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CONFERENCE PAPER ABSTRACT

NAME OF PRESENTER:	Rouran Zhang
TITLE OF PAPER:	The Meaning of Cultural Landscape in China: From the Perspective of Heritage Stakeholders
THEME:	<i>Theme 2: Cultural Landscape Practice and Management</i>
PAPER ABSTRACT:	
<p>Since joining the "Convention Concerning the Protection of the World Cultural and Natural Heritage" in 1985, China has always endeavoured to embody the Chinese values of "artistic conception" and "harmony between man and nature" in the international framework and the formulation of the World Heritage standard of value. This project uses qualitative research to explore the interrelations of heritage stakeholders in the process of World Heritage nomination and management. It examines how the Chinese experts formulated the nomination dossier, and explore their purposes in seeking World Heritage listing and their understanding of Cultural Landscape. It also explores how the discourses of Chinese tourists and local communities construct World Heritage and Cultural Landscape values through in-depth interview and observation. In addition, tensions between tourists, local community, national experts and international authorities will be mapped. The paper argues that Chinese experts understood the World Heritage listing process is 'played' under Eurocentric rules and terms. They tried to explain Chinese value to fit into UNESCO's conception of 'outstanding universal value' (OUV), however could not be understood by Western experts. On the other hand, interview with tourists and local community reflect an aesthetic thought process expressed with a poetic sense, which is entangled with the Chinese values of "artistic conception" and "harmony between man and nature".</p>	
BRIEF BIOGRAPHICAL INFORMATION ABOUT THE PRESENTER:	
<p>Rouran Zhang is a lecturer in College of Tourism and Service Management, Nankai University. He is an associate member of ICOMOS International Scientific Committee on Cultural Landscapes. He is also a member of ISCCL Working Group on naturecultures Integration. His research interest is to extend understanding of the way Chinese domestic tourists and residents use heritage sites and map the tensions between their use, the World Heritage position and the Chinese Governments' position on heritage issues. Recently, He participated the "distilling group" to write the <i>Yatra document</i> from Culture-Nature Journey at 19th ICOMOS General Assembly & Scientific Symposium in Delhi.</p>	