Bereich der Seeanlagen

Die folgenden Karten geben einen groben Überblick über die Flächennutzung im Bereich der Seeanlagen (Rust, Mörbisch am See, Breitenbrunn, Neusiedl am See, Weiden am See, Podersdorf am See und Illmitz). Zudem wurde eine grobe Abmessung der einzelnen Nutzungen auf Grundlage eines Orthofotos aus dem Jahr 2019 vorgenommen. Die angegebenen Flächenangaben dienen zur Orientierung und dürfen nicht als Absolutzahlen betrachtet werden, da diese nicht parzellenscharf eingezeichnet wurden. Zudem wurden jene Wasserflächen, die unmittelbar mit der Nutzung zusammengehören, in die Berechnung mit aufgenommen. Die miteinbezogenen Flächen sind auf den Abbildungen ersichtlich. Die einzelnen Flächen wurden in 13 Nutzungen (siehe Legende *Nutzung der Seebereiche*) eingeteilt. Die Kategorie *Gastronomie / Gästehaus* bezieht sich auf Gebäude außerhalb des Seebades. In die Kategorie *Yacht Club / Segelschule* wurden die Gebäude sowie die umliegende Fläche miteinbezogen.

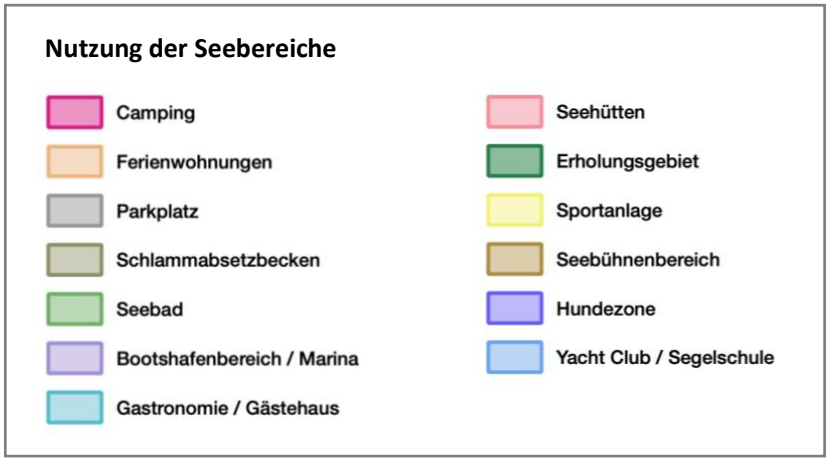
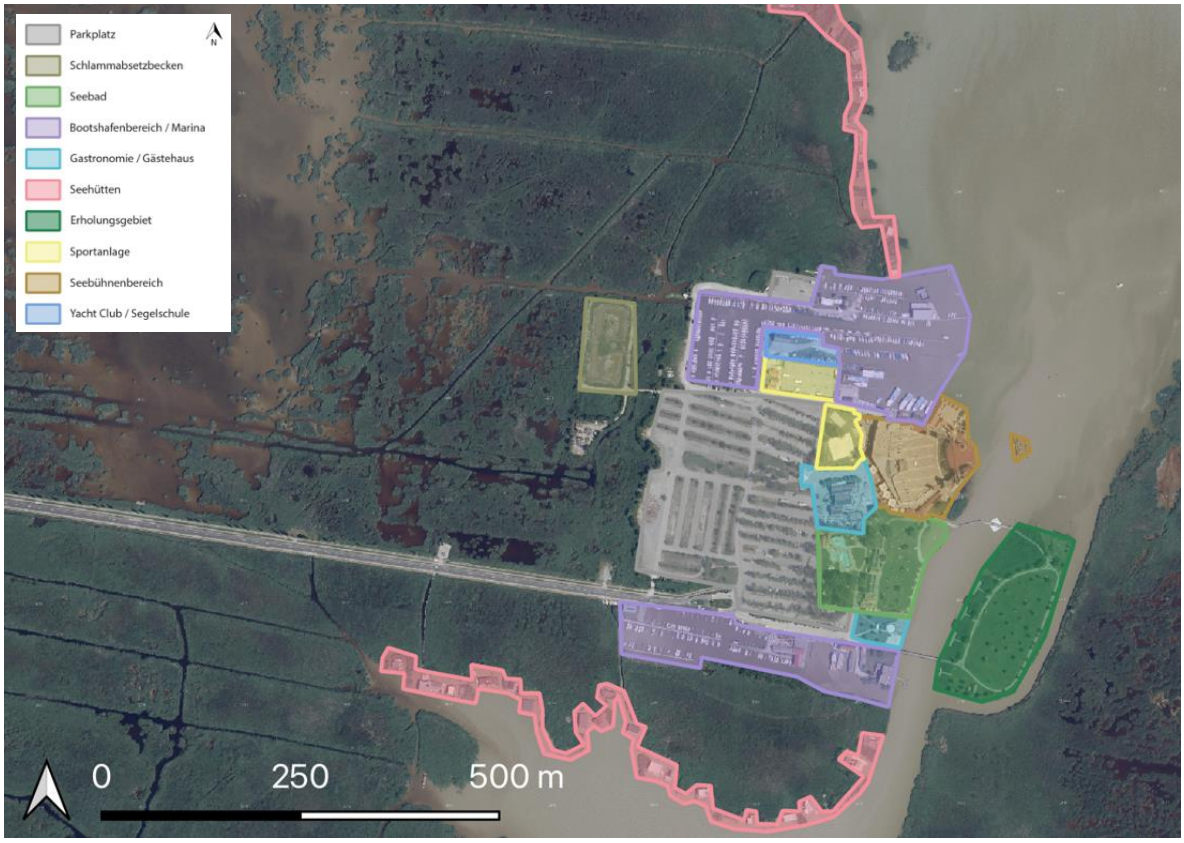
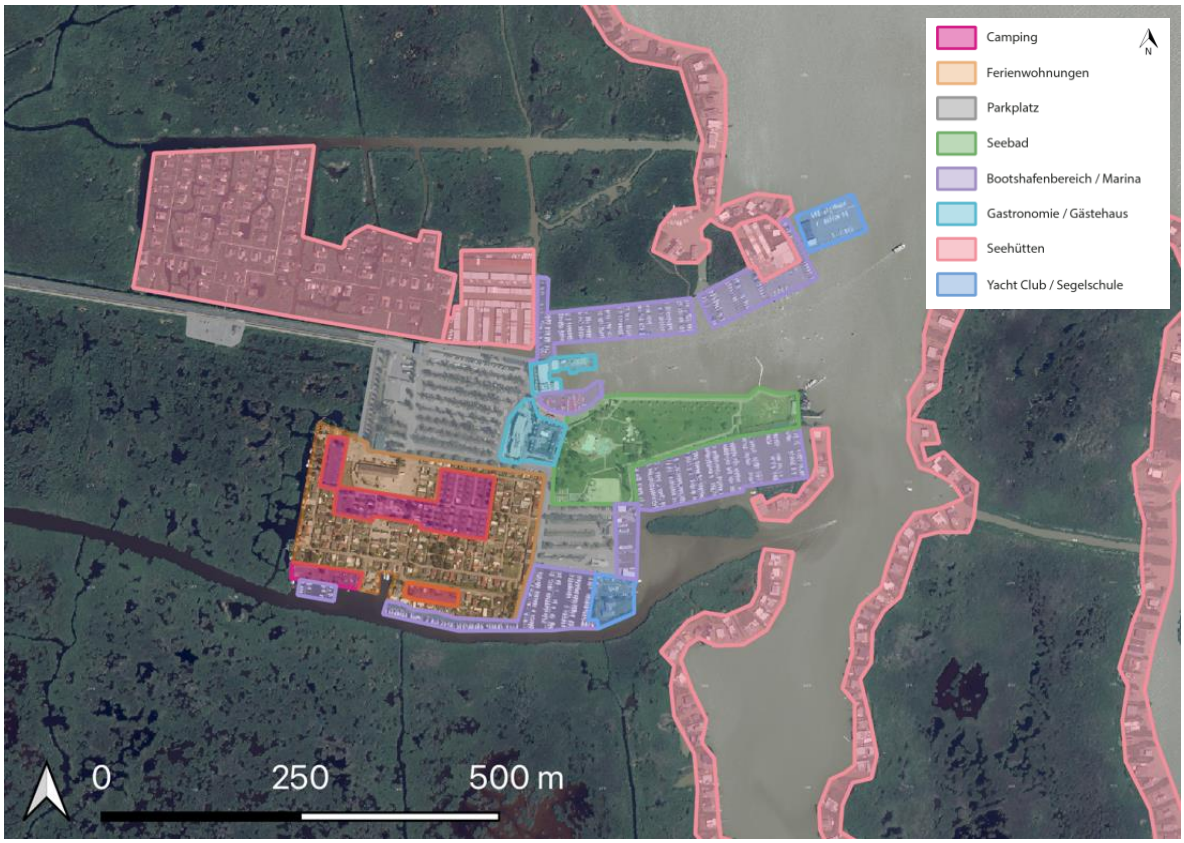


Abbildung 03-01: Mörbisch am See



Bootshafenbereich / Marina	6,22
Erholungsgebiet	2,22
Gastronomie / Gästehaus	0,84
Parkplatz	5,65
Schlammabsetzbecken	0,76
Seebad	1,59
Seebühnenbereich	1,63
Seehütten	2,65
Sportanlage	0,79
Yacht Club / Segelschule	0,28
GESAMT	**22,63**

Abbildung 03-02: Rust

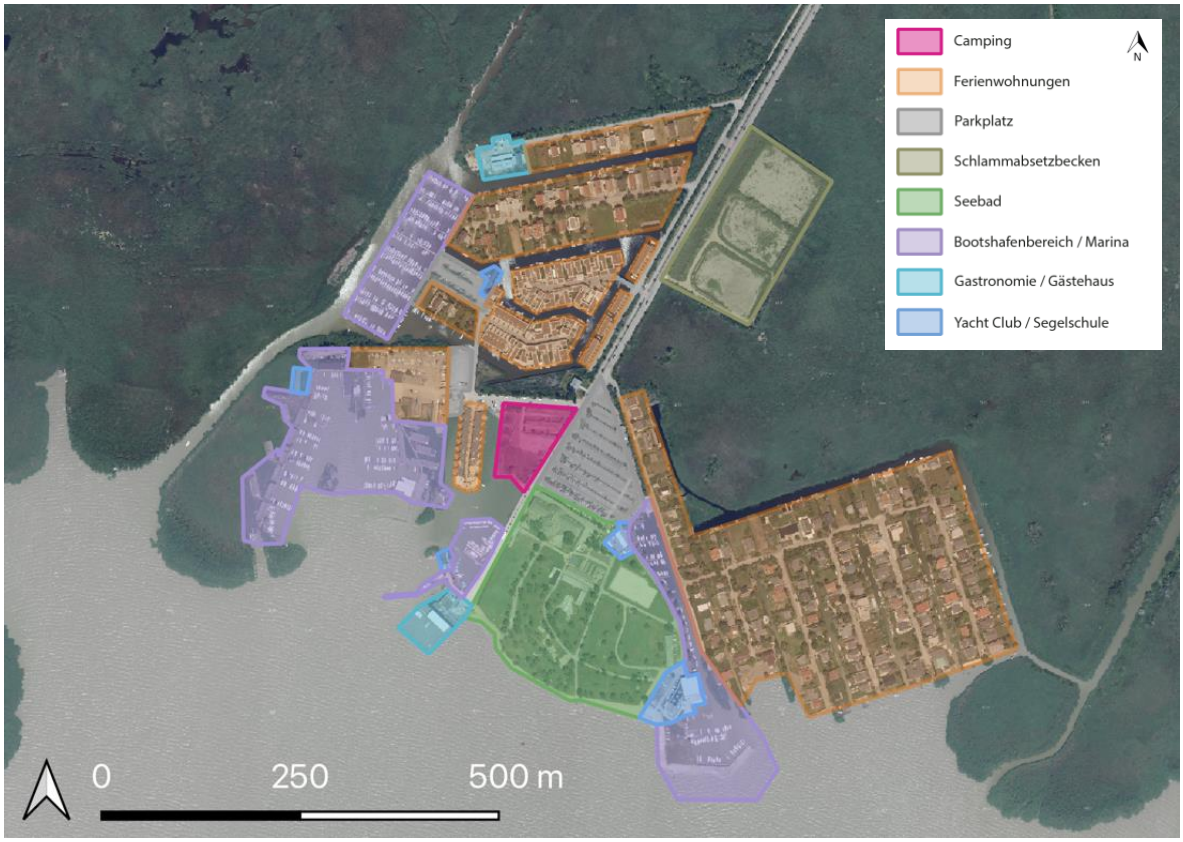


Bootshafenbereich / Marina	4,35
Camping	1,42
Ferienwohnungen	4,14
Gastronomie / Gästehaus	0,66
Parkplatz	3,79
Seebad	2,51
Seehütten	35,09
Yacht Club / Segelschule	0,67
GESAMT	**52,63**

Abbildung 03-03: Breitenbrunn

Bootshafenbereich / Marina	10,48
Camping	0,98
Ferienwohnungen	5,82
Parkplatz	4,07
Schlammabsetzbecken	1,32
Seebad	3,19
Yacht Club / Segelschule	0,43
GESAMT	**26,29**

Abbildung 03-04: Neusiedl am See



Bootshafenbereich / Marina	9,24
Camping	0,67
Ferienwohnungen	16,23
Gastronomie / Gästehaus	0,64
Parkplatz	1,82
Schlammabsetzbecken	2,68
Seebad	4,77
Yacht Club / Segelschule	0,64
GESAMT	**36,69**

Abbildung 03-05: Weiden am See

Bootshafenbereich / Marina	4,85
Ferienwohnungen	17,8
Gastronomie / Gästehaus	1,88
Parkplatz	2,62
Seebad	2,83
Seehütten	0,53
Sportanlage	0,6
Yacht Club / Segelschule	0,23
GESAMT	**31,34**

Abbildung 03-06: Podersdorf

Bootshafenbereich / Marina	4,52
Camping	8,35
Erholungsgebiet	1,74
Ferienwohnungen	8,24
Gastronomie / Gästehaus	1,65
Hundezone	2,07
Parkplatz	4,25
Schlammabsetzbecken	2,28
Seebad	17,21
Sportanlage	1,76
Yacht Club / Segelschule	5,77
GESAMT	**57,84**

Abbildung 03-07: Illmitz

Bootshafenbereich / Marina	3,33
Gastronomie / Gästehaus	0,85
Parkplatz	2,03
Schlammabsetzbecken	1,64
Seebad	3,58
Yacht Club / Segelschule	0,62
GESAMT	**12,05**

Abbildungsverzeichnis und Quellenangabe

Anhang 1 / Abbildung 01-05: Schutzgebiete innerhalb der Welterberegion

Eigene Darstellung unter Einbindung folgender Daten:

- Grenzen Nationalpark Neusiedler See - Seewinkel (Stand: Juli 2021): Nationalpark Neusiedler See - Seewinkel (zur Verfügung gestellt: Februar 2022).
- Grenzen Nationalpark Fertő-Hanság Nemzeti Park (Stand: 2022): Fertő-Hanság National Park Directorate (zur Verfügung gestellt: Februar 2022).
- Fachdaten Land Burgenland: GeoDaten Burgenland, Landesamtsdirektion-Öffentlichkeitsarbeit, geodaten.bgld.gv.at/de/downloads/fachdaten.html (abgerufen: April 2022).
- Fachdaten Ungarn: Lechner Tudásközpont Nonprofit Korlátolt Felelősségű Társaság, lechnerkozpont.hu/oldal/magyar-kozigazgatasi-hatarok (zur Verfügung gestellt von Nationalpark Fertő-Hanság Nemzeti Park: April 2022) & data2.openstreetmap.hu/hatarok/index.php?admin=8 (zur Verfügung gestellt von Nationalpark Fertő-Hanság Nemzeti Park: April 2022)
- Grundkarte: basemap.at, basemap.at/ (abgerufen: April 2022)
- Fachdaten Österreich: Open Data Österreich, Bundesministerium für Finanzen, www.data.gv.at/ (abgerufen: April 2022)
- Daten zum Welterbe (Zonen, Lackenlandschaft): Verein Welterbe Fertő-Neusiedler See, www.welterbe.org/download/7 (abgerufen: April 2022)
- Adaptierte Welterbezonen (Stand: Oktober 2022): schimek plant (zur Verfügung gestellt: Oktober 2022)

Anhang 3 / Abbildung 01-07: Flächennutzung im Bereich der Seeanlagen

Eigene Darstellung unter Einbindung folgender Daten:

- Grundkarte: basemap.at, basemap.at/ (abgerufen: April 2022)