EXECUTIVE SUMMARY 行政摘要





Antiquities and Monuments Office 古物古蹟辦事處



Leisure and Cultural Services Department

康樂及文化事務署

Feasibility Study on Conservation and Development of Wun Yiu Pottery Kiln Site Executive Summary

碗塞陶瓷塞址保育及發展可行性研究 行政摘要

August 2004 二零零四年八月







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August 2004 二零零四年八月

Reference 檔案編號 0018132

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INTRODUCTION

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1.1 BACKGROUND OF THE STUDY

The Chief Executive's policy address in 1998 has stressed the need to conserve Hong Kong's heritage and to develop tourism through promotion of our heritage. The Wun Yiu Pottery Kiln Site (the Study Area) in Tai Po, New Territories is one of the early industrial centers in Hong Kong and is known for its production of blue-and-white porcelain ware. On the account of its historical significance, the Government of Hong Kong Special Administrative Region (HKSAR) is keen to conserve it. In June 2003, the Antiquities and Monuments Office (AMO) of the Leisure and Cultural Services Department (LCSD) of the HKSAR Government commissioned Environmental Resources Management Hong Kong Limited (ERM) to undertake a Feasibility Study on Conservation and Development of Wun Yiu Pottery Kiln Site (the Study) to formulate an overall strategy to protect, develop and enhance the Study Area for education and tourism purposes.

In association with ERM the University Museum and Art Gallery (UMAG) of the University of Hong Kong provides expertise on artefacts conservation and analysis, and museological advice. Kenneth To & Associates Limited (KTA) is responsible for providing specialist input on land use planning. In addition, two individual cultural tourism specialists, Dr Hilary du Cros and Ms Pamela S Y Ho, have been appointed to provide specialist support on the tourism management aspects of the Study.

1.2 OBJECTIVES OF THE STUDY

The overall objective of this Study is to collect information regarding the cultural heritage resources within the Study Area; to establish the cultural significance of the Wun Yiu Pottery Kiln Site; and to formulate an overall strategy to protect, develop and enhance it as a centre for education and tourism.

The Study has a number of specific objectives, which are summarized below:

 To identify the document (1) and understand the physical conditions of the in situ features and artefacts discovered at the Study Area and to ascertain its cultural significance (2);

⁽¹) ICOMOS "Publication" in The Venice Charter, [document on line] available from http://www.icomos.org/docs/venice_charter.html#publication; internet.

⁽²⁾ Australia ICOMOS "Definitions, Article 1" in *The Burra Charter*; [document on line] available from http://www.icomos.org/australia/burra.html; internet.

- To recommend the core areas/features of the Study Area for immediate, interim and long-term preservation and conservation measures⁽¹⁾;
- To identify opportunities and constraints of the Study Area for conservation, education and tourism development;
- To undertake a comparative analysis in reference to two similar sites in Mainland China, Japan or South-east Asia in order to assess the cultural significance of the Study Area in a broader context; and
- To establish a conservation strategy for the Study Area, which includes
 the determination of appropriate level of sustainability and
 intervention, the recommendation of compatible land use to form a
 continuous enriching living heritage for education and tourism
 purposes and the development of a detailed cultural heritage tourism
 plan for the Study Area.

1.3 APPROACH OF THE STUDY

The Study is divided into three workstreams: (Workstream A) Resource Analysis; (Workstream B) Development of the Conservation Plan and; (Workstream C) Site Assessment.

1.3.1 Workstream A - Resource Analysis

Based on a review of the available information, comprehensive information regarding the resource of the Study Area was identified in order to establish the cultural significance of the Wun Yiu Pottery Kiln Site. Baseline information regarding the opportunities and constraints for preservation, education and tourism development has also been reviewed.

The findings of the desktop research were supplemented by site inspections, fieldwork and discussions with local villagers and stakeholders to obtain necessary data to fill in information gaps. In addition, a comprehensive review and inspection of the archives and artefacts collected from previous archaeological investigations and excavations held by the Antiquities and Monuments Office and Hong Kong Heritage Museum were conducted.

The detailed findings of *Workstream A* are presented in the *Resource Analysis Report* and a summary is presented in *Section 2*.

1.3.2 Workstream B - Conservation Plan

Based on the findings and recommendations of *Workstream A*, a Statement of Cultural Significance was established in *Workstream B* and subsequent conservation policy was developed to guide the future conservation and development of the Study Area. Based on the cultural significance and

(1) D. Bell, The historic Scotland Guide to International Conservation Charters (Edinburgh: Historic Scotland, 1997), 23.

conservation policy established, immediate, interim and long-term conservation measures are recommended for the historical remains, archaeological features, and other man-made elements of the Wun Yiu Pottery Kiln Site taking account of current protective measures introduced by the AMO and other relevant legislations relevant to this Study.

In addition, constraints which may affect the practicality and implementation of the recommended conservation measures have been identified.

The detailed findings of *Workstream B* are presented in the *Conservation Plan Report* and a summary is presented in *Section 3*

1.3.3 Workstream C - Site Assessment

Under this workstream, comparative analysis (in the form of case studies) was undertaken to assess the Wun Yiu Pottery Kiln Site with respect to its significance and characteristics in a broader context (i.e. its cultural signification and market appeal in the South-east Asia and South China region).

The educational value of the Study Area was also assessed on the basis of available historical materials, artefacts and characteristics for it. This workstream uses an upgraded version of the du Cros tourism assessment model that has been developed over the last three years by analysing Hong Kong and Mainland Chinese heritage assets⁽¹⁾.

Based on the findings of *Workstreams A* and *B* reports, and market analysis, tourism and education resource potential assessment from this *Workstream*, a rationale for commodification and conservation has been established for the Study Area. The rationale has been used to select a preferred option, which is the basis of a detailed heritage tourism development plan for the Study Area. Hence, the plan provides strategies and linked actions based on the integrated outputs of all *Workstreams* and appropriate commodification and conservation policy for the Study Area.

The detailed findings of *Workstream C* are presented in the *Site Assessment Report* which should be read in conjunction with the *Resource Analysis Report* and the *Conservation Plan Report*. A summary of *Workstream C* is presented in *Section 4*.

⁽I) H. du Cros 2000 Planning for Sustainable Cultural tourism in Hong Kong SAR, unpublished report to Lord Wilson Heritage Trust; H. du Cros 2001 Socio-cultural Assessment Component, Yunnan Provincial Tourism Masterplan. Report to the World Tourism Organisation, China National Tourism Administration and Yunnan Provincial Tourism Administration; B. McKercher, T. Bauer, H. du Cros and P. Ho 2003 Cultural Tourism Assessment, Northern New Territories Tourism Development Plan, report to Hong Kong Tourism Commission.

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2.1 CULTURAL HERITAGE RESOURCES IN WUN YIU

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The Study Area comprises rich cultural heritage resource mainly associated with the traditional wood fired kiln porcelain production dated from the late Ming dynasty to the early 20th century. Since the purchase of the kiln in Wun Yiu, the Ma clan originally from southern parts of *Jiangxi* and *Fujian* provinces have owned and operated the kiln until the early 20th century.

2.2 IN SITU ARCHAEOLOGICAL FEATURES WITHIN STUDY AREA

On site archaeological features showing various production process of kiln porcelain production can still be found mainly located in Sheung Wun Yiu. They include Kaolin mining pits, 16 water mills, an animal driven grinder, clay soaking tanks and remains of kiln features at Sheung Wun Yiu village. A set of clay soaking tanks is also found in Ha Wun Yiu village indicating that Wun Yiu used to have more than one production line on porcelain products.

2.3 HISTORICAL BUILDINGS AND STRUCTURES WITHIN STUDY AREA

In addition to archaeological features, the pottery god, Fan Sin, is still being worshipped by the local in the Fan Sin Temple located in Sheung Wun Yiu.

Apart from the features/structures mentioned above, a number of historical buildings and features and potential features or areas are also presented in the Study Area showing the area has high potential for researches to provide further information in understanding the cultural significance of the Wun Yiu Pottery Kiln Site.

2.4 MOVABLE RELICS WITHIN THE STUDY AREA

Over five thousand pieces of kiln finds have been recovered from Wun Yiu. Judging from the form, decoration and glaze, the Wun Yiu products were all domestic utensils merely imitating the styles of *Jingdezhen* or *Fujian* wares. They were unsophisticated items and often of poor quality, which adversely affected their value in the market. Despite the impressive quantities in production, Wun Yiu wares are not considered to have a high significance in the Chinese ceramic history. However, the porcelain production was one of the few early industries developed in Hong Kong, as such, it is an excellent site for arousing awareness in cultural heritage conservation and promoting local cultural tourism.

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3.1 CULTURAL SIGNIFICANCE

Based on the findings from the Resource Analysis, the cultural significance of Wun Yiu Pottery Kiln Site was identified, comprising:

Historic value:

- The Study Area was once the porcelain production factory operated by Wen and Xie clans in Ming dynasty and was later taken up by the Ma clan in Qing dynasty;
- The history on the growth and development of the Ma clan in Wun
 Yiu and their association with porcelain production are the intangible
 assets, which contributed to the significance of the site;
- The site illustrates the porcelain kiln production process in Hong Kong from the Ming dynasty to the early 20th century;
- The only site in Hong Kong that contains archaeological remains associated with various production processes of traditional porcelain kiln production; and
- The school complex provides physical evidence of the local development in education and reflects the Ma clan's role in local education.

Artistic value:

• The ceramics discovered on site represents the local art and craftsmanship on domestic porcelain production. It also reflects the influence on craftsmanship from *Jindezhen* of *Jiangxi* and *Dehua* of *Fujian* provinces.

Scientific value:

- The kiln production in Hong Kong from the Ming dynasty to the early 20th century was probably influenced by the porcelain kiln production technique in the mainland China such as *Jindezhen* of *Jiangxi* and *Dehua* of *Fujian* provinces; and
- The site provides an example of the production process of domestic porcelain wares that aids the understanding in the material and techniques used in the industry from the Ming dynasty to the early 20th century.

The Wun Yiu Pottery Kiln Site is the only site found in Hong Kong that illustrates the Ma clan operated porcelain industry and its porcelain kilns production processes, which is influenced by the skills and techniques from the southern China. It also provides evidence of the growth and development of the Ma clan in Tai Po during the late 19th century and the 20th century. Therefore, it is regarded as having high significance in the context of Hong Kong. However, the site is considered to have only low to moderate significance in the regional context and little national significance as the wares were all domestic utensils in low quality that imitated the styles of *Jingdezhen* or *Fujian* wares which were unsophisticated items.

3.2 CONSERVATION POLICY

Based on the cultural significance of the Wun Yiu Pottery Kiln Site, conservation policy to guide for future care and development of the site is identified including the following:

- Conservation work to be carried out with minimum intervention;
- Any conservation action should retain the cultural significance of the Wun Yiu Pottery Kiln Site as established in *Section 3.1*;
- Archaeological features to be conserved include the clay mining pits, 16 water mills, clay soaking tanks at Guidi Gang and Ha Wun Yiu, declared monument - Pottery Kiln Site at Wun Yiu, remains of the dragon kilns at Guidi Gang, animal driven grinder, declared monument - Fan Sin Temple, the Ma clan's ancestral hall, and the Ma clan's ancestral house;
- The continuous growth of the Ma clan in Wun Yiu should be retained and respected;
- Adaptive reuse of the school building complex;
- Documentation of the changes in the area before, during and after conservation work should be undertaken;
- The Conservation Plan established for the Wun Yiu Pottery Kiln Site should be reviewed regularly and amended when new information from research or regarding the cultural heritage conservation of the Wun Yiu Pottery Kiln Site is obtained;
- Further investigations and surveys of features without adequate
 physical evidence support, such as the paste making workshop, kiln
 remains at Ha Wun Yiu, possible bowl storage area, remains of kilns
 beneath the Wun Yiu Public Primary School, remains of kiln structures
 behind the Fan Sin Temple etc., and areas that are considered to have
 archaeological potential should be undertaken. Should there be new
 information obtained regarding archaeological features of the Wun

Yiu Pottery Kiln Site, they should be reviewed and decided if conservation of the features is required.

3.3 CONSERVATION STRATEGY

In order to conserve the cultural significance of the Wun Yiu Pottery Kiln Site, options for conservation strategy have been considered.

As the Ma clan is considered to be an intangible asset contributing to the cultural significance of the Wun Yiu Pottery Kiln Site, these people should not be removed or relocated to another area. Sheung Wun Yiu village and Ha Wun Yiu village should continue their growth and development.

There are a number of measures considered necessary to conserve the "hardware" associated with the cultural significance of the Wun Yiu Pottery Kiln Site.

Both the tangible assets and intangible assets of the Wun Yiu Pottery Kiln Site play an important role in contributing its cultural significance. Due to the current land use conflicts between conservation and village house development, any large scale development or high level of intervention such as theme park development or on site museum is considered infeasible since limited government land is available on site for development. Moreover, the time required for the provision of the basic infrastructures and facilities required for the construction of a theme park or an on site museum would be long. The impact on local residents due to the development would be immense as temporary or long term relocation of the existing villages in order to make way for development may be required.

On a contrary, a "no go" development approach is considered inadequate to reveal the cultural significance of the Wun Yiu Pottery Kiln Site because the current conservation measures being adopted are unable to reflect its cultural significance.

A minimum intervention conservation approach is considered an optimum approach to the development and conservation of the Wun Yiu Pottery Kiln Site. However, conservation of individual feature on site is considered inadequate to reveal its cultural significance as its significance does not depend on individual features but the linkage of different features that presents the overall spatial land use of porcelain production at different work stages.

Therefore, the optimum approach for the conservation of the Wun Yiu Pottery Kiln Site would be a minimum intervention conservation approach that individual archaeological features are conserved to avoid and minimise further deterioration and adequate interpretation means to reveal their significance for educating visitors is recommended. An overall linkage and interpretation on the overall porcelain production process is also required.

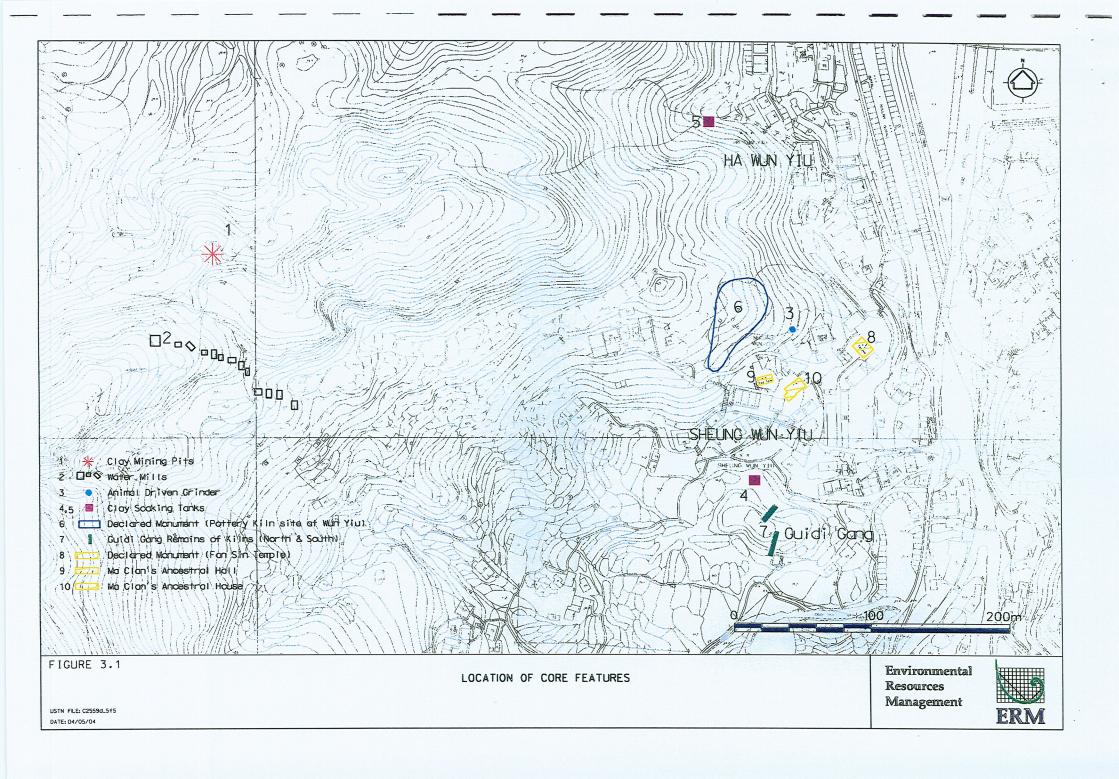
3.4 CONSERVATION MEASURES

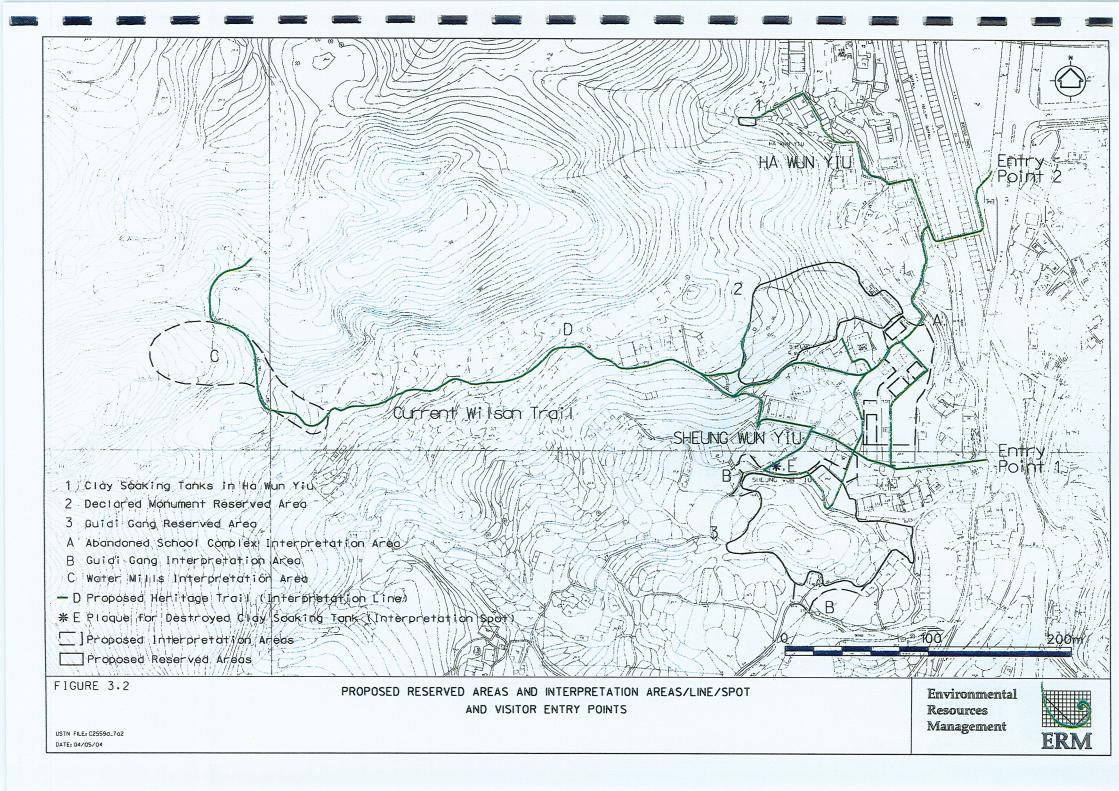
Core features, reserved areas and interpretation areas/line/spot have been identified (see *Figures 3.1 and 3.2*) to effectively reveal the cultural significance of the Wun Yiu Pottery Kiln Site and specific conservation measures have been recommended. The measures are divided into phases in conserving the cultural significance of the Study Area has been recommended including immediate (within 1 year), interim (1-5 years) and long term (5-10 years) measures. Immediate conservation measures focus on prompt action required to avoid and minimize further deterioration and preservation of the core features, land surveying of core features and comprehensive documentation work; interim conservation measures focus on necessary investigations and detailed design for conservation such as stablisation plan and education programme for villagers, while long term conservation measures focus on sustainability of the conservation and interpretation of the Wun Yiu Pottery Kiln Site.

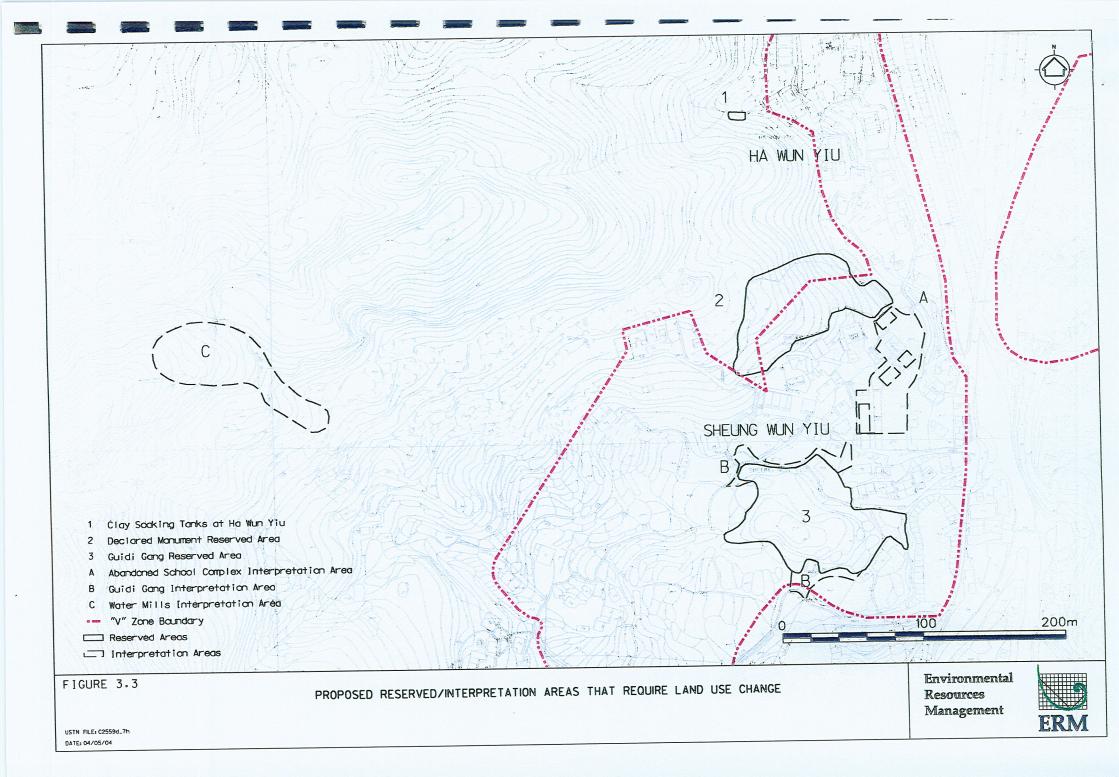
3.5 CONSTRAINTS AND RECOMMENDED SOLUTION TO CONSERVATION MEASURES

However, a number of constraints in implementing the measures have been identified. Land use conflict is considered the major constraint. Other constraints include land and relics ownership conflict, resources availability and non-statutory status of the identified core features and lack of good communication. Immediate solutions to tackle these constraints include the enforcement of existing administrative procedure to control development at core features, reserved areas, and interpretation areas/line/spot. However, these means cannot effectively protect the identified elements for heritage conservation. Thus, interim to long term solutions have been recommended which provide statutory protection of the core features under the AMOrdinance for conservation. Other long term means included the change of land use for core features/reserved areas/interpretation areas to indicate planning intention for protection(see Figure 3.3 for the proposed land use zoning change area), compensation for the loss of V-zone area for heritage conservation and agreement for conservation made with private land owners for conservation and fund raising program.

Public consultation is also an implement conservation process that all stakeholders in particular the local villages should be fully consulted in order to resolve the land use conflict and seek their cooperation to conservation the Wun Yiu Pottery Kiln Site.







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4.1 COMPARATIVE ANALYSIS

Two sites were selected for a comparative analysis to evaluate the significance of Wun Yiu Pottery Kiln Site, the Arita and Imari pottery townships on Kyushu Island in Japan (the Japanese Site) and the Nanfeng Dragon Kiln Site in Shiwan, Guangdong, PRC (the Chinese Site).

Both the Japanese Site and the Chinese Site have been developed as cultural tourism sites and are being statutorily protected. Working kilns, storage and paste shops are found in the two Sites but no evidence of earlier steps of the extraction part of the production process has been identified. The Japanese Site mainly attracted domestic tourism while the Chinese Site is being promoted as both a domestic and an international attraction. Both sites are equipped with well-developed tourist infrastructure. The Japanese Site has generally conserved the cultural character of the township, while the Chinese Site has been heavily modified/modernised.

In comparison to Wun Yiu Pottery Kiln Site, the two Sites fit well with the overall destination image of Japan and China as part of their traditional culture. Although, Hong Kong is part of China, porcelain production in Hong Kong is not considered a prominent industry in the region and has no highly recognisable type of pottery that can work as a symbol to signify the industry. Nevertheless, it comprises archaeological features that represent more of the production process, such as extraction sites.

4.2 TOURISM POTENTIAL OF WUN YIU POTTERY KILN SITE

A tourism potential assessment was undertaken for the Wun Yiu Pottery Kiln Site. The Wun Yiu Pottery Kiln Site is considered to have moderate potential for tourism and high potential as an educational resource. Concurrent development of Tai Po as a cultural tourism hub for the Northern New Territories will be highly significant in the marketability of the Wun Yiu Pottery Kiln Site as a complementary attraction. It will require an equal amount of attention towards commodification and conservation to realise the maximum benefits for tourism and conservation. If the Development Plan is implemented in full, it is believed that the Wun Yiu Pottery Kiln Site could be developed as a secondary attraction for international tourists and a primary attraction for domestic cultural tourists. A moderate approach to its commodification with a phased development of site interpretation, tourism facilities and promotion is recommended for a visitor centre and series of associated interpretation areas/line/spot as per the Development Plan.

4.3

The Development Plan recognises a delineation of a core cluster of features that will attract the maximum amount of visitation and proposes visitor flow options through the attraction. The strategies apply to features outlined in *Tables 4.1* and *4.2 of the* Conservation Plan report, and integrate elements of the conservation measures described in the same report.

Strategies for the Development Plan included the following:

- Involvement of stakeholders in the development process;
- Development of a wide array of activities at the Site linked to the visitor centre and the Wun Yiu Pottery Kiln Site's features, such as pottery demonstrations, field schools and other interactive modes of interpretation to attract the interest of the public and to assist absorption of the core message;
- Reveal and re-excavate archaeological features for interpretation, where appropriate, and use state-of-the-art conservation measures to stabilise and conserve them;
- Development of the Site as part of a greater heritage trail for Tai Po
 Heritage Attractions that is serviced by a shuttle bus from the KCR Tai
 Po Station;
- Phased marketing and promotion programme from light promotion to heavy promotion;
- Upgrade or provide adequate Site interpretation and tourism facilities/infrastructure, such as toilet facilities, restaurant/refreshment areas, entry points, directional signage, linkage to the parking facility etc.; and
- Provide educational materials, such as school resource kits.

As this is the feasibility stage of the study, only a rough estimation of cost required for the implementation of the Development Plan can be provided. A detailed breakdown of the conservation and commodification costs are presented in *Tables 9.4 and 9.5* of the *Site Assessment Report (SA* report). Further estimation by quantity surveyor is recommended when decision on how the Wun Yiu Pottery Kiln Site will be developed is made.

Three development options have been considered for and they are presented below:

 Minimum Cost Option: this option implements all the conservation measures, except the adaptive reuse of the school buildings, with basic interpretation for core feature that no visitor centre will be established. The interpretation measures should include self-learning leaflet to educate visitors on the overall linkage of the individual features and the production process of porcelain kiln. The leaflet should be made available at the entry points as mentioned in the SA report and sufficient signage and interpretation plaques should be made available on site. Possible association of the Wun Yiu Pottery Kiln Site with the Hong Kong Heritage Museum or the Museum of Ethnology at Tai Po Kau that guided tour or other porcelain workshops could be arranged.

- 2. Moderate Cost Option: this option allows all conservation measures to implement, but only minimal commodification for visitation (e.g. one building of the visitor centre (leased to an NGO or run by LCSD), a toilet block, a limited number of signs explaining the core features, establishment of the parking area, limited modifications to pathways and no re-excavation of Guidi Gang kiln features).
- 3. Full Cost Option: this option allows all conservation and commodification measures to be implemented for education and tourism visitation.

A ten years⁽¹⁾ financial implication for the three options mentioned above is presented in *Table 4.1*.

Table 4.1 Financial Implication for the Development Options

Item	Description	Minimum Cost Option (HK\$)	Moderate Cost Option (HK\$)	Full Cost Option (HK\$)
1	Cost for implementing the Conservation Plan	1,893,500 - 2,133,500 (a)	1,998,500 - 2,238,500 ^(c)	1,998,500 – 2,238,500 ^(c)
2	Cost for implementing the Development Plan	0	6,684,750- 8,194,650 ^(d)	20,849,750 – 25,665,650 ^(f)
3	Total Capital Cost (Item 1 + Item 2)	1,893,500- 2,133,500	8,683,250 - 10,193,150	22,848,250 - 27,664,150
4	Recurrent cost (For 10 years)	2,263,000 (b)	5,179,000 - 8,527,000 ^(e)	5,179,000 – 8,527,000(e)
	Total Cost (Item 3 + Item 4)	4,156,500 – 4,396,500	13,862,250 - 18,720,150	28,027,250 – 36,191,150

Note:

- (1) The estimation is based on the cost breakdown as shown in *Tables 9.4* and *9.5* of the *SA* report. Please be noted that the cost may vary subject to inflation or deflation.
- (2) Due to the preliminary stage of the study, conservation maintenance cost is not included that subject to further detailed design and study.
- (3) The information is a rough calculation for reference only. Further detailed estimation by a qualified quantity surveyor should be undertaken.
- (a) The calculation includes All items as shown in *Table 9.4* of the *SA* report, except Long Term action for Item 1 considered as recurrent cost; Items E and F in *Table 9.5* of the *SA* report.
- (b) The calculation includes the Long Term actions for Item 1 in *Table 9.4* of the *SA* report and Items Q, R and S in *Table 9.5* of the *SA* report.
- (c) Total for (a) and Items C and D in Table 9.5 of the SA report.

⁽¹⁾ Based on the long term measures which last from 5 to 10 years stated in the CP report.

- (d) Items G, I, J, K4, L, M1/M2, P and T in Table 9.5 of the SA report.
- (e) (b) plus Items N in Table 9.5 of the SA report times 9 years (2nd to 10th year).

If the latter two options are applied, it is estimated that light visitation could occur in the first year after public consultation has been completed since currently available features, such as the Fan Sin Temple and the animal driven grinder have already been opened to public. However, further more detailed planning (over 1-10 years) and design for the visitor centre, core features, reserved areas and interpretation areas/line/spot is required that incorporates both specialist expertise and stakeholder involvement. It is hoped that this will be completed in a timely fashion and the opening of the Wun Yiu Pottery Kiln Site could occur before end of 2007. Prior to the full opening of the Wun Yiu Pottery Kiln Site, it should receive only limited promotion as a heritage attraction.

When the core features of the Wun Yiu Pottery Kiln Site have been fully developed, a cultural heritage management system should be adopted to monitor it. A regular review of the conservation plan, repair and maintenance works, and visitor satisfaction should be undertaken as part of the cultural heritage management system.

The Wun Yiu Pottery Kiln Site contains archaeological features showing more than one stage of a traditional porcelain production process dated as early as Ming dynasty. This is the only example found in Hong Kong, which has high cultural significance in the local context. Although the porcelain products from the Wun Yiu Pottery Kiln Site were all unsophisticated domestic utensils of low quality, it is one of the few early industries developed in Hong Kong and would be an excellent site for arousing awareness in heritage conservation and promotion of cultural tourism locally.

The Wun Yiu Pottery Kiln Site is considered to have moderate potential for tourism and high potential as an educational resource. It is considered feasible to develop the site as a secondary attraction for international tourists and a primary attraction for domestic cultural tourists, particularly if it can be closely linked to other attractions around Tai Po. A phased development plan is recommended and would be easier to implement in light of stakeholder concerns and involvement. This approach is also recommended given the current land use constraints and lack of conservation of the site as well as financial and resources consideration. All stakeholders should be invited to partake in a formal public consultation process regarding the proposed development. The process should refer closely to the detailed conservation and tourism development plans that have been detailed in the Conservation Plan Report and the Site Assessment Report.