

Heritage and Identity in China

Prof Yu Liu

Confucius Institute at UWTSD

Tourism College of Beijing Union University

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UNIVERSITY OF WALES
Trinity Saint David



威尔士三一圣大卫大学孔子学院
CONFUCIUS INSTITUTE
University of Wales Trinity Saint David

Educational Background



Bachelor of Management
Master of Economics



Phd. of Regional Economics



Professor of Tourism College

Research Realm:
Tourism Economics
Tourism Policies



The significance of the West Lake pattern and its heuristic implications for creating China's heritage tourism economics

Songling Xu ^a, Yu Liu ^{b,*}, Yihong Qian ^a, Qiuju Wang ^b

^a Research Center for Chinese Environment and Development, Chinese Academy of Social Sciences, Jianguomennei Street, Beijing, 100732, China

^b Department of Tourism Economics, Tourism College of Beijing Union University, No. 99 North 4th Ring East Road, Chaoyang District, Beijing 100101, China



HIGHLIGHTS

- Describes West Lake, Hangzhou, as a not-for-profit management plan designed to protect heritage resources.
- Using West Lake the paper identifies challenge facing other Chinese heritage sites managed under a profit oriented system.
- It offers a normative look at Chinese management for cultural and heritage sites.

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ABSTRACT

West Lake's economic, social and cultural structure comprises six facets: (1) maintaining West Lake World Heritage Site as an open accessible tourist location; (2) ensuring the planning, management and tourism marketing of West Lake are culturally rather than purely economically oriented; therefore truly benefitting the preservation and conservation of West Lake; (3) selectively decreasing and mitigating the tourism pressure on West Lake, especially in those areas of high cultural, ecological and environmental vulnerability; (4) ensuring travellers adopt appropriate sustainable tourism values to enjoy a positive experience; (5) ensuring the marketing of West Lake tourism and the consequent distribution of incomes comply with legal and other appropriate standards; and (6) expanding and extending the social benefits of West Lake tourism. To aid the examination of West Lake in this paper, a comparison is made between the management policies of West Lake and Mt. Huangshan (Yellow Mountain) to illustrate a number of fundamental and organisational relationships involving tourism at heritage sites.

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1. Introduction

West Lake, one of China's world heritage sites, is located in Hangzhou, the capital of Zhejiang Province in eastern China. Long a recreational zone for the city's residents, it also possesses a specific pattern of tourism that the Chinese travel industry refers to as the West Lake Pattern (WLP). This paper examines WLP's organisation and its significance to China's heritage tourism. The WLP is based on the concepts of one "free" and four "no's", in line with a basic Chinese concept of using numbers to characterize a general set of ideas. In short, the core area is open and free to the public, but with no increases in ticket prices, no transfer and rent for heritage-

related land use, no disturbance of cultural properties, and no commercial occupation of public resources and properties. In essence, the Lake is perceived as a public and non-profit oriented heritage services supply system. It also reflects the development of the tourism industry in China.

2. The system and significance of the WLP

2.1. The system

In essence, the West Lake is a public- and non-profit oriented heritage services supply system. Located in Hangzhou, Zhejiang, the management approach taken to the Lake was influenced by

Songling Xu, Yu Liu, Qiuju Wang, Yihong Qian.
(2017),The significance of the West Lake pattern
and its heuristic implications for creating
China's heritage. *Tourism Management*,286-292

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Yu Liu. Study on the Regulation of Scenic Spots in China.(2017), *China Travel and Tourism Press*.



World Tourism Development Report 2019:
Industrial implantation and cultural
building in poverty alleviation through
tourism. *Conference Report.*

Exploring inbound tourists experience in Beijing, China: an online deductive approach

Yu Liu, Bingjie Liu-Lastres, Qiuju Wang and Yao-Yi Fu

Abstract

Purpose – Beijing is becoming one of the top global destinations but the number of international tourists to the city has been declining recently. By analyzing inbound tourists experience in Beijing and identifying the relationship between the destination attributes and satisfaction, the purpose of this paper is to provide important insights into city tourism research and city destination development.

Design/methodology/approach – This study used an online deductive approach and collected 1,254 reviews on TripAdvisor referencing major attractions in Beijing. This study used the Leximancer software to analyze the content of the reviews and to identify the underlying relationships.

Findings – The results showed that international tourists' experience in Beijing can be reflected via five aspects: attractions, city, transportation, service and people. The results further indicated that the major concern of international tourists visiting Beijing related to the service quality on site.

Originality/value – This study explored inbound tourists experience in Beijing using an online deductive approach. Practical implications were provided with respect to improving international tourists experience in Beijing and enhancing their satisfaction and revisiting intentions.

Keywords Social media, Destination attribute, Inbound tourists, Tourist experience

Paper type Research paper

Introduction

Beijing is an iconic city of China and has become one of the largest city destinations around the globe (WTTC, 2017). The development of the tourism industry has benefited from hosting the 2008 Summer Olympic Games, which has added new infrastructures, generated a welcoming attitude among local residents, and facilitated the city's transformation toward an urban destination characterized by "fashion and vitality" (Singh and Zhou, 2016). In 2017, the tourism and travel industry has contributed 7.5 percent of the city's GDP, with a 12 percent share of revenue from international spending (WTTC, 2017). However, the pace of tourism development in Beijing has been slowing down recently, which is partly due to more limited government-related business travel as well as the declining number of international visitors (WTTC, 2017). Accordingly, the city government and the local DMO have undertaken multiple measures (e.g. Beijing Gift Program) to encourage inbound tourism and to attract more international tourists (Xinhua News Agency, 2017).

The key to enhance destination competitiveness is to understand the importance and impacts of destination attributes (Crouch, 2011). Several studies (e.g. Crouch and Ritchie, 1999; Crouch, 2011; Lew, 1987; Kim, 2014) reported that destination attributes significantly affect the formation of destination images and how people selecting a place to visit. Crouch and Ritchie (1999) developed a comprehensive model for examining destination attributes; this model was expanded later to include 36 destination attributes that could affect a destinations' competitiveness (Crouch, 2011). These statements suggest that attributes are critical for promoting a destination. However, it is

Yu Liu is based at the Department of Event Management, Beijing Union University, Beijing, China. Bingjie Liu-Lastres is based at the Department of Tourism, Conventions and Event Management, Indiana University – Purdue University Indianapolis, Indianapolis, Indiana, USA. Qiuju Wang is based at the Department of Event Management, Beijing Union University, Beijing, China. Yao-Yi Fu is based at the Department of Tourism, Conventions and Event Management, Indiana University, Bloomington, Indiana, USA.

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Yu Liu, Bingjie Liu-Lastres, Qiuju Wang, Yao-Yi Fu.(2017). Exploring inbound tourists experience in Beijing, China: an online deductive approach.*International Journal of Tourism Cities*.

Outline

- **Overall of the heritages in China**
- **Heritage and Identity from the stakeholders perspective**
 - Case Study**
 - Heritages in urban areas
 - Heritages in rural areas
 - Heritages in ethnic minority regions
 - Other cases
- **Intangible heritages and Chinese people's life**

Tangible forms of Heritage:

Natural heritages and Cultural heritages

- 56 properties inscribed on the UNESCO World Heritage List
 - 38 are cultural heritage sites,
 - 14 are natural heritage sites,
 - 4 are cultural and natural (mixed) sites
- Heritages(historical relics)
 - National level
 - Provincial level
 - Municipal level
 - County level

By 2021, China ranks second in the world in terms of the number of global heritage sites recognized by UNESCO.



Map of the UNESCO World Heritage sites in China by 2021

Source: UNESCO World Heritage Convention.<https://whc.unesco.org/en/statesparties/cn>

Intangible cultural heritages

5

批次

Batch

10

类别

Category

1557

项目

Project

3610

子项

Sub-project

Ten categories

1. folk literature
2. traditional music
3. traditional dance
4. traditional drama and folk art
5. traditional sports
6. entertainment and acrobatics
7. traditional art
8. traditional art craft
9. traditional medicine
10. folk customs

By 2021, China ranks first in the world with 42 UNESCO Intangible Cultural Heritages.

China's efforts to preserve heritages

Y. Zhang (2021):

Three stages of China's heritage conservation since 1985:
Exploration, Familiarity and **Active Participation.**

- Actively submitting heritage nominations

- Promoting community participation

- Focusing on living heritage

- Actively engaged in the work of the World Heritage Committee

- Hosted the 44th session of the World Heritage Committee from 16–31 July 2021

Source: H. Wang, Y. Zhang.(2021). SPATIAL SELECTION OF HERITAGE AND TRANSFER OF LOCAL IDENTITY: A DUAL CASE STUDY BASED ON TWO HISTORICAL AND CULTURAL DISTRICTS IN CITY F, CHINA.
The International Archives of the Photogrammetry, Remote Sensing and Spatial Information Sciences, XLVI-M-1

June 11th 2022 is **17th** China's Cultural and Natural Heritage Day since 2005.

2022 is the **35th** year since the first world heritage inscribed in China.



Cultural Heritage and People's life in Beijing
Treftadaeth Ddiwylliannol a Bywyd pobl yn Beijing

**文化遗产和北京人的生活——
庆祝6月11日“中国文化与自然遗产日”展**

June 11th 2022 is China's Cultural and Natural Heritage Day. Until 2021, China owns 56 UNESCO World Heritages and 7 out of them are located in Beijing, the capital city of China.

Heritage is the expression of civilization created by people and hence inherited by people. Across the world, heritage sites have been developed as tourist attractions, recreation spaces as well as the inspiration for initiatives to improve people's wellbeing from generation to generation.

The exhibition shows how cultural heritage in Beijing closely links with people's life and how people, either the local Beijingers, or travelers from all over the world are enchanted by the charming heritages of Beijing.

Beijing Municipal Bureau of Culture and Tourism supports this exhibition with major images and others are provided by Beijing Union University.

11th June 2022, CI at UWTSD held the China's Heritage Day event in Grant Theatre, Swansea

The conservation and utilization of heritages in China

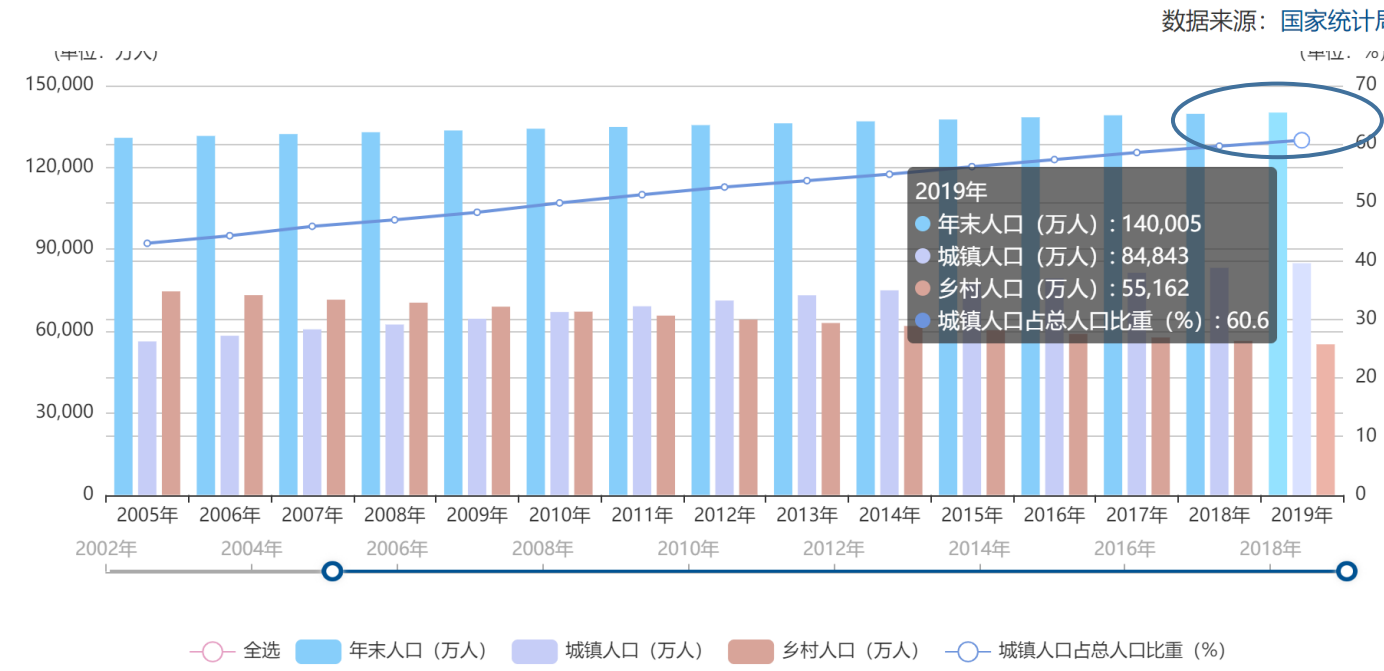
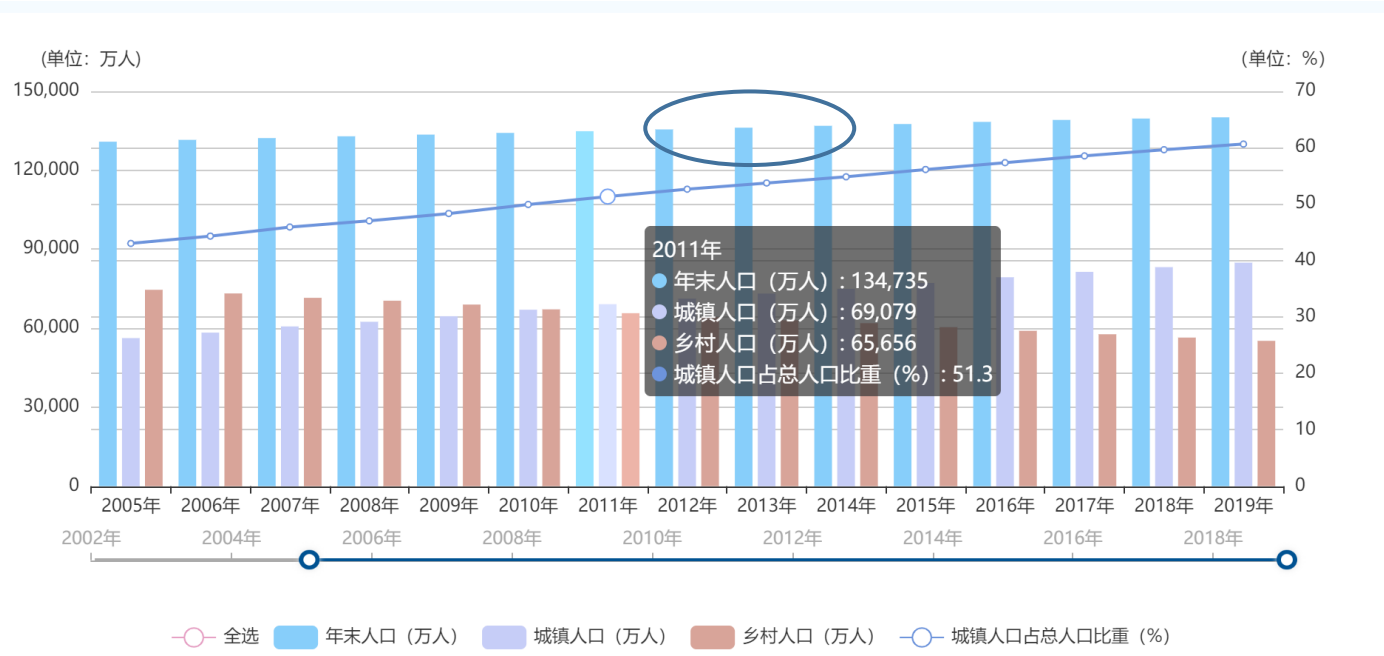
- Protecting the endangered culture and nature
- Innovated as museums, cultural centers, recreation spaces, and tourist attractions
- Regarded as the nostalgic icon in the era of China's rapid modernization and urbanization.

Background to understand China's heritage conservation and utilization

- Urbanisation
- Poverty alleviation in less-developed rural areas
- Boost of tourism industry



- The rapid urbanization in the past 30 years
- Urbanization rate in China is over 60% in 2019



Poverty alleviation is one of the most vital strategies for Chinese government since China's “reform and open door” stage

Since 1982-1986 and 2004-2022, the first enacted administrative document for annual year would be the document focused on agriculture sector.

Poverty alleviation strategy launched from 2012

Strategy of revitalization of the countryside in 2017

Echoing with UN's 2030 Sustainable Development Goals,, China aimed at achieving zero poverty at the end of 2020

the Boost of Tourism industry in China

2019年中国旅游产业的份额

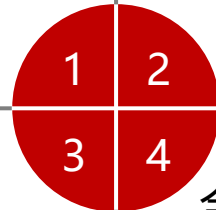
《中华人民共和国文化和旅游部2019年文化和旅游发展统计公报》

中国全年国内旅游人数
60.06亿人次，比上年同期
增长8.4%

入境旅游人数1.45亿人次，
比上年同期增长2.9%

出境旅游人数1.54亿人次，
比上年同期增长3.3%；

全年实现旅游总收入6.63万
亿元，同比增长11.1%



In terms of domestic tourism sector, Chinese people travelled **4.29** times per year in 2019.

In terms of outbound tourism sector, over **one of ten** Chinese people travelled abroad in 2019.

Hangzhou at the Golden Week Holidays



West lake World Heritage site at 3rd Oct, 2021



West lake World Heritage site at 3rd Oct, 2012

Outline

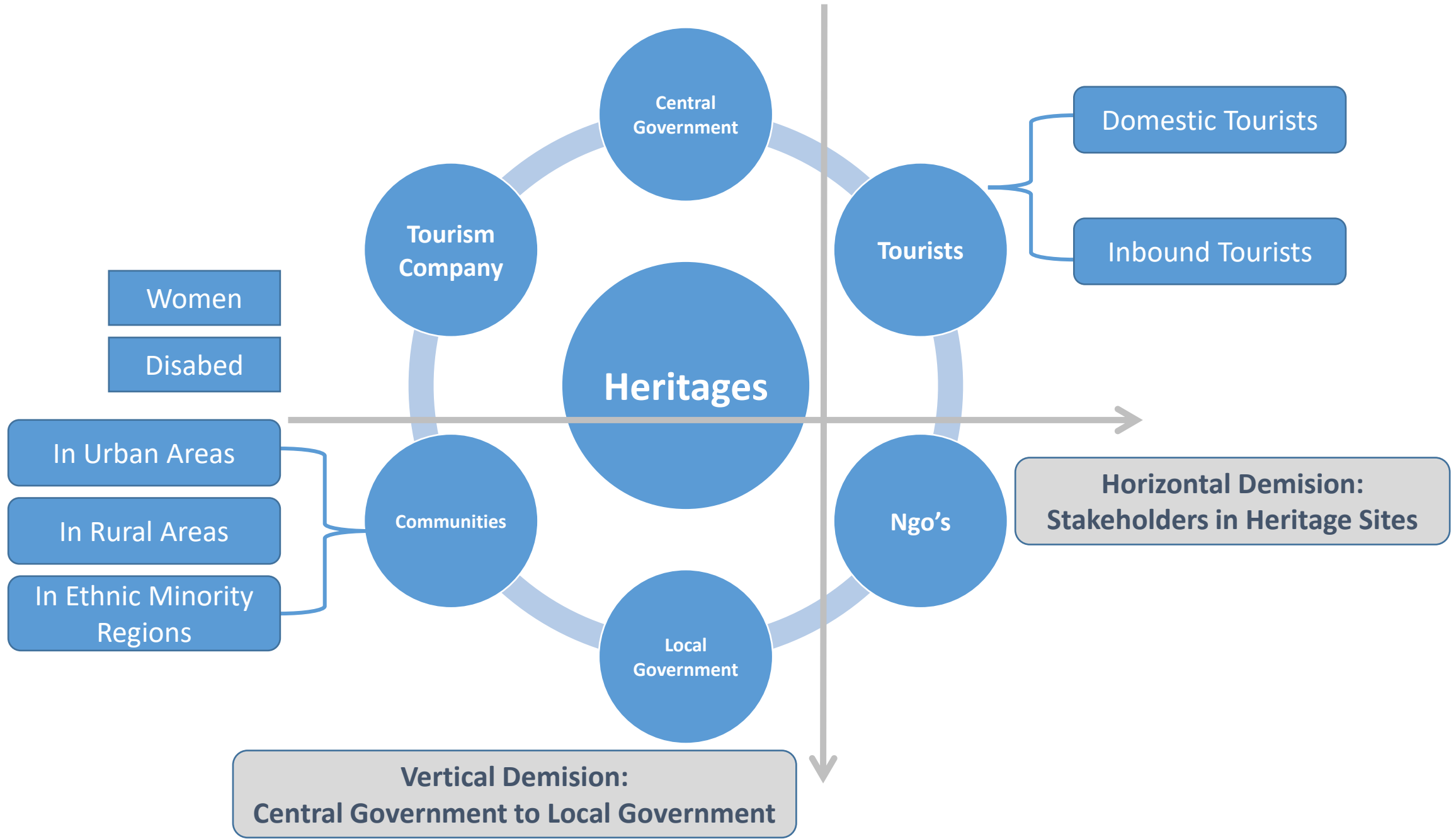
- Overall of the heritages in China
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Gentry and Smith(2019):

Heritage sites with the involvement of international, national, regional and local stakeholders, it is very hard to make balance.

Heritage studies expand to emphasise heritage as a political, social and cultural phenomenon.

the Stakeholders in the Heritage Sites





Heritages in Urban areas

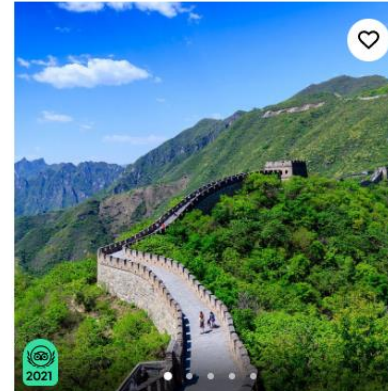
the City of Beijing

Top 6 tourism attractions in Beijing
(From Tripadvisor.com) are all
heritage sites:

1. Mutianyu Great Wall
2. Forbidden City-The Palace Museum
3. Summer Palace (Yiheyuan)
4. Badaling Great Wall
5. Lama Temple (Yonghegong)
6. Temple of Heaven

Top Attractions in Beijing

[See all](#)



1. Mutianyu Great Wall

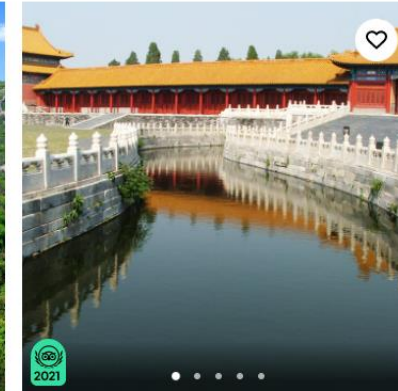
●●●●● 23,783

Ancient Ruins • Points of Interest & Landmarks

Admission tickets from \$11.00

By marylR347700

Located among the orchards and pines in the mountains to the north of Beijing, the Great Wall of China was constructed...



2. Forbidden City-The Palace Museum

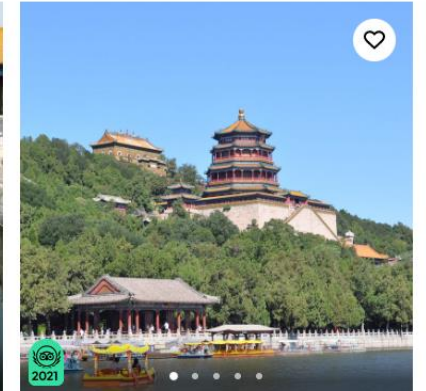
●●●●● 14,101

Speciality Museums • Architectural Buildings

Admission tickets from \$9.11

By bronwynt216

This is set on a huge site and houses China's largest and best preserved cluster of ancient buildings.



3. Summer Palace (Yiheyuan)

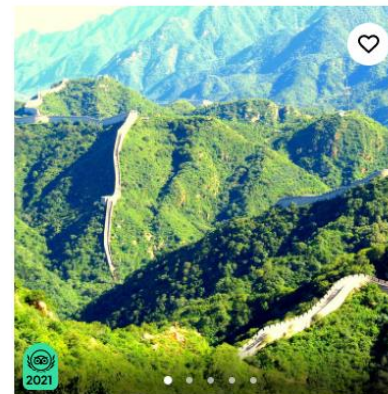
●●●●● 15,026

Points of Interest & Landmarks • Historic Walking Areas

Admission tickets from \$8.85

By Tassaduq Hussain51

The lake is artificial, excavated by human beings, the soil of which created 200 feet high Longevity Hill covered with...



4. The Great Wall at Badaling

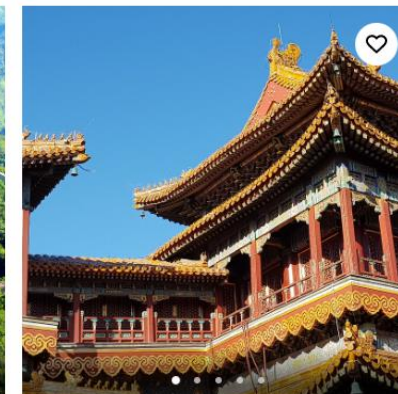
●●●●● 11,050

Ancient Ruins • Architectural Buildings

Admission tickets from \$11.00

By Musafir-India

It was constructed to protect Beijing and the question arises why Beijing is undisputed capital of China for ages.



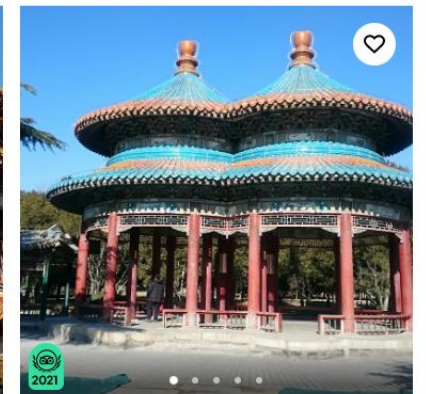
5. Lama Temple (Yonghegong)

●●●●● 4,205

History Museums

By soh_kien_peng

The glory of the Imperial Qing Dynasty empire in China attained her height during the reign of the two great Manchu...



6. Temple of Heaven

●●●●● 12,195

Historic Sites • Architectural Buildings

Admission tickets from \$5.00

By 703mayanka

It's a UNESCO World Heritage Site said to be the world's largest existing building complex for offering sacrifice to...

World Heritage Map in Beijing

Beijing, the Capital city of China owns **7** UNESCO World Heritages and over 100 intangible cultural heritage.

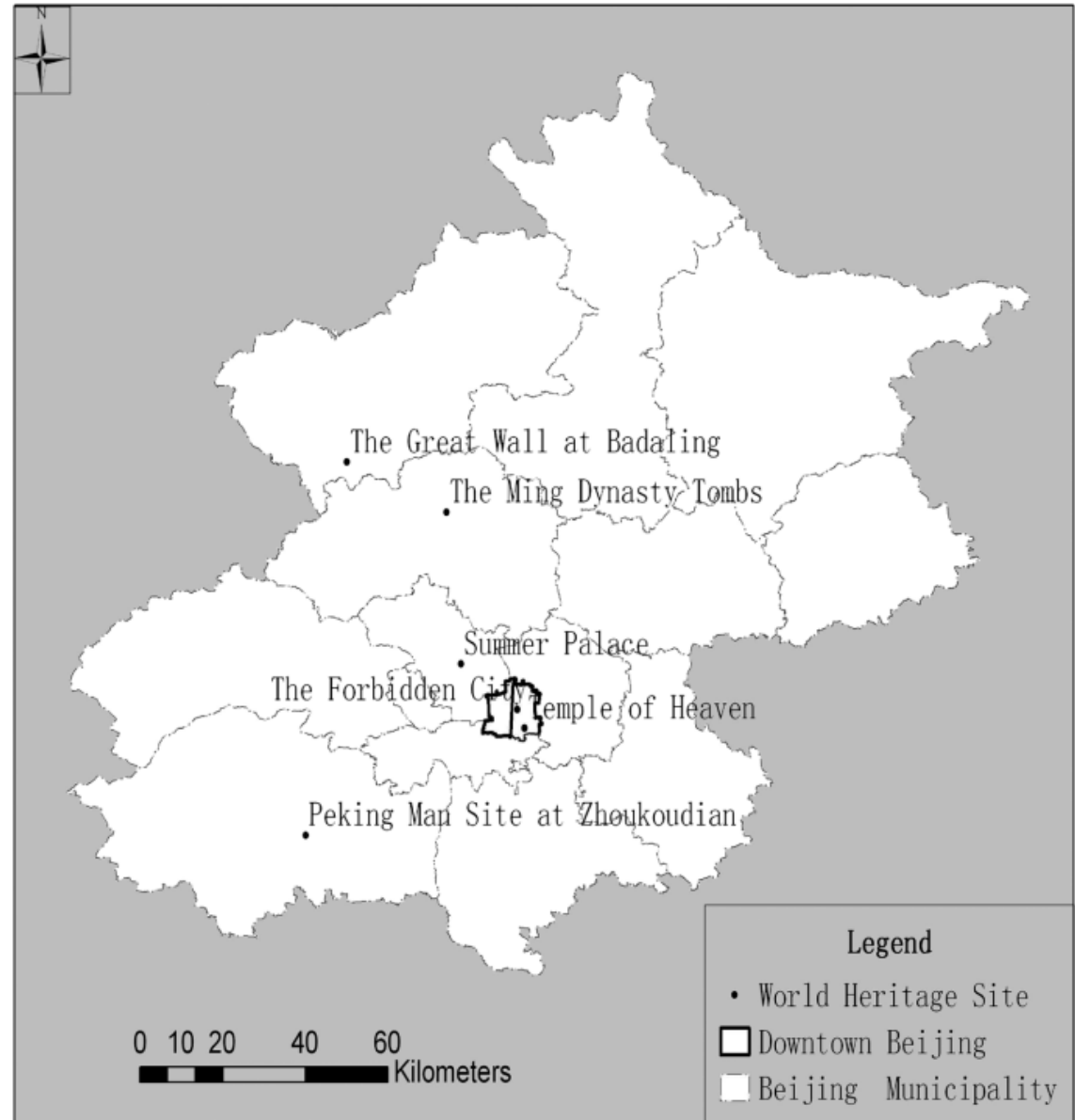


Figure 1. Location map of World Heritage Sites in Beijing.

The Great Wall

UNESCO World Heritage Site, 1987

Great Wall is a symbol of the Chinese nation and was added to the World Heritage site list in 1987.



American students from BUU Summer Camp visited the Mutianyu Great Wall



Gwilym Dyfri Jones, Provost of UWTSD visited the Mutianyu Great Wall

Forbidden City

UNESCO World Heritage Site, 1987



Watchtower Water Reflections

The Forbidden City, also called the Imperial Palace, was added to the World Heritage site in 1987.



Primary school students having a study tour in the Forbidden City

CI classroom Penglais School students visited the Palace Museum

Sports heritages

Olympic Stadiums: the contemporary heritages



Beijing Olympics Village



2022 Beijing Winter Olympic sites



Water Cube Stadium

Temple of Heaven, was added as a World Heritage site in 1987. It served as the imperial place of prayers to heaven for emperors to hold the grand worship ceremony for good harvest in the Ming and Qing dynasties.



Temple of Heaven

UNESCO World Heritage Site, 1987



the Summer Palace

UNESCO World Heritage Site, 1987



Summer Palace **was added to the World Heritage site in 1987.**
. The most intact royal garden of China, renowned as “Royal Garden Museum”.

Key Points

Case study

The Summer Palace in Beijing: heritage shared use by tourists and residents

MING MING SU and GEOFFREY WALL. Exploring the Shared Use of World Heritage Sites: Residents and Domestic Tourists' Use and Perceptions of the Summer Palace in Beijing. (2015). *International Journal of Tourism Research*, 17: 591–601.

Tourists and residents often share heritage sites that serve as leisure locales for both types of users.

Tourists and locals meet and socialize when they are using the same heritage sites. The interplay of tourists and locals at heritage sites is part of their heritage experience and can influence their attitudes and behaviour.

Tourists prefer spots with a higher reputation and higher historical, cultural and aesthetic values. Residents prefer shaded open spaces, particularly those supplied with facilities such as chairs, tables and exercise facilities.

Some residents are criticized by damaging the atmosphere of the site, while Beijing residents stated that they choose to come at off-peak times and use places with fewer tourists to avoid intensive contacts with them.



Heritages in rural areas

Mout Danxia

UNESCO World Heritage Site, 2010

It is described on the local signage as a "world famous UNESCO geopark of China". It was inscribed as part of the China Danxia World Heritage Site in 2010 because of its unique geographical in formations and spectacular scenery.



Jiuzhaigou

UNESCO World Heritage Site, 1992

Jiuzhaigou is a nature reserve and national park located in the north of Sichuan Province in southwestern China. A long valley running north to south, Jiuzhaigou was inscribed by UNESCO as a World Heritage Site in 1992.





Kaiping Diaolou and Villages

UNESCO World Heritage Site, 2007

Kaiping Diaolou and Villages feature the Diaolou, multi-storeyed defensive village houses in Kaiping, Guangdong Province, which display a complex and flamboyant fusion of Chinese and Western structural and decorative forms.

Yellow Mountain (Huang Shan)

UNESCO World Heritage Site, 1990

Yellow Mountain was named a UNESCO World Heritage Site in 1990 for its scenery and for its role as a habitat for rare and threatened species.



Case study

Mont Huangshang: community involvement of two management models

Cheng Qian, Nophea Sasaki, Damien Jourdain, Sohee Minsun Kim, P. Ganesh Shivakoti (2017). Local livelihood under different governances of tourism development in China: A case study of Huangshan mountain area. *Tourism Management*, 221-233.

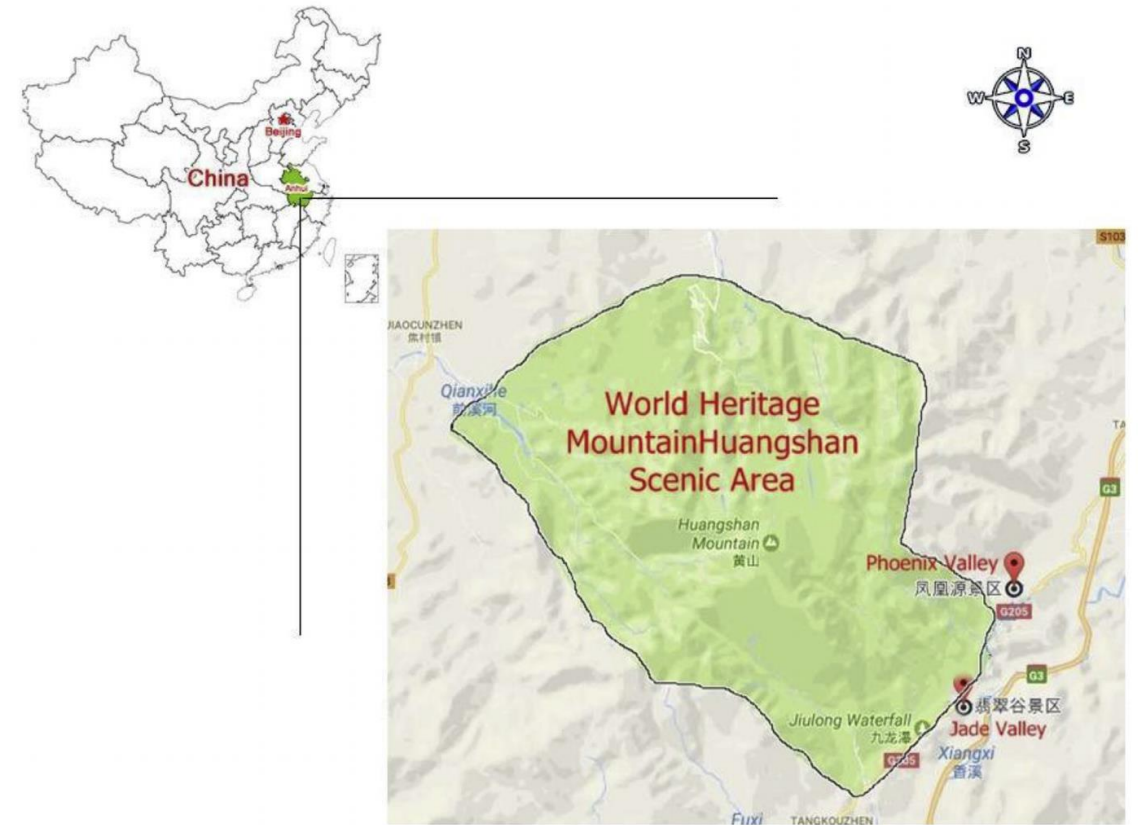


Fig. 1. Local map of Jade valley (翡翠谷) and Phoenix valley (凤凰源) in Huangshan mountain world heritage site.



Two tourism villages:
the Jade and Phoenix valleys located in the World
Heritage mountain area of Huangshan.



CBT is the community-based tourism governance model, under which local communities actively participate in the management of tourism in their respective communities

LOT is the lease-to-operate tourism governance model, under which commercial company is entitled to develop the tourism in the community awarded by the govern mental authority.

Jade valley established its own tourism corporation on 1 August 1987

Phoenix valley adopted the LOT in 2000, under which operational rights for tourism development were granted to an outside investor.

Key Points

The article assessed local livelihood in terms of natural, physical, human, financial, and social capitals according to 15 indicators under the CBT and LOT governance systems.

CBT has resulted in significant increase in annual incomes and dividends compared to that under the LOT. Weighted values of the five capitals for CBT were higher than that for LOT suggesting that local livelihood have improved under the CBT. Therefore, CBT is suitable as a policy tool for tourism development in the rural areas in China.



**Heritages in ethnic
minority regions**

Grassland and Eight Trigrams City in Tekesi, Xinjiang Uygur Autonomous Region



Kashgar, Xinjiang Uygur Autonomous Region



Tachu, Tibet



Gesar epic tradition inscribed in 2009 on the Representative List of the Intangible Cultural Heritage of Humanity. The ethnic Tibetan, Mongolian and Tu communities in western and northern China share the story of the ancient hero King Gesar, sent to heaven to vanquish monsters, depose the powerful, and aid the weak while unifying disparate tribes.

Kekexili Nature Reserve



Passageway for Tibetan Antelope



Kekexili National Nature Reserve in Northwest China's Qinghai province, were recognized as part of the world's heritage in 2017.

Potala Palace, Tibet



Jokhang Temple, Tibet



Leisure activities at gardens, Tibet



Honghe Hani Rice Terraces



The Honghe Hani Rice Terraces (HHRTs) was registered in the UNESCO World Heritage List in 2013 for their immeasurable ecological value and their agricultural and touristic economic significance.

Case study

Honghe Hani Rice Terraces

Ce Qu, Chaozhi Zhang, Shiwei Shen & Daniel H. Olsen.(2021), Heritage conservation and communities' sense of deprivation in tourism: the case of the Hani community in Yunnan, *China.Tourism Geographies*.

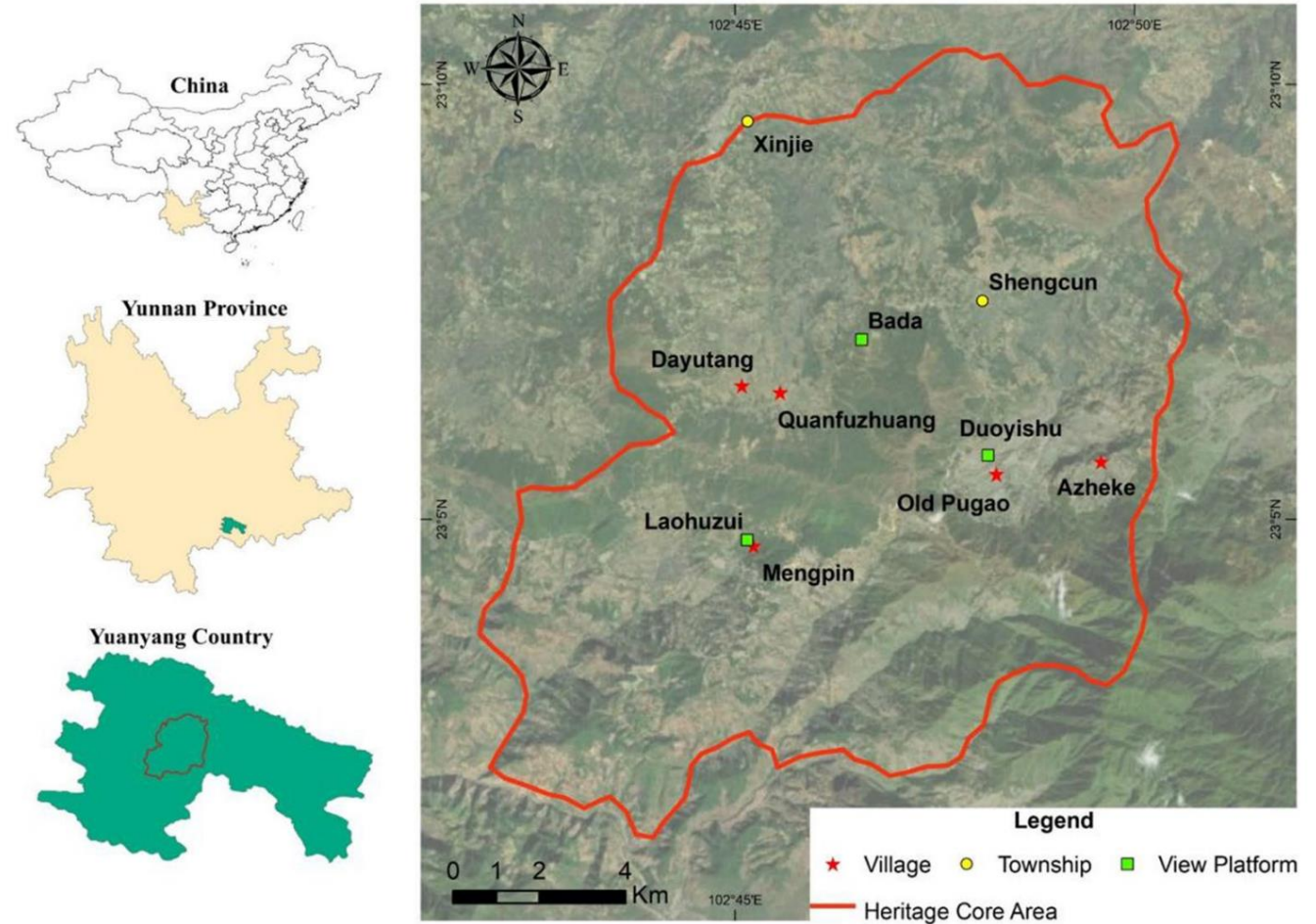


Figure 2. A map showing the location of the villages.

Key Points

The findings show that there are significant differences in opinion between the local Hani people and non-local Hani and outsiders who live in the heritage area.

The local Hani feel a greater sense of deprivation due to the de-empowerment and economic inequities as compared with non-Local Hani and outsiders.

This deprivation has reduced their motivation to conserve their own heritage, while the non-local Hani feel a greater sense of gain and a newfound appreciation for their personal and collective heritage identity.

Frequent interactions between the two groups have led to local Hani people resisting the heritage preservation responsibilities enforced upon them.

The dual identity of the heritage bodies in China

Most of the world heritage sites are both the conservation bodies and the commercial bodies to achieve the self-sustainable development in heritage regions

Source:Yu Liu. Study on the Regulation of Scenic Spots in China.(2017), *China Travel and Tourism Press*.

表 6-11 黄山股份公司占公司主营业务收入或主营业务利润额 10% 以上的产品或服务情况（1999—2009 年）

年度	酒店业务					索道业务					园林开发业务					旅游服务业务				
	主营业务收入		主营业务毛利		毛利率 %	主营业务收入		主营业务毛利		毛利率 %	主营业务收入		主营业务毛利		毛利率 %	主营业务收入		主营业务毛利		毛利率 %
	金额 万元	占比 %	金额 万元	占比 %		金额 万元	占比 %	金额 万元	占比 %		金额 万元	占比 %	金额 万元	占比 %		金额 万元	占比 %	金额 万元	占比 %	
1999	99366657	—	—	—	—	78452163	—	—	—	—	92879411	—	—	—	—	16960912	—	—	—	—
2000	99138099	—	—	—	—	79,930,924	—	—	—	—	91,108,072	—	—	—	—	15,853,127	—	—	—	—
2001	85875504	22	44998109	25.9	—	92598758	23	74546134	43		97552826	24	50960005	30	—	117654551	30	3203384	1.8	
2002	91837966	20.1	39036118	22.11	24.32	94189043	20.62	76564477	43.37	71.99	141400535	30.95	63042348	35.71	37.81	121614144	26.63	-1459753	0.8	2.53
2003	74261862	23.85	7952469	8.46	10.71	76494713	24.57	56188532	59.74	73.45	104980847	33.72	35676773	37.93	33.98	50780976	16.31	-3056867	-3.25	-10.37
2004	129779978	22.9	35110879	13.97	27.05	153093826	27.01	128705510	51.2	84.07	190785738	33.66	85850943	34.15	45	90560052	15.98	1730230	0.69	1.91
2005	166700773	24.19	45062574	16.65	27.03	164454024	23.87	116814836	43.16	71.03	263245549	38.2	109106108	40.32	41.45	143828901	20.87	3516673	1.3	2.45
2006	188755924	21.22	65456913	19.45	34.68	183868650	20.67	134645424	40	73.23	326759905	36.73	131094936	38.95	40.12	185437290	20.85	3983200	1.18	2.15
2007	254388024	24.48	101709187	17.61	39.98	225521720	21.7	168840035	29.24	74.87	412782563	39.72	173139368	29.98	41.94	239235029	23.02	9411390	1.63	3.93
2008	272882201	22.85	91321268	18.51	33.47	269542253	22.57	210288728	42.68	78.13	406985633	34.07	172427196	34.94	42.37	234231822	19.61	8344780	1.69	3.56
2009	268195468	21.47	76114696	15.46	28.38	283885836	22.72	214361903	43.53	75.51	404508385	32.38	165534064	33.62	40.92	272013314	21.77	23211095	4.71	8.53
平均	—	22.56	—	17.57	28.2	—	22.97	—	43.99	75.29	—	33.71	—	35.07	40.45	—	21.67	—	1.17	1.84

资料来源：根据黄山旅游发展股份有效公司年度报告（1999—2009 年）整理

Ngo's influence on China's heritages

The international designation impacts heritage preservation, tourism development and community well-being at the local level, especially in developing countries.

Heritage preservation and tourism use are inevitably intertwined at heritage sites.

From 1997 to 2003, UNWTO had worked with at least 7 Province in China, such as Tibet, Sichuang, Yunnan, Guizhoou, Shandong, Heilongjiang, to conduct the Master Planning of the tourism destinations and the western experts' perspective had an influence on the tourism industry development in China.

Inbound tourists experience

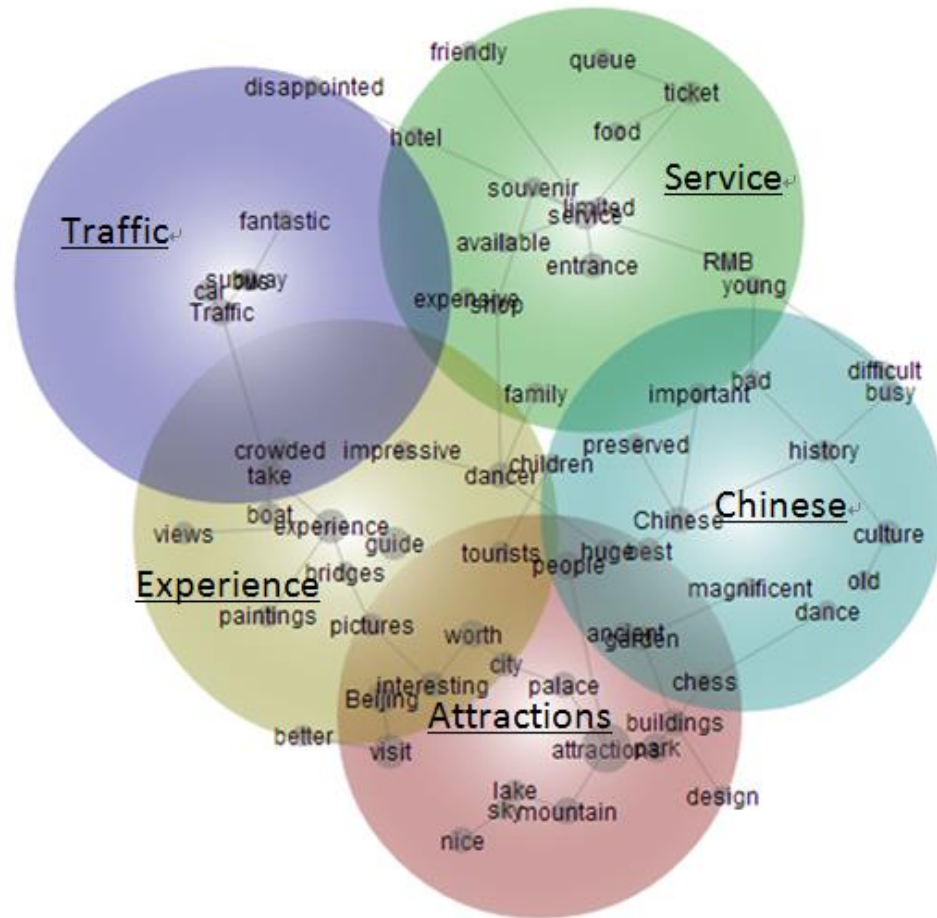


Fig4 the Conceptual Map of Perceived Image of Beijing's 5-A Classified tourism attractions

Exploring inbound tourists experience in Beijing, China: an online deductive approach

Yu Liu, Bingjie Liu-Lastres, Qiuju Wang and Yao-Yi Fu

Conclusions

- © **Historical sites** in Beijing is the key attractive component for overseas tourists;
- © Oversea travelers also experienced some prominent difference, such as, too much population;
- © **Public facilities and public services** are the important factors affect overseas tourists' satisfaction.

Central governance and local goverance

THE STATE COUNCIL THE PEOPLE'S REPUBLIC OF CHINA

National Cultural Heritage Administration

Ministry of Culture and Tourism

Historical Relics(World Heritage Deparment)

Tangible Heritages

Intangible heritage

Minister of Ecology and
Envionment

Ministry of Natural
Resources

Ministry of Housing and
Urban-Rural Development

Ministry of Water
Resources

The influence on Huangshan by different levels

表 6-6 不同力量对黄山模式的影响

影响者	影响内容	遗产质量管理		经营体制		行政建制	
		影响手段	影响大小	影响手段	影响大小	影响手段	影响大小
Local Government	黄山管委会	决策	大	决策	大		
	黄山市政府	决策	大	决策	关键性	决策	大
National Government	安徽省政府	决策	大			决策	关键性
	建设部	决策	关键性				
	民政部					决策	关键性
International influence	联合国教科文组织	决策	较为关键				
	社会各界	对所有方面均有影响；手段是舆论、咨询、诉讼；影响力有限					

注：徐嵩龄 . 中国的世界遗产管理之路——黄山模式评价及其更新（下）. 旅游学刊 .2003，18（2）：52-58.

The governance structure for the Dadaling Great Wall

Source: Ming Ming Su & Geoffrey Wall.(2012). Global–local relationships and governance issues at the Great all World Heritage Site, China. *Journal of Sustainable Tourism*. Vol. 20, No. 8:1067–1086

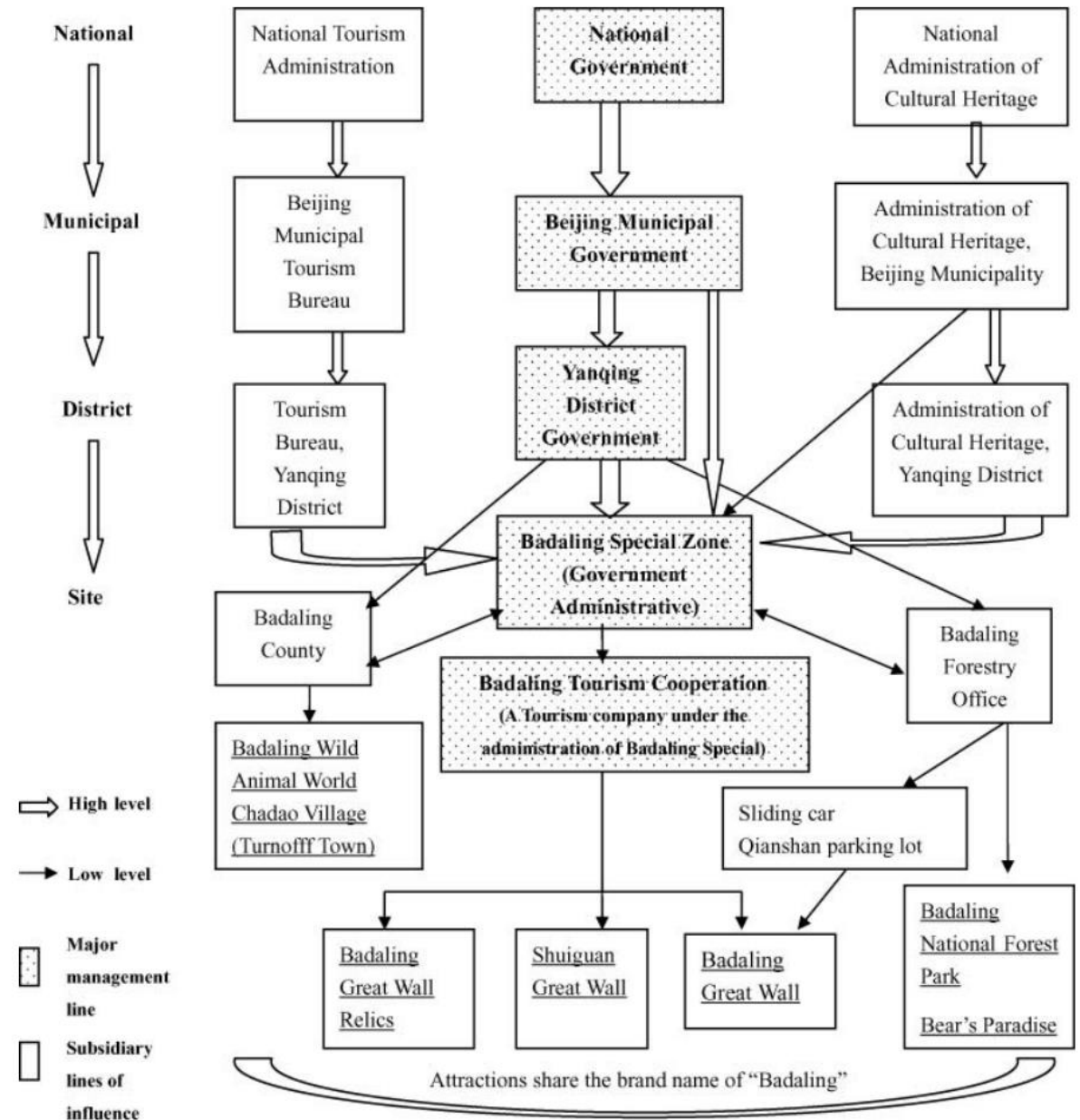


Figure 1. Management structure for the Badaling Great Wall in Beijing.

Outline

- Overall of the heritages in China
- Heritage and Identity from the stakeholders perspective
 - Case Study**
 - Heritages in urban areas
 - Heritages in rural areas
 - Heritages in ethnic minority regions
 - Other cases
- Intangible heritages and Chinese people's life

Intangible Heritages

Heritage is not only the ruin, history and tradition, but also something you may touch, you may feel, and most important you may find the link between heritage and local people's life.

China is focusing on living heritages, especially for the intangible heritages



Longjing Tea village in Hangzhou

National Intangible
cultural heritage: the
skill of the tea stir
fixation process for
Longjing Tea



The best green tea planting area
in China, located at Hangzhou, the
southern east of China





Long Jing village



Long Jing green tea







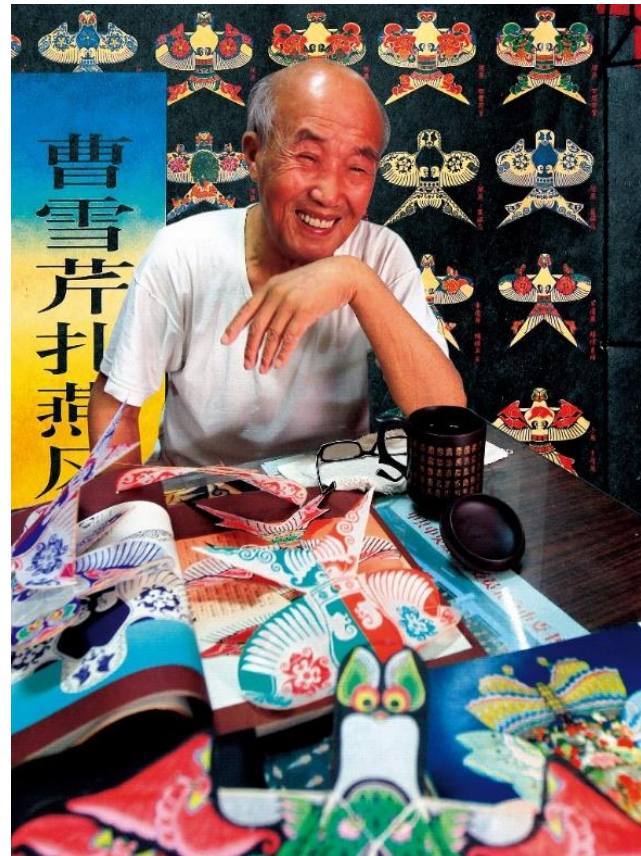
Intangible Heritages in Beijing



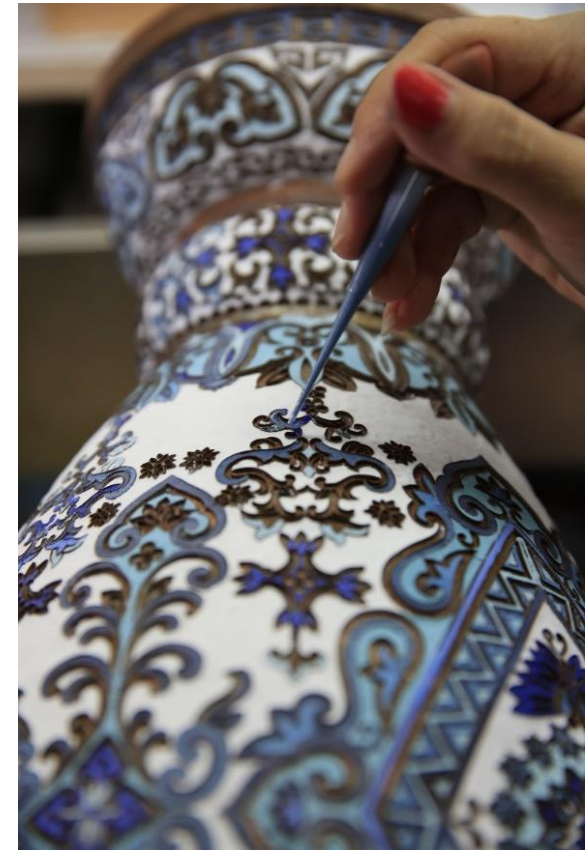
Sugar figurines



Beijing Diabolo.



Traditional Kites



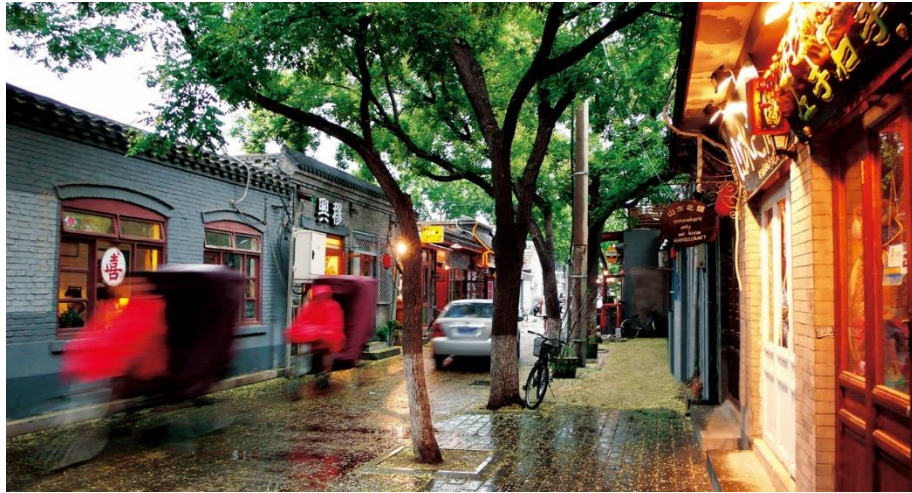
Beijing Colour Ceramics



The rickshaw in Hutong

Folk cultural heritage tour

The courtyard is located in Hutong and is formed by a yard and enclosed by houses. The Ancient courtyards have been modernized and now have fashionable restaurants and hotels.



Courtyards hotel





Chinese wellbeing tour

**Taiji was added in the
UNESCO List of Intangible
Cultural Heritages in 2020.**

Sunshi Taiji

**Square dance
Park culture**



Taiji training class taking in Hutong



Morning exercise of Taiji in Mutianyu Great Wall

TCM heritage tour

TCM acupuncture was added as the
World Intangible Heritage in 2010



历史脉络

Historical context







Chinese New Year

Festive heritage tour

Dragon Boat Festival was added in the UNESCO List of Intangible Cultural Heritages in 2009.



Dragon Dance in Yongning



Temple Fair - Chinese religious and



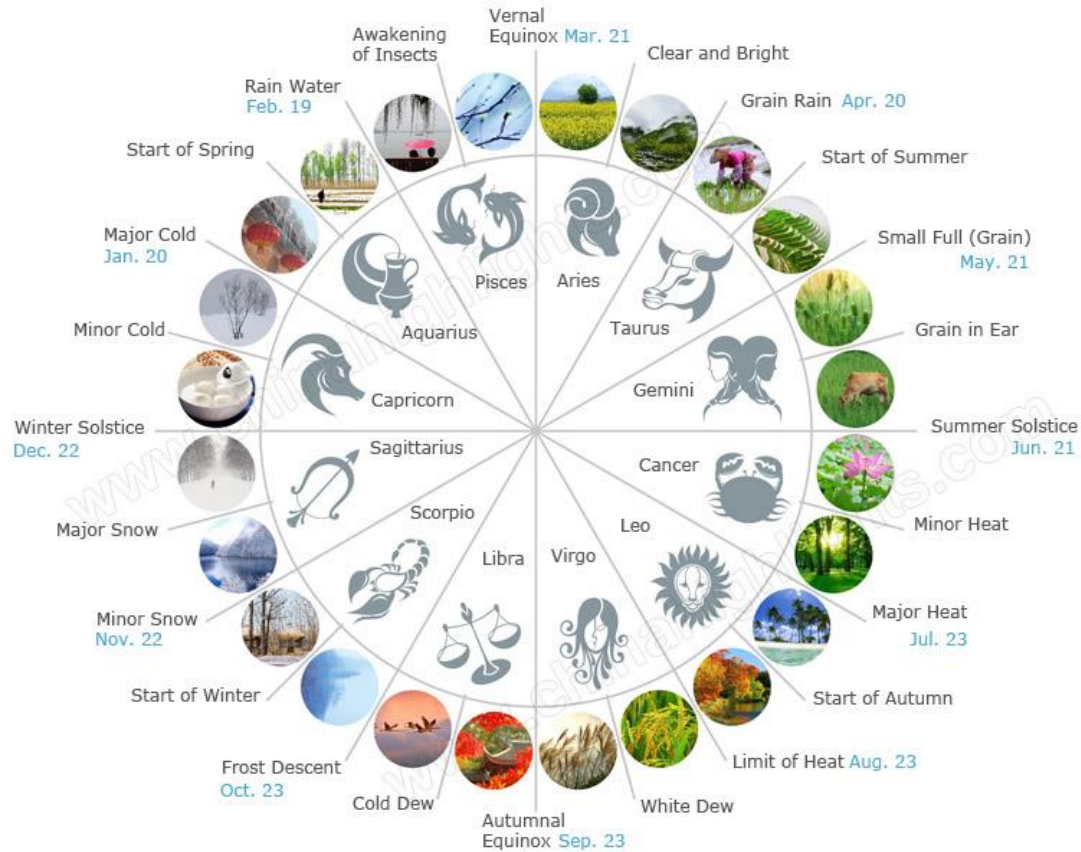
Lion Dance at the Dragon Boat Festival



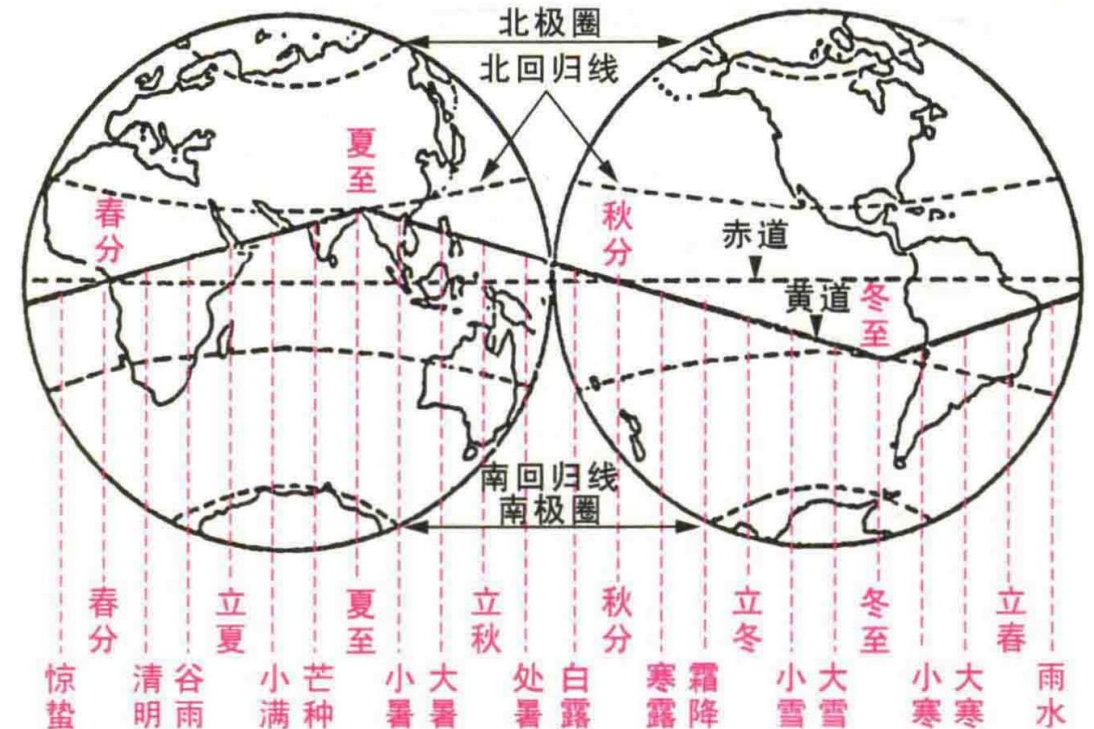
Beijing intangible cultural heritage
Dragon Drum

24 solar terms

The Twenty-Four Solar Terms, knowledge in China of time and practices was added in 2016 on the Representative List of the Intangible Cultural Heritage of Humanity



Western Zodiac signs begin and solar terms begin within two days of the dates shown.



黄道与二十四节气图 《二十四节气》

Culinary heritage tourism



Roast duck is a national intangible cultural heritage.





Tanghulu



Hot Pot



Lamb Skewer



Fried source noodles

Questions and comments!