



TOURISM, HERITAGE AND INTEGRATED APPROACH, CASE STUDIES IN CHINA AND FRANCE IN THE FRAMEWORK OF THE OURWORLDHERITAGE INITIATIVE <http://www.ourworldheritage.org>

February 24, 2021 - 10:00-12:00 am Paris time (5:00-7:00 pm Beijing time) on ZOOM



In China, the 14th Five-Year Plan (2021-2025) will focus on the domestic market, and in particular on heritage and tourism, both of which have been factors of development for more than two decades. The problems encountered on the endangering of heritage, landscapes and populations on overexploited or badly exploited sites are now shared by China as well as by Western countries. In France as in China, integrated approaches have been carried out attempting to associate and produce new urban management tools associating cultural, natural and intangible heritage, tourism and environmental quality in a territorial vision associating villages and towns. The inhabitants are involved upstream of these experimental processes. The case studies presented will aim to identify the strengths and weaknesses of the achievements carried out, so as to help the dissemination of good practices and contribute to the development of specific recommendations, and targeted by type of actor or context.

Organizers

Observatoire de la Chine, Cité de l'architecture & du patrimoine
Institut national des langues et civilisations orientales

Speakers

Roger Bataille, Mayor of Ervy-le-Chatel, Vice-president of the Association « Petites Cités de Caractère »
Alain Marinos, national delegate of the Association « Petites Cités de Caractère »
Pr SHAO Yong, Tongji University, Shanghai
Pr ZHANG Chunyan et Mrs HU Lian, Tianjin University
Pr ZHOU Jian, WHITRAP, Shanghai

Moderators

Françoise Ged, Observatoire de la Chine, Cité de l'architecture & du patrimoine, INALCO
Minja Yang, RLICC/KUL Emeritus & ex-Unesco

Rapporteur

Mrs PENG Liang, landscape designer

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<https://www.facebook.com/OurWorldHeritageTourism>
Registrations : https://www.ourworldheritage.org/t_events/

PROGRAMME

INTRODUCTIONS

Minja YANG and Françoise GED

1. Chinese case studies

ZHOU Jian

Study on Heritage and Tourism Spatial Strategy in Yangtze River Delta ecological low-carbon integrated development demonstration zone

SHAO Yong

Two case studies :

- Some efforts for achieving the Sustainable Development Goals in a World Heritage City, the case of Pingyao
- Natural and Cultural Heritage based Territorial Spatial Planning in China, the case of South Anhui

HU Lian & ZHANG Chunyan

How tourism stimulates local policies' adjustment?

Two case studies in Tianjin: celebrities' former residences on Wu Dadao and homestays in Xijingyu

Q&A session

2. French case studies

Roger BATAILLE

Heritage and innovation : keys to revitalization of Ervy-le Chatel, a small medieval town in a rural area

Alain MARINOS

How to make the city attractive? Two case studies : Pont-Croix, Petite Cités de Caractère, and the metropole of Brest

Q&A session

CONCLUSION

Françoise GED



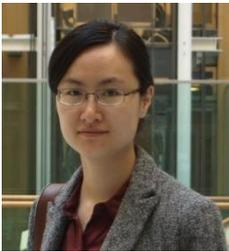
ZHOU Jian

With a Ph.D from Tongji University, Zhou Jian is an urban planner and professor at the College of Architecture and Urban Planning (CAUP) at Tongji University since 1987. He is vice-president of the China Association of City Planning (CACP), director of the Tongji University Urban Planning & Design Institute (TJUPDI) and the World Heritage Institute of Training and Research for the Asia and the Pacific Region (WHITRAP) in Shanghai. In 2003, he received the Unesco Prize for the Protection of the Heritage of the Asia-Pacific Region. In 2005, he was named *Chevalier de l'ordre des Arts et Lettres*.



SHAO Yong

Urban planner graduated from Tongji University, Shao Yong followed the training of Architectes urbanistes de l'État organized by École de Chaillot with École nationale des ponts et chaussées. Professor at Tongji University and trainer at the World Heritage Institute of Training and Research for the Asia and the Pacific Region (WHITRAP) in Shanghai, she teaches at the University of Montreal, Canada. She is also a member of ISCEAH, ICOMOS and the National Committee of Historic and Cultural Cities in China.



HU Lian

Graduated from the École des Hautes Etudes en Sciences Sociales (EHESS, Paris) in urban studies, HU Lian has been a professor at the School of Architecture at Tianjin University since 2012. She is vice-director of the Institute of history and theory of architecture. Her research focuses in particular on heritage, cultural industries and creative cities.



ZHANG Chunyan

Architect, landscape designer and heritage architect, holder of a Ph.D from the *École des Hautes Etudes en Science Sociales* (EHESS, Paris). ZHANG Chunyan is professor and vice-dean of the School of architecture at Tianjin University, deputy editor of the *Traditional Chinese Architecture and Gardens Magazine*. He conducts several projects and research on historic districts, imperial gardens, and cultural landscape, including the Forbidden City, Yuanmingyuan Garden, and the Grand Canal.



Roger BATAILLE

Architect, Roger Bataille has been mayor of Ervy-le-Chatel since 2008. Ervy-le-Chatel belongs to the network of *Petites Cités de Caractère de France*. He is vice-president of an administration gathering 42 municipalities (Chaourçois and Val d'Armanche), in charge of economic development. He is also vice-president of the Association *Petites Cités de Caractère de France*, in which he develops exchanges related to international cooperation.



Alain MARINOS

Architect and urbanist, honorary general inspector of the French Ministry of Culture, Alain Marinos is national delegate of the Association *Petites Cités de Caractère de France*. He has been *Architecte des bâtiments de France*, and director the *École de Chaillot (Cité de l'architecture & du patrimoine - Paris)*. Long committed in international cooperation, he is a consultant professor at Tongji University.



Minja YANG

Minja Yang served 30 years in the UN: 10 years at UNHCR, 20 years at UNESCO where she worked as Chief Angkor Unit; Deputy Director World Heritage Centre; Director Subregional Office in New Delhi before joining the Raymond Lemaire Intl Centre for Conservation of University of Leuven as its President & Professor for 10 years. She now works as a consultant specialised in capacity-building of local authorities to promote heritage-based development and for a Seoul-based international contemporary art investment company.



Françoise GED

Architect and Sinologist, Françoise Ged heads the *Observatoire de l'architecture de la Chine contemporaine*, in *Cité de l'architecture & du patrimoine*. Since 1997, she has developed various partnerships with China, especially on heritage, urban development, architecture. She participates in several programs of the National Research Agency, UNESCO, and teaches at INALCO, IAE Nantes. She has written many articles, on heritage, architecture and the city in China. She is an associate researcher at the China, Korea, Japan Center.



PENG Liang

Ph.D of University of Paris, Master Degree of Landscape Architecture of Tongji University, and of Cultural Landscape of European Erasmus programs. She worked in the Asia and the Pacific Unit of World Heritage Centre and in the landscape architecture studio of Michel Desvigne. Her research fields concern mainly the cultural landscapes, policies of protection and management of cultural heritage. Member of ICOMOS France.