



# World Heritage / Patrimoine Mondial

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**Language of thesis:** xxx

**Title of thesis:** Tourism and urban conservation: Heritage management in the old town of Lijiang, China, 1994-2004, and future directions

**Type of thesis:** M.A. World Heritage Studies

**Supervisor of thesis:** xxx

**Institution of Supervisor:**

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**Please provide a 500 words abstract outlining your thesis; you may wish to attach a table of contents or any other relevant material:**

This paper deals with heritage management with emphasis on urban conservation and tourism development in the old town of Lijiang in China.

The paper first identifies the issues including how conservation works and tourism develops in Lijiang. The tourism industry in historic towns in China such as Lijiang has a significant impact in the built environment, local economics, culture, and the community. Tourism influences city development in both positive and negative ways. Under this situation, urban conservation has its own characteristics. Urban conservation has new problems because of tourism development. This paper tries to identify the problems brought about by tourism in historic towns, it considers integrated urban conservation and it tries to find out how to manage heritage in a proper way.

The paper explains the intervention on heritage by the local authorities, the roles of different stakeholders in heritage management and the possible scenarios for the old town are envisaged and evaluated.

In trend scenario, the present problems remain; the heritage resource is used maximum for the tourism industry. Conservation effort is efficient, but not effective. The town confronts a big challenge for the loss of authenticity. In the tourism oriented scenario, the maximum exploitation is aimed about the cultural resource. The negative impact of tourism exploitation would be remarkable. Conservation oriented scenario seems to be against the main trend of the social development. It is difficult to implement. It required the highly understanding of culture significance. But from the long term consideration, it is the responsible policy intervention. In compromised scenario, tourism development is encouraged but there are constraints imposed by the conservation of the environment. It requires the local authorities take the wise decisions at any circumstance. A strong co-operation between public and private sectors are required.

Finally, based on the previous research, the paper demonstrates how to improve the present situation and how to integrate heritage management into social, economic and cultural development by the different stakeholders at different management levels. Different recommendations are given to the state

government, provincial government, city government and local site management office.

Among historic towns in China, the old town of Lijiang has its uniqueness in that it is at a stage of mass tourism development and a great effort has been put into heritage conservation. But its present outlook could offer possibilities in future for many historic towns in China to adapt similar conservation strategies. Despite of the problems in the tourism industry and conservation, remarkable efforts in the field of heritage management in Lijiang is outstanding among historic cities in China. In fact, it is taken as the good model for successful tourism development and heritage conservation by the other historic towns in China. Town managers from other historic towns in China often come to visit Lijiang and try to learn from Lijiang. Therefore, the way how Lijiang is conserved would be significant for all the historic towns in China.