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An Investigation on Public Participation of Cultural Heritage Protection in China's Small Cities

Ji Wang

A thesis submitted in partial fulfilment of
the requirements of Bath Spa University for the degree of Doctor of
Philosophy

Bath Business School, Bath Spa University
supervisors Dr Li Li, Dr Kristin Doern

November 2023

Ethics Statement

This study was approved by the Bath Spa University Ethics Panel on 12/2015. Should you have any concerns regarding ethical matters relating to this study, please contact the Research Support Office at Bath Spa University (researchsupportoffice@bathspa.ac.uk)

All participants provided written informed consent prior to enrolment in the study and for any associated datasets to be utilised as presented within this thesis.

Ji Wang

November 2023

Data Statement

All datasets are provided in full in the results section of this paper.

This thesis is supported by multiple datasets, which are openly available at locations cited in the reference section.

Ji Wang

November 2023

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November 2023

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Abstract:

This research investigates the relationship between public participation and cultural heritage protection in small cities in China, with a focus on exploring the potential of integrating economic theory into cultural heritage preservation. The study is motivated by the global importance of cultural heritage, the diverse perspectives on heritage preservation, and the significance of public involvement in safeguarding heritage. The research aims to address the challenges and complexities associated with cultural heritage preservation and examine the applicability of the "triple bottom line" theory in economics to sociology.

The research objectives are to identify the main problems of public participation in cultural heritage protection in China, understand the relationship between practice and theory in cultural heritage preservation, and explore the potential of economic theory in serving sociology. The research methodology involves a combination of qualitative and comparative analysis approaches, including literature review, comparative analysis, case studies, interviews, surveys, and data analysis.

The findings from the research contribute to knowledge by exploring social constructivism and the integration of economic theory into cultural heritage preservation. The study provides insights into the main problems of public participation in cultural heritage protection in China under current political, economic, and social conditions. Additionally, it examines the relationship between public participation and local urban development through the lens of social constructivism. Furthermore, the research explores the potential of applying the "triple bottom line" theory in economics to serve sociology, particularly in the context of cultural heritage preservation.

By addressing these research questions, the study offers recommendations and insights for effective cultural heritage preservation strategies, public participation frameworks, and the application of sustainable development principles. The findings can inform policymakers, practitioners, and stakeholders involved in heritage preservation, contributing to the development of sustainable and inclusive models of cultural heritage protection in small cities in China. Overall, this research aims to contribute to the existing body of knowledge on cultural heritage preservation and promote the sustainable safeguarding of cultural heritage for future generations.

Chapter 1 Introduction

1.1 Research Background and Motivation

Cultural heritage preservation has become an important global concern in recent years. The recognition of the significance of cultural heritage in shaping identities, fostering social cohesion, and promoting tourism has led to increased efforts to protect and safeguard tangible and intangible heritage(Chiva, 2014). However, there are various challenges and complexities associated with cultural heritage preservation, including differing approaches and perspectives across different countries and regions(Kockel, Nic Craith, & Frykman, 2018).

Motivation for Research:

The motivation for conducting research on cultural heritage preservation stems from several factors:

Global Importance: Cultural heritage is a shared global resource that holds immense value for humanity. It is essential to understand and address the challenges and opportunities associated with its preservation to ensure its sustainability for future generations(Graham & Howard, 2008).

Diverse Perspectives: Different countries and regions have varying approaches to cultural heritage preservation based on their historical, cultural, and philosophical contexts(Labadi, 2013). Exploring these diverse perspectives can contribute to a broader understanding of heritage preservation strategies and practices.

Public Participation: Public involvement in cultural heritage preservation is crucial for its success(Graham & Howard, 2008). Understanding the factors that influence public participation, such as public awareness, capacity, and the legal framework, can inform the development of effective strategies and policies for engaging the public in heritage protection efforts.

Sustainable Development: The concept of sustainable development emphasizes the need to balance economic growth, social well-being, and environmental conservation. Applying the principles of sustainable development to cultural heritage preservation can foster holistic approaches that consider economic, social, and environmental factors for long-term sustainability(Smith, 2010).

By conducting research on cultural heritage preservation, one can contribute to the existing body of knowledge, inform policy and decision-making processes, and promote effective practices for the protection and safeguarding of cultural heritage.

1.2 Research Problem, Research Aim and Research Questions

This research aims to find out the challenges and countermeasures to the relationship between public participation and cultural heritage protection in small cities in China. At the same time, this research also seek empirical consideration, trying to introduce the current mature economic theory to promote cultural heritage protection and public participation. And explore the factors influencing cultural heritage preservation, public participation, and the application of sustainable development principles in heritage protection. The main purpose of the research finding and analysis is to answer the following research questions and achieve the research objectives(Bendix & Szabo, 2013).

According to the purpose of the research, the research questions are proposed:

1. What are the main problems in China's public participation in cultural heritage protection under the current political, economic and social conditions?
2. Under the influence of social constructionism, what kind of relationship exists between the practice and theory of cultural heritage protection in small cities?
3. Can the "triple bottom line" theory in economics serve sociology?

The research problem focuses on the challenges and complexities associated with cultural heritage preservation, particularly in the context of differing approaches and perspectives across different regions in China. Focuses on the public participation in culture heritage with Chinese small cities as the context. It takes the theory of social constructivism as its framework and aims to develop a mechanism that explains the public participation in culture heritage in China(Chiva, 2014).

In order to achieve the research purpose, the following research objectives are proposed:

1. Clarify the main problems of Chinese public participation in cultural heritage protection under the current political, economic and social conditions.
2. Based on the theory of social constructivism, look for the relationship between public participation in cultural heritage protection and local urban development.
3. According to the theory of social constructionism, try to use the "triple bottom line" theory in economics to serve sociology, and based on public participation in cultural heritage protection, explore the scientific progress of realizing a new model of public participation in cultural heritage protection.

By addressing these research questions, the study aims to provide a comprehensive understanding of cultural heritage preservation, identify best

practices, and suggest recommendations for effective and sustainable heritage protection.

1.3 Research Methodology

For achieve the purpose of this study, interpretivism is used as a research philosophy, The research methodology will involve a combination of qualitative and comparative analysis approaches to investigate and analyze the research problem and address the research questions(Smith, 2010). The following research methods will be employed:

Literature Review: A comprehensive review of existing literature, scholarly articles, reports, and relevant documents will be conducted to gain a thorough understanding of cultural heritage preservation, public participation, and sustainable development principles in the context of China and Western countries. This will provide a theoretical foundation for the study and help identify key themes, concepts, and gaps in knowledge.

Comparative Analysis: A comparative analysis will be conducted to examine and compare the cultural heritage preservation approaches and practices in China and Western countries. This will involve collecting and analyzing data from case studies, policy documents, and relevant sources to identify similarities, differences, and factors influencing heritage preservation strategies in different contexts(Smith, 2010).

Case Studies: Case studies will be conducted to provide in-depth insights into specific examples of cultural heritage preservation in both China and Western countries. These case studies will involve site visits, interviews with relevant stakeholders, and analysis of preservation initiatives, policies, and outcomes. The case studies will help illustrate and validate the findings from the comparative analysis(Harrison, 2013).

Interviews and Surveys: Interviews will be conducted with experts, practitioners, policymakers, and community members involved in cultural heritage preservation to gather their perspectives, experiences, and insights. Surveys may also be used to collect quantitative data on public attitudes, awareness, and participation in heritage preservation. These primary data collection methods will provide valuable firsthand information and enrich the analysis(Bendix & Szabo, 2013).

Data Analysis: The collected data, including literature review findings, comparative analysis results, case study data, and interview/survey responses, will be analyzed using qualitative data analysis techniques. This will involve coding, categorizing, and interpreting the data to identify patterns, themes, and key findings related to cultural heritage preservation, public participation, and sustainable development.

Synthesis and Recommendations: The research findings will be synthesized and used to develop recommendations for effective cultural heritage preservation strategies, public participation frameworks, and the application of sustainable development principles. These recommendations will be based on the research findings, literature review, and expert insights, and will aim to provide practical guidance for policymakers, practitioners, and stakeholders involved in heritage preservation(Pereira Roders & Stovel, 2019).

By employing a rigorous and comprehensive research methodology, the study aims to contribute new knowledge, insights, and recommendations for the field of cultural heritage preservation and facilitate the development of effective strategies and practices for the protection and safeguarding of cultural heritage(Agnew, 2013).

1.4 Research Focus and Boundaries

Research Focus:

The research focuses on the involvement of the public in the conservation of cultural heritage. It explores how the public actively participates in the preservation and transmission of cultural heritage (Van Balen & Winter, 2018). The study may encompass the roles, contributions, and experiences of the public in various cultural heritage conservation activities.

Boundaries:

Geographical scope: limited geographical area.

Mechanisms of public participation: The specific ways in which the public engages in the conservation of cultural heritage. This may include volunteer activities, community participation programs, educational initiatives, digital platforms, or other forms of active involvement.

Stakeholders: key stakeholders involved in cultural heritage conservation, including government agencies, cultural heritage organizations, local communities, non-governmental organizations, and individuals. Consider their roles and interactions with the public in the preservation process (Smith, 2010).

Research methods: The research methods and techniques used to collect data and analyze the involvement of the public in cultural heritage conservation. This includes interviews, observations, and analysis of existing literature.

By defining the research focus and boundaries, the study remains focused, feasible, and provides valuable insights into the issues surrounding public participation in the conservation of cultural heritage (Smith, 2010).

1.5 Contribution to Knowledge

According to the theory of social constructionism, try to use the "triple bottom line" theory in economics to serve sociology, and based on public participation

in cultural heritage protection, explore the scientific progress of realizing a new model of public participation in cultural heritage protection.

1.6 Summary

In summary, this research focuses on public participation in cultural heritage preservation in small cities in China. The motivation for the research stems from the global importance of cultural heritage, the diverse perspectives on heritage preservation, the significance of public participation, and the application of sustainable development principles. The research aims to address the challenges and complexities associated with cultural heritage preservation, explore the relationship between public participation and cultural heritage protection in small cities, and examine the applicability of the "triple bottom line" theory in economics to sociology. The research questions revolve around identifying the main problems of public participation, understanding the relationship between practice and theory in cultural heritage preservation, and investigating the potential of economic theory in serving sociology(Chiva, 2014). The research methodology involves a combination of qualitative and comparative analysis approaches, including literature review, comparative analysis, case studies, interviews, surveys, data analysis, and synthesis of findings to provide recommendations for effective cultural heritage preservation strategies. The research contributes to knowledge by exploring social constructivism and the integration of economic theory into cultural heritage preservation, with a focus on public participation in China's small cities(Anheier & Isar, 2011).

Chapter 2. Literature Review

2.1 Cultural heritage concept

Cultural heritage is a masterpiece of humanity with outstanding universal value. Tourism activities around cultural heritage have become an important part of today's social life. Modern tourism activities and cultural heritage protection are interrelated, including the impact of tourism activities on cultural heritage protection and the beneficial effects of tourism activities on cultural protection.

Boyu, Hui, and Schippers (2015) think that conceptually, cultural heritage is grouped into tangible cultural heritage and intangible one, also called material cultural heritage and non-material cultural heritage. Material cultural heritage refers to cultural relics with historical, artistic and scientific value, while non-material cultural heritage means a traditional cultural representation—that is closely related to people's life and inherited from generation to generation—in the non-material formation.

Tangible Cultural Heritage/Material Cultural Heritage

According to the *Convention Concerning the Protection of the World Cultural and Natural Heritage* (the *World Heritage Convention* for short), tangible cultural heritage is the traditional “cultural heritage”, including historical relics, historical buildings and ancient cultural relics of human beings. Material cultural heritage covers the immovable cultural heritage such as ancient sites, tombs and buildings, as well as grotto temples, stone inscriptions, frescoes, important contemporary historical site or relics, and representative buildings; movable cultural relics in the historical ages, such as key material objects, artwork, literature, manuscripts, and books and reference materials; renowned historic and cultural cities (sub-districts/villages/towns) with outstanding

universal value in the aspects of architectural style, even distribution, and the combination with environment and scenery.

Intangible Cultural Heritage/Non-Material Cultural Heritage

According to the *Convention for the Safeguarding of the Intangible Cultural Heritage* (2003), intangible cultural heritage means “the practices, performances, representations, knowledge, skills, as well as the tools, objects, crafts and cultural spaces associated therewith—that communities, groups and, in some cases, individuals recognize as part of their cultural heritage” (p16). This definition is true of non-material cultural heritage, which covers oral statement and expression (including the language as the medium of non-material cultural heritage), performing arts, social customs, etiquette and festivals, knowledge and practice related to nature and universe, and traditional handicraft skills. Meanwhile, non-material cultural heritage also refers to various traditional cultural representations—such as folk literature, folk activities, performing arts, traditional knowledge and skills, and relevant tools, objects and crafts—that are inherited from generation to generation by people of all nationalities and closely related to people’s lives, as well as cultural spaces—places for regularly holding traditional cultural activities or showing traditional cultural representations, such as singing fairs, temple fairs and traditional festival celebrations. The biggest characteristic is that it is not only a special lifestyle associated with the nation, but the “living” manifestation of national personalities and aesthetic habits. It exists for human beings. Represented by voice, image and skills, it continues as a cultural chain passed from one person to another, and is the most vulnerable part in the “living” culture and the tradition. In the process of inheritance, therefore, human beings play a significant role.

The concept of “cultural heritage” grows from a narrow sense to a broader one, just as everything will develop after emerging. According to Marilena (2000), “heritage” featured ongoing expansion and transition of semantics during the last 10 years of the 20th century, resulting in abuse of this word. In response to that, he began to reflect the semantic evolution of “cultural

heritage” in France. Marilena thought “cultural heritage” was not only limited to the ones existing in some specific countries, considering the internationally accepted definition of the word provided by international regulations, charters and resolutions. Instead, all traditional items in the world, which can evoke certain values and lead people to consider these items’ social values, can be regarded as cultural heritages. Meanwhile, protection and maintenance of cultural heritage also began to attach importance to intangible cultures, more than tangible objects. However, the western world shares a different value system with China, which can influence the processes of cultural heritage protection respectively. This will be explained in the next section.

Definition and authorized content of “cultural heritage” were identified according to the *Convention Concerning the Protection of the World Cultural and Natural Heritage*, adopted by the General Conference of UNESCO in 1972. The Convention only takes monuments, groups of buildings and sites as cultural heritage. Later on, various international conventions, charters and other normative documents develop “cultural heritage” into a generalized definition, incorporating historical tangible and intangible heritages. For example, *European Charter of the Architectural Heritage* (1975) introduces historic monuments, ancient groups of buildings, places of interest, ancient cities and towns, secondary groups of buildings of featured villages in their natural or artificial fields into the “cultural heritage”; the *Protection of Historical Regions and the Suggestions for Its Contemporary Role* (1976) expands the scope of cultural heritage to all groups of buildings, structures and plazas discovered in any archaeological and paleontological sites; the *Convention on the Protection of the Underwater Cultural Heritage* (2001) includes all traces of human existence having a cultural, historical or archaeological character which have been partially or totally under water, periodically or continuously, for at least 100 years; finally, the *Convention for the Safeguarding of Intangible Cultural Heritage* (2003) decisively incorporates practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural

heritage. Moreover, some other international conventions absorb more extensive historical heritages, including industrial heritages, canal heritages, heritage routes and fields, in the concept of “cultural heritage” and enrich its content.

2.2 Chinese cultural heritage system

Chinese cultural heritage protection is definitely different from that in western countries. According to Wang (2014) and Li (2014), the modernization of the West is an endogenous process in which there is more historical continuity between tradition and modernity. Therefore, people of European and American countries tend to have a better sense of identity with their traditions and histories. On the contrary, China’s modernization is exogenous and there are remarkable essential differences between these modern factors and local inherent traditional civilization. As a result, once the goal of modernization is established, Chinese people tend to reject traditional and historical things. Inevitably, such a mindset leads to the disregard and destruction of cultural heritage. Western countries saw considerable advance of its industrialization on the premise of fully developed capitalist social productivity, which resulted in various social and urban problems causing serious damage to their heritage. In this case, they realized the importance of protecting cultural heritage and began to advocate protection (Graham & Howard, 2008). Generally speaking, heritage protection originated from reality and then was used for reality. However, China did not experience the free development of capitalism. The country started its modernization when it was in a semi-feudal and semi-colonial state which was caused by the hard blow of foreign powers. In this kind of “top-down” modernization, both economy and national consciousness lag behind. Still the significance of heritage in cultural and spiritual sense has not been valued and appreciated by Chinese people (Graham & Howard, 2008).

Also, Chen and Zhang (2014) believe that the difference between China and the West in historical and cultural background and in the historical stage of society leads to their different attitude towards heritage and varying protection priorities. As the Eastern and Western buildings belong to different architectural systems, there are different concepts of protection. The West focuses on preserving various elements of buildings, while China lays emphasis on sustaining the symbolic meaning of architectures. The West fully respects the history of ancient buildings, making them available to visitors who can learn about their past and history. In contrast, China pays less attention to protecting details and gives more consideration to overall style and symbolic significance. In practice, the West values “preservation” while China values “protection”. “Preservation” can be understood as a way of preventing decline and extending life and value. The greatest feature of preservation is minimized human intervention. And the principal means include prevention, safeguard and maintenance. For Westerners, even ruins and debris should be preserved and if possible, left unchanged, as long as they can reflect the history. They might preserve things which look very humble for Chinese tourists, such as a ruined castle, a broken wall, or even a pile of broken stones (Graham & Howard, 2008). Protection is a kind of continuation based on preservation. Repair, relocation, reconstruction, restoration, renovation, etc. are all under this concept. The connotation of protection is richer and the means are more diversified. Due to differences in cognition or standards, the protection process can vary with individuals and specific cases, inevitably leading to imprudent behaviors. As a consequence, China has seen many lessons of protective damage on cultural heritage.

Furthermore, there are obvious differences between Chinese and Western aesthetic thoughts which are rooted from different cultural systems. As for cultural relics and historic sites, Chinese people mainly consider their relationship with the society’s mainstream values, and so their values are mainly decided by related historical events or figures and derived aesthetic and historical significance (Wang, 2003). Westerners emphasize science and rationality, and treat the accuracy of historical information as a criterion to

judge the beauty of cultural relics. For example, the appeal of ancient Chinese buildings lies in architectural clustering. That is a kind of collective beauty. With individual characteristics, Western classic buildings feature geometric composition and magnificent appearance. Each building is independent and closed, usually with huge sizes and super dimensions which are far beyond the actual needs. Such a design expresses the concept of giving buildings an upward and outward personality. That reflects the Western people's spirit of conquering and confronting nature. With this kind of aesthetic philosophy, Chinese tend to attach more importance to overall harmony and the inheritance of meaning, while Westerners prefer individual accuracy and readable information. As to the identifiability principle, Chinese prefer hiding to revealing and uphold harmonious but implicit identifiability, while Westerners like apparent and obvious restoration (Li, 2014).

Because of the difference above, cultural heritage protection in China definitely differs from that in western countries. To keep the feature of cultural diversity in traditional understanding of heritage value, "universal protection of a single value" is replaced with the concept of "universal pluralism." And in modern China, there is a growing demand for recognition and respect of different cultures and for preservation of cultural diversity. According to the *Universal Declaration on Cultural Diversity(2008)*, culture takes diverse forms across time and space. Different nationalities living in varied areas have their own understanding and recognition of values of their cultures, which is another direct proof of cultural diversity. But researchers, represented by Wang and Xia (2011), think "comprehensive innovation in culture" is also needed in balancing universality and diversity. They call on the public to abandon "traditionalism (rejecting all foreign cultures)" and "westernization (discarding all traditional ones);" instead, to explain and evaluate everything in a rational and multidimensional way. People should not arrogantly overpraise China's traditional cultures, or completely replace them with western values. As a matter of fact, the outstanding, reasonable and developable values should be retained. People need to preserve unique protective ideas and technologies of their own nationalities and living areas, while respecting

emotional needs for historical heritages of people with different cultural backgrounds, and valuing customs of people with diverse history, aesthetics, nationalities and religions. In conclusion, the public should replace the idea of “universal protection of a single value” with “universal pluralism.” Only in this way can China bring forth new theories for cultural heritage protection. On one hand, the country is able to establish its special protective ideas, rather than just copying the restoration and protection systems of western countries, to root foreign protective ideas in China. On the other hand, the public need to promote indigenous and special characteristics of China’s traditional protective ideas, to use self-developed methods for its own heritage protection.

Meanwhile, Shan (2008) thinks that individuals and groups of people both enjoy differences and similarities at the same time. The same is true for China’s protection of cultural heritage protection. On one hand, features and targets of protection of various heritages differ from each other, reflecting a natural diversity. On the other hand, they share similar basic characteristics and demands, owning a natural universality when facing problems of existence. Shan thinks culture, as an expression of people’s way of living, also incorporates differences and universalities. The universalities, hiding behind the cultural differences, are based on basic human universals and are the foundation of communication among groups of people and cultures. Basic values and moral outlook also can reflect these universalities, since they are universal human values providing necessary common goals and evaluation standards for people. However, co-existence of multiple cultures and values needs to respect the conventions representing human beings’ common understanding of basic values. Recognition and respect are the forces to retain cultural uniqueness, making different cultures a part of modern global culture villages. It is meaningless, even destructive, to pursue uniqueness while discarding the value principle of universality.

Wang (2008) agreed with Shan (2008) from another perspective. He also believes that from modern times, theories and concepts of China’s cultural heritages have been influenced by the western world for a long time. However,

restricted by the academic environment, Chinese scholars are more familiar with the values of art and aesthetics, scientific education and other objective ontological ones, when it comes to values of historical heritages. It is not common to discuss these values from the perspectives of people, culture, influences from external forces, like society and economy, on selection of heritage values, let alone from the view of axiology. Therefore, some researchers like Chen(2003) who holds the point that China is still lacking a complete value system of historical and cultural heritages. Current China's protection of heritages, influenced by society, education, policies, economics and other factors, is not based on the understanding, or reception of "heritage value," when judging values to decide protection campaigns and selecting "appropriate" measures. This becomes a defect of basic theoretical study in China's historical and cultural heritage protection (Wang 2008).

2.2.1 Cultural heritage protection under the influence of Chinese politics

From this research can be seen that, after the 1990s, with the reform of China's political and economic system, people's living standards and their ideological and moral standards have been greatly improved(Graham & Howard, 2008). In particular, the western democracy thoughts and civil rights have had a great impact on them. The renovation is in full swing throughout the country, especially under the influence of "accelerating the renovation of old and dilapidated residential buildings" in various cities, old cities face great challenges. On the one hand, it is the practical embryonic form of early public participation in heritage protection in China. A large number of large-scale commercial real estate development flooded into the old city in the name of renovation of old and dilapidated residential buildings, resulting in the destruction of the historical and cultural environment of the old city and the increase of traffic congestion and air pollution; on the other hand, some unregulated real estate developers have also caused problems such as speculation in land, idle land, and man-made housing decay; in addition, due to the insufficiency of China's legal system, disputes over demolition between

developers and residents are increasing. This series of economic and social problems has led scholars (Wang, 2008) to call on the society to pay attention to the protection of historical and cultural heritage, especially the protection of the old city and historical city. At this stage, some residents whose interests were harmed by developers began to use legal weapons to protect themselves. There were also some newspapers and media involved in such incidents. People's awareness of participation gradually began to increase.

In recent years, with the rise of the global "travel boom", especially the "cultural tourism boom", a number of famous historical and cultural cities such as Lijiang, Zhouzhuang and Tongli have achieved remarkable results in the development of cultural tourism (Zhu, 2007). While developing national culture and regional culture, they also developed the local tourism economy. Therefore, some government departments have begun to recognize the importance of protecting historical and cultural heritage. However, due to some deficiencies in thinking, some places have begun the upsurge of "demolition of real antiques and creating fake ones". While driving the local economy, tourism has also destroyed the real environment of historical and cultural heritages. Under the publicity of academic circles and news media, the public began to realize that the protection of historical and cultural heritage is a matter of the government and local residents, as well as the whole society. Thus, the theory of the public participation in heritage protection was formally proposed and began to be put into practice.

Shan (2008) believes that the study of Chinese public participation starts late and is also in the exploration stage in the practice of heritage protection. At present, the public participation in heritage protection mainly comes in two forms: one is the participation activities organized by the government; the other is the spontaneous participation of the public.

① Participation activities organized by the government

At the present stage, government-organized heritage protection activities mainly take effect on the heritage protection planning stage and the reformation of community housing. As with other planning schemes, in the early stage of the heritage protection planning, the planning unit will record the opinions of local residents in detail and collect relevant information as the basis for the preparation of the plan, including local historical, social and economic conditions. And compile a “basic data compilation” as one of the planning results. Second, in the planning text, public participation in the implementation and management will be emphasized. For example, in the planning text of Ciqikou, Chongqing, “It is recommended to set up an expert review team for the protection and reform of Ciqikou... Conduct coherent monitoring for the protection of Ciqikou historical district(Graham & Howard, 2008). The relevant functional authorities of the government shall formulate specific management measures and methods, and make resolutions through the Municipal People’s Congress or the District People’s Congress as far as possible...The maintenance, infrastructure construction and environmental improvement of traditional buildings in the block should absorb social funds under the macro control of the government, and improve the enthusiasm and economic ability of the residents in the maintenance of the building. It is necessary to formulate preferential construction policies...”. In the planning text of the protection for famous historical and cultural cities in Suzhou, “Strengthen publicity, continuously improve the awareness of the whole society to protect historical and cultural cities and cultural relics and historic sites...Formulate the “*Regulations on the Protection of Historical and Cultural Cities in Suzhou*” and approve it by the National People’s Congress...Take various measures and ways to encourage and reward the construction activities of developers for their protection of historical and cultural cities...”. These planning and management measures have emphasized the participation of residents and developers in the implementation of heritage protection, and the People’s Congress has also regarded as the main institution for public decision-making management. In addition, after the completion of the preparation, the government agencies will publish the time and place of the planning scheme on the press, and also collect social

opinions on the official website. Then, the relevant units and citizens can be informed of the plan at the publicity site and express their opinions by filling out the consultation form.

However, Wang (2012) also believes that in some specific practices, the data collection in the early planning period is not complete due to various reasons such as time, citizen quality, and participation attitude, especially the residents' opinions. Sometimes, the residents can hardly reach a deep consensus with managers and designers because of their current benefits; while in the publicity stage, participation activities are only limited to the introduction and promotion of planning results, and the participation attitude of residents is not positive. Therefore, the passive "receiving" and "recognition" will not produce an ideal participation effect. Taking Tongyuanmen Walls Park in Chongqing as an example, the reconstruction of the historical site was published in *Chongqing Evening News* (Wang, 2002) in a small format after the selection of the project was completed. It can be seen that the current public participation is still at the stage of symbolic participation.

In the public participation in the protection of heritage, the small-scale reconstruction implemented in the 1980s combined with housing reform is a typical representative. Cooperatives adopt the principle of sharing housing investment by the state, the collective and the individual. After paying the construction funds, the residents can all obtain housing quickly. Besides the support of the state and the unit, the residents participating in the cooperative must contribute their own money. Therefore, the residents are very active. They will take the initiative to care about the progress of the renovation plan and actively contribute ideas. Some of the designers involved in the reconstruction will also go out of their studios, conduct in-depth communication with the residents, understand the residents' ideas through the questionnaires, and finally, reflect the thoughts in the design. However, this kind of participation only stays at a lower level due to the limitations of the residents' quality (Graham & Howard, 2008). The residents do not have too much right to speak, let alone the decision-making power.

② Spontaneous Participation of the Public

In the 1980s, residents take a conscious approach to protect their heritage, including self-help renovation or maintenance of houses, spontaneous environmental improvement of the neighborhood, and spontaneous renewal of municipal facilities.

There are two main types of self-help renovation of houses. One is the renovation of small commercial shops along the street; the other one is the repair or renovation of the house by the owner of the private house for the purpose of renting or living. Environmental improvement of the neighborhood is an environment renovation action organized spontaneously by residents within the same area or the same residential courtyard. Residents' spontaneous renewal of municipal facilities mainly includes introduction of sewage pipes from municipal pipes, installation of kitchen and toilet equipment, etc. In these types of participation, the "user" personally participated in the whole process, so the final result met the expectation of the residents.

After the 1990s, with the development of the real estate industry, there are often conflicts between citizens' wishes and planning schemes in some historical districts. Due to the lack of systematic channels, residents often organize spontaneously to express their will, and safeguard their rights at administrative departments. In practice, this has become the main form of citizens' participation in heritage protection decisions closely related to their own interests. Especially in the reconstruction of old city, this kind of contradiction is more obvious. This kind of temporary emergencies often disturb the normal working of the administrative department, and sometimes they are accompanied with the illegal behavior, which is not conducive to the solution of the problem. Therefore, this form of participation often does more harm than good.

Taking Beijing as an example, the urban land compensable use policy introduced in 1991 promoted the rapid development of the real estate industry. However, the increase of development efforts, the pursue of economic interests by real estate developers, and the imperfect related legal mechanisms have caused the residents' interests to be seriously infringed, and disputes over demolition between residents and developers have intensified. According to reports, "since 1992, the number of petitions for Beijing's urban construction has increased sharply. From January to July 1995, there were 163 batches, accounting for 46.5% of all the petitions in this period and there were 3,151 person-times, accounting for 43.2% of all the population in this period, most of which involve demolition and resettlement issues."

Then, Liu (2002) believes that with little understanding of heritage protection, lower overall quality and cognition level, as well as insufficient professional knowledge, the public cannot participate effectively in the protection of the heritage in the discussion of the program and the consultation of opinions, which is also one of the reasons for spontaneous post-participation. The public often dispute about one room and one piece of land, so it is difficult for them to reach a consensus with the government management organization. As a result, the effect of public participation is ultimately greatly reduced.

2.2.2 Characteristics of Public Participation in Heritage

Protection

At present, according to Zhang Song's research and analysis, Chinese public's participation in historical and cultural heritage protection has the following characteristics:

First, public participation is strongly supported by the government and experts(Labadi & Long, 2010).

In the basic law of China, public participation has always been legally guaranteed. *The Constitution of the People's Republic of China* stipulates that the people administer state affairs and manage economic, cultural and social affairs through various channels and in various ways in accordance with the law. The *Legislation Law of the People's Republic of China* stipulates that the legal cases included in the agenda of the Standing Committee meeting, the Law Committee, the relevant special committees and the office of operation of the Standing Committee shall listen to the opinions of all parties. In gathering opinions, various methods may be adopted, such as panel discussion, feasibility study meeting, hearing, etc. In the process of drafting administrative regulations, the opinions of relevant organs, organizations and citizens should be widely heard. In gathering opinions, various methods may be adopted, such as panel discussion, feasibility study meeting, hearing, etc. China's *Urban Planning Law* also stipulates that urban planning must be reviewed and submitted by the NPC Standing Committee or the government at the same level before approval...After approval, it should be announced to the public. It can be seen that public participation in China has a democratic premise, and the essence of public participation in heritage protection is embodied in the people-oriented, maintaining social fairness and democracy, and improving scientific nature of government decision-making(Labadi & Long, 2010). With the rapid development of social economy after the reform and opening-up, the public participation in heritage protection began to receive more and more attention from the government. For example, *Regulations on Protection of Historical and Cultural Areas and Outstanding Historical Buildings in Shanghai* promulgated in 2003 stipulates that before the approval of the Municipal People's Government, the preliminary list of historical and cultural areas and outstanding historical buildings should be publicized for social opinions. *Regulations on Protection of the National Famous Historic and Cultural City of Beijing* promulgated in 2005 points out that the city encourages units and individuals to participate in the protection of historical and cultural cities in Beijing by means of donations, funding, providing technical services or suggestions. In recent years, the government has also emphasized public participation in the process of planning heritage protection areas, and has

jointly disseminated relevant knowledge of heritage protection to the public through news media such as newspapers and television to raise people's awareness of participation and increase their relevant knowledge. According to the staff of the Planning Commission of Beijing, "In the process of organizing the protection plan for 25 historical and cultural protected areas in the old city of Beijing, several design units, such as the China Academy of Urban Planning & Design and the Beijing Municipal Institute of City Planning & Design, fully exerted the leading role of technical force and promoted the participation of students and social volunteers in the publicity of heritage protection and data collection. The huge amount of information compiled at that time laid a solid foundation for the subsequent planning."

In academic circles, historical and cultural heritage is considered to be a non-renewable cultural resource. Preserving the historical and cultural heritage left by the ancestors is of vital importance to a country and a nation. This is also the world's common understanding of the value of heritage. Public participation is the best way to protect the heritage of the whole people. Drawing experience from foreign heritage protection, domestic scholars have clearly pointed out that "public participation is an important feature of foreign historical and cultural heritage protection. It penetrates into all aspects of the protection system, enabling bottom-up protection requirements and top-down protection constraints to contact and exchange with each other in a more open space, and reach consensus through multiple feedbacks; enabling the nongovernmental awareness of spontaneous protection to be realized through certain channels for specific protection participation. And the heritage protection in China relies on constant appeals from experts and government instructions... First, the top-down administrative management system is the core of the protection system... The long-standing weak awareness of public in history protection has caused urban protection to lack a broad social foundation and is also an unfavorable factor in protection (Labadi & Long, 2010). It is for these reasons that various theoretical studies on public participation in heritage protection have begun to appear in related works on heritage protection. For example, *An Introduction to Integrated*

Conservation—A Way for the Protection of Culture Heritage and Historic Environment by Zhang Song, *Appreciation and Protection of Famous City Culture* by Dong Jiansi, Ruan Yisan, *Protection Theory and Planning of Famous Historic and Cultural Cities* by Ruan Yisan, Wang Jinghui, Wang Lin. At the same time, the scholars represented by Mr. Wu Liangpu combined the public participation with the “organic renewal” of the old city areas and put the theory of public participation in heritage protection into practice.

Second, there is a certain public participation procedure in the planning work. In the early stage of the preparation of the planning scheme, professional and technical personnel must collect and organize the basic materials, which is an important part for the public to participate. The information reflected by the local residents will be in the planning manual or the basic information compilation after sorting out.

In the early stage of the protection planning of the Dongmen area of Shaoxing City, the designers repeatedly visited the neighborhood to talk with the residents and understand their wishes. In the early stage of the protection planning, the project team members conducted in-depth communication with the local residents to understand the folk customs and maintenance status of the area. The local residents enthusiastically talked with the project team members and mentioned the origin of the names in the area and the performance history of the relevant cultural heritage. When it comes to the current situation, the elderly feel that “the living conditions here are not as good as that in the city, there is no toilet at home, and the house turns old and broken year after year. Young people don’t want to stay here and they find jobs in the city.” The simple words express the residents’ strong desire to improve their living facilities. In the subsequent planning process, the project team highlighted the maintenance of the building and the improvement of living facilities. The collected information was also systematically compiled in the planning manual. “The traditional living environment is compatible with specific productivity conditions and social lifestyles, but it is strongly contradict with the residents’ modern living needs. In particular, the infrastructure (water,

electricity, gas, etc.) and environmental sanitation facilities (toilet, garbage collection and transportation) are seriously lagging behind, which seriously affects the living environment and living standards of residents. As a result, residents disorderly set up electric wire and telecommunications lines, randomly stack garbage. This kind of spontaneous behaviors destroyed the characteristics of the traditional space environment.” Since the implementation effect of the project has achieved good social and economic benefits, it won the first prize of the 2012 Excellent Planning and Design of the Ministry of Construction.

After the completion of the planning plan, the government collected opinions from the public or relevant units through the planning agency in the form of publicity and make amendment to the planning scheme. Thereafter, the program is reviewed by the urban planning and management department—planning bureau or the planning and management committee. In the case of a general plan for an ancient city, according to the provisions of the *Urban Planning Law*, the plan must be examined and approved by the municipal people’s congress before submitted to the municipal government. Fortunately, due to the implementation of “Sunshine Planning”, some cities have gradually begun to involve some citizen representatives in the formulation of planning decision-making. Moreover, the government pointed out that the citizens have the right to apply for hearing right in future major planning permission matters involving the public interest.

Third, the public has certain enthusiasm for participation.

In recent years, due to the large-scale urban construction activities, housing demolition compensation, the original residents rehousing, and the maintenance and management of the old city housing have been closely related to the lives of local residents. Therefore, with the improvement of the quality of the masses, the public hope that they can express their wishes in the process of the formulation of relevant governmental plans(Labadi & Long, 2010). They are eager to participate in the decision-making and implementation of relevant policies with generally high enthusiasm. They are

far more enthusiastic about it than they are about the overall urban planning or the environmental renovation of public places. At the same time, with the improvement of people's ideological quality and legal awareness, public participation in heritage protected areas will receive more and more attention.

According to the investigation of the Beijing History Society, in the renovation of Ping'an Street, the citizens spontaneously went to the construction site with their children, carrying the camera and taking pictures. The number of citizens exceeded any previous renovations in Beijing. The leaders of the Beijing Municipal Committee also pointed out at the report meeting on the renovation of the White Pagoda Community that "the masses emphasize protection most, one is to protect the environment and the other is to protect cultural relics". Many developers also sigh that it is more difficult to demolish an ordinary old house than to demolish a palace in the past.

In 2003, the China Academy of Urban Planning & Design organized the preparation of the protection plan for the Xianshanmen Area in Beijing. In the early stage of preparation, the project team conducted in-depth communication with the more than 100 dwellings in the area to understand the situation. The residents welcomed them and actively proposed their views and requirements for demolition and resettlement. There were also some citizens who care about urban development and used their spare time to put forward their own opinions on the construction of historical and cultural cities(Labadi & Long, 2010).

Fourth, public participation is still in its initial stage and faces many problems. Public participation in China is just getting started. On the one hand, there is no effective guiding measure in the policy. Some officials do not have a comprehensive understanding of public participation. In addition, the bureaucracy and inefficiency make the public participate become a mere formality. On the other hand, the public's enthusiasm for public participation is not high unless it involves their interests. In addition, public participation in the

protection of historical and cultural heritage requires more comprehensive professional knowledge. Therefore, public participation has not achieved the expected results. Besides, historical and cultural heritage protection areas are often the most complex areas intertwined with society, economy, history and culture. Any construction involves many departments and personal interests. Therefore, facing many contradictions and complex problems, coupled with the developer's money-oriented motive, it makes public participation in the protected area more difficult to advance.

2.2.3 public participates in heritage protection

The public participation in heritage protection involves many levels. This research explores specific public participation methods only from three aspects: heritage selection, preparation for protection planning and protection actions.

Public participation in the stage of heritage selection

Starting from the review and approval of the second and third famous historical and cultural cities, China has developed toward "the bottom-up way in which the provincial-level governments are combined with the state-selected, thus increasing the enthusiasm of local governments to participate in the protection. At the same time, experts and scholars from all walks of life have participated in the process of review and approval, which is conducive to improving the scientific nature of government decision-making, and on the other hand laying the foundation for the consultation and supervision of future city protection." The specific practice is to first propose the recommended list of famous cities in the administrative areas under the jurisdiction of the provinces, municipalities and autonomous regions, and then the national cultural and construction administrative departments jointly invite experts from various circles such as cultural relics, urban planning, architecture, and

geography to review the recommended list, select and finally report to the State Council for approval. As for the selection of cultural relics and historical districts, the local government and its relevant departments should commission relevant units to investigate and collect evidence, and jointly complete the work under the guidance of experts. From the current situation, local residents at this stage are rarely involved.

Public participation before the selection of the estate is necessary. It is conducive to the collection of data in the early stage, enhancing the residents' sense of heritage protection and self-identity, and also facilitating the popularization of relevant knowledge of heritage protection planning, building maintenance and so on. Therefore, in the stage of heritage selection, public participation should include the three participating entities – the government, experts and scholars, and local residents(Labadi & Long, 2010).

Based on the above, the concept of resource mapping in the area where the heritage is located is proposed. The surveying and mapping can be divided into several procedures such as project determination, early publicity, personnel organization, determination of surveying and mapping content, personnel training, resource mapping, data collation, and disclosure to the society. The personnel organization is an important part of the whole surveying and mapping process. There are two reasons for considering the local unemployed people: first, they can be provided with jobs temporarily with the government's grants during the participation; second, they can master more knowledge and improve their quality through training(Denzin & Lincoln, 2018).

In addition, it is recommended that one participant every two or three households should be selected. In doing so, it can avoid problems such as too many participants and inefficiency. At the same time, the representative will become a volunteer advocate and educator for residents, which is conducive to the dissemination of knowledge related to heritage protection and public participation.

Finally, these compiled materials should be used for recommending historical districts or famous historical cities to the government and will be disclosed to the public. Regardless of whether the historical district or famous historical city will be elected eventually, the campaign will help to increase residents' awareness of participation and heritage protection, and if the district can be protected, future conservation efforts will enjoy a good mass base.

Public participation in the stage of heritage protection planning

China's current heritage protection planning is mainly divided into several stages: project determination, current situation investigation, program preparation, program demonstration, announcement, program modification, and approval. Except for the current situation investigation and announcement with the direct public participation, others are carried out within the closed system composed of the government, planning management department, relevant basic departments and developers.

Because public participation is mainly seen in the early stage and lack of necessary publicity, along with citizens' lack of protection and planning knowledge, the opinions of residents cannot be reflected in the final decision. Therefore, despite that the government will publish the time and place in the newspapers, very few people actually go to the scene to know more about the program and provide opinions. Most of the opinions are from the enterprises and units in the community(Neuman, 2014).

The lack of public participation will inevitably prevent residents from knowing about the protection planning. The one-sided pursuit of economic benefits after transformation has become the main cause for residents' heritage protection. Therefore, the government will inevitably encounter some resistance in the process of implementing protection planning. It can be seen that it is necessary to introduce a public participation mechanism in the process of preparing protection plans(Neuman, 2014).

Based on China's current conditions and the investigation and research, the author put forward the idea of public participation in the protection planning. In order to ensure the effectiveness of the planning, the participants should be mainly local residents. Attention should be paid to the collection of local residents' planning concepts, the hearing system after the program announcement, and the decision-making power of the NPC deputies in terms of procedure arrangement. The opinions of residents are expected to be finally reflected in the decision-making system through these specific procedures.

1) Data reorganization in early stage

Residents and personnel from the enterprises in the sub-district should participate in election, the city council should delegate the power to the sub-district, and the sub-district and culture center in the community set up.

The Sub-district Committee is made an organization for public participation

Main duties and responsibilities

Propose and review the municipal government's annual budget, urban development plans and public construction projects

Have the right to decide to establish public health, disease and work injury prevention centers, etc.

Work with the city government to improve the quality of service to the public

Collect public opinions and development suggestions for the community

Popularize the public masses related community and city policies and organize public participation

Since the protection planning and "resource mapping" see a large gap in time, the construction of some heritage sides may have changed, and focus of the

data reorganization should be placed on the update of relevant information(Saunders et al., 2019).

2) Formulate the planning goals

According to foreign practical experience, there are three main types of people who can propose practical planning goals for the district: the government, professionals and ordinary citizens who are familiar with the district. The focus is on the collection of local residents' planning concepts(Labadi & Long, 2010).

3) Demonstrate the formulated planning

According to Paul Davidoff's "defense planning" theory, "planners should learn from the lawyers and become spokespersons for socially disadvantaged groups, help them prepare corresponding plans, and present their plans to the local planning bureau to enable the planning bureau to review the facts and make a judgment". Drawing on this theory, the author believes that the planning organization should fully consider the citizens' planning ideals and propose several alternatives based on these collected concepts(Labadi, 2013).

In the stage of hearing, citizen representatives attending the hearing should be elected from the community and the sub-district and meet the following conditions:

First, the elected should have better knowledge of heritage protection and participation than other residents, and have demonstrated good professionalism and enthusiasm for participation in the early stages of "resource mapping" and "planning concept collection";

Second, the elected should understand the ideas of residents in the district and the planning intentions of government departments, and have an objective view on the conflict between the two;

Third, the elected should be jointly recognized by residents, sub-districts and communities(Labadi, 2013).

4) Determine the final plan

Before the final plan is sent to the municipal government, it must be submitted to the Municipal People's Congress for approval. Since the representatives are elected by the citizens, their consideration of the planning marks a typical, formal and procedural way of public participation. Therefore, at this stage, we should give full play to the role of the city's citizen representatives. The public should be able to finalize the decision through the representatives or CPPCC members. It can be seen from the above procedures that the public participation in the planning for heritage protection means mainly the direct participation of local residents and is mainly achieved through non-profit organizations and people's congresses. At the present stage in China, due to the limitations of economic and social development levels, we must pay attention to the differentiation of participating entities and the improvement of participation procedures to ensure the effectiveness of public participation.

Implementation of public participation in preparing for heritage protection planning

Data reorganization in early stage	Formulate planning goals	Demonstrate the formulated planning	Determine the final plan
1 Update the information about current road traffic, infrastructure distribution, housing quality, number of households, residents' income, employment, etc. in "Resource	1 The government uses comprehensive publicity means to encourage public participation, such as: Launch a column in two or three newspapers with wide circulation, and popularize the knowledge about public participation and heritage protection, as well as the	According to the collected concepts, the preparation unit proposes several alternatives, each of which should have drawings and texts to explain the source of the concept, the factors mainly considered, etc. 2 The plan is publicized in the exhibition hall and media helps	1 Modify the final plan by combining the opinions of the government, experts, representatives of non-governmental organizations and citizen representatives in the

Mapping" 2 Continue to use information such as that about history of the district in "resource mapping"	<p>area in the plan and its related situation; launch a special program at local TV station to give introduction to the public participation in heritage protection, etc.</p> <p>2 Identify the participants - local residents</p> <p>1) Professionals, volunteers (mostly college students in related majors, teachers or professionals), sub-district or community staff, and various non-profit organizations must regularly visit the district for voluntary publicity and education.</p> <p>2) Set up a fixed "service station" in the sub-district or community office to help local residents get relevant information and provide necessary technical support.</p> <p>3) Each household should present its own ideas and draws and writes them down with the help of professionals.</p> <p>4) Professionals should sort them out, compile and distribute it to the society.</p> <p>5) The government seeks public opinions by launching a hotline and announcing the address of the mailbox.</p>	<p>publicize the alternatives</p> <p>3 Organize public hearings</p> <p>1) Participants include government, experts, representatives of non-profit organizations and citizen representatives</p> <p>2) The main purpose of the meeting is to listen to and collect opinions from all parties; and the technical, economic and social cost-benefit analysis of each alternative illustrated.</p> <p>3) Hold public hearings several times and achieve the expected participation effect through exchange-feedback-exchange-coordination procedures.</p>	<p>previous stage.</p> <p>2 Submit to the municipal people's congress for approval</p> <p>3 Send the final plan to the municipal government</p>
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Source: Drawn by the author

Public participation in heritage protection

① Insufficient public participation in heritage protection

Public participation in heritage protection is primarily shown at the community level. Due to the lack of active policy guidance and effective management in China's small-scale reconstruction in the 1980s, "it is often difficult for small-scale renovation projects with residents as the main body to obtain formal approval from relevant departments." Second, without rights and interests, residential housing "will be dismantled by developers or the government at some time". Also, "in terms of the entire social environment, small-scale

renovation still lacks positive attention and strong support from all walks of life."

Specifically, the public participation in heritage protection mainly sees three shortcomings: First, the government has given too little attention to guiding the residents' participation in practice, and has not well mobilized the residents' participation enthusiasm, and related policies are absent. Second, the housing cooperatives, in terms of their nature, "either become subordinate departments of the government or profitable real estate companies", which prevent the participation of residents. Third, professionals seldom get directly involved in protection with local residents, and residents' participation lacks the necessary technical support(Labadi, 2013).

Government support (including policy and financial support) is a prerequisite for the participation of residents in the renovation of old districts. Second, the professional has established a good cooperation and participation relationship with the residents in the community, and coordinated the specific transformation methods on the basis of equality. Finally, residents have created their own organizations within the community through democratic means, and also got the support and participation of other social organizations. These are the key to the smooth implementation of public participation in heritage protection.

② Suggestions on introducing public participation in China's heritage protection

1) Establish a non-profit community organization by residents themselves
As mentioned above, the "residential cooperatives" in the 1980s were either subordinates to the government or profitable real estate companies. Drawing on the experience of foreign communities, only self-governing non-profit civil organizations by residents themselves, which are truly independent of the government departments, can fully mobilize the enthusiasm of residents to participate in housing maintenance and renovation.

Therefore, existing residential cooperatives should establish the nature of non-profit civil organizations and make some modifications to their articles of association. For example, “all those who enjoy the services of voluntary organizations and are willing to accept membership responsibilities can become members. The form of a democratic organization with one vote is adopted. If there is income, a certain percentage of profit will be shared according to the amount of invested capital. Continuous education will be conducted for cooperative members to receive government subsidies.”

Second, private residents, residential cooperatives, and foreign investors can be encouraged to set up small-sized housing cooperation renewal companies according to the shares, and jointly carry out housing rectification and maintenance according to the requirements for urban planning. For renovated houses, the housing rights are distributed according to the amount of capital contribution. Because of the user's investment, residents are endowed with direct power of decision-making. According to Sherry Amstein, the real participation means being informed, enjoying consulting services, and expressing opinions, and should also see the participation and control of the entire construction process by residents and communities(Labadi, 2013). The most important thing is that residents should become the main body of participation and have the right to decide on planning and decision-making.

2) A "top down" way of guidance needed

Since China's democratic development process and historical tradition are very different from those of Western developed countries, the “bottom up” mode launched by the central government in policy and regulation driven by the local self-governing body with its own force is not applicable to China. Residents' autonomy, community's common sense and collective identity are absent. Therefore, the competent department of heritage protection can adopt a “top-down” guidance approach to promoting heritage protection at the community level through non-profit community organizations. It is necessary for the government to set up special subsidies corresponding to “housing

cooperatives” to provide assistance for community organizations. The government should also provide cooperatives with the necessary financing facilities, including guarantors for loans from banks for the community preservation projects when necessary. The housing management and planning departments at all levels should send permanent personnel to coordinate related matters, and provide legal counsel and think tanks for community organizations.

3) Professionals such as architects and planners participate in community heritage protection

From the survey of the quality of the public, we can find the important role played by architects and other professionals in the public participation. Different from China's current stage, the participation of professionals is limited to the preparation stage. These professionals have established equal coordination and cooperation with local residents during the community work. They understand the needs of residents and clarify the ultimate purpose of use. During the implementation of the project, they also contribute labor and provide technical support for residents, which are worth learning(Labadi, 2013).

4) Actively guide developers to participate in heritage protection

Under the conditions of market economy, academic circles in recent years have paid attention to directing social capital into heritage protection through market rules and government control. The developer has strong financial strength and great potential in heritage protection. It is recommended that enterprises should be allowed to participate in the maintenance of cultural relics, establish museums or carry out cultural tourism development with the cultural relic management system unchanged and the safety of cultural relics ensured, and fully mobilize the power of the market to promote the implementation of protection projects(Bryman, 2016).

In short, about the research on countermeasures for the public participation in the protection of historical and cultural heritage, actions are the most direct way to participate. Therefore, it is necessary to fully mobilize the enthusiasm of the people to participate, cultivate their knowledge of heritage protection and participation, and promote the realization of participation of the whole society in heritage protection.

2.3 New concept application in cultural heritage protection

Sustainable development is a new concept of development put forward in the 1980s. The China Sustainable Development Strategy Report (1999) was proposed by the Chinese Academy of Sciences in 1999. Its proposal is based on the changes of the times and the needs of social and economic development. The core idea of sustainable development is to coordinate economic development, protect resources and protect the ecological environment so that future generations can enjoy sufficient resources and a good resource environment(Bryman, 2016). At the same time: healthy economic development should be based on ecological sustainability, social justice and people's active participation in their own development decisions; its goal is to make human needs fully satisfied and individuals fully developed. It also protects resources and the ecological environment, and does not pose a threat to the survival and development of future generations; it is particularly concerned with various economic activities. The ecological rationality emphasizes that economic activities that are beneficial to resources and the environment should be encouraged, and vice versa. Therefore, the theory of sustainable development, such as the Triple Bottom Line, is of great significance for the study of objectives(Bryman, 2016).

2.3.1 Triple Bottom Line Framework

The adoption of the Triple Bottom Line (TBL) framework in the Chinese context can bring several benefits to the development of cultural protection and value systems. Here's why:

Comprehensive sustainability assessment: The TBL framework, which considers social, environmental, and economic dimensions, provides a holistic approach to assessing the sustainability of cultural protection initiatives. In the Chinese context, this framework aligns with the country's growing emphasis on balanced and sustainable development, considering not only economic growth but also social well-being and environmental protection.

Integration of cultural heritage with broader sustainability goals: Cultural heritage plays a significant role in China's identity and history. By adopting the TBL framework, cultural protection efforts can be aligned with broader sustainability goals, such as poverty alleviation, environmental conservation, and social equity. This integration helps position cultural heritage as a key component of China's sustainable development agenda.

Stakeholder engagement and participatory approach: The TBL framework emphasizes stakeholder engagement and participatory decision-making processes. In the Chinese context, where cultural heritage often involves multiple stakeholders, including local communities, government bodies, and private enterprises, adopting a participatory approach ensures that diverse voices are heard, fostering a sense of ownership and shared responsibility for cultural protection initiatives.

Measurement and accountability: The TBL framework provides a structured methodology for measuring and reporting the social, environmental, and economic impacts of cultural protection efforts. By applying this framework, China can enhance accountability and transparency in cultural heritage

management, ensuring that objectives are met and resources are allocated effectively.

On the same time, The correlations between the Triple Bottom Line (TBL) theory and cultural heritage protection and tourism indeed require careful study. Here are a few reasons why:

Sustainable tourism development: Cultural heritage often plays a vital role in tourism, attracting visitors and generating economic benefits. However, it is essential to ensure that tourism activities are conducted in a sustainable manner to minimize negative impacts on the heritage sites and the local communities. The TBL framework, with its focus on environmental, social, and economic dimensions, provides a useful tool for assessing and promoting sustainable tourism practices in cultural heritage destinations.

Balancing preservation and tourism demands: Cultural heritage protection involves finding a balance between preserving the integrity of the site and accommodating tourism demands. The TBL framework can assist in understanding the trade-offs and synergies between conservation efforts, visitor experiences, and economic benefits. It encourages a holistic approach that considers the long-term sustainability of both the cultural heritage and the tourism industry.

Community engagement and benefits: The TBL framework emphasizes the social dimension of sustainability, which includes the well-being and involvement of local communities. In the context of cultural heritage protection and tourism, it is crucial to engage and empower local communities to participate in decision-making processes, benefit from tourism activities, and preserve their cultural identities. The TBL framework can help identify strategies to maximize social benefits and minimize negative social impacts associated with tourism.

Environmental conservation: Cultural heritage sites are often located in natural environments, and tourism activities can have significant environmental implications. The TBL framework's environmental dimension promotes environmentally responsible practices in tourism, such as reducing carbon emissions, conserving water resources, and protecting ecosystems. By applying the TBL principles, cultural heritage destinations can integrate environmental conservation into their tourism development plans.

Long-term viability: Cultural heritage sites are finite resources that require long-term protection and management. The TBL framework's focus on economic viability ensures that tourism activities contribute to the financial sustainability of heritage sites, allowing for ongoing conservation efforts and ensuring their accessibility for future generations. It encourages the consideration of alternative revenue streams, diversification of tourism products, and the equitable distribution of economic benefits.

By carefully studying the correlations between the TBL theory and cultural heritage protection and tourism, researchers and practitioners can develop a deeper understanding of the interdependencies, trade-offs, and synergies between economic, social, and environmental aspects. This knowledge can inform the development of sustainable practices and policies that balance the preservation of cultural heritage with the positive impacts of tourism.

International compatibility and benchmarking: The TBL framework is widely recognized and utilized globally, making it easier for China to benchmark its cultural protection efforts against international standards and best practices. This compatibility facilitates knowledge sharing, collaborations, and the exchange of experiences with other countries engaged in similar endeavors.

By adopting the TBL framework, China can align its cultural protection initiatives with broader sustainability goals, engage stakeholders effectively, measure impacts comprehensively, and ensure compatibility with international

practices. This approach helps China develop its own cultural protection and value system within the context of sustainable development.

The “Triple Bottom Line” concept runs in the same groove as balanced development of cultural heritage protection activities. Successful heritage protection activities should also keep a balance between society, economy and environment. Therefore, in theory, this study assumes that the Triple Bottom Line principle can also be applied to cultural heritage protection.

“In 1997, John Elkington, a British expert in sustainable development, became the first one to put forward the “Triple Bottom Line” concept. In his view, the key reason why an enterprise can achieve sustainable development and remain invincible is not that the enterprise always thinks about how to maximize its profit, but that it adheres to the “Triple Bottom Line” principle or “triple surplus” i.e. seeking the unity of corporate profits, social responsibility and environmental responsibility. More than donation and charity, the social responsibility of an enterprise involves broader meaning from abiding by the law and treating employees well to providing high-quality products and services and meeting the needs of the society. An enterprise’s environmental responsibility is actually a sub-concept of its social responsibility. We emphasize it because we deeply realize the fragility of the environment and its importance to human beings. Without a good environment, the consumption of any product would be of low quality and low efficiency. Without resource conservation and recycling, human progress would become unsustainable, let alone enterprises.”— The definition of Triple Bottom Line by John Elkington (1997) also believes that corporate responsibility can be divided into economic responsibility, environmental responsibility and social responsibility. Economic responsibility is an enterprise’s traditional responsibility, mainly including increasing profits, paying taxes and giving dividends to shareholders and investors. Environmental responsibility is protecting the environment. Social responsibility is the responsibility for other stakeholders in the society. To fulfill their social responsibilities, enterprises must cover the above three fields(Denzin & Lincoln, 2018). That is the “Triple Bottom Line” theory related to corporate responsibility. Only enterprises which weigh their impact on the

environment and society can be called responsible organizations. Therefore, in today's society, economic responsibility is no longer the only factor defining the success of an enterprise. An increasing number of enterprises have begun to identify with sustainable development. And most enterprises are already aware of their environmental responsibility and social responsibility as defined in the Triple Bottom Line theory, instead of only pursuing profits. The concept of modern cultural heritage protection also needs to consider both economic and social and environmental factors, which is in line with the triple bottom line theory.

Similarly, Ozturkoglu, Sari, and Saygili (2019) said that in the context of the rapid development of tourism, influenced by the business environment, the development of some local cultural heritage protection points spontaneously began to shift to a corporative profit model (Wang, 2008). The application of the "Triple Bottom Line" concept in theory will help to change this situation.

Drawing on the experience of enterprise development, the environmental and social factors are increasingly affecting the market in complex ways (Singh, , Shalender, & Su,,2020). Performance data not only focuses on the change of the environmental factors, but also puts forward greater requirements for social responsibility. As the scrutiny of enterprises and public administrative institutions becomes increasingly strict and the power of independent regulators is growing, According to Pava (2007), the market is seen as a social construction system of rules that govern economic exchange within the market. The Triple Bottom Line theory is an approach to balance social problems and economic pressure, and change corporate behavior through institutional pressure and self-regulation. The theory is deeply rooted in various theoretical frameworks which challenge the concept of unrestricted capitalism. Therefore, it can be considered as a theoretical basis that uses institutional power and pressure to change corporate behavior.

2.4 The status quo of cultural heritage protection from the perspective of social environment

It is generally known that the protection of cultural heritage needs the group participation of society, which is limited in China. The limited public participation is deemed as a negative factor, hindering the process of cultural protection in the current society (Zhu, 2014).

Wang Jun (2008) regards the passivity, short-term character and limitedness as the characteristics of Chinese society, directly influencing cultural protection. In Chen's (2001) opinion, Confucian Culture, along with Communist Culture, is accustomed to obscurantism, thus impeding the participation of the common people in public affairs. During the Mao Years, the Communist Party of China (CPC) sometimes encouraged the public to engage in political and mass movements, only for what those "movers" wanted. If civic culture encourages citizens to take an active, continuous and efficient part in public affairs in the public fields, it will be the characteristics of Chinese society to open some new channels (such as Internet) for participation, so as to tolerate the public expression of opinions on public affairs or the action approved by the authorities in a selective (in apolitical fields) and limited (during the periods of major disasters and celebrations) way. In essence, public participation is regarded as the tool of consolidating power and capital. As long as it is conducive to the consolidation of power and the development of capital, it will be open and encouraged; otherwise, it will be limited, which is the awkward position that cultural protection is in.

Meanwhile, Song (2003) also thinks that compared with the West, China's non-governmental organizations (NGOs) have played a little role in cultural protection, because they have been widely controlled by political power. The examination and approval system, instead of the registration system, is currently adopted for citizens' most important freedoms and political rights, such as assembly, association, parade, demonstration and strike. Wang

(2008) has said that the constitution explicitly stipulates that each citizen enjoys these freedoms and rights, while all of these rights are limited by laws, regulations and documents in reality. It is the common characteristic of these rules to adopt the examination and approval system for citizens' rights regulated in the constitution (yet obtaining disapproval under most circumstances). A majority of China's NGOs are founded by the groups mostly related to the government, or are "subordinate to" the government or quasi-government organizations (because this is what relevant documents stipulate), and administered by these institutions. This is true of all of NGOs with official registration (Suo, 2011).

According to Liu (2007) In the *Freedom of Association and Its Restrictions*, China's NGOs can be divided into three categories, which are as follows. The first comes to the quasi-government organizations, including official unions, the Communist Youth League, the women's federations and the students' federations. Since their members, property and belongings are directly administered by the CPC, these bodies are essentially governmental agencies. The second category is the management associations in different fields, such as associations of industry and commerce, and consumers' associations. With authorized strength, they undertake part of the administrative functions. The last one is the voluntary association, covering societies and institutes. Most of their principals should be approved by the competent authority, and some of them have also enjoyed the cadre-level authorized strength and treatment in the administrative system (Liu, 2007). From the perspective of Yu (2002), therefore, in China, the most important NGOs have the closest relations with the government, some of which can be directly called the "Governmental Non-government Organization". According to the statistics from the Ministry of Civil Affairs of the People's Republic of China, by the end of December 2006, there have been a variety of more than 320,000 NGOs in China, while most of them are officially controlled and semi-controlled. In this case, it is unrealistic for the protection of cultural heritage—that has imitated Western experience—to realize a combination of government guidance and social participation. Li (2004) has also said that the

authorities have severely restricted the horizontal connections among all kinds of the existing NGOs. Since the era of Mao (1950-1976), the authorities have been abstaining from the horizontal cross-industry and -regional activities held by NGOs, and have never slacked off in the top-down vertical control over the whole society. It seems to make no difference to the protection of cultural heritage with obvious regionalization, while in essence, it has ignored the interactivity of social culture and reduced public participation (Suo, 2011).

2.4.1 Chinese Citizenship

Socially speaking, if the limitedness of social participation is an objective reason for cultural protection, the subjective reason may be the immaturity of Chinese citizenship according to the *Legal Regulation on Freedom of Association* (Du2013).

Guo (2005) has pointed that due to the immaturity, Chinese citizens have deformed and abnormal intentions to participate in the protection of cultural heritage. To break the long-term repression of government powers, Chinese people always focused on the inclination to the government (which seems like nationalism) in the initial participation. However, in case of the initial success, the “square effect” will appear in the public participation. As the emotion of populists stifles their rational judgment, plus underdeveloped intermediate groups, resulting in boring disturbance and meaningless internal consumption, there is the ineffectual cultural protection in China. Xiong (2005) has also indicated that for the civic participation developed on the basis of the unchanged unified system of the CPC, there is not a spirit of democracy and freedom, but populism as well as the thought of following the crowd. This goes against the actual need for cultural protection.

According to the article of Chen (2003), there are only national traits and consciousness—mostly a copy of nationalism under the control of state

power—in contemporary China, but a lack of citizenship and civic consciousness. This has no substantive significance for cultural protection.

The weakening and deformity of Chinese citizenship are determinants of the lacking public sense of rights, thus affecting the formation of Chinese people's self-organizing ability. It has also resulted that led by political power, exercising political rights is inclined to nationalism and statism, while it is unhelpful for humanism, and therefore it in turn strengthens the legitimacy and effectiveness of exercising political power in the operation and allocation. It is doomed that there will not be a form of society-supported protection of cultural heritage in China. As a result of the underdevelopment of civil society, the corruption in government, the inaction of units, as well as the independence of public opinion, citizens are contained in terms of communicative channels available to them to express their voices. The current developed real estate in China is because there is a lack of support for social consciousness and government's strength in the economy. Civic society is an imported product, while civic rights and participation—most of them from the West—are generated in China's "3C Culture" (Capitalist Culture, Confucius Culture and Communist Culture). As soon as these imported products combine with China's political culture, there will be a unique "citizenship" with Chinese characteristics, and even the citizens' deep-rooted bad habits, such as following the crowd—which is the embodiment of "a vat of black dye" called by Chen (2003). This reflects alienation or aberrance of civic society.

2.4.2 Traditional Meaning

From a socio-cultural perspective in spite of China's social status and characteristics, Chinese society defines cultural heritage differently from Western society. Many characteristics have also affected the integrity and comprehensiveness of the protection strategy of cultural heritage, particularly embodied in the concept of the protection of architectural relics.

According to the theory of He Dan, for example, since the protection of historical buildings and cultural relics—a product of modern ideas—is generally from Europe (the West), these countries have done better than China. In addition, Buddhism is a mainstream belief in China's social beliefs, so its doctrine may make a difference to the protection of cultural heritage to some extent. For instance, the Jetavana—a Buddhist monastery in India—is now barren. It can be certain that the early Indian Buddhists were less concerned about “the protection of historical relics” (Wang, 2008). It actually makes sense that all mortals are illusions, not to mention the ruins of their former residence. As the building and protection of temples are greatly influenced by the economy in China, compared with the improved protection, China will face the similar issue with the early Indian Buddhists without these economic factors. That is to say, in comparison with the Western countries, there is a certain association between China's indifference to the protection of architectural relics and the religious belief of Chinese society.

Once again, Zhao Min's opinion, therefore, has proved that China's social culture has affected the incomplete development of the protection of cultural heritage, architectural relics especially. Overground royal palaces and religious venues, as well as underground graves, are all confronted with the issues of damage and theft, and a few of them have been conserved. Both Xianyang Palace of the Qin dynasty and Daming Palace of the Tang dynasty were destroyed in the war. Grave robbery originally appeared in the *Master Lv's Spring and Autumn Annals*, and continues to the present day. It is not only about property, but reflects the inner clear concept of public and privateness of Chinese people. According to the theoretical derivation of Fei Xiaotong's “Differential Mode of Association”, China's traditional society focuses more on the self-interest recognized in their own circle, and cares nothing for public affairs. When the Old Summer Palace was destroyed by the Eight-Power Allied Forces, the public helped foreigners rob China's treasures, and most of them even took royal goods to their homes. This venal and selfish behavior, as well as the disrespect for property rights, has always existed in

the past dynasties. Every ruler will kill all the previous rulers before rising to power, destroy the previous codes and institutions, and then build new palaces.

As Qian (2001) said in his work, Chinese identification is built on the basis of culture. Persons in power pay more attention to Confucian classics, renowned calligraphy and paintings, as well as historical records and genealogy, and will try every means to take for their own purposes (Qian, 2001). By contrast, however, buildings just serve as the temple. Besides, traditional wooden buildings are hard to conserve, and renovations may cost more than rebuilding. Therefore, no one would like to exhaust their efforts to maintain something that is not handed down from their ancestors. This traditional negative meaning also has negative effects on the protection of cultural heritage based on the ancient buildings in contemporary China.

2.4.3 Political factors

China's political factors are also important factors affecting public participation in the protection of cultural heritage.

Most scholars represented by Ren (2000) believe that social behaviors, such as improving public awareness and capacity and protecting cultural heritage in contemporary China, have been significantly influenced by politics. China's public intention determined by national conditions is always guided by the political intention. Academics generally agree that the country's political system will have a guiding influence on all social activities, including the protection of cultural heritage. As Wang Jun (2008) has said, due to the stabilization, political systems and cultural traditions are able to exert a significant and profound effect on political modernization at home and abroad. The advanced system will generate social innovative mechanism, thus enabling outstanding culture to convert into economic force to facilitate social progress. Since China enjoys a unique political culture, there will be no

research on the cultural protection centered on public awareness and capacity without political culture with Chinese characteristics.

On account of structural features of China's political system, the development is inseparable from the promotion of administrative needs, which are key to the operation of a state. Chinese politics has started to be concerned about the protection of cultural heritage, and has a potential influence on the development of related public awareness and capacity.

According to Katzenstein (2000), national security environment depends on both material contents and cultural and institutional contents. State identity is based on national culture and identity, both of which are important links connecting the nation and state, as well as the legitimate source of the modern nation and state. Cultural relics are vital material carriers for citizens towards state identity. The protection of cultural relics is a demand of a modern state for creating political cohesion of all citizens, and it is also a very important administrative need. The eroded and damaged national cultural heritage will influence the national cohesion and cultural identity, damage the state's cultural soft power, and even give birth to state risks.

Meanwhile, Xi Jinping, Leader of China, has pointed out that the protection of historical relics is an important part of implementing the strategy of sustainable development, and is as crucial as economic development (2005). This has defined the status of cultural protection as the administrative need.

In actual operation, however, when administrative needs are opposite to cultural protection in contemporary China, the latter will usually lose its deserved position (Shan, 2008). Ren (2000), in his book—*On Public Participation in Urban Planning*, has stated that during years of large-scale “Reconstruction of the Old City”, a large number of heritage sites and historical blocks have been razed to the ground, thus resulting in the destruction of street textures formed through thousands of years, as well as

vibrant traditional communities and civil culture. This “Reconstruction of the Old City” with the style of “shock therapy” has made an in-depth, tremendous and irreversible difference to Chinese context, and can be called as the “dramatic change during three thousand years” in the urban history of China. Due to the demolition of historical blocks and the disappearance of traditional communities, non-material cultural heritage therefore is facing the issue that the inheritance of traditional customs, etiquette and skills is like “water without a source and a tree without roots”, lacking basis.

Sun (2014) thinks this consequence resulted from the local change of administrative needs. In local governments, administrations of cultural relics are insignificant, and thus the enforcement of laws and regulations on the protection of cultural relics is also weak.

The Research Center of Government Management and Renmin University of China, has done research on China’s urban image crisis and pointed out that it is key to the protection of cultural relics to adjust the government’s administrative direction. “It is suggested to set up the system of central or provincial vertical management, along with a completed large inspection center for regional cultural relics. Under the government’s current administrative direction, however, it is obviously hard to obtain resources from the mainstream administrative direction to establish such a system.”(2013) The government still focuses on the economic construction and legal construction in administration.

Liu (2006) has also pointed out that if the government ignores that urban cultural protection depends on the historical tradition and culture, then a city’s individual differences will be ignored. At present, China’s policymakers should make overall research and analysis on a city and master its characteristics for construction when formulating urban development strategies. But in the construction of most cities, policymakers, following the mainstream administrative direction, use the modernization as an excuse, to build cities at

the expense of urban characteristics and culture, thus causing the rupture of humanities and loss of urban context.

Therefore, to further improve the protection strategy of Chinese culture and maintain the long-term implementation of the strategy, it is vital to keep the status of mainstream administrative needs for heritage protection and understand China's administrative needs. Administrative needs derive from political culture, and meanwhile, Chinese politics, as a cultural phenomenon, need to be studied and understood.

2.4.4 Current State of Society

Zhang (2000) has expounded that it is clear to China, in a transforming phase from “Big Government, Small Society” to “Small Government, Big Society”, has already reached a consensus on the goal of social structural transformation. But for a long time at present and in future, “government plus government-led social groups” will still play a leading role in public welfare and cultural protection. In reality, the public also regard “government plus government-led social groups” as the public welfare subjects, which is consistent with the objective situation. When there is an imbalance in some aspects or natural disasters in society, the public will put all of their expectations and focus on the government. Therefore, the government-led organizations are still the main force to achieve goals.

Influenced by Western culture, the inheritance of China's traditional culture is facing crisis in the real society, thus resulting in a general lack of inheritance between generations as well as between new things and old things. Liu (2002) believes that there are multi-aspect reasons for such an issue in Chinese society. Shan (2012) summarized two reasons. The first one is that the “Cultural Revolution” during the 1960s and 1970s destroyed the concept of inheritance; the second comes to the rapid development of market economy as well as the improved profits-before-everything legal safeguard in the last

20 years. There is no doubt that the Chinese thoughts of “Inheritance” and “Family Clan”— with a long history and time-honored traditions—have been an important part in the traditional culture of China until now. Just because of the impact of deficient inheritance, this consciousness which serves as a connecting link is recessive (Wu, 2006).

Zhang (2007) also considers that cultural thinking of the public is still deeply influenced by Western ideas, as well as those advocated thoughts and speeches such as “Black Cat, White Cat” and “Internationalization” since the reform and opening-up. All of these thoughts are driven by the idea that Western culture is superior to native culture, highlighting the characteristics such as “iconoclasm” and “internationalization”. Thus in human society, there is a lack of understanding of the concept of “cultural continuity”—as human social culture is causal and inherited, integration is necessary for social progress, but copy is just an objective social activity instead of advance. Under the influence of various international thoughts, the public focus more on “study and pursuit” for the so-called “national development”, rather than “inheritance”. “Studying and pursuing” is the consensus of the whole society, while “inheritance” means different for each person.

The market economy over recent years has witnessed great changes in the traditional concept of “righteousness and benefit” of the public. But some protection activities of cultural heritage still belong to the field of public benefit, and the basic knowledge and expectations of the public are still to “pay more attention to righteousness than benefit, and separate them two”. Therefore, Zhang (2000) thinks that for those commonweal organizations—including some cultural heritage protection units—in Chinese society, it may be the best model that “public welfare attributes to the public” and “profitable business belongs to enterprises”. In his opinion, cultural protection units, as the commonweal organization, need to act prudently when choosing the so-called fundraising with paid running. Even if the operating income obtained in design and operation is used for the protection, they may influence the public

awareness of the purity of their “righteous acts”, rather than donating money to the heritage protection industry (Suo, 2011).

2.5 The status quo of cultural heritage protection from the perspective of public participation

2.5.1 Public participation theories and concepts

The notion of public participation, originated from the western countries, means the public should extensively exercise democratic rights (such as decision-making power), based on the statutory basic rights (such as right of equality, the right to know and the right of disposal) (Chen, 1999). According to the *Aarhus Convention* (1998), public participation refers to that in a democratic society, people are able to use nonviolent, legal approaches to express their objectives and ideals, and then influence public decision-making. “Public participation” studied in this research refers to the ways that the public, influenced by China’s political and economic environment, effectively participate in heritage selection, preparation of protection plans and implementation of concerning works.

Public awareness and capacity, mentioned in this research, generally refers to the capacity of all organizations and individuals that can participate in heritage protection, including government (central and local ones), private parties directly related to the heritage (individuals, organization and developers), and the public (individuals, organizations, experts, scholars and media outlets concerning heritage protection). Ideas and habitual thinking of local people can significantly impact on the development of such capacity.

Public awareness and capacity, stereotypes, and habitual thinking:

Stereotypes and habitual thinking of the masses can be explained as a common, normative idea, belief and attitude, advocating a special social

relation and organization pattern, or aiming to justify a pattern of behavior. Combining with the former ideas of scholars, stereotypes and habitual thinking can be simply understood as a “set of beliefs about the proper order of society and how it can be achieved” (Erikson and Tedin, 2003:64). People, with the same stereotype and habitual thinking, are easy to reach an agreement in specific topics, such as protection of cultural heritages. Common people, limited by education background, energy and other conditions, are unable to comprehensively understand topics and information related to cultural heritage protection. In response to that, stereotype and habitual thinking offer meaningful clues, shortcuts or illuminating support in this field, which can provide necessary messages for public opinion and decision-making, more than promoting communication and information exchange between the government and the public. As a result, the public are able to make reasonable development evaluation and choices (Zechmeister, 2006). Therefore, the masses’ stereotypes and habitual thinking help individuals position themselves in a particular urban development space, to further clarify their stances and choices. Meanwhile, these tools can predict decision-making activities in cultural heritage protection to some extent. For example, “It doesn't matter whether a cat is black or white, as long as it catches mice.” by Deng Xiaoping in 1962, this quote won broad support, bringing in a vast majority of economic policies in the 1970s and 1980s in China. Moreover, its ongoing influence indirectly led to the fact that urban development attaches excessive importance to economic growth, over cultural development and environmental protection. It is a stereotype and habitual thinking, with short term and passive effect, which is not suitable for long term existence, although having contributed to development.

As one of the human activities, cultural heritage protection is also under the influence of public awareness and capacity. Therefore, the study on the origin of passive effects of the masses’ stereotype and habitual thinking can help concerned parties carry out correct cultural heritage protection campaigns.

From another point of view, a sound relationship between urban development and cultural heritage protection should balance the needs of the two, rather than sacrificing interests of later generations to satisfy those of the current citizens. To achieve the goal, the masses need to identify demands of future urban residents, based on clear evaluation on their own interests. Urban residents are carriers of local politics, economics, education, science and technology, culture and information. Development models of public awareness and capacity in cities not only directly influence the future of these residents, but also growth of surrounding secondary areas.

Wang Jun (2008) also believes that humans are the mainstay of social and historical campaigns, and the most energetic and active social productive force. Urban sustainable development and sound cultural heritage protection are directly based on the quality, cognition and subjectivity of urban residents. Over the past few years, the common knowledge is that the keys for sustainable development and cultural heritage protection are ecosystem protection, the economic transformation from a planned one to a market-oriented one, and the transformation of extensive growth to one of intensive. However, this view only states a part of the truth, since urban sustainable development should also incorporate healthy inheritance and development of the masses' behaviors, especially in the protection and application of cultural heritages (Wang 2008).

Meanwhile, Alex Inkeles (1983) considers public awareness and capacity as a significant precondition and guarantee, to develop urban social productive forces, realize urban sustainable development, and protect cultural heritages (from another point). According to him, only when citizens of a country are modern people, with mentally and physically modern personalities, and staff of the country's modern political, economic and cultural management organizations have acquired a certain modernity adapted to the development of modernization, can the country be known as a modern country. Otherwise, it cannot achieve rapid and stable economic development and effective management. Even if its economy starts to take off, it will not last. Therefore,

it is reasonable to get the conclusion that appropriate promotion of public awareness and capacity is very important and profound. However, development of public awareness and capacity in China suffers from passive effects caused by stereotypes and habitual thinking, which significantly impact on development and cultural heritage protection in small cities. But this phenomenon is not sufficiently recognized by previous studies.

Under the influence of the social features and political environment with Chinese characteristics, as a social democratic movement, effective public participation is the only manifestation of the influence of the quality of the public on cultural heritage protection. In order to research the manifestation of the influence of public awareness and capacity on cultural heritage protection, there is a need to clearly analyze the theoretical knowledge including the origin and development history of public participation, the definition of public participation, the basic conditions and modes of participation.

To sum up, it can be said that public participation is a behavior by which the public willingly participate in decisions related to public policies as individuals or organizations through various legal avenues under certain social conditions. Whether public participation can take place smoothly is subject to the quality of the public and laws and regulations, which is the basic condition of public participation.

2.5.2 The Difference of Public Participation

China is a socialist country characterized by people's democratic dictatorship. The implementation of the public participation system in the protection of Chinese heritage is extremely necessary both in terms of heritage protection itself and the development of economic and political civilization.

The developments of public participation in the protection of historical and cultural heritages are different in China and in western countries. In the developed countries in the western world, under the influence of the quality of

the public, public participation is mainly willing participation of the people. While in China, it mainly relies on the calling and mobilization of the government, experts and scholars.

The development of public participation in heritage protection in China trails behind developed countries. The main reasons are the differences in the development of democracy in the east and the west and the levels of modernization under the influence of the quality of the public, and the discrepancies in political systems and economic development levels.

First, the differences in the development of democracy. The theory of democracy was originated in ancient Greece and ancient Rome. Later, in the dark middle ages of Europe, After the Renaissance, the Reformation and the Enlightenment, capitalist individualism has taken root in people's minds. Rationalism and egoism have been acknowledged by the public. While advocating protection of privately-owned property, the capitalists had to ask the public to protect their own interests. Before the conflict of interest worsened, the people could solve problems through peaceful political means including complaints. But under this contract-based democratic System, the interests of the public had become the aggregate of the interests of the people and that of the interest groups. Public participation was in effect a phenomenon in which all interest groups sought their maximum interests through legal procedures. In addition, in the development of democracy, local self-governance and the birth of the citizen stratum had become the social foundation guaranteeing the growth of public participation. In Europe and the US, the history of local self-governance was long and the citizen stratum had come into existence a long time before. After WWII, the governments and the people began to pay attention to the promotion of history and culture with city signatures. This is mainly reflected in the movement of citizens promoting heritage protection (Inglehart, 1997).

But, in China, with the long history of 5000 years, the feudalism has ingrained the theory of centralization in to the mind of people. In the Chinese feudal society, there were only two relations between the people and the bureaucrats: either people obey bureaucrats or bureaucrats pressured the people to revolt. Either of these two relations was an extreme. There was no such thing as democracy. There was almost zero equal dialogue between the people and the government. This was different from the contract-based feudalism in the West where the countries existed as communities. On the contrary, the imperial power is paramount. And centralization is the hallmark of the whole Chinese feudal society. Against such social and historical background, citizen society had never come into being. Despite that many dynasties had organizations similar to local self-governance organization like associations of fellow townsmen and trade unions, At the end of the Qing dynasty, some local elite groups started to take part in the administration of public affairs Like building infrastructure, engaging in social improvement activities, and establishing newspapers and magazines, but in essence, it was fundamentally different from the local self-governance in the west in that there was in adequate legal protection, individual right was not the main focus, public speeches about political topics was not allowed, and there was no appropriate reasoning nor rational debate. There was no effective constitution to limit the heavy-handed and compulsory Republican Government of China Later, the war of warlords led to the suppression by the government of citizen society. By then, the so-called “democratic” development of the old Chinese society came to an end.

Second, the differences in the process of “urbanization”.

Under the premise of adequate development of free capitalist social productivity, western countries have gained strides in the process of industrialization. But they are bothered by various social issues and urban issues, this led to the birth of various new theories in academia. Among which heritage protection stays on the track of drawing on the practice to formulate theories and applying theories to the practice. In this process, we can see that

heritage protection has broad foundations in the form of the quality of the people and regular legal safeguards.

China's development began after the Qing dynasty was crushed by foreign powers. The cruel reality compelled those in power to reform. This special background has made the direction of governance of the government and officials the main driver for economic and urban growth(Shan, 2005). This is to say that the top ruling class first realized the necessity of modernization, and achieved the modernization of the country through a series of administrative orders and reform measures. But China's problem lies in the complex differences in nationalities and geographies. This top-down approach of modernization deprived the central government of the support of the local governments and the government of the support of the people. After the liberation, the development of planned economy reinforced the rights of the government, which goes against the typical bottom-up approach of public participation(Wang, 2008).

Third, from the perspective of the development of heritage protection, the difference in the tradition of heritage protection can be traced to 1933 when the public participated in heritage protection under the Athens Charter. But the overall production of historical streets began in the reconstruction of European cities after the war, among which the most symbolic is Warsaw of Poland. In this city reconstruction movement, people rediscovered their spirit of national self-reliance and resilience. The inherent values of the historical heritages were also recognized by the public, because the European heritage protection movement has always taken a bottom-up approach, and the legislation was driven by public groups. So after these reconstruction movements, the willingness of the public to take part in heritage protection has drummed up more support. In China, however, people paid close attention to cultural relics and antiques, but destroyed historical buildings as the symbols of the preceding dynasties. Let alone public participation. In addition, different from the bottom-up protection model overseas, China's heritage protection started as a top-down project and this was still the case

even after the liberation. On issues related to the protection of blocks and historical cities, forced demolition and removal of people's residences and real estate development set off looming and escalating social problems. In light of such social background, public participation began to be put into practice to better protect historical heritages and settle the conflict between economic growth and people's interests in China.

Fourth, differences in economic development.

At last, from the perspective of economic growth, the economy of countries in the western world is far better than that of China. Therefore, they can put more manpower and material resources into public participation. In other words, the people in China lag far behind those in western countries in participation awareness, participation capacity and public awareness and capacity. In these countries, the government and experts gained more experience in the practice of public participation. They have formed an improved operation system in coordinating the relations among social groups, modes of participation and formulation of participation policies. But China is a beginner in these regards, and compared with countries in the west, the gap is wide.

2.5.3 The Condition of Public Participation

Abundant research was conducted by scholars of the western world on the conditions of public participation. Cary (2003) argues that there must be three conditions to ensure public participation. Firstly, the people have the freedom to participate. Secondly, the people have the capacity to participate. Lastly, the people have the will to participate. In order to really achieve public participation, Cary is right in drawing on the public education of the media to enhance the quality of the people, stimulate their will to participate in social and public affairs and gradually build a society in which citizens participate.

Philips and Long (2004) suggest 6 principles of community public participation, namely, appropriate organization, access to benefits, threats to lifestyle, obligation, abundant knowledge and sense of comfort in groups, and argue that these principles can radically stimulate the initiative of public participation.

Appropriate Organization Structure It can provide a bridge for public participation and heighten people's interest in participating in community affairs. When the benefits are sure to outstrip costs, the public participation will run smoothly. When individuals or groups suffer setbacks or get threatened by crisis from the outside, it will become a main solution to the difficulties to participate in public affairs and solve the crisis in this way. When people believe they have obligations to support a certain activity and they have some responsibilities for certain public affairs, they will pro-actively and willingly participate in community affairs. Abundant knowledge is key to the effectiveness of public participation. The sense of comfort in groups is the important link to improve the efficiency of participation. All these are under the influence of the quality of the public.

Kathlene and Martin (2009) hold that effective public participation is affected by three aspects. First, the cost-benefit reward for individuals, namely, the public will decide if they will participate in a certain decision by considering the time arrangement of participation, the importance of the issue, their own command of the knowledge related to the issue, and the magnitude of the possible influence of their opinions. Second, the access to the official or technological information. That is to say, if related information is readily accessible to the public, and the decision-makers can integrate the public opinions in the process of discussion, then the initiative of the public will be heightened. At last, the pivotal access to the decision-making process. If public participation is limited in the last stage of agreement, then the public have no real influence on the policy, and this will extremely reduce the willingness for public participation.

To sum up, although there are many conditions for public participation, they could be generally divided into 3 categories. First, the participants themselves,

namely, the quality of participants including sense of social responsibility, sense of participation, the cultural quality of the public. Second, government agencies, namely, the making and implementation of policies on participation, including the design of the procedure of public participation, the public's access to related policies and if their opinions will be heeded, etc. Last, the social background, namely, if the whole society has the democratic cornerstone, if participation in public policy-making has become or is becoming a kind of social life. This is the primary condition for public participation, and the pre-requisite to the smooth running of public participation.

2.5.4 The Methods of Public Participation

As for the methods of public participation, the research findings of foreign researchers have formed a system, but the research in China started later.

Among the foreign researches on participation methods, Sherry Arnstein's (2008) "ladder of citizen participation" is widely recognized by the foreign planning community as the best guiding theory for public participation. Sherry Arnstein believes that there are in total 8 rungs on the ladder of participation and they fall under 3 categories. The lowest end of the ladder is called "non-participation", there are two rungs. The lowest of the two is "manipulation"-inviting active representatives of citizens to serve as consultants with no real authority, or enlist peers into the organization of citizen representative groups; the level above it is "therapy"-the purpose is not to remove the social and economic factors leading to the dissatisfaction of citizens, but to change the feedback from the citizens to the government. The middle section of the ladder is called "Tokenism". This section is divided into three rungs. The lowest rung is "informing", which means reporting the reality to the citizens. The rung above it is "consultation", it includes opinion polls, public hearing, etc. The level above it is "Placation"-establishing a citizen committee which has only the right of participation instead of the power of decision-making. The

top of the ladder is “citizen power”. It is divided into 3 rungs. The lowest rung is partnership-citizens and the municipal government share the rights and duties. The rung above this is “delegated power”-citizens can represent governments to exercise the right of approval. The top rung is “citizen control”-citizens directly exercise the power of management, planning and approval.

In 1977, Sherry Arnstein made revisions to the ladder table-1, and simplified the ladder to one with 6 rungs and provided detailed assessment rules for different rungs.

Table-1

Degree of the Leader's Role of the Government	Participating Classes	Description	Modes of Participation	Degree of Participation of the People
Low	Citizens' Rights	The Actions of the Citizens that Need Not Exchanges with the Government	1. The People Organize Volunteer Fire Brigades. 2. The People's Investigation	High
	Distribution of rights	Citizens and Governments Jointly Solve Problems.	1. Establish Citizen Organization Fund to Employ Technology Consultants or Implement Proposals 2. Citizens Monitor and Remedy Problems, Government and Citizen Groups Jointly Convene Conferences.	
	Consultation 2	The Government Requires Meaningful Input from the People and is Ready to Listen to the People.	1. Citizen Advisory Committee 2. Informal Meeting 3. Continued Listening 4. Hearing	
	Consultation 1	The Government Would Like to See Limited Input of the People, but is Not Ready to Listen to Their Opinions.	1. Hearing 2. Have Responses to the Demand by the People for Formal Proposals 3. Formalistic Meetings and Meetings of the Advisory Committee	
	Notification	The Government Speaks and the People Listen.	1. Hearing 2. Supply News and Other Advisory Strategies	
High	The Government's	The Government Actions that Need Not Exchanges with the	1. Government Investigation 2. Legal and Compulsory	Low

	Rights	People.	Actions	
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The study of Chinese researchers on public participation methods are mostly from the perspective of public participation mechanisms. There is no systematic research on the participation method itself. Xie Qingda, a researcher in Taiwan, formulated 7 methods of public participation: 1) informal exchange 2) media 3) investigation 4) big group assembly 5) small group assembly 6) representative assembly 7) institutions. Therefore, public participation is mainly the benign interaction and exchanges between the governments, public (including individuals and organizations) and professionals. In the formulation and choice of participation methods we must consider the factors of these three respects in order for public participation to best fulfill its functions.

2.5.5 Public participation in cultural and heritage protection

Emphasizing the opposition to technocracy and stressing public self-management. The representative figure of this opinion is Fischer(2005). He believes that public participation is the total sum of a series of anti-technocracy social movements. People have realized the disregard by the technocracy political system of democratic decisions. Therefore, it represents the pursuit by the people of democratic participation and self-management. This opinion stresses the promotion of social rational development by the reciprocity and mutual assistance among social organizations including cooperation with government agencies. The representative figures are Friedmann and Skeffington(2005). Friedmann, an urban planning scholar believes that society should have a certain measure of democracy and social organizations could be managed through dialogs among their members. Social organizations should assume some responsibilities in order to form a larger network of social organizations. At the same time, in order to fulfill their own political goals, social organizations fight against the dominant outside forces. This form in which the public participate in decisions as teams is public participation. Skeffington holds that the meaning of public participation is that

the public share the role of formulation of policies and proposals with decision-makers. And the substantive meaning of mutual cooperation and education is included in the relation between decision-makers and those by-planners.

Emphasizing the redistribution of social rights. The representative figure is American scholar Arnstein (2004), who holds that public participation is the redistribution of powers. It enables the citizens excluded from the existing political and economic systems to participate in social decisions.

Emphasizing the scientific rationality of government decisions. Its representatives are Glass (2001) and some official agencies. Glass believes that public participation means providing opportunities for the public to participate in the decision-making and planning of the government. The Aarhus Convention (1998) of 38 countries in Europe pointed out that in democratic societies, the public could express their goals and ideals through non-violent and legitimate ways and in turn affect public decisions. They have a say in the formulation and implementation of public decisions. The guidelines and standards of official protection planning of the Department of the Interior of the US pointed out that public participation was a process by which the value and features of (protection) planning are formed and identified. It is an important condition ensuring the planning is accepted by the people. Chen (1996), a Chinese scholar, holds that public participation refers to the direct involvement of individuals or groups who have a stake in public affairs or policies in the process of decision-making in order to affect the result of the policy or learn about and get familiar with the information related to this policy. It is a consultation activity. Wang (2003) points out that public participation referred to the behaviors of individuals or groups that affect the public decision making and implementation results through direct or indirect ways.

Thus, there has been a theoretical basis for the public participation in protecting cultural heritage. Human activities are important factors that affect

the protection of cultural heritage. As public participation is in essence a kind of human activity, human behaviors and ideological patterns are the fundamental factors of such protective activities. This argument is also supported theoretically.

It is widely believed that all social activities including the protection of cultural heritage will be impacted by the current public awareness and capacity in the general case. According to the research at present, to prove that public awareness and capacity has potential influences on the protection of cultural heritage, the theoretical reasons are as follows.

The systematic of Public awareness and capacity

Based on Mamen(1995), public awareness and capacity is a system whose factors are the requirement of overall quality. The level of overall quality depends on the level of factors as well as the rationality of the structure between them. Public awareness and capacity comes from a synthesis of residents' fundamental conditions, characteristics, trends, and potentials, such as physiological characteristics, psychological characteristics, knowledge accumulation, practical experience and intelligent exercise, namely an integration of their experiences (Suo, 2011). When there is the disequilibrium of the rationality of the structure between factors, popular inherent ideas and habitual thinking will appear obviously. If a special single factor of public awareness and capacity plays an absolutely leading role, there will be a complete formation of the negative effect from inherent ideas and habitual thinking. For instance, it is a must that the dominant knowledge accumulation will aggravate superstition of science (Zhou 1996).

Fundamentality of Public awareness and capacity

Zhang (1998) considers that public awareness and capacity is not only the manifestation of residents' present, but a foundation for their future development. As the integrated quality of residents, quality has become their basic character. Exerting a subtle influence on their activities whenever and

wherever possible, it has the potential function of controlling and manipulating environmental events. He also believes that the fundamentality of public awareness and capacity is an existence which may affect future development to some extent. There is a possibility that the effect on future development may not be ideal, but will be controlled by the original fundamentality unconsciously, thus giving birth to negative influences of inherent ideas and habitual thinking. For example, nomadic people resisted agriculture and cultivated land when entering the Central Plain.

Otherness and Variability of Public awareness and capacity

Liu (1991) thinks that residents have different qualities, and the higher, the more able to adapt to society needs and advance social progress. The contents of public awareness and capacity develop with the historical development, and this is true of the evaluation standard of quality level. The requirements also vary in different application fields. Due to the otherness and variability of the contents, the mainstream is very likely to dominate the development direction of public awareness and capacity, thus generating negative influences of inherent ideas and habitual thinking (Yin. 1985).

Stabilization of Public awareness and capacity

In all the aspects of residents, only those relatively stable can be called quality. Quality is stable because it has formed a certain structure in the mind of residents. As public awareness and capacity can be improved and also re-established, the forming process of the current quality has shown the developability of resident quality. The outside intervention has improved and re-established the developability of public awareness and capacity. Therefore, a single external force may greatly produce negative influences of inherent ideas and habitual thinking (Wei. 2000), such as differences in political quality between East and West residents.

The dialectical of public awareness and capacity

Qian (2001) regards public awareness and capacity as internal dialogue about the self, natural biology and social culture. In the formation of overall quality, natural endowment is the premise, while the environment is condition. What drives the quality development is the conflict between social development requirements for residents and their current development level. The former is not a single constant, which can be divided into the short-term and long-term requirements. Under the immature environmental conditions (unclear long-term requirements), public awareness and capacity tends to overdo the short-term ones, thus forming the negative influences of inherent ideas and habitual thinking, and losing the opportunity to pursue better long-term requirements.

Meanwhile, Suo (2011) thinks that public awareness and capacity is also the dialectical unity of individuality and collectivity. Since group quality is composed of individual quality, there is no group quality without individual quality. Group quality also provides the environment for the development of individual quality, which always features the epochal character and regionality. In the modern economic society, an increasing number of residents achieve their aims through the power of groups. People are more concerned with residents' group quality. The individual quality of residents is just a necessary condition for the formation of group quality. In addition to high-quality individual residents, it is formed for another indispensable condition—the reasonable individual composition in a group. With an unreasonable composition of the group, public awareness and capacity will easily develop negative influences of inherent ideas and habitual thinking.

2.6 The performance of public participation in heritage protection

2.6.1 Public participation in heritage protection in western world

Foreign countries witness soundly developed theories and practices on public participation. In the western world, which advocates democracy and free, civil liberty and citizen participation in politics have been pursued by ideologists(Fickers & Lintz, 2019). And public participation, as a complement to representative democracy, has received great attention in the theoretical circle(Labadi, 2013). In the heritage protection-related field of planning, there are many theories about public participation has already been formed in the last century, including a ladder of citizen participation (Arnstein, 1969), cooperative citizen participation (Marrow, 1969), challenges engaged with citizens (Rosner, 1978), social organizations' participation in the process of social decision-making in the form of organization by self-management (Friedmann, 1979), identification and analysis on concepts of modern public participation (Wolz, 1986), and empowering public participation (Brookfield, 1986).

Public participation has been recognized by both the government and society as a channel for exercising civil rights. To be specific, public participation is a necessary procedure of national and social matters, guaranteed by laws and regulated by strict operation processes(Fickers & Lintz, 2019).

For instance, the United Kingdom asks for statutory public participation during preparation of all types of urban development planning(Labadi, 2013). As early as 1969, public participation was regarded as a legal system recorded in the country's Town and Country Planning Act. Main contents included first, sufficient promotion before preparation; second, necessary public review of

drafts; third, planning-concerned local residents have opportunities to express opinions, which should be recorded; fourth, once the overall development planning is adopted, it must be published in the form of an announcement. At the same period, some American cities established organizations like community reform centers, involving numerous planners, to help the masses learn related knowledge and technologies and improve technological means of public participation(De Cesari & Klenner, 2019). In 1976, France prepared Code de l'urbanisme, emphasizing powers and ways for public participation; and in the amendment of 1985, clauses concerning public participation were further strengthened(Fickers & Lintz, 2019).

Additionally, public participation is also an important characteristic of historical and cultural heritage protection in developed countries, such as the United States, Japan, and the ones in Europe(Lähdesmäki & Uimonen, 2015). It penetrates into all aspects of the protection system, enabling bottom-up protection requirements and top-down protection constraints to contact and exchange with each other in a more open space, and reach consensus through multiple feedbacks; enabling the nongovernmental awareness of spontaneous protection to be realized through certain channels for specific protection participation. Illustrated by the case of non-governmental organizations in the United States, they extensively participated in various heritage protection campaigns along with the country and enterprises. And the National Historic Preservation Act of 1966 clarified NGOs' qualification of management. In the United Kingdom, heritage protection-concerned laws and measures were also the results of citizens' appeal. Furthermore, all policies in this field cannot come into force until acquiring agreement from five statutory national protection groups. In Japan, the Law for the Preservation of Ancient Capitals (1966) was established thanks to the public opinion; in 1970, widespread campaigns for cultural heritage protection, carried out by citizens, finally resulted in the National Alliance for History and Social Custom Protection(De Cesari & Klenner, 2019).

Currently, these western developed countries enjoy real public participation, like what the United States did in 2004. Missouri State Historic Preservation Office (SHPO) invited professionals from fields including history, archeology, economics and real estate development, to join in the decision-making process, before preparing the State's annual preservation plan. Meanwhile, SHPO sent more than 300 invitation letters to citizens interested in historical preservation, and 5,000 such letters for public hearing to residents related to the plan. The Promotion Act for Philadelphia Historic District Preservation, passed in 2005, believes only when owners of historical houses participate in designated works and all decision-making processes of historic district preservation, can all stakeholders realize a win-win situation. Low-income groups, especially, need more access to fair participation and, in turn, access to credit, tax and other incentives(Lähdesmäki & Uimonen, 2015). Under Philadelphia's rules, nominations for historic districts need to be endorsed by at least 30 percent of the district's citizens. Before entering the nomination process, the committee must mail the nomination proposal to each household and give them 45-60 days to respond. And staff must collect feedback from them to the committee. Announcement of the public hearing of the nomination shall be made at least 30 days in advance, and the meeting place shall be set in or near the protection zone. In conclusion, the western developed countries have well-improved theories and practices on public participation in heritage protection, worth learning by China.

Developed countries in the western world represented by the US, UK and Japan have accumulated comparatively successful experience in the public participation in historical and cultural heritage protection. Their similarity lies in the fact that at the beginning public participation was a willing protection movement which occurred as the economy and culture developed and the self-awareness of the public grew(Lähdesmäki & Uimonen, 2015). These heritage protection movements under the influence of public awareness and capacity have ultimately influenced the government and prompted the roll-out of related protection laws and regulations and the birth of non-governmental protection groups.

At the end of the 19th century, public participation in heritage protection originated as the willing protection movement of the people (Fickers & Lintz, 2019). Public participation in historical and cultural heritage protection originated from the US. As early as 1853, Ann Pamela Cunningham initiated a women's volunteer group entitled "Mount Vernon Ladies Association of the Union". The Mount Vernon Mansion is the place of residence of George Washington. After 1850, his descendants could no longer afford to keep this place. Neither could he obtain grants from the government to cover the maintenance of this place. Here came the decision to sell the property with the only condition being that the purchaser must protect the mansion as a historical site. When Ms. Cunningham heard of it, she posted advertisements in newspapers to appeal to the women to raise funds for protecting the Mount Vernon Mansion. In 1853, she established the "Mount Vernon Ladies Association of the Union" and invited established and influential women from all states of the US to join this association as members of the board. Thanks to the effort of this association, they managed to lobby people to raise an immense amount of money (De Cesari & Klenner, 2019). With such funding, they bought the Mount Vernon Mansion and the estate surrounding it and conducted repairs and maintenance of the mansion and its surroundings. Now, the Mount Vernon Mansion has become a famous tourist attraction in the state of Virginia. The "Mount Vernon Ladies Association of the Union" set up by Ms. Cunningham to protect the Mount Vernon Mansion carries extensive clout across the US, and has advanced the development of the idea of historical and cultural heritage protection. This organization made people aware that common citizens could also champion historical and cultural protection movements. Influenced by this association, other non-governmental protection organizations sprang up one after another including the Association for the Preservation of Virginia Antiquities established in 1889 and the San Antonio Conservation Society set up in 1924, etc.

In the UK, as early as the 19th century, the ancient building and historic spots protection movements have become an important topic in the arena of public

opinions. An important driving force for the legislation of historical and cultural heritage protection is the non-governmental academic groups. In 1877, the earliest non-governmental protection group in the UK, the “Society for Protection of Ancient Buildings” , was founded by William Morris and John Ruskin(Graham & Howard, 2008). The society was established to protect the ancient buildings, fight against demolition of ancient buildings and restoration of the buildings which modified their appearances and characters(Graham & Howard, 2008). They drummed up the awareness of the public in protecting ancient buildings through words and many different means. Their effort won the support of the people and prompted the country to pass legislations on ancient building protection. Later, the number of historical and cultural heritage protection groups began to grow. Their existence has significantly advanced the historical and cultural heritage protection movement in the UK and across Europe.

After WWII, public participation in heritage protection has demonstrated unprecedented development worldwide. In 1933, the first urban planning guideline document with international recognition, the Athens Charter, was ratified. It was the first international charter which mentioned public participation in heritage protection(Mann, 1986). In the reconstruction of the European cities after WWII, the argument on the choice between construction of new cities from scratch and restoration of ancient cities to what they were before the war has enabled most people to come to the recognition that protecting the ancient buildings is an important tool to restore national spirit and promote national culture. Take Warsaw in Poland as an example, it was the strong wish of the Polish people at that time to rebuild Warsaw. In 1945, in order to rebuild Warsaw as soon as possible, the government set up the Reconstruction Office to take charge of the development of the “Warsaw Reconstruction Plan”(De Cesari & Klenner, 2019). In the process of reconstruction, although the face of the city remained ancient, but life facilities and living conditions under the cover had been radically revamped and addressed. The process of reconstruction in four years brought out the patriotism and nostalgia of the people. When Warsaw was back on its feet, it

was included by UNESCO in the World Heritage List as a cultural heritage(Mann, 1986).

At the same time, in other countries, the large-scale reconstruction after the war made the historical environment in the cities disappear rapidly. Then people realized the importance of urban history and culture. By then, the people had begun to call for the protection of history and culture, and their volume kept growing(Ostrom, 1990). The protection by the public of ancient buildings, historical sites and historical environment started from the argument in the press, and gradually developed to various non-governmental organizations set up by the people, and the people participated in the protection of historical and cultural heritages. This bottom-up strong force finally secured the support of the government and was recognized in the legislation and management procedure of the country, and became the biggest driving force for the historical and cultural heritage protection movements(Mann, 1986).

In the UK, after WWII, the argument among the people on the ancient buildings focused on two aspects, one is if there is a need to change the appearances of ancient buildings, and the other is if the ancient buildings should be restored to their original state. At the same time, a large number of non-governmental protection groups mushroomed. Statistics indicate that in 1975 alone, a total of 1250 national and local organizations got registered. They collected the input of experts and the public, urged and assisted in the protection of historical and cultural heritages(Longstreth, 2008).

In the US, the first national non-profit organization which is independent from the government- “National Trust for Historic Preservation” was founded after WWII. Different from the UK, the US has one and only such national organization. The purpose of this organization is to unite the expertise, leadership and the support of the people to undertake the duty of the management of the historical buildings and real estates that cannot be done by the government. The trustor can entrust the trustee with the ownership of

the trust property so that the trustee can manage or deal with the property, but the trustee is obliged to give the proceeds to the beneficiary. This inspiration was drawn from the British National Trust and the San Antonio Conservation Society in Texas(Gray,2013). In 1966, the National Historic Preservation Act of the Federal Government defined the protection and management of history as the joint obligation and responsibility of all social organizations, and therefore providing legal safeguard for the development of non-governmental protection organizations. With the development of history protection movements, non-governmental organizations of all states and localities kept growing. The growth of these local organizations provides channels for residents concerned about the rapid changes of their communities to express opinions. And they became the media through which the public could participate in the protection of historical and cultural heritages(Mamen,1995).

In short, the development of public participation in heritage protection in foreign countries is inextricably associated with the improvement of the quality of the public and the extension of the awareness of democracy and the recognition on the part of the people of the area of heritages after WWII. This is vastly different from the development of the protection of history of China.

2.6.2 Public participation in heritage protection in China

Compared with the developed countries in the Western world, the participation in heritage protection by the Chinese public is quite different. The history of its development could be divided into 3 stages, namely, before the liberation, between the liberation and the inception of the reform and open-up, and after the inception of the reform and open-up(Breglia, 2013).

(1) The Prototype of the Public Participation in Heritage Protection (before Liberation)

The rise of the heritage protection in China could be traced back to the archaeological research in the 1920s. In 1922, Peking University established

the Archaeology Research Institute, which was the earliest cultural relics protection academic research institution in China. In 1929, the Society for the Study of Chinese Architecture was founded and began to systematically research the Chinese ancient buildings. Until now, China's cultural relics protection work began to involve non-portable cultural relics. These research findings have laid solid foundation for the heritage protection later(De Cesari & Klenner, 2019).

In 1930, the Kuomintang Government released *the Law on the Preservation of Cultural Relics*. In 1931, it released *the Detailed Rules and Regulations of the Law on the Preservation of Cultural Relics*. In 1932, the administration established the Central Cultural Relics Preservation and Management Committee and laid down *the Rules and Regulations of the Central Cultural Relics Preservation and Management Committee*. The formulation and implementation of these rules signaled the beginning of Chinese heritage protection movement. This was the first time in Chinese history that the central government had released cultural relics protection policies and rules. And this committee was the first cultural relics protection and management institution set up by the state(Graham & Howard, 2008). However, in 1930s, China was a semi-colonial and semi-feudal society. The country was afflicted by upheavals and tumults. Although the cultural relics protection work had some effects, local governments of all levels did not solidly implement these policies. Later, with the outbreak of the war, a large number of cultural relics were severely damaged.

In localities, buildings with some historical and aesthetic values stood as the residence of bureaucrats or the offices of governments. Therefore, the maintenance of buildings was usually sustained by individuals or government funding. Some religious buildings were maintained by temples themselves. For the political and economic reasons, the government could not conduct large-scale revamps of the residences of common people. Therefore, in order to subsist, the people repaired or reconstructed their own houses. These

buildings built with local materials and techniques are today's blocks with group historical values(De Cesari & Klenner, 2019).

In this phase, the theoretical research of heritages by scholars had just started. Although the government released some laws and rules on heritage protection, in effect, heritage protection was almost all done by individuals and groups. In that society, public participation did not appear. But this kind of spontaneous repairs of buildings and blocks for subsistence could be regarded as the prototype of the earliest public participation in heritage protection.

(2) Policy Basis for Public Participation in Heritage Protection (from Liberation to Reform and Open-up)

After the founding of People's Republic of China, close attention was paid by the government to historical and cultural heritage protection. Although due to political reasons, some ancient buildings with high historical and cultural values were damaged to some extent, the central government and local governments have released a series of laws and regulations to safeguard the maintenance and repairs of cultural relic buildings and provided strong funding boost to this effect(Graham & Howard, 2008).

In 1950s, Chinese government organized cultural workers to investigate and research some traditional cultural heritages, including the investigation and research of the folk culture of various ethnic minorities. At the same time, some experts and specialists began to participate in the heritage protection projects of the government. Among which the most influential was the argument on the general plan of the inner city of Beijing. "The Zhao and Zhu's Plan" argued that the administration center should be developed on the basis of the old city, while "the Liang and Chen's Plan" contended that the administration center should be placed in the west suburbs of Beijing in order to better preserve the shape of the ancient city. In practice, due to the land nationalization system in China, and the growth of urban residents after 1960s,

the government began to provide some well-preserved historical buildings to residents as housing. But the poor economic performance held the government back from comprehensive repairs to these buildings and therefore the government encouraged residents to maintain and repair their own housing. As the regulatory authorities of this sort of public housing, the Housing Management Office joined in the repairs of people's housing. The other privately-owned houses were totally maintained by their owners.

Generally speaking, public participation in this phase is reflected in two aspects. First is experts began to join in the heritage protection project of the government. Second is the people willingly participated in the maintenance and repairs of houses as individuals or households encouraged by the government. Because there were not many large construction activities, the government provided some support to heritage protection through funding and implementation of policies. Therefore, from this perspective, the involvement of government has laid a policy foundation for the public participation in heritage protection.

(3) The Practical Exploration of Public Participation in Heritage Protection (after the Reform and Open-up)

In early 1980s, a large group of experts and scholars represented by Wu Liangyong and Ruan Yisan (1980) began to introduce the theories of heritage protection in practice. As protection of historical protection area and renovation of dilapidated houses are often overlapped in spaces and forms, therefore renovation of dilapidated houses is the main form of public participation in heritage protection in the 1980s. Renovation of dilapidated residential buildings of Ju'er hutong, Xiaohoucang hutong and others in old city areas of Beijing did not only represent the practice of the theory of "organic renewal", but advocated a small-scale cooperative housing reform, that is, the cooperative operation of the country, the collectivity and individuals in renovation of old areas. However, restricted by lack of funding, this kind of renovation often adopts minor and thrifty measures. At the time, the government realized that a flexible multi-channel mode was needed in raising

fund for the repairs of run-down houses. And private fund-raising gradually became the mainstay.

In 1990s, under the system of market economy, land-lease has touched off the craze of real-estate development. Developers gradually replaced the district governments as the main party of renovations. Their pursuit of commercial interests has inflicted “developmental” destruction on many historical blocks in an unprecedented manner. At the same time, with the socio-economic growth of the whole society, social stratification began to appear. Promoted by the political systematic reforms, personnel and household registration systems began to lax. And social mobility gathered pace, the gaps among social members in income and development opportunities began to widen. These differences have led to different values of the people. As a result, the need of the public was diversified. In response to this situation, many cities began to reevaluate their district renewal model and a multitude of “historical protection area” or “historical feature zone” were established. The academia began to pay attention to public participation in heritage protection. This is mainly concentrated on the participation in planning and formulating program and the research on community cooperation and organic renewal. The government began to pay close attention to public participation in the phase of protection planning. For example, when making the “25 Historical and Cultural Protection Area Protection Planning in the Old City of Beijing”, press outlets like Beijing Youth Daily and Beijing Daily have opened columns to provide a platform for citizens, experts and government to conduct exchanges. At the same time, the Planning Commission of Beijing has established hot-line and mailbox to invite the input of all circles on the development of the 25 protection zones, and answer the questions of social organizations and residents. In the decision of Beijing Municipal Government on implementing the Planning of Beijing Famous and Historical and Cultural City Protection, particular emphasis was put on the importance of public participation and specific regulations on participation. The document pointed out that “ the people’s government at all levels of the municipality and their departments must ramp up efforts to

increase the people's awareness, encourage public participation and step up social monitoring." Protecting famous historical and cultural city is the responsibility of the government and the joint responsibility of the whole society. The sense of responsibility and law must be reinforced to actively encourage and support the public to make suggestions for protecting famous historical and cultural cities. Damages to and behaviors affecting the development of famous historical and cultural cities discovered through public participation and social monitoring should be sternly dealt with by planning and cultural relics-related administrative departments(Graham & Howard, 2008). In this phase, the theoretical research and practice about public participation in heritage protection have both scored achievements. The people, experts, governments and developers have all consciously or unconsciously participated in the protection and renewal of heritages under the condition of market economy, but there are also many problems. In short, these beneficial explorations and practice have paved the way for further development of public participation.

Since China just started studying public participation, related researches mainly focus on environmental protection, legislative procedures, community self-governance, etc. Differing from the western countries, China has not established civil society yet thanks to its ingrained traditional historical and traditional ideas. In addition, the country's government has been severely intervening modern social development, which leads to incomplete legal system building and the lack of public participation. However, in response to the demands of social development and building of political civilization, public participation has won attention from the government, experts and scholars for it is a symbol of modern political civilization.

In terms of legislative procedure, scholars began to attach priorities to the significance of public participation, and related operating procedures; they considered public hearings, expert consultation conferences were important participation forms. Works in this subject include *Legislative System, Procedures and Supervision in China* (Ma, 2002), and *Conceptions on*

Democratization and Scientization of Local Legislation (Tang, 2004).

Researches on public participation in environmental protection are deeper, where many scholars think establishment of information disclosure system, and guarantee of citizens' rights in enjoying sound environment are priorities of current public participation. Main works include *Research on Environment-Related Policies and Laws* (Cai, 2003), *Research on Access to Environmental Information* (Wang, 2008), *New Horizons for Environmental Laws* (Lv, 2011), and *Chinese Environmental Laws* (Jin, 2000).

However, although the Constitution and the Legislation Law establish the democratic premise of public participation for heritage protection, the Law of People's Republic of China on the Protection of Cultural Relics, the fundamental law of heritage protection, does not mention related information. The Article X of *Regulations on Protection of Historical and Cultural Areas and Outstanding Historical Buildings in Shanghai*, promulgated in 2003, stipulates that before the approval of the Municipal People's Government, the preliminary list of historical and cultural areas and outstanding historical buildings should be publicized for social opinions. *Regulations on Protection of the National Famous Historic and Cultural City of Beijing*, promulgated in 2005, points out that the city encourages units and individuals to participate in the protection of the famous historical and cultural city of Beijing by donation, funding, technical service provision or suggestion. These two statements seem to pay little attention to "public participation." *City Planning Law of the People's Republic of China* stipulates that the Standing Committee of the National People's Congress, or government at the same level, should review the urban planning and bring forward opinions, before the planning is submitted for approval. Meanwhile, the urban planning must be published to the public after approval. However, these stipulations do not clarify specific procedures and measures for public participation (Graham & Howard, 2008).

On the other hand, public participation in heritage protection wins some theoretical and practical achievements. The former includes the *Old City of Beijing and Its Juer Hutong Neighbourhood* (Wu 1994), which introduces the

concept of urban organic renewal to heritage protection areas. “Renewal spontaneity,” emphasized by the theory, discusses feasibility of public participation from local residents’ participation in protection practices. Fang Ke, in the *Contemporary Redevelopment in the Inner City of Beijing—Survey, Analysis and Investigation*, proposed the conception of “cooperative renewal among communities,” providing policies to ensure spontaneous participation. In addition, various scholars analyzed public participation in the western developed countries, and then brought forward some conceptions on promoting similar systems in China. For example, Liang Henian wrote *Public (Civic) Participation: Experience and Lessons from the North America*, Yang Guiqing *Tentative Analysis on Current Public Participation in Urban Planning in the United State*, Sun Shiwen and Yin Yue *Theoretical Foundation and Development of Public Participation in Urban Planning in the Western Countries*, Wu Qiufei *Problems of and Reflection on Public Participation in Urban Planning in China*, and Qian Xin *Brief Introduction to Problems of Public Participation in Urban Renewal*.

Social Environment Supporting Public awareness and capacity and Relating to the Protection of Cultural Heritage in Contemporary China—Social Characteristics That May Affect Public awareness and capacity. Theoretically, public awareness and capacity will have an influence on social environment, while the latter is also key to the former to the contrary. Because quality of human beings is not an abstract idea out of the social environment, there is an interaction effect between them and the social environment. For instance, high-quality population the agricultural society needs are different from the one demanded by the industrial society. The current population quality in the developed Western countries is consistent with the characteristics of times, and compatible with the social structure. Essentially, it is a process during which the quality of industrial workers and businessmen replace farmers under the influence of social development. After the disintegration of the former agricultural society in developing contemporary China, each person’s demand for quality is totally different. High individual quality required by the modern society is also affected by the environment in the contemporary era.

Such a society with Chinese characteristics can reveal the following features in detail which will have a potential influence on public awareness and capacity. They have been generally agreed by numerous relevant scholars, and possess considerable potential power to affect the future protection of cultural heritage.

In the participatory tourism planning model, Timothy (1999) pointed out that public participation in tourism development includes two aspects: participation in the decision-making process and participation in the distribution of benefits. The latter also includes the participation in the distribution of economic benefits of industries related to cultural heritage protection and the education and training on tourism. Miao Hong (2003) pointed out in the development system of industries related to cultural heritage protection with the community participation that the community participation in development includes four aspects: development decision-making, operation and management, environmental protection and benefit distribution. This also constitutes what she calls the “development subsystem”.

Based on the research results of the above scholars, the author believes that public participation should be a comprehensive participation, covering the participation in decision-making and planning, operation and management, benefit distribution, education and training, environmental and cultural protection of industries related to cultural heritage protection. The above aspects of participation were investigated in the present study to understand the public participation in the development of industries related to cultural heritage protection (Breglia, 2013).

2.7 Summary

To summarize, since cultural heritage protection is a kind of comprehensive human activities, it is affected by social, economic and political factors which

are generated by human activities. The evaluation of cultural heritage protection is always based on the above three factors. Like the economic theory of Triple Bottom Line, it is also aimed at sustainable development. Therefore, in theory, the Triple Bottom Line theory can be applied to cultural heritage protection, and can also serve as the theoretical basis for public participation in cultural heritage protection.

This chapter defines the cultural heritage and public awareness and capacity, describes the two major factors, namely social factors and political factors, that affect public awareness and capacity, and puts forward the expression form of public awareness and capacity in the cultural heritage protection activities—public participation.

Meanwhile, the author briefly summarizes the relevant theories of public participation and its development at home and abroad, including the following points:

I. The origin of public participation is related to certain social and the theoretical background. The development of democracy is its social background. And civil society, representative democracy, strong democracy, and governance theory are the theoretical backgrounds for its development.

II. Scholars in western developed countries have carried out a series of theoretical research and practical explorations on the concepts, conditions and methods of public participation. The theory of public participation has been continuously enriched and improved.

III. Under the influence of Western democratic ideas, the heritage protection movement was gradually evolved from individuals to social groups, and ultimately promoted the birth of relevant laws. This bottom-up protection model of Western developed countries on heritage protection has made a remarkable achievement.

IV. China has a very long history. However, the concept of heritage protection is very different from that of Western countries. Governments, experts and scholars have always been the main driving force for heritage protection. This top-down protection model seems to be powerless in the face of a large amount of historical heritage.

V. On the basis of reviewing the development process of public participation in heritage protection at home and abroad, the author compares and analyzes the development process of Chinese and Western democracy, the process of “modernization”, the tradition of heritage protection and the level of economic development, and lays a foundation for analysis of how to learn from the experience of public participation in heritage protection in western developed countries next.

At the same time, this chapter also describes the current situation and problems of Chinese public participation in heritage protection. On this basis, it introduces the inevitability of introducing public participation at present. The main content includes:

I. In the 1990s, large-scale renovations caused serious damage to historical heritage and infringed the interests of residents in the old city, resulting in frequently demolition disputes. So, the governments, experts and scholars have begun to re-examine the small-scale reformation methods involving residents. Meanwhile, public participation has also been introduced into the research field of heritage protection.

II. The government has begun to realize the importance of heritage protection and has begun to pay attention to the social benefits of heritage protection. At present, cities such as Shanghai and Chongqing have introduced the public hearings system and information disclosure system into the field of heritage protection planning.

III. The public are positive in participating in heritage protection, especially for residents living in and around the site. They are concerned about the development of the area, although for their own benefit. However, the lack of participatory skills and related knowledge has also become an obstacle for their participation.

IV. Although some attempts have been carried on in terms of planning procedures and specific public participation in community heritage protection, they are limited to some pilot projects, lacking operational procedural rules. Social attention to heritage protection is still not enough.

V. Public participation is not only the means to achieve the sustainable development of heritage protection, but also the key to the coordination between protection and development. It is also an inevitable requirement for the construction of political civilization in China.

Based on the analysis of the phenomenon of cultural heritage protection, the thesis studies the basic theoretical connotation and influence of public participation in cultural heritage protection based on the theoretical and empirical research literature on the participation of public participation in the field of cultural heritage protection, and through theoretical analysis and empirical analysis. The factors that participate in the subject's behavior and its mechanism of action, and use this as a theoretical fulcrum to empirically analyze the behavioral evolution of China's public cultural heritage protection, and put forward some targeted policy recommendations based on the reasons for the exploration.

Chapter 3. Methodology

This research aims to find out the challenges and countermeasures to the relationship between public participation and cultural heritage protection in small cities in China. At the same time, this research also seek empirical consideration, trying to introduce the current mature economic theory to promote cultural heritage protection and public participation.

The research try to focuses on the public participation in culture heritage with Chinese small cities as the context. It takes the theory of social constructivism as its framework and aims to develop a mechanism that explains the public participation in culture heritage in China.

In order to achieve the research purpose, the following research objectives are proposed:

1. Clarify the main problems of Chinese public participation in cultural heritage protection under the current political, economic and social conditions.
2. Based on the theory of social constructivism, look for the relationship between the practice and theory of cultural heritage protection in small cities.
3. According to the theory of social constructionism, try to use the "triple bottom line" theory in economics to serve sociology, and based on public participation in cultural heritage protection, explore the scientific progress of realizing a new model of public participation in cultural heritage protection.

3.1 research philosophy

For achieve the purpose of this study, interpretivism is used as a research philosophy, which is suitable for the study of public participation in cultural heritage protection, and also suitable for the study of social constructivism theory.

The reasons for adopting interpretivism as the research approach:

Emphasis on Subjective Interpretation: Interpretivism recognizes that individuals construct their own meanings and interpretations of the world around them. When studying public participation in cultural heritage protection, it is crucial to understand how individuals perceive and make sense of their involvement in such activities(Creswell, 2014) . Interpretivism allows researchers to explore the subjective experiences, perspectives, and motivations of participants, providing a deeper understanding of their actions and behaviors.

Contextual Understanding: Interpretivism emphasizes the importance of the social and cultural context in shaping human experiences. Cultural heritage protection is influenced by various social, historical, and cultural factors that vary across different communities and contexts. By adopting an interpretive approach, researchers can investigate how these contextual factors influence public participation in heritage preservation. This enables a more comprehensive understanding of the complex dynamics and socio-cultural influences at play(Neuman, 2014).

Qualitative Research Methods: Interpretivism aligns well with qualitative research methods, such as interviews, observations, and document analysis. These methods allow researchers to explore the rich and nuanced aspects of public participation in cultural heritage protection(Denzin & Lincoln, 2018). Through in-depth interviews and participant observations, researchers can

capture the lived experiences, attitudes, and perceptions of individuals engaged in heritage preservation efforts, providing valuable insights into their motivations and challenges(Denzin & Lincoln, 2018).

Multiple Perspectives and Subjectivity: Interpretivism recognizes the existence of multiple perspectives and acknowledges the subjectivity of both researchers and participants. By embracing multiple viewpoints, researchers can gain a more holistic understanding of public participation in cultural heritage protection(Creswell, 2014) . Furthermore, interpretivism encourages researchers to reflect on their own biases and assumptions, enhancing transparency and ensuring that research findings are not solely based on the researcher's preconceived notions.

Practical Implications: Interpretivism emphasizes the practical implications of research findings. Studying public participation in cultural heritage protection requires not only theoretical insights but also actionable recommendations for improving practice. By adopting an interpretive approach, researchers can engage with participants and stakeholders, collaborating to co-create knowledge and generate context-specific recommendations. This promotes the application of research findings to real-world situations and contributes to the advancement of effective strategies and policies for cultural heritage conservation(Yin, 2018).

Overall, according to Kumar (2019), interpretivism as a research philosophy is well-suited for studying public participation in cultural heritage protection due to its focus on subjective interpretation, contextual understanding, qualitative research methods, acknowledgment of multiple perspectives and subjectivity, and practical implications. By adopting an interpretive approach, researchers can gain a comprehensive understanding of the complexities and dynamics of public engagement in heritage preservation, leading to more informed decision-making and effective practices in cultural heritage conservation(Kumar, 2019).

Furthermore, the adoption of interpretivism is also conducive to the research on the application of the triple bottom line theory to the protection of cultural heritage.

Interpretivism and the Triple Bottom Line (TBL) theory are two concepts that have relevance in different areas of study, but they share some connections in their underlying principles (Neuberger, 2014).

Interpretivism is a research philosophy that focuses on understanding human behavior and social phenomena through the subjective interpretations and meanings individuals assign to them. It emphasizes the cultural and social context in which individuals exist and seeks to uncover the subjective aspects that shape their actions (Waddock, 2008). Interpretivism utilizes qualitative research methods, such as interviews, observations, and textual analysis, to gather rich and detailed insights into individuals' experiences and perspectives.

On the other hand, the Triple Bottom Line theory is a framework used to assess the sustainability performance of organizations or businesses. It argues that organizations should consider three dimensions of sustainability: social, environmental, and economic. The TBL theory suggests that organizations should not solely focus on financial profits but also take into account their social responsibilities and environmental impacts (Neuberger, 2014). By balancing these three dimensions, organizations can achieve long-term sustainability and contribute positively to society and the environment (Henriques, Richardson, 2004).

Although interpretivism and the TBL theory are applied in different contexts, there are connections between them when studying certain topics, such as sustainable development and corporate social responsibility (Neuberger, 2014).

When examining sustainable development initiatives or corporate practices, interpretivism can help researchers understand the subjective meanings and motivations behind the actions of individuals or organizations. By using interpretive methods, researchers can uncover the cultural, social, and individual factors that influence decision-making processes related to sustainability. It allows for a deeper exploration of the values, beliefs, and perspectives that shape sustainable behaviors(Henriques, Richardson, 2004).

The TBL theory, on the other hand, provides a framework for assessing and guiding sustainable practices in organizations. It offers a structured approach to evaluating social, environmental, and economic impacts and considering the trade-offs and synergies among these dimensions. The TBL theory highlights the importance of considering a broader range of outcomes beyond financial performance and encourages organizations to adopt sustainable strategies that benefit multiple stakeholders(Waddock, 2008).

In summary, interpretivism and the Triple Bottom Line theory are related in their shared focus on understanding human behavior and promoting sustainable practices. While interpretivism provides insights into subjective meanings and motivations, the TBL theory offers a framework for evaluating sustainability and guiding decision-making. By integrating these approaches, researchers and practitioners can gain a more comprehensive understanding of sustainable development and make informed decisions that consider social, environmental, and economic factors(Henriques, Richardson, 2004).

3.2 Research design

3.2.1 Research Approach

First of all, to answer the research question as comprehensively as possible, this study primarily adopts a multiple case study method with regions as cases. It selects multiple representative cultural heritage conservation areas and organizes and records the experiences and attitudes of various participants in different regions. Through cross-validation and comparative analysis, it aims to derive generalizable theoretical conclusions regarding public participation and cultural heritage conservation. At the same time, it aims to validate the applicability of the Triple Bottom Line (TBL) theory in cultural heritage conservation.

According to the Patton, M. Q. (2014), *Qualitative Research and Evaluation Methods*, there are several reasons for adopting the multiple case study method in public participation in cultural heritage conservation:

Public participation in cultural heritage conservation involves different regions, cultural backgrounds, and types of cultural heritage. By using multiple case studies, this research can gain in-depth understanding of the differences and diversities among various cases. Through the selection of multiple cases, a more comprehensive and detailed understanding can be obtained, exploring the characteristics and effects of public participation in different backgrounds and contexts (Patton, 2014).

Multiple case studies can reveal common patterns and key factors in public participation in cultural heritage conservation (Denzin & Lincoln, 2018). By comparing and analyzing multiple cases, similarities and differences between different cases can be identified, and common success factors or challenges

can be found, providing valuable empirical lessons for the practice and policy-making of public participation.

Multiple case studies also can cover perspectives and experiences of different participants. By selecting multiple cases, diverse participants such as government agencies, non-profit organizations, community residents, and professionals can be included (Denzin & Lincoln, 2018). This allows for diverse viewpoints to be obtained, understanding the roles, motivations, and interactions of different participants in cultural heritage conservation (Patton, 2014).

Multiple case studies can enhance the reliability and effectiveness of the research. Through cross-validation and comparative analysis across multiple cases, the credibility and generalizability of the research results can be strengthened. Additionally, multiple case studies can help researchers identify and address methodological and bias issues, improving the quality and credibility of the research (Silverman, 2019).

In conclusion, the use of a multiple case study method can provide in-depth understanding of the diversity, common patterns, and key factors of public participation in cultural heritage conservation. It offers a comprehensive research approach that captures differences and commonalities across different cases, providing empirical evidence and valuable insights for the practice and policy-making of public participation (Yin, 2018).

Therefore, this study selects multiple representative cultural heritage conservation areas as cases, with regions as the unit to organize and record the experiences and attitudes of various participants in different regions. Through cross-validation and comparative analysis, it aims to derive generalizable theoretical conclusions regarding public participation and cultural heritage conservation. At the same time, it aims to validate the

applicability of the Triple Bottom Line (TBL) theory in cultural heritage conservation.

3.2.2 Research Scope

Based on the Chinese Cultural Heritage Conservation Development Report (2015-2016) by Su Yang, Zhang Yinglan, Wang Yufei, and the Chinese Urban Agglomerations Development Report (2016) by Liu Xinjing, Selection of cases based on the regions of small cities. There are several reasons for studying public participation in cultural heritage conservation in small cities compared to large cities:

Uniqueness and local character: Small cities often possess unique cultural features and local characteristics, with their cultural heritage exhibiting distinct local flavors and traditional attributes. By studying public participation in cultural heritage conservation in small cities, it is possible to gain in-depth understanding and exploration of these unique cultural resources, facilitating the preservation and inheritance of local history, traditions, and cultural identities (Wang Yufei, 2016).

Community cohesion and engagement: Small cities typically have tighter community relationships and greater community cohesion. Community residents have a stronger emotional connection and sense of identification with local cultural heritage, making them more likely to actively participate in cultural heritage conservation. Therefore, studying public participation in cultural heritage conservation in small cities can provide a better understanding of community residents' attitudes, behaviors, and needs regarding participation, fostering community engagement and cohesion.

Opportunities for sustainable development: Small cities often face economic development and urbanization pressures, and cultural heritage conservation can offer opportunities for sustainable development. Through public

participation, cultural heritage conservation can be integrated with urban development, tourism, cultural industries, and other sectors, injecting new economic vitality and development impetus into small cities. Studying public participation in cultural heritage conservation in small cities can explore models and strategies for sustainable development, offering valuable experiences and guidance for the development of small cities (Johnson, 2016).

Enhancement of education and social awareness: Research on public participation in cultural heritage conservation in small cities can promote social education and awareness. By conducting research projects and related activities, public awareness and understanding of cultural heritage conservation can be enhanced, increasing societal value placed on cultural heritage and inspiring active public participation and support for its preservation.

Innovation and forward-thinking research: Compared to large cities, research on public participation in cultural heritage conservation in small cities is relatively limited, making it innovative and forward-thinking in this field. Through research on small cities, new perspectives, methods, and practical experiences can be brought to the field of cultural heritage conservation, advancing research in this area (Wang Yufei, 2016).

Therefore, studying public participation in cultural heritage conservation in small cities holds significant value and significance. By delving into the characteristics of small cities, community participation, and opportunities for sustainable development, it is possible to provide beneficial insights and guidance for cultural heritage preservation and community development in small cities.

According to the reasons mentioned above and considering the national conditions in China, three case studies can be selected by comparing and screening small cities with a population of less than 5 million based on the

quantity and utilization of cultural heritage resources as well as the current urban development status. The selection is based on the three factors of the Triple Bottom Line (TBL) theory: economic, environmental, and social factors. The reasons for selecting each case are as follows:

Lijiang City - Influenced by Social Factors

According to the "Report on the Development of Chinese Cultural Heritage" (2015-2016) by Su Yang, Zhang Yinglan, and Wang Yufei, Lijiang is a small city where cultural heritage protection is most influenced by social factors and relies on tourism as its main industry. It is also one of the cities in China with significant cultural heritage, including the World Heritage Site Lijiang Ancient Town and Dongba stone carvings. These heritage sites have unique historical, cultural, and artistic value, which are of great importance for understanding Chinese traditional culture and history. Public participation activities in Lijiang, such as tourism, are an integral part of cultural heritage protection and can enhance community residents' sense of identity, participation, and responsibility. Lijiang Ancient Town, as a vibrant community, attracts a large number of tourists and residents, and public participation and social factors play a significant role in protecting and managing this unique cultural heritage. Lijiang has also accumulated rich experience and practices in public participation in cultural heritage protection. Local governments, community organizations, and non-governmental organizations have taken various measures and projects to promote public participation, including community councils, cultural activities, and volunteer programs. By studying these practical experiences, valuable lessons can be learned and insights can be gained to provide guidance and inspiration for cultural heritage protection in other regions.

Shaoxing City - Influenced by Economic Factors

According to the "Report on the Development of Chinese Cultural Heritage" (2015-2016) by Su Yang, Zhang Yinglan, and Wang Yufei, as well as the "Report on the Development of Chinese Urban Agglomerations" (2016) by Liu Xinjing, Shaoxing is a historically and culturally famous city in China with

abundant cultural heritage resources, including historical buildings, ancient towns, and traditional crafts. The most renowned sites include Shaoxing Ancient City and the World Heritage Site of Lu Xun's Former Residence, which represent traditional Chinese culture and history and hold significant importance for protection and inheritance. Particularly, Shaoxing's economic advantages contribute to public participation in cultural heritage protection. Among small cities with a population of less than 5 million, Shaoxing has a developed economy and possesses certain financial strength and economic resources. This provides financial support for public participation in cultural heritage protection, including the restoration and maintenance of cultural heritage buildings, cultural activities and exhibitions, and the training of cultural heritage conservation professionals. Economic advantages help provide necessary investment and facilitate the implementation of public participation. Well-developed infrastructure, including transportation, communication, and energy, creates convenient conditions for public participation in cultural heritage protection, enabling more people to engage in heritage preservation activities and facilitating information exchange and sharing. The prosperity and development of the economy in Shaoxing improve residents' living standards and cultural literacy, increasing their attention and willingness to participate in cultural heritage protection. Shaoxing's economic advantages also drive the development of the cultural industry, including tourism, cultural creativity, and cultural heritage protection, which are closely related to public participation. Shaoxing's economic advantages provide support in terms of financial resources, infrastructure construction, increasing public participation willingness, and promoting the development of the cultural industry. These factors create favorable conditions and opportunities for cultural heritage protection activities in Shaoxing, resulting in unique impacts compared to other regions.

Yangzhou City - Influenced by Environmental Factors

According to the "Report on the Development of Chinese Urban Agglomerations" (2016) by Liu Xinjing, Yangzhou serves as a case study for public participation in cultural heritage protection, with geographic and

environmental factors playing a significant role. Yangzhou is located in the central part of Jiangsu Province, China, close to the Yangtze River and the Beijing-Hangzhou Grand Canal. Its geographical location has made Yangzhou historically an important transportation hub and commercial center, attracting a large flow of people and cultural exchanges. This geographical position provides convenience for public participation in cultural heritage protection, attracting more people to engage in preservation activities. One of the distinctive features of Yangzhou is its abundant water systems, including the Yangtze River, the Grand Canal, and numerous lakes and rivers. These water systems intertwine with the city's historical buildings, gardens, and other cultural heritage, creating a unique water town atmosphere and serving as an important background for public participation in cultural heritage protection. Additionally, Yangzhou is surrounded by rich natural landscapes, including the Slender West Lake, the site of the Daming Temple, and the Ge Garden. These natural landscapes interact with cultural heritage, forming a unique urban landscape. Public participation in cultural heritage protection involves not only the preservation of historical buildings and artifacts but also the protection and sustainable use of natural landscapes. Yangzhou also blends different cultural traditions, including the Han, Tang, Song, and Yuan dynasties, representing multiple historical periods of cultural heritage. This diverse cultural background provides broader space and more possibilities for public participation in cultural heritage protection. The fusion of different cultural traditions makes the preservation work more challenging and requires more public participation. In conclusion, the geographic and environmental factors in Yangzhou, such as its advantageous location, abundant water systems, natural landscapes, and diverse cultural environment, provide rich resources and opportunities for public participation in cultural heritage protection. These environmental factors intertwine with the characteristics of cultural heritage, creating a unique environmental background.

To obtain the most direct data, researchers will conduct separate on-site visits during the same period, maximizing the acquisition of data that facilitates mutual comparison.

3.3 Data Collection Methods:

3.3.1 Data collection steps

Data collection methods is divided into two steps.

1. The first step is to conduct a literature review.

The purpose is to understand the research background and identify and categorize the target population of the study. This involves gathering and organizing relevant information and data related to public participation in cultural heritage protection and related theories by consulting existing books, journals, newspapers, reports, policy documents, and other literature.

The process includes the following aspects:

Determine the relevance of information sources to the case study in order to search for relevant literature more effectively.

Utilize resources such as school and public libraries, online databases, electronic journals, etc., to collect relevant literature materials on the research topic. Suitable literature can be obtained through keyword searches, citation tracing, and other methods.

Screen the collected literature by evaluating them based on research objectives and quality standards. Preliminary assessments of relevance to the research topic can be made based on the titles, abstracts, keywords, and other content of the literature.

Read and organize the literature by carefully studying the selected literature to understand the viewpoints, research methods, data, and conclusions

presented. Useful information and data should be extracted and organized for further analysis and discussion.

Analyze and summarize the literature by extracting main viewpoints, theoretical frameworks, research methods, and results from the collected literature. A literature review can be conducted to present the current status and trends of existing research.

Cite and reference the literature in research papers or reports. Proper citation of others' research achievements should be ensured, and a reference list should be provided for readers to access relevant literature.

The main types of literature to be reviewed include:

Academic journal articles: Academic journals are important channels for researchers to publish original research findings. Relevant academic journals in the fields of cultural heritage, cultural studies, sociology, anthropology, etc., can provide the latest research papers and academic viewpoints.

Academic books and monographs: Academic books and monographs provide systematic research and theoretical frameworks for in-depth exploration of theories, methods, and practices in public participation in cultural heritage protection. Relevant academic works in areas such as cultural heritage management, social participation, sustainable development, etc., can be consulted.

Government and non-governmental organization reports: Government agencies and non-governmental organizations often publish reports and guidelines on cultural heritage protection and public participation. These reports provide policy documents, practical case studies, and guidance principles that are important references for researchers in research design and implementation.

Documents from international organizations and institutions: International organizations and institutions such as UNESCO, ICOMOS, etc., publish a large number of documents and guidelines related to cultural heritage protection and public participation. These documents provide international-level ideas, principles, and best practices.

Academic conference papers and workshop records: Consult relevant academic conference papers and workshop records to understand current research trends and cutting-edge topics. These papers often include empirical studies, case studies, and theoretical discussions that can inspire researchers with ideas and perspectives.

Theses and dissertations: Consult relevant theses and dissertations in the field to gain insights into in-depth research findings and practical case studies. Theses and dissertations often include detailed research methods, data analysis, and results presentation, providing valuable references for research methods and implementation in public participation in cultural heritage protection.

Additionally, it is also important to consider reviewing review articles, research reports, media coverage, and online resources in related fields to obtain comprehensive research literature. When reviewing literature, it is essential to select the latest, authoritative, and relevant literature to ensure the reliability and effectiveness of the research.

By collecting and reviewing literature, the objective is to further identify and categorize the target population of the study. According to Creswell (2013) in "Research Design: Qualitative, Quantitative," social activities involve participants from different environments, backgrounds, and roles, leading to distinct differences in their demands and levels of involvement. Therefore, based on the sociological research theory proposed by Creswell (2013), the participants involved in cultural heritage preservation in each case study are

classified. They are categorized based on the nature and functions of their involvement, referring to Creswell's (2013) "Social Personnel Classification Reference." The participants involved in cultural heritage preservation activities are classified into five categories: government staff, heritage site staff, NGO staff, local residents, and local tourism staff. By categorizing participants into different groups, it enhances the understanding and organization of their roles and functions, promotes collaboration and cooperation, and ultimately achieves the goals of cultural heritage preservation. Such categorization helps recognize the specific responsibilities and contributions of different participants, and facilitates cross-sector collaboration and resource integration for more effective cultural heritage preservation efforts (Neuman, 2014).

2. The second step is field research.

Field research is conducted based on the literature review, where data and information are collected through direct observations, interviews, and other methods by personally visiting the geographical location or site of the case study. In research on public participation in cultural heritage preservation, field research provides direct, real-time, and comprehensive data, aiding in gaining in-depth understanding of the local context, perspectives and experiences of participants, and capturing on-site details and environment.

The steps and methods involved in field research are as follows:

Determine the types and contents of data to be collected during field research. Since public participation in cultural heritage preservation activities is a subjective behavior, data collection primarily involves interviews and surveys, with surveys being used to validate the generalizability and universality of interview and survey data. For example, a survey may be used to determine the number of people participating in a specific activity, while interviews and surveys can be conducted to understand participants' willingness and opinions regarding their involvement.

Develop a research plan: Based on the research objectives and questions, formulate a plan for field research, including the research location, timing, and interview subjects.

Conduct on-site observations: Visit the geographical location or site where the research subjects are located and engage in direct observations.

Observations may include examining cultural heritage preservation sites, activities, and participant behaviors, recording relevant details, characteristics, and changes.

Conduct interviews and surveys: Conduct interviews and surveys with relevant participants, experts, managers, etc. Through face-to-face communication, gain insights into their perspectives, experiences, opinions, and suggestions, and record relevant information and data.

Record and organize data: Record the acquired data and information in a timely manner during the field research process. This can be done through note-taking, audio recording, photography, etc. Upon returning to the research environment, organize and categorize the data to prepare for subsequent analysis and discussion.

Data analysis and discussion: Analyze and discuss the data collected through field research. Utilize qualitative methods to analyze the data, uncovering patterns, trends, and correlations.

The advantage of field research lies in the ability to directly observe and interact with the research subjects, obtaining authentic, detailed, and comprehensive data. Compared to literature research, field research captures the dynamics and complexities of the field, aiding in gaining a deeper understanding of participants' perspectives, experiences, and behaviors.

However, field research also poses certain challenges and limitations. It requires significant time, effort, and resources. Additionally, subjective biases and interpretations may arise due to the researcher's attitudes and observational abilities. Therefore, to obtain comprehensive and reliable research results, field research should be complemented with surveys as an auxiliary method.

Field research is divided into three phases, the first phase is a questionnaire survey. The results of the questionnaire survey will be used to select interviewees and to prove the universality and versatility of interviews and interview data. For example, through questionnaires to understand the number of people participating in a certain activity, and then through interviews and interviews to understand the willingness and opinions of participating in the activity. At the same time, the construction of the interview outline is carried out, and the interview theme is outlined from the data archives, literature review, cultural context and self-reflection, the interview cases are tested, and the interview terms and strategies are revised. In the second stage, in-depth interviews were conducted for the cases of intentional selection, and the interviews and verbatim drafts were completed. The third stage is to use the Internet to collect articles, documents, etc. for public reports as supplements.

Based on the purpose of this study, in-depth interviews are confirmed to be the most appropriate data collection method, and the interview text is the main source of information. The scope of interviews in this study is a small urban area represented by Lijiang, Shaoxing, and Yangzhou, where the public effectively participates in the protection of cultural heritage. Activities, and then confirm their feelings and coping strategies for the cultural protection business environment and cultural heritage protection management process in the area, and cooperate with observation, field records, and literature supplements as supplementary information sources.

3.3.2 Data collection strategy

In order to understand the interaction mode and inner connection between cultural protection participants and cultural heritage protection activities, deeply analyze the process and significance of cultural protection activities, and assist in the collection of effective textual materials by means of observation and interviews, and present the real context in a meaningful way as a whole. Events and the establishment of a rich conceptual system are the core concepts of this study.

Primary data collection

(1) Primary data collection 1: In-depth interviews

This study adopts the method of in-depth interview as unstructured interview, mainly by creating a two-way communication situation between the researcher and the researchee, supplemented by listening and observation. The way they are used alone to conceive his world, and the way they interpret important events in life or give meaning (Wan Wenlong., 2004). The researchers used oral interviews and semi-structured interviews. According to the basic outline of the literature collection, the research objects were provided with reference according to the results of the questionnaire before the interviews. Clarify (Yang Changling, 2000) and so on.

The social phenomenon comes from the joint construction of the participants. The in-depth interview method is used to allow the research subjects to express their inner thinking and experience independently. Before the interview, the interview outline is provided to the interviewees, and the content is freely developed by the interviewees and adjusted according to different situations. The purpose of this research is to use in-depth interviews, apply questioning, listening, mastering issues, reducing prejudice, etc., to fully collect data to understand the various activities experienced by such cultural heritage protectors in different stages of cultural heritage protection, and what they represent. And summarize the interview data, combined with the content

of the literature, define the connotation of the experience of cultural heritage protection, and summarize the relevant phenomena.

Before the interview, inform the interviewees that this research is an academic paper, so the personal data of the interviewees will be processed anonymously, and the whole process will be recorded with the consent of the interviewees. Inductive analysis, interviews are conducted in the actual field, the time is about 30-60 minutes, after the interview data is transcribed and analyzed, if there are any deficiencies, the second to third telephone interviews are conducted. After the interview, the interview record sheet and recording software are used. Record according to the format, transcribe the recording into the text of the interview content afterwards, and then transcribe into the complete text.

Before the case interview, communicate with letters and short messages. Arrive before the appointed time on the day of the interview, observe the environment first, introduce yourself, explain the purpose of the interview and related precautions, and invite family members to participate (wife, family, etc.). Environmental visits (if necessary).

(2) Primary Data Collection II: Comparison of Multiple Cases

This study grouped the same functional units for cultural heritage protection activities into one category. By means of the activity characteristics of each category in the context of cultural heritage protection, we can understand the uniqueness and complexity of the process of cultural heritage protection activities; this study describes and understands the attitudes and behaviors of respondents in different categories towards cultural heritage protection , focusing on the research of current events, without conceptual influence and behavioral manipulation, focusing on the observation and understanding of cultural heritage protection behaviors that are actually happening at the moment. Compared with a single case study, the comparative analysis process of multiple cases is helpful to understand the similarities and differences of the research phenomenon, so as to restore the essence of the research phenomenon. Therefore, this study adopts multiple case studies. During the research process, the researchers conduct research and collect

related data on participants in multiple different cultural heritage protection areas at the same time. (Hu Youhui, Yao Meihua, 1996.; Zhang Fenfen, 2010; Chen Chuanzheng, 2004; Chen Bozhang., 1990; Pan Shuman, 2003).

Multiple case sources can increase different perspectives (Pan Shuman, 2003). Taking the cultural heritage protection area in actual operation as the research object, through the research of the participants in the area, extensive data collection, induction and understanding of the cultural heritage protection process, difficulties and prospects, etc. Fully grasp the phenomenon of research concern in the complete context of the situation, and at the same time, the researchers proceed from an objective and neutral standpoint to deeply understand the phenomenon of public participation in cultural heritage protection and the meaning behind their actions, and convey the collected information and understanding to readers (Zhang Fenfen, 2010). Although each observation and research object is unique, through the detailed description process, it is believed that the differences and potential connections in different regions can also be reproduced through the life experience of the researchee.

(3) Primary Data Collection III: Non-participatory observation

For social science research, observation method, interview method and file analysis method are regarded as the three major data collection methods. The observation method adopted in this study is non-participatory observation (Chen Chuanzheng, 2004). Identity, in the interviewee's environment, in an open way, conduct a comprehensive, holistic, and perceptual observation of the research site, use sensory organs to experience everything that happens in the research site, and systematically record field events, Behaviors and objects, for primary analysis and subsequent application.

Secondary Data Collection

Secondary data analysis is a research method that utilizes data collected by others, such as documents or archives, to understand and think about it. The

advantage is that the scope of research is not limited by time and space. Most of the documents and archives are existing materials, with a wide range of distribution. , including: (1)Government agency documents, records, and mass media reports; (2) Research archives or even private documents, etc. (Zhang Fenfen, 2010).

In order to understand the truth, the use of secondary data can be used to support the temporal and spatial development of the current case statement. Therefore, this study uses the official website documents of relevant units and mass media reports as evidence.

3.4 Data analysis method:

The purpose of this study is to explore the structure and connotation of public participation in cultural heritage protection. The research material is selected as interview text data, and the verbatim draft is analyzed by qualitative content analysis. Content analysis is often used to answer research questions because of its objectivity and flexibility (Cho & Lee, 2014). The content analysis method is widely used in fields such as medicine and education, while in the field of business management, it is more common in management issues such as marketing, asset management, human resources, organization, and control. Qualitative content analysis method has both quantitative and qualitative applications. Analysis activities can be viewed from the perspective of data transformation, and the analysis process can be divided into five stages: literalization, conceptualization, thematicization, diagramming, and theoreticalization (Zhang Fenfen., 2010).

This study first deals with the text in an intuitive way, reads to identify the meaning unit, gradually develops the classification system, interprets the relevance in the text, and then returns to the text for verification, and then cooperates with the literature collection and classification system called Template, which is the so-called It is written first, then conceptualized and themed, and then summarized into diagrams to develop core themes. Using

the open coding strategy to classify the text data of multiple cases, adjusting the classification template as needed, and then explaining the relevance of the text data with non-statistical interpretation, this is also a strategy commonly used in qualitative research (Zhang Fenfen, 2010).

This study also a multi-case study. After analyzing the first case, the researcher develops a rough conceptual framework, and adds the second case into the analysis to follow this framework, depending on whether it conforms to the original conceptual framework or has a new concept (Zuo Shengman, 2003; Yin, 1984), gradually extending and adding cases, so as to form a complete image saturation.

The specific steps are described as follows:

(1) Interview text coding training

The research process is mainly carried out by the researcher. The researcher has completed the research method course. In order to conduct coding exercises on the test files before the formal text coding, and then conduct repeated discussions and clarifications every week for a total of three months, discuss and revise once a week, study and learn coding, and then regularly propose discussions and revisions, and finally finalize the text Coding templates for analysis schemas.

(2) Coding and classification of interview texts

The purpose of this research is to enhance the understanding of the subject of the research object (the public participating in cultural heritage protection activities), and to explore the way of their participation. This research attempts to provide practical readers' understanding. Therefore, in the early stage of this research, the editorial intuitive text was used to extract concepts (coding). , gradually form a classification system, and then carry out data verification and interpretation; then use it as a classification template for data analysis (Zhang Fenfen, 2010; Charmaz, 2008).

(3) Coding classification steps

Observation and interview notes, reflect on the notes, find out the relationship between variables, patterns, sequences and differences between themes, etc., and outline a deep interpretation structure for data integration as shown in follow, it is constructed layer by layer according to the ladder.

Analytical ladder:

Data summarization and organization

.generate that analyzable text

.Try coding to find the right category

Aggregate and Join

.Identify themes and trends in the data

Build an Interpretation Architecture

.Simplified data

.Analytical Data Topics

.Integrated Data into Interpretation Framework

The researchers refer to relevant literature and read the interview text in detail, and further annotate it according to the personal cultural heritage protection process experience of the text case.

It is explained in three steps as follows.

The first level of the analytical ladder: data summarization and organization

1. Generate text for analysis

Use computer software to compile the number of lines of the transcribed text into a serial number, use the line as the analysis unit, analyze the qualitative data, organize the verbatim draft, write down the summary key points, organize them, and extract the text meaning unit line by line, first Condensing the summary, chewing its deep meaning repeatedly, understanding the

background demands and claims of the text, in order to avoid being subjective to the researcher, discuss and review with the text code and reconfirm with the interviewee if necessary, so as to confirm the truth of the interpretation.

Table 3-2 Summary List of Text Data

Meaning unit	Condensed meaning unit Description close to the text	Condensed meaning unit Interpretation of the underlying meaning
<p>"I'm 43." L22</p> <p>"Just me and these few volunteers." L25</p> <p>"Tired! I can't find anyone." L27</p> <p>"Hey! Professionals! Sometimes it's very hard to find." L29</p> <p>"Because workers sometimes, he wants to... how</p> <p>Speak it! "L31</p> <p>"It's not stable for them. Most of these volunteers and workers are temporary and want to find regular jobs." L33</p> <p>"The volunteers I've been looking for in the past few years are all...how to say it, they are just barely." L37</p>	<p>Most of the manpower of the cultural heritage protection site is volunteers, it is difficult to find professional talents, and the human resources are unstable.</p>	<p>The manpower of the cultural heritage protection site is complicated to use, but the development and protection of cultural heritage has the characteristics of long-term, research, and fragmentation. The income is obtained according to the tourism market and government</p>

		<p>funding. The income is subject to many interference factors. If you hire full-time professionals, the cost is relatively high. , Most of the undeveloped cultural heritage sites have manpower mostly from the local government and cooperate with temporary volunteers, but the work status will be unstable compared to this type of work, and the familiarity and the work items that can be assisted are</p>
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		also relatively low-level, which relatively restricts the developing of cultural heritage site.
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2. Try coding

Open Coding: Decomposing, viewing, comparing, conceptualizing, and categorizing data. Convert the audio files into original data such as text files, and divide them into individual phenomena such as independent accidents and thoughts through analysis, comparison, and inspection, and then assign individual names that can represent these phenomena. This is conceptualization; Attributes and orientations are classified, as shown in Tables 3-5 for the text coding of interview cases, which are decomposed, conceptualized, and compared row by row (Bowen, 2009; Cho & Lee, 2014).

Table 3-3 Example of Interview Case Text Coding

Text line and column	Open code	Description
"Just me and these volunteers." "Tired! I can't find anyone." "Hey! Professionals! Sometimes it's very hard to find."	Lack of stable participants at heritage sites	Coding basis: The direct meaning of the text is that manpower cannot be hired, so

		<p>most of the manpower is mainly from the local government, which is also</p> <p>Current status and problems of cultural heritage protection in small cities</p>
<p>"It's not stable for them. Most of these volunteers and workers are temporary and want to find regular jobs."</p>	<p>The Operational conditions of Cultural Heritage sites</p>	<p>Cultural heritage preservation work is different from cultural heritage, different from general production lines, and has different forms and needs.</p> <p>Undeveloped cultural heritage sites are more difficult to provide a stable labor environment in terms of manpower arrangements, including: working hours, wages, work items, etc.</p>
<p>"The volunteers I've been looking for in the past few years...how to put it, they're just reluctant."</p>	<p>Lack of high-quality labor</p>	<p>Manpower quality requires education and tacit understanding, the cooperation time is long enough, the protection work is cumbersome,</p>

		and professionals who are familiar with tacit understanding can do more with less
"Since I was a child, my hometown was farming."	Farming family	The cultural heritage site use to mainly serves agriculture
"This is the cultural heritage of our village, and we are the only ones left to do it! "	Inheriting the Mantle	Village inheritance, a common pattern of cultural heritage protection activities in small cities
"That's not true! That is to say, my eldest brother is in management! Young people today don't like to do it! "	The younger generation lacks succession Commitment	Most of the local children leave home to study and seek employment in urban areas after they become adults. They are accustomed to the lifestyle of working outside, and most of them do not have the will to take over. This is also a crisis of human aging in the preservation of cultural heritage.

3. Establish a preliminary code system

Classify codes to form categories and hierarchies, check the "Code List", classify and stratify codes, find categories and hierarchies, and accumulate categories and hierarchies. Hypothetical relationships among the conceived categories—such as causal conditions, contexts, mediation conditions, strategies of action/interaction, outcomes, textual concepts are extracted and encoded, classified into sub-categories, and then classified into categories according to their interrelationships. Finely focus on research subject.

The second Level of the Analytical Ladder: Aggregation and Concatenation

1. Find themes in the material

The main axis coding of this research comes from the research purpose, the code comes from the field text data, the use is completely open, and the code emerges completely from the data reading. Through the case code analysis meeting, review, discuss and clarify the codes, make sure that the codes are mutually exclusive, and summarize the main axis codes that form the core.

The main axis decoding of this research is to link the various categories according to the conditions, contexts, action-loaded interaction strategies and results of the analyzed phenomena. At the same time, compare the differences of different cases in the category they belong to by using actual cases.

2. Simplify data and integrate data into interpretation framework

Continue to extract concepts until saturated, through case analysis, a total of 207 codes (concepts), 80 sub-categories (sub-category), 28 categories (category) are extracted, and they are aggregated into seven themes (theme) (detail description). the topics include: Identity Conversion: Public Participation in Cultural Heritage Protection, Village-style Cultural Heritage Site Management, Experience Development and Challenges of Public Participation in Cultural Heritage Protection, Learning Strategies and Application of Cultural Heritage Protection: Cultural Heritage Incentives for heritage protection, setbacks for cultural heritage protection, return of wanderers: cultural heritage value management, etc.

Link relevant main axes and build related concepts, as shown in Figure 3-4. The working characteristics of cultural heritage protection activities, rural labor crisis, labor cost and revenue status, etc., result in a shortage of high-quality labor force. As far as heritage protection is concerned, the setback of manpower demand will undoubtedly affect the operational efficiency of heritage development activities and also lead to the loss of cultural connotation and poor maintenance of functions, as illustrated in Figures 3-4 below. The right side of the figure is the concept: trivial and complex work, low social status, etc. , converge into sub-categories: Cultural heritage protection work characteristics, and then fall into the category of labor shortage, and converge to the main axis: Cultural heritage protection human resources demand frustration.

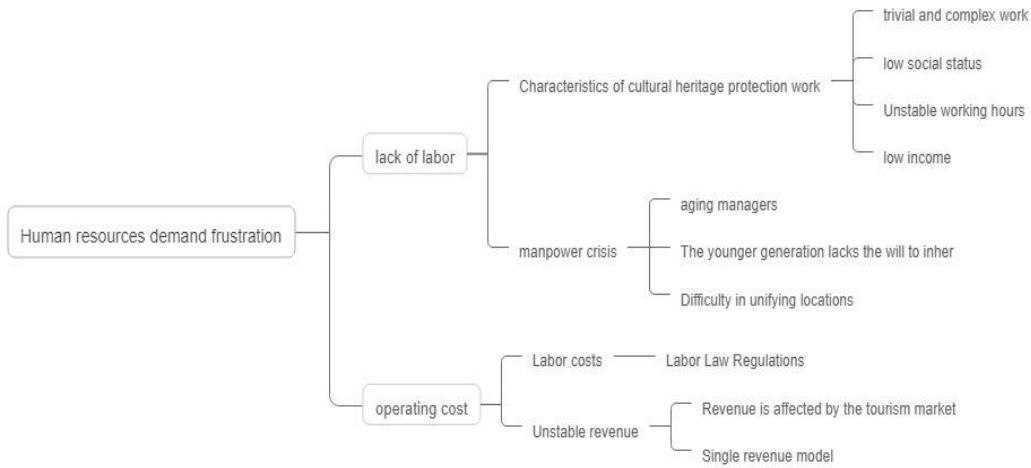


Figure 3-4 Example of case text concept, category, main axis extraction

Table 3-6 Examples of core topic summaries

textual meaning paragraph	Condensed Summary Highlights	Interpretati on Meaning Unit Deep Meaning	code	subca tegory	cate gory	theme

Interviewee: I think it's a bit too tiring now, because everything is handled by the township government. Operation and planning are all done by myself	I feel that my work is a bit too tiring now. Many things are handled by the township government. Volunteers can't help us. If we want to properly protect cultural heritage units, we must hire people, but people can't be hired temporarily, so I want to promote protection units.	The human resources of cultural heritage units affect the operation, efficiency and labor cost. It is also positively correlated.	It affects the quality of cultural heritage protection units.	Lack of stable and excellent quality labor	Frustration in cultural heritage demonstration and protection	Problems of cultural heritage protection
Investigator: Don't you need professional staff or volunteers?	Respondents: They don't come to do these things, they are only responsible for routine maintenance, and some very basic	Researcher: So you asked for volunteers?	Respondent: Hey! Yes! They don't know how to do it either, so we are doing these things ourselves. If this is the case, then I think the operation can be done now. Now I can plan the promotion part. Now I want to say that the promotion part will increase the number of people. Publicity requires a lot of people and channels, so I have to invite volunteers. If you hire someone now, don't			

you mean you have a job today, come and do my job, and if you don't have a job tomorrow, don't do it for him, no, so if you want to give him a job, you must have a job, one season, about 4 months. Between half a year, there must be a job for him to do, ah~ otherwise he might not do it						
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The third Level of the Analytical Ladder: Building an Interpretation Framework

Taking the shortage of human resources as an example, after summarizing the relevant concepts, categories, and main axes, we can detect the relevant practical phenomena, and focus on the relationship between the phenomenon of insufficient human resources demand and other phenomena. The core themes related to history, experience and response to explain that human needs affect cultural heritage protection resources, and the adequacy of cultural heritage protection resources affects the quality and operational performance of cultural units, so whether human needs are met or not is related to cultural heritage protection issues, Its occurrence is related to the working situation and social cognition of cultural heritage protection activities in the big environment, and improving the problem of lack of work is also an important issue for the development of current cultural heritage protection activities.

Related phenomena: 1. Insufficient labor demand affects the quality of cultural heritage protection units and the development of tourism. 2. Insufficient labor force is affected by cultural heritage protection work characteristics, labor conditions (salary, development, working hours, etc.), regionality, etc.

Summary themes: 1. The greater the gap between the supply and demand of human resources in the management of cultural heritage protection units, the higher the dissatisfaction of public participation in cultural heritage protection. 2. The satisfaction of human quality demand for cultural heritage protection is positively correlated with the development of public participation in cultural heritage protection.

3.5 Reliability and validity

In this research, the qualitative research data analysis standards should meet:

1. Stability: After repeated tests, it is constant. 2. Replicability: Different coders construct the content, showing similarities. 3. Accuracy: Functional compliance with defined criteria or predetermined outcomes. We commission this study to analyze the content, confirm the coding definition, interpret the content, etc., discuss and repeatedly test the text coding and structure every week, so that the content analysis and interpretation can achieve stability, reliability and accuracy. At the same time, with the secondary data text check, using the confirmed coding template, read interviews with cultural heritage conservation activists to confirm the reliability and validity. Citing public reports in the media as documents, the explanatory power of the core concepts of the analysis and induction of the research content was tested, in order to verify the inferability of the research findings, and the secondary data used cross-validation to improve the validity of this research.

This study adopts the reliability and validity test strategy (Wang Wenke & Wang Zhihong., 2010):

1. Review with the researcher: Provide the research subject for review after transcribing the text.
2. Triangulation method: Text encoding transcriptions, codebooks, definitions, reviewed by many studies, and discussed at encoding conferences.

3. Long-term participation: Researchers have been involved in cultural heritage protection for a long time, understand practice and pay attention to development.
4. Contextual observation records are complete and in-depth understanding to make contextual understanding more complete.
5. Use low-inference descriptions and direct quotations verbatim to help readers experience the world of participants.
6. Self-reflection: Actively criticize and reflect on possible prejudices, and record the data analysis process so that it can be controlled.

3.6 Research Ethics

3.6.1 Explanation of the purpose and importance of the research:

This study aims to explore and understand the role and impact of public participation in cultural heritage conservation, and its importance to sustainable and social development. By in-depth research on the practice, strategy and effect of public participation, we aim to reveal the impact of public participation on cultural heritage conservation, as well as the best practices for implementing public participation in cultural heritage conservation.

Importance of research:

Scientific value: Public participation in cultural heritage protection is an interdisciplinary research field involving social sciences, anthropology, archaeology, urban planning and other disciplines. By delving into the practices and strategies of public engagement, we can gain a more comprehensive and in-depth understanding of cultural heritage conservation. This will provide an important theoretical and empirical research basis for

related disciplines, and promote the exploration and development of public participation in cultural heritage protection in academia.

Social significance: Cultural heritage is the common wealth of mankind, which carries history, culture, art and values. Public participation in cultural heritage protection can promote social consensus, enhance social identity, and stimulate social members' sense of responsibility for the protection and inheritance of cultural heritage. The purpose of studying public participation is to deepen our understanding of public participation, to help formulate effective strategies and measures, to promote the participation and attention of the general public, and to achieve sustainable development of cultural heritage protection.

Academic contribution: By studying public participation in cultural heritage conservation, we can draw on best practices, success factors and challenges of public participation. These findings can provide valuable guidance to policy makers, cultural heritage conservation agencies, and practitioners to develop more effective public engagement strategies and approaches. In addition, the research results can also provide an empirical research basis for the academic community, and promote public participation in academic development and knowledge innovation in the field of cultural heritage protection.

3.6.2 Participant Protection:

Ensuring the rights and protecting the privacy of participants is crucial when studying public participation in cultural heritage conservation. The following is the approach taken by this study to protect participants and ensure the ethics and legality of the research process:

Ethics review: Before conducting research, submit the research plan and ethics application to the relevant ethics committee for review. Assess the

ethical compliance of research, including protection of participants' rights, privacy protection, risk assessment, and informed consent procedures.

Participation in Informed Consent: Before conducting the interviews, explain the research purpose, content and process to the participants in detail and ensure that they understand the nature of the research. Participants participated voluntarily and signed an informed consent form on an informed basis. The consent form clearly states their rights, privacy protections and how the data will be used and distributed.

Anonymity and Confidentiality: Participants' identities and personal information are kept confidential to ensure their anonymity. In research reports and publications, use fictitious names or code names in place of real names, and avoid revealing details that could lead to identity disclosure. At the same time, ensure that the collected data and information are only accessed by research team members and are properly stored and secured after the research is completed.

Protect privacy: During the interview process, respect the privacy of the participants and avoid asking too personal questions or sensitive information. Make sure participants feel comfortable and safe during the interview, and make it clear that they can choose not to answer certain questions or terminate the interview at any time.

Maintain equality and respect in interactions: During interviews, treat participants with equality, respect, and understanding. Establish good communication and trusting relationships, encourage them to freely express their opinions and experiences, and avoid bias or discrimination against their opinions and views.

Inspection and review procedures: In the research plan and process, follow the ethical review procedures to ensure the legality and morality of the research.

3.6.3 Data processing and sharing:

Conduct effective data management to ensure data organization, storage, access and security. The following are the steps and practices adopted in this study for data management:

Data Classification and Identification: Classify data based on its type, sensitivity, and purpose, and assign a unique identifier to each data set. This helps to identify and organize data and ensure it is properly handled and protected.

Data Storage and Backup: Select a data storage solution for personal computer storage. Ensure that data backups are performed regularly to prevent data loss or corruption.

Data access and authority control: Establish appropriate data access control and authority mechanisms in personal computers to ensure that only authorized personnel can access specific data. It is implemented by means of user authentication.

Data Quality Management: Ensure data accuracy, completeness and consistency.

Data security and protection: Take necessary measures to protect the security of data and ensure that data complies with relevant privacy regulations and compliance requirements.

Data filing and document recording: establish a system for data filing and document recording, including information such as data source, processing process, and change history.

3.6.4 Constraints and limitations of following research ethics:

Participant selection restrictions: There may be specific participant selection restrictions in the study, such as reluctance to participate and difficulty reaching certain groups. This may lead to sample limitations, making the research results less than high generalizability and generalization.

The complexity of ethical conflicts: Research on public participation in cultural heritage protection involves multiple stakeholders, and complex ethical conflicts may arise. Resolving these conflicts requires comprehensive consideration of the interests and opinions of all parties, which brings certain challenges and difficulties.

Researcher Subjectivity and Bias: Researcher subjectivity and bias may have an impact on study results. A researcher's values, experience, and background may lead to selective interpretation or analysis of data, thereby affecting the reliability and objectivity of the research.

Cultural and background differences: When studying public participation in cultural heritage conservation, different participants may come from different cultures and backgrounds. This can lead to differences in ethical principles and standards, and researchers need to balance the interests of all parties while respecting diversity.

For these limitations and limitations, this study is fully aware and discussed transparently and honestly in the research report. It helps other researchers and stakeholders to evaluate and interpret the research results, and provides a reference for future research.

3.7 Research Restrictions

When conducting this research, there are often limitations and challenges that may have an impact on study design, data collection, interpretation of results, and generalization. Research limitations that may be encountered in this study:

Sample limitations: There may be limitations to the size, selection, and representativeness of the sample for this study. Small samples may lead to insufficient generalization of results, and sample selection that is not random or representative of the population may introduce bias.

Time and space limitations: Due to the time constraints in the data collection phase, there may be limitations in the study results. The time constraints of this study may have made it impossible to follow long-term effects or observe trends of change. At the same time, geographical constraints of the investigator may have an impact on the scope and feasibility of the study. Failure to cover specific regions or conduct long-term studies may lead to incomplete findings.

Resource limitations: Since the research is conducted by individuals, the resources required for the research, including funding, equipment, and human resources, are limited. Lack of resources limits the size, depth and breadth of research.

In this study, these limitations were fully recognized during the research process, and their impact was minimized as much as possible.

Although the limitations of this study cannot be completely eliminated, there are steps that can be taken in future studies to reduce the impact of these limitations on research.

Diverse sample selection: Choose larger and more representative samples as much as possible to increase the generalization of the study. Using random

sampling methods can reduce sample selection bias. Also, explore multiple sample sources, including multiple regions, groups or institutions, to increase the diversity of your research.

Extend the time span of the study: If possible, extend the time span of the study so that long-term effects and changes in trends can be observed. Long-term follow-up studies can provide more comprehensive and accurate results.

Seek appropriate resource support: Strive for appropriate funding and resource support to expand the scale and depth of research. Finding partners, applying for research grants, obtaining technical support, and more can help overcome resource constraints.

Across Time and Space Constraints: Collaborate with other researchers or institutions to expand the scope and geographic coverage of your research. Collaborative research can provide more comprehensive data and a broader perspective, while alleviating the time and geographic constraints of individual researchers.

Through the above methods, the impact of research limitations can be reduced to a certain extent. However, one should also be aware that the limitations of the study have not been completely eliminated and caution should be exercised in the interpretation and generalization of the results. At the same time, these limitations can also provide inspiration for future research, encouraging further exploration and in-depth research.

3.8 Conclusion

In order to achieve the research goal, this research design the research process step by step, from research philosophy, to research approach, to research method, to data collection design and process, to data analysis design and process, and to trustworthiness.

First of all, according to the nature of this study, the research philosophy is established. As a research philosophy, interpretivism is very suitable for the study of public participation in cultural heritage protection. In addition, the adoption of interpretivism is also conducive to the study of the application of triple bottom line theory in cultural heritage protection.

Then adopt the method of multiple case study to take the region as a case, through cross-validation and comparative analysis, a generalized theory about public participation and cultural heritage protection is obtained. At the same time, it tries to verify the possibility of applying TBL theory in cultural heritage protection. Data collection was obtained through literature research and field research.

The data collection in the study is divided into three stages, the first stage is to conduct questionnaire survey. The second stage of in-depth interviews. Supplementary documents for the third stage.

The data analysis selects the research material as the interview text data, and uses the qualitative content analysis method to analyze the verbatim draft. Aiming at exploring the structure and connotation of public participation in cultural heritage protection, the content analysis method is used to process the interview texts and examples are given.

This chapter also explains the reliability, validity and standards of research ethics and data management. Finally, the inevitable research limitations of this study are also proposed.

Chapter 4. Research Finding and Analysis

The main purpose of the research finding and analysis is to answer the following research questions and achieve the research objectives.

This research aims to find out the challenges and countermeasures to the relationship between public participation and cultural heritage protection in small cities in China. At the same time, this research also seek empirical consideration, trying to introduce the current mature economic theory to promote cultural heritage protection and public participation.

According to the purpose of the research, the research questions are proposed:

1. What are the main problems in China's public participation in cultural heritage protection under the current political, economic and social conditions?
2. Under the influence of social constructionism, what kind of relationship exists between the practice and theory of cultural heritage protection in small cities?
3. Can the "triple bottom line" theory in economics serve sociology?

4.1 Data presentation

4.1.1 General information of the field research result

The general information of the surveyed public was summarized by sorting out the interview data and questionnaire data of the public. The proportion of males and females in the survey was essentially identical, indicating that the status of women was significantly improved in the process of cultural heritage protection. More than half of respondents range from 25 to 55 years old. In terms of the education level of respondents, the proportion of respondents graduated from junior high school, high school and not received the college education is as high as 92.3%, indicating a generally low education level.

Residents' awareness of cultural heritage protection

Investigation on the public perception of cultural heritage protection

The development of industries related to cultural heritage protection will certainly have impacts on the communities where cultural heritage sites are located from many aspects. The public, as the main body working and living in the communities, has a deep understanding of the impacts of the development of industries related to cultural heritage protection. The extent of awareness to the cultural heritage protection of core residents and peripheral residents is investigated through economic development, social culture and ecological environment to understand the influence of cultural heritage on their participation willingness. From observation result, the core residents surveyed have a higher perception of economic development than the peripheral residents. For example, in the perception of “whether to promote economic development”, “whether to increase employment opportunities and household incomes”, and “whether to improve living standards”, most of the core residents have an intense feeling, while the peripheral residents have no such an intense feeling. From the perception of social culture, most core residents can feel that industries related to cultural heritage protection have brought certain influence to local social culture, such as “breaking the cultural

atmosphere of the original community” and “improving the cultural environment of the community”, but the peripheral residents have no such an intense feeling. From the perspective of the impact of the development of industries related to cultural heritage protection on the ecological environment, both the core residents and the peripheral residents have no strong perceptions. They all pay more attention to economic benefits, but lack the awareness to the ecological environment protection. In terms of improving the living environment of residents, the perception of core residents is significantly higher than that of peripheral residents.

Residents' willingness to participate in cultural heritage protection

As shown in research, 64% of core residents are willing to participate in industries related to cultural heritage protection. They fully realize that the development of industries related to cultural heritage protection has brought huge benefits to their own and the community, so they develop an intense positive perception for tourism development. However, only 43% of the peripheral residents are willing to participate in the tourism development, which means they are not so active in participation.

(1) Participation in decision-making and planning of industries related to cultural heritage protection

Through the visiting and questionnaire investigations of nearly 404 people around the industries related to cultural heritage protection, we have estimated that about 12 respondents have simply participated in the development decision-making and planning. According to research, the proportion of participation is only 3% of the total number of respondents, which mean quite a few residents have participated in the decision-making and planning of industries related to cultural heritage protection. The development decision-making and planning depend more on the opinions of the government and relevant experts, and the opinions of the public are not paid enough attention. And residents are not well aware of the overall development and future direction of industries related to cultural heritage protection.

(2) Participation in operation and management

From the number of residents involved in tourism operation and management, the author learned from the cultural bureaus and the tourism companies that there are about 731 people involved in tourism operation and management of the five core attractions. There are 582 core residents, accounting for 79.6% of the participants, while peripheral residents account for 20.4%. In spite of the large proportion of core residents, the participants from core residents only account for 26.7% of the total number of core residents of 2,300, while participants from peripheral residents are even less, accounting for only 1.8% of the total number of peripheral residents.

In terms of about 731 participants' approaches of participation in operation and management of core attractions (excluding those residents who have withdrawn from the participation in the off-seasons), most participants just have ever purchased catering and entertainment services such as barbecues, snacks, farmhouses, boating, accounting for 54.1% of the total respondents; the people employed in the scenic spots only accounts for 18.1%; only 6.2% of the respondents engage in scenic area management, and most of them are engaged in simple management, and seldom influence the decision-making.

(3) Participation in the revenue distribution of cultural heritage tourism

In the interviews with the management committees of industries related to cultural heritage protection, the village committees and the public, the author learned that the public participation in the revenue distribution of industries related to cultural heritage protection is mainly realized through the following ways:

① Participation in the distribution of revenues from operations and services in cultural heritage tourism and related industries

Nearly a quarter of the respondents provide services for tourism in industries related to cultural heritage protection in the form of running hotels, restaurants

or entertainment projects throughout the year, and obtain economic benefits from them. There are several ways to participate in the distribution of operating incomes. The first one is the self-employed business by households, i.e., the operators raise funds and operate independently at their own risk. Residents operating in this form generally have a good economic base. The employees are generally the members of their family, and occasionally they employ a few outsiders for a short time during the peak season. Most people like this form business because they can exclusively enjoy business benefits. The second one is the joint operation, which is common between relatives, friends and neighbors. There are no restrictions on types of business, but participants are required to provide certain funds. The third is the lease operation (i.e. cooperation). Since the operation rights of the local mobile booths are not fixed, everyone may obtain them. Therefore, if the residents who have obtained the operation rights do not have the ability of operation, they would lease the operation rights to others at a certain price in order to obtain economic benefits, and decide whether to participate in profits according to the actual situation.

② Distribution of compensation incomes for land acquisition and house relocation in case of tourism development

The author learned from the Village Committee of Shuhe Village that the compensations for the land requisition in the redevelopment of Lijiang Scenic Area in 2016 are as follows. The data in Table 5 shows that the requisition compensations for residents in the development of industries related to cultural heritage protection mainly comes from the compensation incomes for land requisition and house relocation.

(4) Participation in education and training

In the visiting and questionnaire investigations of nearly 404 respondents, we have estimated that about 60 respondents initially participated in the education and training about industries related to cultural heritage protection and tourism. As shown in Figure 4, the proportion of participation is 15% of the number of respondents. These people are just occasionally involved in the basic training and simple guidance of the scenic spots and relevant

government administrative institutions on their cultural communication awareness and travel service skills.

(5) Participation in environmental and cultural protection

In the visiting and questionnaire investigations of nearly 404 respondents, we have estimated that about 40 people participated in environmental and cultural protection. 10% of the respondents participated in the environmental and cultural protection, and most of these respondents did not participate in the protection of the ecological environment and social culture. Although they know well the importance of ecological environment and social and cultural protection for the tourism development, they believe that protection is a business of government and has little to do with them. The public who participate in the tourism business service interviewed by the author said that it is acceptable to invest 3% - 6% of their incomes in the community for environmental improvement and ecological protection, but over 10% will be unacceptable.

Investigation on the participation level of the public

The author integrated and sorted the information obtained through visiting the tourism bureaus, scenic area administrations and tourism companies, and having interview and questionnaire investigation of the public, so as to understand the depth of the public's participation in the development of industries related to cultural heritage protection and tourism. From the participating regions and the number of participants, we can see that most of them are residents in the core areas of scenic spots, and the peripheral residents rarely participate in it. From the scope of participation, the participation is mainly based on selling low-level service products such as manual labor, and seldom respondents ever participated in the decision-making and management; even if they are engaged in management, it is simple management work such as scenic area sanitation management and scenic spot explanation. From the perspective of participation awareness, they are not active enough, and lack the practical actions for the environmental and cultural protection; what they know about industries related

to cultural heritage protection is only that they can acquire interests through such participation, but they do not understand the essence of cultural heritage protection, and even pollute environment and destroy resources for some short-term interests.

Investigation on the public participation mechanism

To investigate the construction of the public participation mechanism, the author visited the relevant governmental tourism administrations and operating enterprises such as cultural affairs bureaus, scenic area management committees, and tourism companies. From interviews with them, the author learned that there are no specific administrative measures and regulations for the public's participation in tourism development, but some opinions and suggestions on the public participation in industries related to cultural heritage protection are involved in the General Planning for Tourism Development in Scenic Areas, Measures for Tourism Administration in Scenic Areas, Regulations on Education and Training of Employees in Scenic Areas, Several Regulations on Ecological Environment Protection in Scenic Areas, among others.

Specifically, the General Planning for Tourism Development in Scenic Areas proposes to “seek for opinions of local residents”, but has no specific regulations on how to implement community participation and the participation methods and approaches; the Measures for Tourism Administration in Scenic Areas suggests to “actively attract local residents to participate in the operation and management of industries related to cultural heritage protection”, but does not give specific measures; the Regulations on Education and Training of Employees in Scenic Areas recommends to “guide local residents to accept the education and training about engaging in industries related to cultural heritage protection and improve their participation ability”, but the contents, time and methods of training are not illustrated; the Several Regulations on Ecological Environment Protection in Scenic Areas proposes to “let the public participate in environmental protection”, but no specific protection measures are provided.

4.1.2 Interview Summary

Interview Results of Case Study			
Case study	Lijiang	Shaoxing	Yangzhou
Interview group	Lijiang government staff interview	Shaoxing government staff interview	Yangzhou government staff interview
	Lijiang heritage site staff interview	Shaoxing heritage site staff interview	Yangzhou heritage site staff interview
	Lijiang NGO staff interview	Shaoxing NGO staff interview	Yangzhou NGO staff interview
	Lijiang local residents interview	Shaoxing local residents interview	Yangzhou local residents interview
	Lijiang Local tourism staff interview	Shaoxing Local tourism staff interview	Yangzhou Local tourism staff interview
Government staff interview Opinion summer	<p>Theoretical status Of heritage protection is important, the actual status depends on the needs of the tourism industry</p> <p>The act of heritage protection need coordinate the distribution of tourism industry income, increase investment in education, and strengthen</p> <p>The problem of heritage protection is international cooperation</p> <p>The public interest is seriously affected by the personal relationship, the paper data does not match with the actual data, the literary and artistic propaganda content replaces the real cultural connotation</p>	<p>In heritage protection activity, Private enterprise take the main part</p> <p>The act of heritage protection need coordinate the allocation of funds to attract foreign senior professionals</p> <p>The problem of heritage protection is Lack of detail standards on cultural heritage protection, cultural heritage protection sites are difficult to have unified management, and also conflicts with the industrial privatization</p>	<p>In heritage protection activity, the greatness of historical reputation with the lack of actual display</p> <p>The act of heritage protection need increase investment, improve humanistic awareness</p> <p>The problem of heritage protection is geographical constraints, lack of infrastructure, lack of competitiveness with neighboring cities</p>
Heritage site staff interview	Heritage protection get excellent work by government departments	In heritage protection activity, the most important factors is	The act of heritage protection need the development of cultural heritage

Opinion summer	<p>The act of Heritage protection need increase tax revenue, increase employment opportunities, road construction, and lower house prices</p> <p>The problem of heritage protection is large flow of people, low awareness tourists, over-commercialization</p>	<p>government policy,</p> <p>The problem in heritage protection cost by the low awareness visitors,</p>	<p>resources, improve urban culture advocacy efforts</p> <p>The problem of heritage protection is that city competitiveness is weak, lack of job opportunities</p>
NGO staff interview Opinion summer	<p>Theoretical position is important, but the actual position is not</p> <p>The act of heritage protection need international cooperation, government support</p> <p>The problem of heritage protection is unclear cultural heritage protection system, the lack of cooperation with academic units</p>	<p>The act of heritage protection need cultivate high-quality cultural heritage protectors</p> <p>The problem of heritage protection is economic development holds host to cultural heritage protection activities</p>	<p>heritage protection in very important position</p> <p>The act of heritage protection need protection and development in the old city</p> <p>The problem of heritage protection is that city development orientation is not clear, inconvenient transportation, Less attractive to input high-level human resources</p>
Local residents interview Opinion summer	<p>The act of heritage protection need high quality professional people</p> <p>The problem of heritage protection is lower local education level, Migration population squeeze the local living space</p>	<p>The act of heritage protection need national policy, quality of labor force</p> <p>The problem of heritage protection is property conflicts and land use conflicts</p>	<p>heritage protection in ignificant position</p> <p>The act of heritage protection need historical reasons, The earliest country recognized historical and cultural city</p> <p>The problem of heritage protection is unclear direction of urban development, Have a strong regional dependence on local economic development</p>
Local tourism	The cultural heritage protection status is difficult	The act of heritage protection need national policy,	heritage protection occupies an

staff interview Opinion summer	to grow under the abnormal tourism industry development	private capital investment	important position
	The act of heritage protection need healthy tourism, infrastructure construction	The problem of heritage protection is the impact of the external low-quality workforce on the local social ecology	The act of heritage protection need national financial input, Attract private investment
	The problem of heritage protection is prevent the abnormal tourism industry growth, policy support to local large-scale tourism company		The problem of heritage protection is the problem from the replacement about new urban facilities and buildings in the traditional city area

4.2 The finding of research question

4.2.1 Question 1 - What are the main problems in China's public participation in cultural heritage protection under the current political, economic and social conditions?

Formation of main concepts

Primary theme	2 nd code	3 rd code	Example quotes	Source
Problems of participation in cultural heritage protection of community individuals in small cities	Low consciousness of initiative participation of community individuals	Low cultural quality of community individuals	Not interested	Questionnaire investigations with communities and unions
			Psychological repulsion to the development of cultural heritage protection	Interviews with local business owners
			Not adapt to new modes of life and production	Visit to 181 local residents

		Affected by traditional ideology	The government makes decisions and the people obey decisions	Interviews with local business owners
			Attachment to authority	Questionnaire investigations with communities and unions
		Negative influence of the development of cultural heritage tourism	Pollution on community environment is aggravated	Investigation on local markets
			The foreign culture generated by the increase of tourists has an impact on the original community culture	Investigation on local markets
			Having no clear understanding of the development prospects of cultural heritage tourism	Visit to 181 local residents
	Lack of participation of community individuals	Community individuals lack the participation in decision-making consultation and planning of cultural heritage protection	Excessive reliance on expert opinions	Interviews with 34 government staff
			Lacking the democratic participation awareness	Administrative report of local government
			Do not believe in the ability of the common people	Interviews with individual government senior officer (not disclose the information of interviewee)
		Limited participation of community individuals in the operation and management of cultural heritage protection	Low level development of cultural heritage areas	Investigation on local markets
			Unbalanced market growth	Investigation on local markets
			Low operation and management abilities of community individuals	Investigation on local markets

		Seldom participation of community individuals in the protection of environment and traditional culture	Pursuing for the maximum economic returns in a short time	Interviews with local business owners
			Benefiting less from the development of cultural heritage protection	Interviews with local business owners
		The distribution of benefits from the cultural heritage protection is only limited to a small portion of community individuals	Lacking a mature distribution method	Questionnaire investigations with communities and unions
			Having problems in recovering the invested funds	Investigation on local markets
	Low extent of participation of community individuals	The local development of cultural heritage protection is at a low level	Having no faith in the incomes from cultural heritage protection	Visit to 181 local residents
		Community individuals have not yet developed enough awareness for the cultural heritage protection	Having low priority for education	Questionnaire investigation with local residents
			Low education level	Questionnaire investigation with local residents
		The competent department of cultural heritage protection pays less attention to the community participation	Absent in support from funds and policies	NGO work report records
			The competent department of cultural heritage protection fails to attach importance to the resident participation and coordinate the community individual behaviors	Administrative report of local government
		Imperfect policies, laws and regulations	Failing to enact special laws and regulations for the community individual participation in cultural heritage protection	Administrative report of local government
			Failing to find the regularities of community participation	Questionnaire investigation

				ns with communities and unions
	Imperfect community individual participation mechanism	The late development of cultural heritage protection in modern China leads to imperfect mechanisms in the industry	Policies, laws and regulations about cultural heritage protection are imperfect in China	Administrative report of local government
			China has no sufficient experience in the cultural heritage protection	Approval records of local planning for 5 years
		The decision-making and management personnel for the local cultural heritage protection are short of innovation	No community individual participation mechanisms are established and improved	Administrative report of local government

4.2.1.1 Low initiative participation consciousness of community individuals

From the above analysis and comparison, it can be concluded that local community individuals have a certain sense of participation in the development of cultural heritage protection, but have no a high initiative participation consciousness. The low initiative participation consciousness of community individuals is the result of combined factors. Combining the investigations on the participation of local residents in the cultural heritage protection with related theories, the author found the following main reasons:

Low cultural quality of community individuals

From the basic information of the individuals surveyed in this study, it can be seen that the individuals graduated from high school and below account for 92.3% of all individuals who are visited and surveyed. From this we can infer that the cultural quality of local community individuals is generally low. Such generally low cultural quality of community individuals may bring the following results:

First, some community individuals do not understand what will be brought by the cultural heritage protection. Due to the limited education level of these individuals, they cannot fully understand the development of cultural heritage protection, and their status and role during the development of the cultural heritage protection, so they are not interested in participating in the cultural heritage protection.

Second, residents develop a psychological repulsion for the development of cultural heritage protection due to their low participation ability. The low cultural quality of residents will inevitably lead to low operation and management capabilities, followed by the declined rate of return, thereby resulting in a lack of confidence of community individuals in participating in the development of cultural heritage protection. This is why the community individuals are not active in participating in the development of cultural heritage protection.

Third, some community individuals do not adapt to new modes of life and production. Most of the local community individuals live in the countryside, and their participation in the cultural heritage protection means giving up their free and slow farming life, which may make some villagers feel uncomfortable. At the same time, many community individuals are mostly involved in the cultural heritage protection in the form of employment. These hired residents must change their previous mode of production to adapt to new forms, and the rules are especially strict in cultural heritage protection companies such as restaurants. All these are far from the previous random production methods of the community. All of these factors may have a certain negative impact on the community individuals' participation in the development of cultural heritage protection. Therefore, the low cultural quality of local community individuals is the primary cause for the low initiative participation consciousness.

Influence of traditional ideology

China has profound traditional culture, which is still vital in real life, but it has some characteristics that are incompatible with the strategy of community individual participation. In particular, the intense hinder strength will be generated when it is combined with the backward production mode.

Among them, the official standard has the maximum hindering effect on the strategy of the community individuals' participation in the development of cultural heritage protection. The official position is essentially an ideology putting emphasis on officials but despising common people.

Firstly, from the perspective of government officials, the official standard is reflected in the decision-making and planning, that is, the government makes decisions and the common people obey the decisions. The decision is still implemented even if someone raises an objection. In the development of cultural heritage protection, community individuals become the object of obeying decisions, not the subject making decisions. Being influenced by the official position, the government-led strategy is likely to evolve into a government-determined strategy.

Secondly, from the perspective of government officials, they tend to depend on authority, especially in rural areas in underdeveloped regions. The ideology dependence and status asymmetry of farmers have enabled them to keep themselves out of troubles and fully believe in the decision-making of the so-called authority. The local community individuals carried out production by relatively backward methods are, lived a closed life, so their ideological concepts are less affected by the outside world, and their democratic consciousness is weak. They generally believe that decision-making is a matter of government and they have nothing to do with it. They only oppose when their own interests are damaged. Therefore, it takes time to let the community individuals generally accept the idea of "democracy" and "participation". In the development of local cultural heritage protection, the number and proportion of community individuals' participation in decision-making and planning of cultural heritage protection are both very low. "The cultural heritage protection is not up to me. For example, the standards and details of removal, renovation or reconstruction plans of Yangzhou Jiaochang are the intention of officials, but not the common people. Officials govern for the people, so their decisions must have represented the benefits of the public. In this way, the cultural heritages are protected and the economy is promoted, and no burden is brought to the people. What a perfect ending", said a respondent. It can be concluded that the traditional ideologies such as the

official standard are the considerable reasons for the low initiative participation consciousness of local community individuals.

Negative influence brought by the development of cultural heritage tourism

During the development of cultural heritage protection, especially in the low-level stage of cultural heritage tourism development, it will be inevitable to bring some negative factors. For example, the environment of community is destroyed due to the aggravation of pollution; the foreign culture caused by the increase of tourists has an impact on the original community culture; people were unclear about the development prospects of cultural heritage tourism due to insufficient guidance and propaganda; poor business operation of some residents has a negative impact. The impact of these negative factors is confirmed in our investigation on local community individuals' participation in the development of cultural heritage tourism. These factors may cause some community individuals to have a negative attitude towards the development of local cultural heritage protection, which directly affects their enthusiasm for participating in the development of cultural heritage protection. Therefore, the negative factors brought about by the development of local cultural heritage protection are one of the reasons for the weak consciousness of community individuals to participate in the development of cultural heritage protection.

4.2.1.2 Lack of participation of community individuals

From the above analysis, it can be concluded that the lack of participation of community individuals is one of the problems for the local community individuals' participation in the development of cultural heritage protection. There are many reasons for the lack of participation of community individuals. Combining the investigations on the participation of local residents in the cultural heritage protection with related theories, the author found the following main reasons:

Community individuals lack the participation in decision-making consultation and planning of cultural heritage protection

The successful implementation of cultural heritage protection projects is inseparable from the recognition and support of various stakeholders. The sense of identity of cultural heritage protection projects of local community individuals, as key stakeholders in the local cultural heritage protection, determine the degree of support for the development of cultural heritage protection in the future. In fact, the moral quality embodied in community individuals and the attitudes towards the development of cultural heritage protection are also an important part of the attraction of cultural heritage protection scenic areas. Only 3% of community individuals have ever simply participated in the decision-making consultation for the development of local cultural heritage protection. This indicates that in the decision-making of local cultural heritage protection, the government, influenced by the ideology of official standard and excessive reliance on the expert opinions, believes that the common people know less knowledge, and takes it for granted to make decisions on behalf of them. In effect, although common people do not understand profound theories, the issues they propose in the decision-making of cultural heritage protection can always reflect the reality, and such issues are often practical problems that must be solved during the development of cultural heritage protection.

These circumstances indicate that some government officials and so-called experts lack the awareness of democratic participation in the issue of the development of cultural heritage protection involving the immediate interests of common people. The cultural heritage protection plan is a strategic arrangement for the future development of cultural heritage sites and an indispensable part of the development of cultural heritage sites. It is the premise and foundation of cultural heritage protection development and the key to the success of cultural heritage protection and development. Only a small number of community individuals participate in the cultural heritage protection planning and development. This shows that the local cultural heritage protection planning implements an elite planning mode, and the planners are mostly cultural heritage protection experts, construction planners,

financial analysts, and so on. Their plans often reflect the will of the government, developers or interest groups, and the will and interests of local community individuals are actually subordinated or lack the operability. The primary cause of such a situation is that the government and experts do not believe in the ability of common people. They believe that the planning and development of cultural heritage protection is a high-level and difficult technical work, and that the community individuals are limited in knowledge and abilities, and cannot be qualified for this work. Some people even believe that the participation of common people in planning and development of cultural heritage protection will only hinder the progress. These prejudices have actually laid a contradiction for the development of local cultural heritage protection, and make it difficult to achieve the sustainable development of cultural heritage protection and the coordinated development of community economy and social culture.

Limited participation of community individuals in the operation and management of cultural heritage protection

As the basic subject of the development of cultural heritage protection, community individuals should give full play to the positive and active actions to participate in the operation and management of local cultural heritage protection. This will not only provide local residents with more employment and business opportunities, but also maximize their economic benefits, and further strengthen their sense of ownership, so that community individuals can fully understand that they are closely related to the development of cultural heritage protection during their participation in the operation and management of cultural heritage protection. From the investigation on local community individuals' participation in cultural heritage tourism, the community individuals are mainly engaged in accommodation, catering, entertainment, sanitation, etc., and the total number of residents involved is 731, which is composed of 26.7% of core residents and 1.8 of peripheral residents.

The main reasons for such a situation are shown as follows:

First, the low level of development of cultural heritage areas and the limited number of tourists result in the limited carrying capacity of the operation and

management of local cultural heritage protection. When the development level of local cultural heritage protection is low, the attraction of cultural heritage protection is certain to be small, and the number of tourists will not change greatly in a short time, so the number of operation and management personnel required is limited. Even if there are many community individuals involved, some community individuals will be withdrawn from the operation and management because of the intensifying competition.

Second, the unbalanced market development in the cultural heritage area leads to a small range of development. Although the old towns of the three cities have become national-level scenic areas after redevelopment, they are in areas where the industry and agriculture are more developed. Therefore, the rapid development of cultural heritage protection is certain to be affected by economic development. For example, the protection of the old town of a small city is bound to be affected by the new urban development. Cultural heritage protection is also subject to the regularity of the market economy.

Third, the actual operation and management abilities of the community individuals are not high. The statistics in this research show that the cultural quality of community individuals is generally low, and there are less education and training involved in the operation and management of cultural heritage protection, leading to limited ability in practical participation. Therefore, they can only participate in some work of traditional industries with few requirements for technology and management skills. In addition, they also face the intense competition from outsiders in the recruitment of specific jobs. These are also important reasons for the limited participation of community individuals in the operation and management of cultural heritage protection.

Seldom participation of community members in the protection of environment and traditional culture

During the development of cultural heritage protection, the beautiful natural environment and rich humanistic environment in the cultural heritage protection area are the endless driving force for the sustainable development of cultural heritage protection. However, in the specific operation and management of cultural heritage protection, investors and operators often

pursue the return of the greatest economic benefits in a short time, focus on the realization of short-term goals and ignore the long-term interests in cultural heritage protection scenic areas, which enable them to excessively and even predatorily develop the resources while implementing the extensive operation and management in scenic areas. The result of such a kind of cultural heritage development may destroy the beautiful natural and cultural environments after a period of development, and the social costs such as environmental pollution, deterioration of public security, moral depression, and decline of splendid national culture will be mainly borne by the community individuals.

Moreover, it is difficult to protect the environment of a cultural heritage protection community and preserve its traditional culture only depending on the environmental protection department, the cultural heritage protection department and the cultural heritage protectors. While community individuals are allowed to be involved in the planning, development, operation and management of cultural heritage protection, they should also be encouraged, as the main force, to participate in protecting the environment of a cultural heritage protection community and preserving its traditional culture. But only a few community individuals (only 10% of the respondents) actually participate in the protection of environment and traditional culture. The reasons for such a situation are shown as follows:

First, the community individuals have no deep understanding of the sustainable development of cultural heritage protection. The sustainability of cultural heritage development, as an extension and concrete manifestation of sustainable development in the field of cultural heritage protection, inherits the basic connotation of sustainable development: emphasizing fairness between generations. The limited cultural heritage resources should be fairly distributed among contemporary people and generations. The satisfaction of some cultural heritage protectors cannot be at the expense of the environment of cultural heritage protection areas. Contemporary people should not compromise the opportunities for future generations to use cultural heritage resources in order to meet their own needs of development. Beautiful environment and excellent traditional culture are important conditions for the

sustainable development of cultural heritage protection. Since seldom community individuals are aware of their responsibilities in the protection of environment and traditional culture, it is impossible to get effective implementation even if the most stringent policies for environmental protection and traditional culture maintenance are formulated.

Second, local community individuals benefit little from the development of cultural heritage protection, which is an important reason for their poor participation in the protection of the environment and traditional culture. The low-level development of scenic spots leads to the low-level participation of community individuals in the development of cultural heritage protection. The community individuals benefit little from the operation and management of cultural heritage protection, so they are not motivated to actively participate in the environmental protection and the preservation of traditional community culture.

Less opportunities for community individuals to accept relevant trainings and education

The training and education aim to improve the awareness of cultural heritage protection and the environmental concept of community individuals, and to enhance the participation abilities and operational skills of individuals in the development of cultural heritage protection. According to the statistics of interviews and questionnaires, only 15% of the surveyed community individuals from the old towns of small cities have ever participated in the simple cultural heritage protection knowledge training organized by the government during the application for the national excellent cultural heritage protection city and the national level scenic spot. At other times, community individuals have little opportunity to participate in relevant training and education, especially the training about the participation abilities and operational skills. The main reasons for such a situation are shown as follows: First, the imperfect training and educational mechanisms result in a lack of training and educational institutions. The planning of cultural heritage protection fails to specify the responsibility subject of the training and education for community individuals in the cultural heritage protection. Neither

the government nor the community have established systems and measures for regular training and education for community individuals, so that local community individuals have no place to go even they who want to participate in training and education.

Second, the low participation awareness of local community individuals is the reason for the passive participation in training and education related to cultural heritage protection. The training and education of community individuals should be based on their conscious and initial participation. The low-level cultural quality and the lack of initiative of local community individuals will inevitably lead to the low initiative, or even unwillingness of local community individuals to participate in the education and training related to cultural heritage protection.

The distribution of benefits from the cultural heritage protection is only limited to a small portion of community individuals

To fully benefit the community individuals is one of the main contents of the sustainable development of cultural heritage protection. The sustainable cultural heritage protection should respect the local cultural and environmental development systems and consider the sustainable development of the economy, environment and social culture of local residents and communities. However, in practice, not all community individuals are involved in the distribution of benefits from cultural heritage protection.

We find that community individuals mainly benefit from the business services in the cultural heritage protection areas and the economic compensations for land acquisition and house demolition due to the development of cultural heritage protection, and other aspects are less profitable. Moreover, the local scenic spot is densely populated, but only a part of residents benefit from the development of cultural heritage protection, and the remaining residents only feel the rising costs such as rising prices and increasing community diversification caused by the development of cultural heritage protection. In the long run, it will inevitably cause local residents' aversion to tourists and cultural heritage protection. There are two root causes for this situation. First, there is no mature distribution method for the full participation of community

individuals. The actual situations such as the imperfect distribution concept of government, the low-level cultural quality of community individuals as a whole, and the dense population make it impossible to have all community individuals involved in the distribution of benefits from other cultural heritage protection projects. Second, it is the issue of capital recovery. The government re-develops the local scenic spots through financing, and most of the funds are mainly provided by investors, other than the public welfare funds invested by the government. Therefore, in practice, community individuals cannot fully participate in the distribution of benefits from other cultural heritage protection projects, especially some high-income cultural heritage protection projects.

4.2.1.3 Low extent of participation of community individuals

In the “community individual participation level survey” of the three small cities, it is found that the level of local community individuals’ participation in the development of cultural heritage protection has the following main features. Community individuals lack the initiative of participation and have the weak sense of democratic participation; only a few individuals participating in the development of cultural heritage protection and are dominated by core residents; the forms of participation are simple, such as selling retail goods, serving for the cultural heritage protection enterprises, selling manpower, lacking the participation in management and with technical skills, and the participating products are easy to be replaced. Community individuals have a certain sense of protection, but lack the actual protection behaviors. They do not understand the essence of cultural heritage protection and only focus on the short-term real interests. By comparing the theory of three-level community participation of Prof. Zheng Xiangmin, we find that the current participation level of community individuals in cultural heritage protection meets certain characteristics of the first level and the second level, lingering between the first level and the second level. Therefore, we can determine that the participation of local community individuals in cultural heritage protection

is at a lower level. There are many reasons for this situation, and the author mainly analyzes it from the following points:

The development of local cultural heritage protection is at a low level

The development scale of cultural heritage protection is an important factor affecting the participation of community individuals in the development of cultural heritage protection. Community individuals are also economic agents who seek for the maximum profits or personal welfare. Only when community individuals are convinced that they can benefit from the development of cultural heritage protection, will they be willing to participate in the development of cultural heritage protection. The greater the scale of cultural heritage protection development is, the higher the level will be, the greater the benefits of community individuals will be, the stronger the motivation for residents to participate will be, and the higher the level of participation will be. Local scenic spots are generally located in the old towns of small cities, where the economy and society are relatively underdeveloped. Although these locations have all been redeveloped into national-level scenic spots, they are still at a lower level in terms of the scale and level of actual development of local scenic spots. This is certain to affect the level of participation of community individuals in cultural heritage protection.

Community individuals have not yet developed enough awareness for the cultural heritage protection

Whether or not the community individuals participate in the development of cultural heritage protection and the extent of participation are subject to the individual subjective factors. In addition to being subject to the level of education, the understanding level of and the attitude towards the development of cultural heritage protection are also quite important for understanding the position and role of the individuals themselves in the development of cultural heritage protection. If community individuals get more knowledge about cultural heritage protection, they would better analyze the influencing factors related to cultural heritage protection, and have an all-round understanding of the positive and negative consequences of cultural

heritage protection and development, and be involved in the the higher participation level. If the community individuals only have a shallow understanding of the cultural heritage protection, and cannot understand its essence, the level of participation will be reduced. This will not only remain them at the primary participation level, and even lead to a destructive participation. In the investigation, the author finds that the little emphasis of community individuals on education, their low cultural quality and their shallow understanding of cultural heritage protection lead to their weak awareness of initiative participation. Some people even think that the development of cultural heritage protection is a matter of the government and developers, and has little to do with themselves. They are not fully aware that they are the main body of the development of local cultural heritage protection. In this case, the level of participation of community individuals in cultural heritage protection will necessarily be severely affected.

The competent department of cultural heritage protection pays less attention to the community participation

The scope, frequency and extent of the community participation in the development of cultural heritage protection are affected by the competent department of cultural heritage protection to a large extent. If the competent authorities attach importance to community participation, and provide financial and policy support for residents, residents will actively participate in the development of cultural heritage protection. Meanwhile, if the competent department of cultural heritage protection can pay attention to the participation of residents and regulate the behaviors of community individuals, those fragmented behaviors of residents will tend to be formalized and scaled, thus raising the level of community participation. On the contrary, community participation that lacks government regulation and support may tend to be chaotic, and the level of participation will be difficult to be improved, lingering between the primary participation level and the active participation level. Without the government's regulation and support, the community can only be in a state of disunity, not to mention the community participation in cultural heritage protection. Through the visits to relevant departments and

investigations with community individuals, it is found that the municipal cultural heritage protection bureaus and the local authorities in the old towns of small cities have been fully aware of the importance of community individual participation in the development of cultural heritage protection, and have taken practical actions. However, limited to the level of understanding of the participation of community individuals in the cultural heritage protection and the extent of understanding of the participation law, the macro-control and support level of the government on the participation of community individuals in the development of cultural heritage protection is not high. This is also an important reason for the low-level participation of local community individuals in the cultural heritage protection.

Imperfect policies, laws and regulations

Policies, laws and regulations are an important guarantee for the community individuals to participate in the development of cultural heritage protection. First of all, the lack of legal norms can easily lead to the situation in which all departments undermine each other in the process of community participation in the development of cultural heritage protection, which will be inconvenient to the management and coordination by the community administrations. Furthermore, if there is no corresponding legal system and the functions of community are not specified, a large number of responsibilities of the government and enterprises will have to be undertaken by community individuals, which will arouse great disgust in the community. If no supportive and supportive legal systems are established for the community participation in cultural heritage protection, the community participation will be in a state of chaos, thereby affecting the enhancement of the level of community participation. Under the background of the development of cultural heritage protection, China has not yet introduced laws and regulations specifically for the participation of community individuals in cultural heritage protection. Moreover, the development of local scenic spots was late, and the regularity of community participation has not been yet found. These will certainly affect the extent of community individual participation.

For example, according to a respondent, “Good regulations need good executors. As you know, houses in the ancient towns are not marketable, but do you know what the rent price of houses on Wuyi Street? The price is too high for non-locals. About RMB 500,000-60,000 a year is required for the house at a busy area, and you must rent at least ten years. The house repair and maintenance are also your responsibility, including the maintenance of internal structure and facade, interior decoration, firefighting and sanitation, which will cost about RMB 6 million for ten years. Even in that a lot of people want to rent the houses. It would be very convenient if you have a good relationship with the leaders. The houses in ancient towns are not in a good stage originally, and cannot be sold. The government tends to reach an agreement like those property replacement agreements you have seen with the house owners. The government finds a real estate in new towns for them, provides complete hardware and supporting facilities, and a sum of compensation to replace the houses in ancient towns. Seemingly, this is done for protecting ancient buildings, actually for nationalizing these houses and reselling to others. For the original house owners, this is also a good deal. Because the old houses are not convenient, have no complete supporting facilities, and cannot be sold. Now, the government is willing to replace these old houses with new ones, and a sum of compensation is also paid. What’s more, the new houses can be sold. Many locals sell their houses in new towns, and the whole family moves to Kunming or Dali to do business.

Why they lease their houses?

Renting their houses is feasible, but it is not easy. Many rules regulations have been enacted by the Ancient Town Management Committee of Lijiang Planning Bureau. For example, many licenses are required for doing business in the ancient towns, but if the government does not issue licenses as long as various requirements are not met, the house rented spending several millions will be useless. In downtown areas with a high flow rate of visitors, most people accept the property replacement agreement, because this is a beneficial and reliable deal. The rent price for ten years would be about RMB

5 or 6 million, and it may be lower if you have a good relationship with the head of relevant department. Buying a new house in the new town of Lijiang only costs RMB 3 million, and plus the subsidy, RMB 3.5 million at most. These funds are paid by the financial budget of Lijiang. This is reasonable, because the purposes are to protect ancient buildings and guarantee the benefits of locals. But you have to assume the expenses for house repair and maintenance, which are supposed to be paid by the Ancient Town Management Committee. Unless you have a powerful back support, you can sign a ten-year agreement of usage with the committee, and the total investment will not exceed RMB 1.5 million.

Will the incomes of the Ancient Town Management Committee reduce by several millions?

What do you think of the several hundred million of financial deficits of the committee? To put it mildly, the deficits are caused by investment in cultural heritage protection, actually because the public benefits are occupied by personal relationship.”

Imperfect community individual participation mechanism

The reasons for this state are shown as follows:

Objective reason: the late development of cultural heritage protection in modern China leads to imperfect mechanisms in the industry

China started later than other developed countries in the cultural heritage protection. Developing cultural heritage protection as an industry started in the early 1990s, and perfect mechanisms for the development of cultural heritage protection industry have not yet been formed, which will be bound to have an impact on the healthy development of cultural heritage protection. The impact is mainly reflected in two aspects. First, China has not perfect policies and regulations on the cultural heritage protection industry. So far, China has not yet promulgated a special law on the development of cultural heritage protection, and the community participation has no mechanisms to follow. This leads to insufficient rigidity in protecting the interests of community

individuals. Under such a context, the development of local cultural heritage protection will inevitably be affected. Second, China has no sufficient experience in the cultural heritage protection industry for reference. The cultural heritage protection industry in most scenic spots in China started late, resulting in insufficient experience for reference to for other scenic spots. Moreover, the concept of community individual participation in the development of cultural heritage protection also started later, resulting in even less lessons to be learned from. Therefore, the imperfect mechanism for the participation of community individuals in the development of cultural heritage protection is affected by the late start of the development of cultural heritage protection in China.

Subjective reason: The decision-making and management personnel for the local cultural heritage protection are short of innovation

The protection of intangible cultural heritage is a new type of cultural heritage protection involving the extensive community individuals, meeting the needs of the experience, taking natural environment, artificial environment and corresponding cultural environment as the objects and promoting the sustainable development of environmental construction. Good community participation is an important condition for the sustainable development of intangible cultural heritage protection. In recent years, it has become a trend of international protection and development of international cultural heritage. During the building of the intangible cultural heritage protection models of the local scenic spot, the participation of community individuals in the development of cultural heritage protection has become an inevitable trend, and a sound mechanism for community individual participation is indispensable. Other large cities in China also have no perfect mechanisms for the participation of community individuals in the development of cultural heritage protection, so there is little experience that can be learned from. In this case, the decision-making and management personnel of cultural heritage protection in small cities are required to carry out their work in an initiative and innovative way according to the local conditions, while following the national laws and considering the fundamental interests of the individual

community, so as to find a set of mechanisms that are suitable for and guarantee the participation of local community individuals in the development of cultural heritage protection.

4.2.1.4 Insufficiency of government departments and limitations of the public

As mentioned earlier, public participation involves three roles, the government (mainly the management departments), experts (including professionals) and the public. Next, the researcher tries to summarize the problems existing in China's current participation in the protection of historical and cultural heritage from these three aspects.

The Deficiencies of Promoting Public Participation by Government Departments

There are three main deficiencies in government departments in promoting public participation.

① The current understanding of public participation and democratic autonomy in related organizations is not comprehensive enough.

In recent years, in the process of strengthening democracy construction, the central government has especially pointed out the need to accelerate the development of grassroots democracy in China. However, it seems to be very difficult when it comes to local governments at all levels and in specific practices. This is largely due to the fact that the government has been regarded as the spokesperson of the people and in control of all political, economic and life affairs of the citizens since the planned economy. In the early stage of grassroots democracy construction, these local governments were still consciously or unconsciously involved in the residents' self-government. Because of this slow change in the concept, government departments do not pay enough attention to the necessity of public

participation. So they often manage all the affairs for the public subjectively, or just let the “public participation” become a mere formality. In particular, in the protection of heritage, some local governments almost ignored the public participation, and completely ignored the calls of the society in some reform projects. As a result, they violate the principle of “controlling the height of the old city and reducing the population of the old city” in the regulation. However, the local government approved the plan for some economic reasons. The heritage protection has been greatly impacted in the absence of the public participation.

② The imperfect law issued by the government departments on public participation in the construction of related safeguard mechanisms does not resemble that of foreign public participation and legal promulgation. China’s legislation on heritage protection is the result of constant government appeals and government decisions. Therefore, the relevant laws and regulations of the public participate in China in the cultural heritage protection system are still not perfect. In the process of implementation of the heritage protection, the discretion of the management department is relatively large, and lack of strict legal restrictions. Even in the current legal and regulatory system, there are problems such as insufficient breadth and depth, and lack of operability. However, the planning law pays too much attention to the authorization of the planning and construction department, and ignores the legislation on public participation. Problems in the planning can only be completed by the original examination and approval department. In other words, the relevant legal support for public participation in the planning formulation, examination, approval, and implementation of heritage protection is too deficient, making the development of public participation lack of guarantee and stamina.

Article 22 of China’s Urban Planning Law stipulates that “the municipal people’s government can make partial adjustments to the overall urban planning according to the needs of urban economic and social development”

in legal procedures. That is, the adjustments “must be reported to the standing committee of the people’s congress at the same level and the original approval authority for the record; major changes involving the designated function, scale, development direction and overall layout of the city shall be submitted to the original approval authority for approval after examination and approval by the people’s congress at the same level or its standing committee. In the *Detailed Planning on the Control of Beijing Downtown Area* completed in 1997, the relevant departments of Beijing extended the scope of the control regulations to nearly 324 square kilometers in the entire central area, substantially reduced the residential land determined in the overall plan, and increased a large amount of commercial land without modifying the regulations in accordance with legal procedures; controls in various regions have generally increased by 1 - 2 grades; The “Niujie Conservation Area” identified in the General Regulations is also erased from the list of 25 protected areas.

In addition, in the renovation of dilapidated residential buildings of Beijing in the 1990s, due to the one-sided emphasis on economic benefits, the municipal and district government, as the common superior of the developer and the planning department, tends to favor the “economic interests of the region” represented by the developers instead of the “city interests” represented by the planning department. Therefore, the government always requires the planning department to make concessions, and as a result, most of the old district renovations have broken through the requirements of the original regulation. As Dong Guangqi said in his speech at the Capital Design Symposium, “There have been many problems in Beijing’s urban construction in recent years. For example, the floor area ratio can be bargained, which is rare in the world.”

③ Inadequate publicity of relevant information by government departments

To participate in heritage protection, the public must first have the right to be informed, which is a prerequisite for public participation. However, due to the lack of laws and regulations in this respect, many government departments

can not determine which information can be released and which can not. It not only makes public participation impossible, but also encourages developers to obtain internal information through bribery and other means, so as to seek excessive profits, and disrupt urban landscapes and other vicious incidents. Many cities in China have adopted the form of “publicity” to collect public opinions, but it is mainly for the promotion of planning results, so it cannot achieve the effect of interaction and communication among the public, the government and experts.

Shanghai Municipal Bureau of Urban Management and Planning has made outstanding work in information publicity. However, as can be seen from the information published on its official website, it is still mainly about the planning results, the approved policy provisions, and the approval results of construction projects. The publicity of this kind of information made public participation a mere formality. Annual Report of Shanghai Municipality on Openness of Government Information 2004 pointed out, on current openness of government information, “it is necessary to the further strengthen in the disclosure of drafts of decisions, regulations, planning, plans, and schemes and in listening to public comments...The delivery frequency of public information by government departments to archives centers at all levels also needs to be further increased...The procedure is not standardized enough...The working mechanism in terms of updating maintenance, supervision and restraint is still imperfect.”

Negative Attitudes of Some Professionals

At present, some professionals still reject public participation. In most cases, it is subconscious. Wang (2008) believes that there are two main reasons.

First of all, for a long time, cultural relics experts and planning officers have been regarded as professional and technical personnel or government technocrats, thus, they will enhance or even deify the professional activities they engage in, creating a mentality that excludes the socialization of

professional activities. The public participation they expected is a procedure that does not get to the essence or the key. On the other hand, experts easily regard them as omnipotent legislators and arbitrators since China's historical tradition has always emphasized top-down implementation.

Second, the values and social ideals of the experts are differentiated from the public. For example, the direct economic benefits that the public pursue to support their survival and daily life often differ greatly from the social ideals pursued by some experts. This contradiction is most obvious in the protection of heritage: Experts hope that historical heritage can get the authentic and original protection as far as possible; while the residents hope to improve the quality of their housing and living environment as soon as possible, and even support the demolition and reconstruction. On the other hand, in specific engineering projects, the public will acquiesce to the judgments of experts, and experts can freely decide whether to give the public more explanation. Obviously, it is difficult for the public to question the experts' suggestions because of the lack of professional knowledge and relevant information. According to social surveys of residents in Lijiang, Yangzhou, Shaoxing and other areas, about 60% of residents believe that their living environment has no value and hope to completely renovate and update. During the investigation of Yangzhou Historic District, the local residents told the professionals that "these old houses are very inconvenient for living. If they could be demolished and rebuilt, it is the best." According to a survey, 64% of the residents are willing to move back, 22% choose to get monetary compensation, and 12% want to get better resettlement houses; 62% of the residents hope that the neighborhood can be completely rebuilt, while only 38% of residents think that improving the infrastructure and maintaining the old appearance of the neighborhood is better. During the preparation of the Shaoxing historical district protection plan, the project team also conducted a similar social survey. During the process of the investigation, the local residents said to the project team that "if I knew development would take place here, I would not tear down my broken rooms that worth at least tens of thousands now". It can be seen that the economic motivation is the

understanding of ordinary people on the protection of heritage. Most residents lack of understanding of the true value of the heritage—historical and humanistic value which makes it difficult for professionals to communicate with them. The emergence of psychological repulsion is inevitable.

The Limitations of the Public

Wang (2012) believes there are two main problems from the perspective of the public, namely:

① Weak awareness of public participation. Due to the feudal history of China for thousands of years, top-down implementation and bottom-up obedience have made the people's democratic consciousness much weaker than that of Western countries. After liberation, Chinese urban residents are all affiliated to one unit (mostly state-owned) who will support all the political, economic and living resources of the resident; while living in the community is just a minor part of the life of a “unit person”. It is clear that residents of this social structure are less likely to care about and participate in community affairs. However, with the development of reform and opening-up and market economy, people are influenced by Western democratic ideas, and the call for public affairs, participation rights and decision-making power of public affairs becomes increasingly louder. Besides, with the bankruptcy of many state-owned units and the emergence of new non-government units, people have begun to care about the affairs of the community and regard themselves as the real public. For example, the implementation of the principle of “separating decision-making from executing” is one of the ways in which residents in the community participate in the democratic management of the community. However, at the present stage, the residents' attention is still stuck in small affairs and small environments related to their own interests, while for the long-term development and protection of historical heritage, they don't have much interest.

② Insufficient skills for public participation. The quality of the public and related professional knowledge needs to be improved.

The protection of historical and cultural heritage is an industry with multidisciplinary integration and strong specialty. To truly participate in it, they must have certain professional knowledge and cultural qualities such as the understanding of relevant historical knowledge and heritage environment, the understanding of heritage renovation methods, the mastery of relevant planning knowledge and so on. At present, China's training on heritage protection and planning knowledge is far from enough. This is one of the obstacles for the public in China to participate in heritage protection.

As pointed out by Frans(2008), "Public participation requires citizens to have relevant experience and background information on knowledge, ability, time and resources. It is necessary to have certain abilities, especially language skills, and the ability to discuss the various benefits of potential issues of local sustainable development..." However, there is still a certain gap between the quality of the Chinese people and this goal.

Weak Media Promotion

The media plays an important role as a supervisor and communication platform in public participation in heritage protection. As a special social organization, the media is known as the "fourth power". It includes newspapers, magazines, radio and television, announcements and other various information publishers, as well as virtual internet. They play an extremely important role in improving the quality of the masses, disseminating effective information, and guiding public attitude (Hong, 2006).

For example, when Chongqing compiled the G-standard partition control regulations of the Caijia Group, the residents found that there are ancient ruins in the ring line. After published on the *Chongqing Evening News* (2005), it attracted the attention of the government departments and the public. Finally,

the central ling road moves south to ensure the well-preservation of the historical site. This is the success case of media guidance.

However, at present, the media's publicity of public participation in heritage protection focuses on the announcement of the results of heritage protection planning, the knowledge about heritage protection, the tourism promotion of heritage sites, and expose the act of damaging historical heritage violating the law. While relevant knowledge about public participation, including the importance of participation, the relationship between public participation and civil rights protection, how to effectively participate in government decision-making and avoid the negative impact of participation afterwards, are still insufficient. Publicity of public participation is rare in television broadcasting, newspapers and magazines, as well as on the Internet.

On the official website of Shanghai Municipal Bureau of Urban Management and Planning, the contents of "public participation" only include four questionnaires such as the urban planning publicity work questionnaire and the government style and moral culture construction online survey; there is no column for "public participation" on the official website of the State Administration of Cultural Heritage and the Beijing Municipal Administration of Cultural Heritage. This side-fact indicates the media is still very deficient in systematic publicity of public participation.

4.2.2 Question 2 - Under the influence of social constructionism, what kind of relationship exists between the practice and theory of cultural heritage protection in small cities?

The analysis of existing data and the data comparison prove that the practices during the cultural heritage protection in small cities are severely detached from the theories. In theory, almost all opinions recognize the importance of cultural heritage protection, while in practice most of them pursue direct economic benefits. Further research on existing data reveals that the comprehensive awareness and mutual influence of public groups in small cities are the main causes of such detachment, but not the defects in theoretical guidance and systems.

Formation of main concepts

Primary theme	2 nd code	3 rd code	Example quotes	Source
The practices of cultural heritage protection in small cities are detached from the theories	Low administrative ability of government	Low quality of executors	Most government staff do not have an academic background in cultural heritage	Questionnaire survey with government staff
			Only a few executors have a clear development philosophy	Interviews with 34 government staff
			Excessive pursuit of political achievements	Interviews with individual government senior officer (not disclose the information of interviewee)
		Dominated by government	The definition of the cultural heritage is entirely up to the government	Administrative report of local government
			Planning is completely completed by local governments	Approval records of local planning for 5 years
			The person in charge of cultural heritage protection	Interviews with individual

			is directly appointed by the government	government senior officer (not disclose the information of interviewee)
		Defects in administrative systems	Lack of monitoring mechanism	Interviews with 34 government staff
			Tasks appointed by the central government focus on economic development	Interviews with 34 government staff and individual government senior officer (not disclose the information of interviewees)
			Overlapping of powers of government agencies	Administrative report of local government
	Minor influence of NGO	Lack of funds	Mainly invested by small local public welfare institutions	Interviews with 35 staff of NGO
			No funding support from the government	NGO work report records
			Private funds are not allowed	Interviews with 35 staff of NGO
		Lack of operating permissions	Have no right to participate in the planning	NGO work report records
			Groups are not allowed to develop freely	Interviews with 35 staff of NGO
		Squeezed by tourism	Acquired by tourism enterprises	Interviews with 35 staff of NGO
			Support tourism in exchange for living space	NGO work report records

Primary theme	2 nd code	3 rd code	Example quotes	Source
The practices of cultural heritage protection in small cities are detached from the theories	The increasing influence of local private sector	Proposal of marketization	Proposed to classify cultural heritage by economic values	Questionnaire investigations with communities and unions
			Commercialization of ancient buildings	Investigation on local markets
		Extensive development of tourism	Subject to whether economic benefits are generated	Interviews with local business owners
			Ignore the cultural connotation of cultural heritage	Interviews with local business owners
			Excessive commercialization	Investigation on local markets
	Low influence of local public	Lack the awareness of cultural heritage	Unable to recognize and identity cultural heritages	Questionnaire investigation with

		protection		local residents
			Unable to estimate the influence of cultural heritage protection	Visit to 181 local residents
		Engaging in the work with low requirements in technology	Without working experience related to cultural heritage	Questionnaire investigation with local residents
			Focusing on service tourism	Questionnaire investigation with local residents
			Without professional background	Visit to 181 local residents
		Taking economic income as the priority	Changing job frequently	Visit to 181 local residents
			Work in other cities	Visit to 181 local residents

Field investigation and research data show that different classes of the society and different groups have different influences on cultural heritage, and the actions of different public groups also affect the status quo of cultural heritage protection. From the perspective of the present study, the significance of cultural heritage protection has presented different explanations under the effect of different social groups.

4.2.2.1 How local government and relevant administrative departments of small city define and view cultural heritage protection

According to research data, for local government and relevant administrative departments of cities, cultural heritage is by nature public facility which is under the independent operation and management of government. Basically, cultural heritage is employed to promote sustainable development of city and create new opportunities for economic growth. "As a brand name of a city, cultural heritage can be exploited to promote tourism and thereby creating

enormous economic benefits as well as tremendous momentum for development of the city”.

As China is a country known for its regional disparity, the concept of cultural heritage protection has been widely embraced and applied in developed regions. This research, however, finds out that local governments of small cities which are located in developing regions general have inadequate understanding of protection of historic and cultural heritage due to the weak competency of some leaders. Leaders of some cities have inappropriate definition of the issue and relevant administrative departments tend to show weak competence when tackling the issue. Due to historical reasons, the views of local government of small city on cultural revival are the direct causes responsible for the overdevelopment and poor management of tourism. And their views on cultural revival are the result of their common understanding of city development. Economic growth and capital accumulation is the basis of material benefits; all objects and reasonable behaviors may become commodity in a market economy; 2. The government fully accepts and supports the drive for urbanization and modernization; 3. Cultural heritage protection is a professional endeavor initiated by the country and the government is exclusively responsible for how to define cultural heritage; 4. Development of tourism may enhance the value of cultural heritage. Meanwhile, over the past decades, local government and relevant administrative departments of small-medium cities tend to regard ecological environment protection and realization of two fundamental transitions (fundamental changes in economic system, i.e., transition from planned economy to market economy; fundamental changes in economic growth style, i.e., transition from extensive style to intensive style) as the key to realization of sustainable development and cultural heritage protection. This is why many local governments, considering the economic value, have made efforts in recent years to protect ancient towns, and at the same time, some local governments view protection of historical heritage as a hindrance to economic development and therefore are reluctant to include protection efforts into local development programs. Some cities use cultural heritage to attract tourists, a

practice which results in overdevelopment and poor management of tourism and consequently some other problems. These practices, which may impair protection efforts, are the result of failure to take a holistic and long-term approach to relationship between protection and development. Such failure may send wrong signals to formulation of environmental development strategy and thereby doing damage to cultural heritage such as some valuable cultural relics and historical neighborhood. Despite the ongoing efforts to promote sustainable development, theoretical discussion has yet to be incorporated into policy formulation process.

The interviews with governmental officials show that, under the current administration system in China, government is the initiator of both cultural protection and tourism development efforts. Political structure tends to have an influence on the competence of officials. According to some officials receiving the interview, tourism development is the priority of government when considering city development and heritage protection as the government faces tremendous pressure for city development. They admit that, under the “development oriented” city heritage protection mechanism, protection efforts may focus on “objects” and only pursue tourism and local economy development. However, among all the officials receiving interview, only one pointed out that the practice of severing the historical link between cultural heritage protection site and the surrounding environment and ignoring the residents’ cultural and daily necessity needs will have a negative impact on sustainable development. In fact, cultural heritage protection in many cities has become a tool-oriented strategy for local development. The three cities under this research, like other cities which possess cultural heritage, intend to promote local tourism development through cultural heritage protection and guarantee the yields of initially invested capital by leveraging investment from developers and revenue from tourism. Therefore, as the initiator of both tourism development and heritage protection, government of small city tends to make more efforts to turn cultural capital into economic capital in order to promote local development. When economic benefits have been yielded after cultural heritage is exploited on market as capital, most interviewees, due to

their inadequate knowledge about cultural heritage protection, regard it as a success of cultural revival.

The impact of the above-mentioned view on practice can be further demonstrated from government administration work. Take Dongba Culture of Lijiang River as an example, Dongba religion was categorized as superstition and primitive belief after founding of People's Republic of China, especially during the Cultural Revolution, and therefore was not encouraged among the common people. Dongba clergy were denounced at public meeting and received political education and were not allowed to engage in religious activities. After tourism thrived in Lijiang River in 1990s, Dongba culture received support from the government. The inherent "resources" value of Dongba culture for tourism development caused changes in Naxi people's understanding of Dongba culture as well as the way of culture inheritance as compared with 30 years or 40 years ago. In fact, interviews with the locals show that inheritance of Dongba Culture was suspended during the period of religious repression.

According to some local scholars who have received the interview, "the core significance of Dongba Culture has already been lost. What remains is only the outward form". However, the government still approves rather than disapproving the idea of promoting Dongba culture as the culture has "commercial resources" values. When there are economic returns from the promotion, the government may even extol the efforts. As the government put it, Dongba culture has obtained a legal and noble status (at least in terms of political propaganda and marketing), which is a proof of government's success in reviving the culture. Thus, most officials of local governments may adopt the thinking mode that tourism development can coexist with cultural revival, which may eventually lead to overdevelopment and poor management of tourism.

Interviews with officials show that, under the current political environment, it's nearly impossible to change the thinking mode, i.e. "tourism development is

an inevitable step for cultural heritage protection” as local government of small cities serve as both athlete and referee and act as the force behind both business growth and supervision. The vigorous government action has also created potential problems for future development. For example, cultural heritage protection tends to focus on “objects based” market promotion and minimize the role of “people” in protection efforts. The current cultural heritage protection mechanism implemented by small cities entrusts the task of creation of cultural heritage protection policies and implementation system to the government rather than following the advice of UNESCO which calls for participation by local communities and residents in the protection mechanism development process.

Interviews conducted for the research also show that residents and shop owners in small city usually have vague idea about the actual operation process and philosophy of cultural heritage protection model. The finding bears out the fact that cultural heritage protection model adopted by small city is solely determined and operated by the government. The model is a up-bottom protection management model which functions on the basis of government decisions. And government decisions in turn determine the collection and distribution of resources in order to achieve the goal of cultural heritage protection. Under such operation system, instead of relying on interaction and cooperation platform involving grass-roots units, cultural protection committee is responsible for formulation of relevant rules and regulations and business operators and tourists are supposed to follow these rules and regulations. From this perspective, government actually monopolizes administrative management system under the current cultural heritage protection model, and therefore, the competence of government leadership has a direct impact on cultural heritage protection efforts in small cities. This is why local government of small city and relevant administrative departments tend to disconnect theory from reality when defining and approaching the issue of cultural heritage protection.

4.2.2.2 How Local NGO define and view cultural heritage protection

Interviews with three cities' NGO personnel who engage in cultural heritage protection work were also conducted for this research. For those NGO personnel, cultural heritage is distinctive local culture which may enhance cohesion and sense of pride among the locals, and improve competitiveness of the city in the modern world. They also said that the current cultural heritage protection encounters tremendous pressure and challenges in the context of economic growth nowadays and thereby facing a bleak future.

Most NGO personnel have adequate knowledge about cultural heritage protection. For them, economic growth of cities is the driving force behind development of the society. The issue of cultural heritage protection has to be approached from two perspectives, i.e., material cultural and ideological culture.

As for material culture, social funding is critical to cultural heritage protection. It's rather difficult to attract social funding to invest in cultural heritage protection program as cultural heritage protection cannot guarantee definite economic returns. Since China adopted opening-up policy over 30 years ago, those who had suffered from extreme poverty tend to be vulnerable to material temptations, a phenomenon hard to be changed overnight. Due to passive investment growth in the market and the fact that private financial capital flows to a small group of people, it's hard to attract capital to invest in cultural heritage protection and only governing fund are available for the effort. As the government usually borrows money from the bank for investment and therefore expects earnings from the investment. However, as investment into infrastructure usually receives tiny earnings and is slow to see results, economically, it doesn't pay in the short-term to invest in cultural heritage protection. At the same time, since the country demands investment into

national defense and science & technology initiatives, cultural heritage protection work has less opportunities to receive investment from the country.

In such a case, the funding for cultural heritage protection can only come from the tourism sector. However, excessive development of tourism may bring a huge blow to local ethnic culture. 76% of the members of relevant NGOs think that cultural heritage protection actually means protection for tangible customs and culture of the locals because all the things such as building styles, life styles and dressing styles, are of typical, strong ethnic cultural features. Tangible ethnic culture originates from traditions, so it is stable. All culture contents can be embodied through it. And ancient towns are usually places where ethnic culture is relatively developed and well-preserved. From the perspective of local NGOs, cultural heritage protection is facing two awkward situations: first, development of tourism makes local next generations live in tortured traditional culture. Their impressions of traditional customs and culture mainly come from publicity activities and shows for tourists organized by local tourism authorities, so what they see and hear from the very beginning is alienated customs and culture; second, due to external migration of mass original residents and transfer of house properties, local future generations have lost the opportunity to inherit a real ancient city possessing flourishing customs and culture. That means most of the next-generation children have lost space where they can approach original customs and culture, and the material carriers and spiritual contents of traditional culture have been separated. Together with impact of strong culture, inheritance of local culture may break off. However, there is one thing that has been ignored— despite such impact on cultural heritage, local economy is booming.

From the perspective of social spiritual culture, relevant NGO staff believe, based on their personal cultural background and surveys made, that tourism always has negative impact on local customs and culture. For instance, current Lijiang is not attracting tourists by its local Naxi ethnic culture. Most tourists visit Lijiang not completely for appreciating ethnic cultures, but for

recreation, consumption and leisure. Huge visitors flow has caused the result that tourists show their own cultures to local people. Few tourists will learn Naxi culture with modest attitude after they come to Lijiang. Facts have proven that the most common scene in Lijiang is that various tourists are talking about their own stories and then raise requirements to locals according to their own demands in various inns. Locals, in order to cater to tourists' demands, over develop their customs and culture, which has made traditional culture increasingly less authentic. As thus, deep digging into traditional culture is ignored and authentic customs and traditions are gradually replaced by commercial road shows. Local people, in order to cater to tourists' demands, no longer live as they used to do. Today, young Naxi people, who live in tortured traditional culture of their own, get impressions of their own ethnic group from publicity activities and shows for tourists organized by local tourism authorities. What they see and hear from the moment they were born has been alienated customs and culture, so Naxi young people have lost the opportunity to inherit an ancient Lijiang city carrying Naxi ethnic culture.

Based on that, 62% of relevant NGO members think in practice, development of cultural heritage protection should be separated from that of tourism industry. Cultural heritage protection in current development course of small cities excessively leans toward development of tourism industry and it even seems to exist for the sake of tourism growth. This is problematic.

4.2.2.3 Local Private Sector's Definition and Attitude to Cultural Heritage Protection

The data of this research suggests that 76% of the respondents from local private sector, influenced by its commercial features, think that cultural heritage in essence is a commodity, which can show its greatest value and be protected to the greatest extent only when it is circulated in the market. 'In modern economy and society, cultural heritage is a variety of commodities.

We protect cultural heritage mainly because it has huge economic value. And developing and utilizing the economic value of cultural heritage and further marketizing cultural heritage protection will be the development trends of future cities'

Studies show that 69% of the actors of local private sector believe that cultural heritage protection is a huge market and will have extremely high economic value in future urban development. To release the economic value, free cultural heritage tourism market must be established. Over a half of the actors of local private sectors think that the economic value of cultural heritage has two categories in form: one is the expenditure of tourists during sightseeing, which is direct economic value; the other is the value generated by inner culture industries such as publications on history of cultural heritage, cultural shows and cultural exhibitions as well as outer culture industries including leisure and recreation, which is indirect economic value. Developing and utilizing the economic value of cultural heritage is an economic form of market economy and modern consumption-oriented society, which ensures the sustainable development of cultural heritage. Market regulates and allocates cultural heritage resources and after investment in cultural heritage generates the best benefits, it will put the gains into cultural heritage protection. As thus, huge profits are created by using the scarcity of cultural heritage while cultural heritage is better inherited and protected.

From the research data, most players of local private sectors think that to establish effective and sustainable cultural heritage protection, the most important thing is to seize and open the market. They believe so called ethnic cultural heritage are in fact the past existence forms of dieting, costumes, art, buildings, daily supplies, languages and literature, theaters, dramas and operations. Among those forms, all so called ethnic cultural heritages have the attributes of commodities except languages and characters which have their own unique inheritance pattern. Therefore, how to organize commodity economy experts and merchants to reasonably develop, produce and operate those cultural heritages is the key to protecting and carrying forward those

cultural heritages. The logic behind this is very simple—any existences, as long as they have market potential, can be empowered with external forms to be inherited and the opportunities to evolve into new forms in the course of development.

Considering the fact that nearly all the current cultural heritage protection projects are civil projects with low marketization degree, most private sector insiders think in the long run it is very unreliable to depend on government efforts and funding to protect so called cultural heritage. That is because China's thousands of years of experience and lessons have repeatedly proven that no key cultural heritages can survive dynasty change and historic chaos. In fact, as long as you recall the damage made by that "unprecedented proletarian cultural revolution" to ancient Chinese cultural heritage, you will immediately know how fragile and unreliable it is to depend on state government to protect cultural heritage. History will exist forever because of the existence of humans, but no regimes can rule forever. So, history has suggested a truth about cultural heritage protection— the main actors of cultural heritage protection have been always folks and commodity market, absolutely rather than government authorities.

However, in the development of cultural heritage protection in small cities, the current situation is that mostly the public still rely on the government to protect cultural heritage regardless of the fact that government authorities have never been the major actors of cultural heritage protection since ancient times. 90% of the local private sector players think this is partly because some people habitual thinking developed in social and political life but mainly because they lack historical knowledge. For example, how many people have really understood and thought over "theory of destroying books"? If the public really understand the "destroying books" phenomenon once happening in all Chinese dynasties, they will stop overrating the role of government in protecting cultural relics and instead they will think highly of the role of folk culture and cultural relics market in protecting and carrying forward cultural heritage. A surveyed insider of local private sector said that at present, some

culture and cultural relics experts are shamed about discussing commodity economy. That is high-hearted pedantry of scholars, which does no good to protecting China's national cultural heritage. She gave an example to prove the great role of commodity market in cultural heritage protection. According to her, since Chinese cultural revolution was a political campaign organized by the state ruling party, its damage to China's culture and cultural relics was unprecedented in human history. But, history has also proven that many cultural relics survived that disaster thanks to the underground cultural relics markets. Just because back then those objects of feudal society still had economic exchange value—people used them for both artistic appreciation and material gains, many people treated the cultural relics as rare commodities, thus preserving lots of historic and cultural relics. If it had been not for the black market transactions of cultural relics during the cultural revolution period, the cultural revolution might have really broken off Chinese history. This shows that commodity market is the fundamental carrier for carrying forward culture and cultural relics.

Meanwhile, 86% of the actors of local private sectors believe nowadays some culture and cultural relics experts have quite pedantic mindset. They treat China's intangible cultural heritage as fixed relics such as unearthed relics and ancient buildings. For example, the unearthed relics and ancient buildings are indeed non-renewable, but other abundant intangible cultural heritages about daily life and production are not non-renewable and their existence and inheritance can be constantly upgraded through manufacturing techniques and means, with many products handmade. A dual-track method combining both machine manufacturing and manufacturing by hand can also be adopted to solve the problems facing protection of such cultural heritages.

Therefore, Local Private Sectors generally believe that the small cities of China are rich in cultural heritage, which is dynamic and ever-changing. This means a static or fixed approach should be avoided as much as possible in the protection of cultural heritage. Instead, market-based and productive protection methods including tourism development should be sought after

without altering the inherent evolution laws. Efforts should be made to build and perfect a group of high-level and large-scale heritage companies and businesses that represent the future direction of the industry. Local Private Sectors with higher education backgrounds also propose insistence on the creative industrial restructuring and upgrading of cultural heritage, which is not only reflected in the selection of related history, but also in the integrated use of the cultural heritage market, to turn it into a tangible and concrete consumer experience that aligns with the international market and visitors' needs. Through the construction of a cultural heritage industrial base, companies can also be transformed into cultural innovation enterprises with independent intellectual property rights and distinctive ethnic as well as regional characteristics. These intellectual property rights or creative patents can then be turned into securitized objects for financing purposes. With such a circular investment and financing system, it is possible to build a complete industrial chain and establish a modern industrial system.

4.2.2.4 Local Public Definition of and Attitude toward Protection of Cultural Heritage

From the perspective of the locals in small cities, cultural heritage is the various production materials and living environments used by previous generations. Such a definition, as a result of their limited education, is mostly unilateral. Their attitude toward the protection of cultural heritage is simply in full accordance with the local government's guidance. Among the 242 locals interviewed in total, only a very small proportion has a clear concept of tangible and intangible cultural heritage.

The local people generally believe that cultural heritage is a resource with public attributes, which objectively requires the government that provides public service rather than an individual or a private organization to assume the responsibility of its protection. It is a cultural undertaking that represents the

public interest, and individuals or individual organizations are not capable of such a huge social project. The prevailing practice, according to most respondents, is for the government to dominate the protection of cultural heritage.

However, due to ideological restrictions, the vast majority of ordinary people have not realized that although the protection of cultural heritage should be led by the government, this only emphasizes the state's own share of responsibility in this cause, which is a kind of government intervention and coordination of the state's cultural undertakings. The main player of cultural inheritance is every specific individual instead of the government itself. As the ultimate goal of cultural heritage protection is to carry on the fine traditional culture of the country, cultural heritage protection would lose its intended purpose if there were no public participation.

Local people typically regard protection of cultural heritage as very important, for it strengthens their sense of identity in their own regional culture and is often the basis for the development of local tourism. The tourist industry has promoted the local people's interaction with the outside world and accelerated the exchange and dissemination of culture. However, they also admit that tourism has, to a certain degree influenced the local lifestyles and ideas, including their language, costumes, diet, residence, social activity and other aspects of life as well as values and national consciousness.

Taking the language culture as an example, although the locals believe that the development of tourism driven by the protection of cultural heritage has impacted their language and culture, they have recognized at the same time the cultural value of their own language, which is increasingly becoming something similar to historical cultural relics and an emblem of the local area that distinguishes itself from other places under the influence of external forces. What's more, the same cultural heritage protection has brought many employment opportunities for the locals, which has also directly impacted their values. Investigations reveal that although the locals have ceased adopting

the traditional cultural practices in their daily lives, they do have an affirmative attitude toward them deep in their values. It has been well said that the more ethnic it is, the more international it is, and the more traditional it is, the more modern it is. Almost all the local residents fully agree with and even pride themselves on this saying as they participate in the cultural heritage protection activities and development of the tourist industry. In other words, although the locals in small cities are catching up with the general public in terms of their lifestyle which is becoming increasingly modernized, they still have confidence in their traditional culture that has almost disappeared from their real life and a strong sense of identity in their own regional culture due to the mainstream awareness, including that of government scholars who have the say, of the value of the cultural heritage in small cities.

From another point of view, the reason why they believe that the protection of cultural heritage is a national cause is that it must be led by the state in order to obtain the maximum sustainable economic benefits. More than 80% of the respondents maintain that cultural heritage is a very important tourism resource and it seems to be more and more important because of its economic potential. Some of the interviewees state that the protection of cultural heritage is inseparable from tourism. On the surface, cultural protection is given first priority, but actually tourism is still dominant because most visitors are with the simple purpose of literally setting foot on the destination. They are not able or lack the desire to appreciate the profound educational significance of the cultural heritage. Therefore, promoting "true culture" to all people is really an extremely difficult task. And the locals believe that tourists who can truly understand the culture are not necessarily the ones who spend the most. In general, the biggest spenders are always those sightseers who keep buying things. Meanwhile, maintenance of the facilities like daily checks and repairs calls for money and the related employees need feeding, for which the fund would be short without the government playing the leading role. Therefore, given the economic environment in small cities, it is not only necessary to develop cultural tourism, but also to carefully assess whether it would bring in more money and how much should be spent on

presentation before the development, and all this requires the government to take the lead.

In addition to that, the local people also generally believe that the purpose of protecting cultural heritage is to create economic income. Therefore, in their conception, cultural heritage protection and tourism are closely intertwined. As to the idea that cultural heritage can be protected and promoted without tourism, most respondents believe that it is not practical. It would be best if both protection of cultural heritage and making a profit can be achieved at the same time. In fact, the development of cultural tourism is all oriented in this direction. In a word, the vast majority of the local respondents find that money is of primary importance regardless of tourism or cultural heritage protection. Some interviewees also state that in terms of the sequence, economic growth depends on tourism. However, the initial means to promote tourism always aim to pursue the maximum economic benefits, and so are always in conflict with the true meaning of cultural heritage protection. In general, the sustainable economic development of small cities in the future is mainly based on tourism. However, in recent years it has been discovered that the tourism industry also needs to rely on one thing, which is what we now call cultural heritage.

In summary, whether it is out of regional identity or the appeal for economic benefits, the protection of cultural heritage should be a relatively high priority for the local people, but because of their mindset, namely their pursuit of economic income, the development of commercial tourism has become the main form of cultural heritage protection.

4.2.2.5 Mutual Attitudes and Influences between Different Strata and Different Groups

Generally speaking, the following four different classes and groups have different characteristics according to their own quality background: For governments of small cities, which have both the professional ability and funds to carry out cultural heritage protection, the ultimate goal of cultural heritage protection activities is to create economic benefits due to the influence of the personal qualities of the rulers. For NGOs, which also have the professional ability to do the job but are cash strapped, the ultimate goal of cultural heritage protection is more culture-oriented. For Local Private Sectors, which lack the professional ability to protect cultural heritage but have sufficient funds, their ultimate goal is also to create economic benefits. For local mass organizations, which are, given their limited level of education, overall of low quality and have neither the professional ability to provide cultural heritage protection nor any funds to invest, the ultimate purpose of cultural heritage protection is not clear.

Because of their different quality characteristics, all classes and groups have formed a unique interdependent relationship with each other. The local government and Local Private Sectors have a competitive relationship because their ultimate goal of protecting cultural heritage is the same. In this relationship, although the local government has the monopoly, there is a conflict with the central government's cultural heritage protection theory, which states that good cultural heritage protection activities should involve the whole society. Therefore, under the pressure of this guideline, the local government has to seek cooperation with local NGOs and residents. In this cooperative relationship, the local government's intentions are very clear, which are that it relies on the professional capabilities of local NGOs just to provide support for the local cultural heritage protection activities under the premise of ensuring that the ultimate goal is to create economic benefits as a way of reducing the government's management pressure in the heritage

protection sites, so that it can create greater fiscal revenue and be politically correct at the same time. For NGOs, they have a natural connection with the local people because of their unanimous life background. They desperately hope that through the support of the local people, they can have a say in terms of cultural heritage protection to realize their vision. However, in this process, due to the huge gap in professional knowledge between the two parties, local NGOs cannot effectively obtain support from the local people, such as financial backup through crowd-funding, so they can only work with the local government or the Local Private Sectors, and compromise on the ultimate purpose of heritage protection. The Local Private Sectors, which are affected by government monopolies in the use of cultural heritage, will actively seek cooperation with local NGOs and residents. Such cooperation is often led by the Local Private Sectors due to the financial insufficiency of NGOs and local people's quality constraints. More often than not, the Local Private Sectors, in the name of the local residents, would compete with the local government for the use of cultural heritage resources. The locals, however, currently can hardly play any role in cultural heritage protection activities because of their lack of qualification. Actually, they are not very interested in cultural heritage protection that cannot bring short-term economic benefits.

Therefore, although the definition of the meaning and the ultimate purpose of cultural heritage protection vary between different social strata, which also hold different attitudes due to their distinctive levels of quality, one thing is the same. All the surveyed strata and groups believe or feel obliged to agree that at this stage, the protection of cultural heritage in small cities can realize its value and bring huge economic benefits only through the form of tourism. In reverse, supporting the development of tourism is also the only way to protect cultural heritage at this stage.

4.2.3 Question 3 - Can the "triple bottom line" theory in economics serve sociology?

By comparing the literature research, it was found that, when the Triple Bottom Line theory is applied to the protection of cultural heritage, the Triple Bottom Line theory, as an economic theory, is challenged and may become a more complex issue. The Triple Bottom Line theory belongs to the scope of economics, and there may be challenges in the application of this theory in sociology.

According to this research reveal that the environmental and social standards are affecting the market in complex ways. The business circles have shown a willingness to respond to public pressure by adopting the Triple Bottom Line principle to improve the performance on non-economic issues. The Triple Bottom Line report has been institutionalized as a thinking way of sustainable development of enterprises. Cultural heritage protection holds the same opportunity to learn from this approach. Nevertheless, the application of Triple Bottom Line theory is also challenged in practice as enterprises and institutions are constantly changing and improving.

First of all, the measurement for the correlation data of Triple Bottom Line is complex. The systems that enterprises use to measure intangible assets such as loyalty or reputation may be vague, so it is a challenge to link changes in these areas with short-term corporate activities. In order to expand its metering and reporting systems, the company is constantly expanding and consistently wrestling with the same set of issues: whether a reporting process independent of its business or using external guidelines is being developed; what are the limits on how much resources to be used; and what technique or method is the best in measurement. In addition, the objectivity and reliability of the values obtained through measurement are questionable. In this case, the acquisition of data related to the Triple Bottom Line should

not only focus more on “the method of measurement”, but also discuss “the reliability of the value obtained”.

The first limitation in the related data measurement of Triple Bottom Line is social measurement. Some industries and fields are unique, and problems within a specific industry context are difficult to plan in the guidelines and be transferred into understandable environmental and social performances.

Social and environmental performances are unique and hard to be quantified for each enterprise or sector (Hubbard, 2009). The key to the application of the “Triple Bottom Line” principle lies in the two major statements of Triple Bottom Line and social benefits: Measurement Claims and Aggregation Claims (Elkington 1997). The Measurement Claims of Elkington points out that the indicators of social performance and impact can be measured in a relatively objective way. But it is difficult to evaluate a problem quantitatively. Second, quantitative and qualitative distinctions need to be made in dealing with social impacts (Norman and MacDonald 2003). More interpretivism approaches or more qualitative measures are needed when the Triple Bottom Line principle is used to measure the social influence. Although the two methods are effective, they cannot be aggregated into a single number at least in terms of the social dimension. Based on past research, the number of reports on the social aspects of corporate responsibility is significantly lower than that on environmental issues (Adams 2002: Kolk 2003). The social influence cannot always be accurately defined or quantitatively evaluated.

The second limitation in the application of the Triple Bottom Line principle is the lack of the ability to aggregate results. The necessary aggregation involves the intended objectives, the costs of achieving them and the resources needed to meet the future costs, which are difficult to quantify in data collection.

Firstly, the Triple Bottom Line does not provide a way to prioritize the requirements of different stakeholder groups. Secondly, there are no methods or formulas in the Triple Bottom Line framework that can aggregate over the Triple Bottom Line principle. There are no quantitative or qualitative summaries summarized or provided in the three parts of the Triple Bottom Line (Robins 2006). Because of the Triple Bottom Line approach, a single profit target is replaced by three different goals. These multiple goals may lead to the company pursuing multiple goals, resulting in inefficiency. For example, from a financial point of view, money can be used as a common unit to measure costs, thereby deducting costs from revenue. However, the social indicators of the Triple Bottom Line reporting system do not have such a common “unit of measurement”, which makes the principle of aggregation more difficult to implement. The social bottom line may be interpreted qualitatively, but the data calculation of this bottom line is still a mystery. Due to the lack of aggregation of data of the Triple Bottom Line, it is extremely easy to lead to confusion of measurement standards.

The third limitation in the application of the Triple Bottom Line principle is the lack of data integration. Firstly, the integration of the three dimensions of the Triple Bottom Line principle is difficult because people are trained to be experts in each of the three dimensions rather than in all of them, which makes it difficult for data sets in each region (Gibson 2006) to connect with each other. The Triple Bottom Line principle points out the significance of integration between the economic, environmental and social spheres, as it provides a better indicator of corporate influence (Downes et al. 2002). In practice, the Triple Bottom Line principle pays attention to the coexistence of the three bottom lines and does not show their interdependence. The consequences include ignoring the tendency of these factors to be interdependent and being misled into thinking that they may be conflicting rather than potentially complementary. In addition, the Triple Bottom Line principle does not necessarily address the concerns that citizens usually express. These concerns are the expected basic principles of career at the

strategic and project levels (Ho and Taylor 2007). These issues rarely involve society, economy or local culture.

There are also some problems related to data analysis in the application of the Triple Bottom Line principle, that is, authentication. One way for enterprises to solve compliance problems is to adopt a method developed from business practice. Some companies are incorporated into internationally recognized certification systems, such as the International Standardization Organization (ISO). ISO has different standards, one of which is ISO 14001:2004. This is an international standard for environmental management systems. It functions as an operating guide and does not provide reference standard for specific performance. Although this international standard has drawn global attention, it stirs a paradox. For instance, UK, US and Japanese companies have been certified with ISO 14001. But this is neither the real intention of those enterprises pursuing ISO certification nor the real intention of ISO standards and how to strictly execute those standards. If companies are responsible for the deaths of millions of people while they can also obtain international certification, the motivation behind compliance and sustainable development supported by this certification will be questioned. The Triple Bottom Line principle does not provide a systematic thinking perspective, in which case it may also be the official benchmark for many companies. As a measurement system, it is an ill-structured and ill-defined measure. This concept is rooted in political and social change. The validation of these data analyses is intended to reassure the public, especially with the growing public interest of commercial companies. They have not fulfilled their moral propositions, nor have they assumed due corporate responsibility for the environment and society.

When this theory is applied to the protection of cultural heritage, the Triple Bottom Line theory, as an economic theory, is challenged and may become a more complex issue.

Chapter 5. Discussion and Conclusion

Generally speaking, public participation in the preservation of historical and cultural heritage is not only the inevitable trend of social democratic development, but also the key to the sustained preservation and development

of historical heritage. In today's globalized world, the revitalization of a nation depends on not only economic prosperity but also the backing of unique national and regional cultures. Therefore, the preservation of historical and cultural heritage is a great cause that concerns every citizen.

After analyzing the development of civic quality and public participation in small cities, this paper finds that the restricted development of democracy due to the far-reaching influence of China's feudal historical tradition, the strong inclination towards intervention of the government resulted from the planned economy after liberation, and the imperfect structure of the legal system make it difficult for the development of public participation in heritage preservation. After the reform and opening up, historical heritage began to attract attention in the process of economic development. However, due to the complicated economic and social relations involved, how to protect the historical heritage and promote the coordinated development of social economy and culture have become the biggest concern. Based on these conflicts, public participation has been introduced into heritage preservation as a kind of government regulation and a means of protection. After studying the procedure of heritage preservation in depth, this chapter focuses on the implementation of countermeasures and the support mechanism of public participation in heritage preservation.

In terms of implementing the countermeasures, it is suggested that the existing heritage management procedures should be reformed so as to clarify the rights and responsibilities of the management departments, and at the same time to promote the development of public welfare organizations in China by learning from developed countries. In the stage of heritage selection, it is suggested to draw lessons from Japan's investigation procedure for preservation measures and encourage local residents to participate in the collection and investigation of basic data at the beginning of heritage selection. In the preparation stage of the preservation plan, the participants should be reasonably determined with increased participation of local residents. In terms of heritage preservation actions, the participation model of housing

cooperatives in the 1980s should be improved to promote further community participation.

In terms of the support mechanism, the government should first encourage public participation through preferential tax policies, financial subsidy policies and other incentive policies. Secondly, it is suggested to ensure the realization of public participation through the formulation and implementation of judicial procedures such as the mechanisms of knowledge, expression and litigation, as well as the rational use of foreign techniques regarding public participation. Finally, the government should strengthen promotional support to facilitate the smooth progress of public participation.

As the public participation in the preservation of historical and cultural heritage influenced by civic quality involves a wide range of knowledge, this paper has only discussed the related main points. As some of the data in this paper is sensitive to relevant departments, there were certain difficulties in the process of data collection. The main sources of data are the project surveys the author has participated in, records of visits to relevant units, surveys of residents in the heritage area and the information collected from relevant websites and books. Therefore, there may be some problems such as inaccurate statistics and insufficient universality in the data. However, I would like to take this as a starting point and hope to do more observation, thinking and practice in my future work and conduct more in-depth research in this field.

5.1 Theoretical contribution based on literature review

Compared with the research review, the results of the study are fully in line with the developmental line of the literature review.

In the Chapter 2. Literature Review, documenting and presenting a large number of concepts and their interrelationships are summarized as follows:

Literature Review in summary, cultural heritage encompasses tangible and intangible aspects of human civilization, and its preservation requires a comprehensive approach that considers historical, artistic, scientific, and social value. The concept of cultural heritage has expanded globally, and international conventions have broadened its definition to include various forms of heritage.

The cultural heritage protection approaches in China and Western countries differ due to historical, cultural, and philosophical factors. Western countries focus on preservation and scientific accuracy, while China emphasizes the symbolic meaning and restoration. However, China lacks a complete value system for historical and cultural heritage, and public participation is still in the early stages, facing challenges and limited effectiveness.

Political factors significantly influence cultural heritage protection in China, and the social environment, including public awareness and appreciation, also plays a crucial role. Public participation is essential for effective heritage protection and involves the active involvement of the public in decision-making processes. The development of public awareness and capacity is necessary for sustainable development and cultural heritage protection.

Foreign countries have well-established public participation in heritage protection, driven by public awareness, capacity, and the recognition of heritage value. China can learn from these experiences to enhance its own heritage protection efforts.

Overall, public participation, along with legal frameworks, public awareness, and capacity building, is crucial for effective cultural heritage protection in China.

5.1.1 Heritage protection theory

This paper focuses on the research purpose of the original design, that is, the research is to reveal the basic connotation of public participation in cultural heritage protection, to explore the internal and external influence factors of public participation in heritage protection behavior and its mechanism of action, and to participate in the heritage of Chinese public participation. The actual comparative verification of the data of the protection investigation report attempts to find a path to enhance the public participation in the protection of cultural heritage. Under the guidance of this purpose, we conducted a series of studies and reached the following conclusions:

(1) Through reading and researching the literature on public participation in cultural heritage protection, it is found that foreign research started earlier, relative research is more in-depth, and the theory is more mature; but domestic research is relatively backward in these aspects. The theory of public participation was introduced into the field of cultural heritage and accepted by many governments. In the late 1980s, scholars began to experiment with empirical research and case studies in this field. A mainstream view was based on the quantitative identification of public participation. Evaluating the extent of public participation and the means of participation can make participation more effective, including decision-making participation and process engagement models, as well as guiding public participation through organizations such as civil society such as international ngo. In the late 1990s, another speculative point of view emerged. It began to evaluate and reflect on the effect of participation. It believed that participation increased the cost but did not bring about the effect of pre-conceived. It is also believed that the government should still be the protagonist of solving the cultural heritage problem. Not the public. However, this sound is very weak. Of course, this theoretical evolution is also in line with the development of things, from the initial point of view to the empirical test, and finally to the theoretical reflection. Domestic scholars' research rarely involves the content of some empirical research and case studies such as participation process

evaluation, participation path evaluation, and participation effect evaluation. Therefore, there is almost no reflection on this aspect, but it is only in the stage of introduction and promotion. This is also in line with the historical process of China's reform and opening up. After all, China is moving towards internationalization, marketization and democratization. The call for public participation is naturally rising and in active practice, it has not yet reached the stage of reflection. This also indicates that future research directions should be further deepened in these areas.

(2) Through the study of the basic concepts and connotations of public participation in cultural heritage protection, the conceptual framework model of public participation in cultural heritage protection behavior is constructed along the line of thought analysis. It is believed that public participation and cultural heritage protection can be organically combined. The use of participatory ideas to carry out cultural heritage protection is the protection of public participatory cultural heritage, which is a content of collaborative cultural heritage management. Based on the understanding and grasp of collaborative cultural heritage management, it starts from the factors affecting behavior, including public individual characteristics, government system, public expectations and corporate heritage protection behaviors, and builds a conceptual framework model for analyzing public participation in cultural heritage protection behavior. The model shows that under the influence of individual characteristics, the public inherits the customs and habits to show the participation of cultural heritage protection. The public will form many cultural heritage expectations based on different individual characteristics under the institutional cultural heritage designed by the government. It is the expectation of these health heritage protections that leads to people's participation in the protection of cultural heritage; at the same time, the public's heritage protection behavior is also affected by and adversely affected by corporate heritage protection behavior. It is based on this concept truss to carry out research on the formation mechanism of individual public and public participation in heritage protection behavior, and become the theoretical framework for follow-up research.

(3). Through the study of the causes of the participation of public individuals in the protection of cultural heritage and its mechanism of action, it is found that cultural heritage awareness and individual social background jointly affect and act on heritage protection behavior. The premise of the analysis is to analyze the influencing factors of individual people's participation in cultural heritage protection behavior from the microscopic view of each individual who assumes the public as a narrow sense. One view is that cultural heritage awareness is an important factor affecting the behavior of heritage conservation; another view is that social context factors can affect behavior. However, neither of these views is supported by significant data in the field of empirical research. To this end, it is proposed that the interaction between cultural heritage awareness and social background has an impact on the behavior of individual heritage protection, that is, the behavior of human beings is always the same body of spiritual and material people. The individual's heritage protection behavior must not only be influenced by its cultural heritage awareness, but also rely on its social background to put consciousness into action. Of course, in this process, the social background experienced by people affects individual consciousness. And the formation of values, that is, under the dual role of "social people" and "brokers", people's cultural heritage awareness is gradually produced and improved, and together form the final cultural heritage participation behavior. The social background forms and enriches people's cultural heritage knowledge. After the individual's sensory treatment, some cultural heritage consciousness can be formed. Then, under the guidance of consciousness, based on certain material and human conditions, the externalization will be further developed. Participation behaviors include participation in cultural heritage protection, participation in voting, participation in public welfare activities, etc. At the same time, the feedback effect of information is counter-effected to the brain, and people are constantly adjusting and perfecting cultural heritage awareness in the process of participating in the protection of cultural heritage. Therefore, while the protection of heritage is influenced by the cultural heritage consciousness and

the social background, it is also countering the cultural heritage awareness of the people. The two are a complementary growth process.

(4) Through the study of the causes of social public participation in cultural heritage protection and its mechanism of action, it is believed that the interaction between the government, enterprises and the public in the social system is mutually influenced. The analysis premise is to place a single person in Throughout the social system, the public will form a participatory body of cultural heritage protection in the entire macroscopic field together with the government and enterprises.

Government heritage protection behaviors vary according to the legislative and administrative arrangements of each country, they all have responsibility for heritage protection. The “government failure” manifested in the issue of cultural heritage, in addition to the conventional interpretation of public goods issues in economics, found that another main reason for this is “local government failure”. The root cause lies in the fact that many local government interest groups seek their own The optimal solution, that is, to reduce the investment in heritage protection, can enjoy the same social and cultural heritage benefits, and the consequences are naturally difficult to achieve the optimal solution of the whole society. The central government wants to supervise and stop this negative behavior. In view of the local government's information bottleneck and power execution bottleneck, it requires high supervision costs. This is a major and very stubborn reality contradiction that exists in the protection of government heritage. The participation of enterprises in the protection of heritage refers to the specific actions taken by enterprises in the construction of cultural heritage protection and on the issue of ecological cultural heritage. They are often differentiated into different production processes. The government encourages and restricts through a series of laws, regulations and standards, and promotes the cultural heritage responsibility of the company as far as possible according to the market-oriented operation mode. It is believed that the negative behavior of enterprises is derived from the inertia of “free-riding”; the positive behavior of

enterprises is that increasing the investment in heritage protection can improve the healthy capital of employees, increase production efficiency and increase corporate profits, but this must be based on the conditions for government subsidies. What kind of participation attitude and behavior will ultimately be chosen by the enterprise is entirely determined by the institutional cultural heritage provided by the government, that is, the incentive and restraint mechanism of the government regulation and control enterprise. However, as long as the government subsidies exist, the enterprise has the tendency and motivation to choose positive behavior. .This is a dilemma and embarrassing state that exists in the protection of corporate heritage. In the social system, only the conversion of individual participation in heritage protection into group participation behavior is beneficial to the improvement of the overall cultural heritage welfare level. Individuals will form the motivation of heritage protection behavior because of the improvement of the level of cultural heritage consciousness. However, in the social system, it is more dependent on the effect of the inner body of the system to ask for the balance of interests. It is within the institutional framework of government design, relying on certain incentives and punishment conditions. The government actually aims to supervise the protection of corporate heritage by regulating the number of people actually involved and the cost of participation. If the incentive exceeds the cost of public participation, it will be easier if the punishment exceeds the income of the enterprise. Encourage the public's collective heritage protection behavior and encourage enterprises to stop pollution and adopt active heritage protection behavior.

In short, the public participation in cultural heritage protection behavior is determined by the social background and cultural heritage consciousness from the microscopic point of view; from the macro aspect, it depends more on the game of interest groups in the social system, and the behavior selection process is essentially the game equilibrium process of interest groups. .On the one hand, the government provides the system, on the other hand, it participates in the game process between the enterprise and the public, including the conflict of heritage protection behavior between the

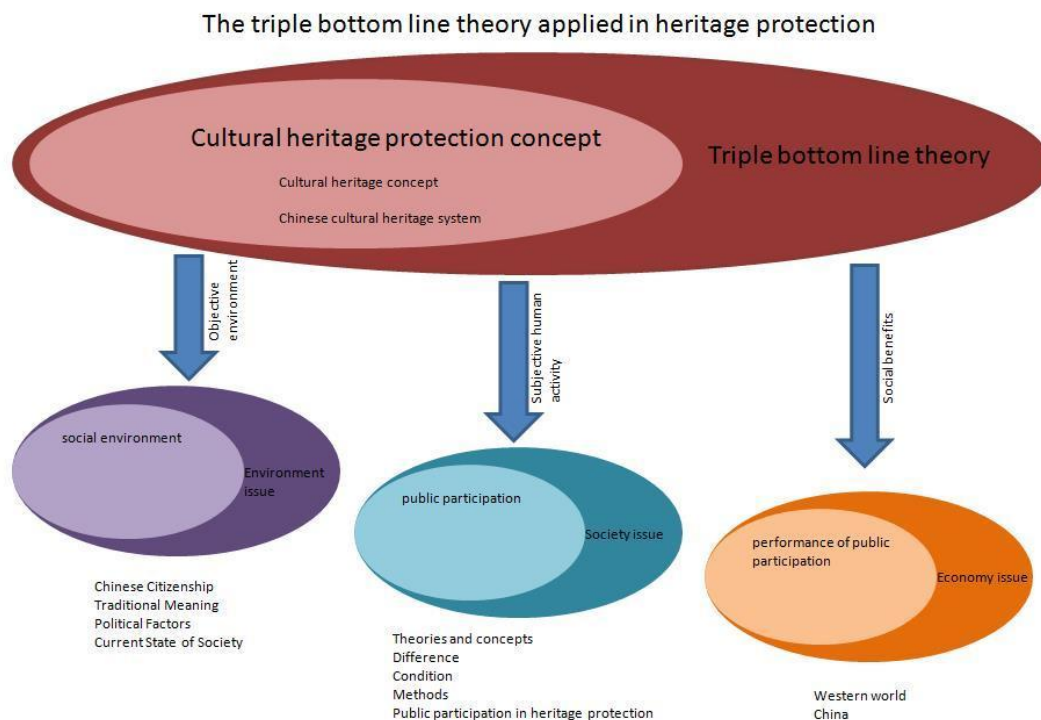
central and local governments; the conflict between the negative behavior and the positive behavior of the enterprise; the protection behavior of the citizens and the enterprise Conflicts, etc. An important factor in conflict resolution is that institutional incentives and constraints can regulate contradictions and maximize the outcome of the game towards social and cultural heritage benefits. Moreover, the interaction of these two advantages must be the decisive factor, and the consciousness and social background promote behavior; however, the power of external factors can not be ignored, and people's consciousness and behavior will make a leap under the framework of reasonable institutional design. Therefore, this has once again confirmed the hard truth of "two hands", that is, on the one hand, to improve the personal heritage protection of the public, on the one hand, to improve the construction of the heritage protection system.

(5) Through the study of the time difference and its causes of public participation in cultural heritage protection in China, it is found that the differences in cultural heritage knowledge, cultural heritage awareness and heritage protection behavior are different. The premise of comparative analysis is selected in 1998. And two national public participation in the investigation of the behavior of heritage protection in 2006 and recognized as comparable data. After comparison, it has been found that after nearly 10 years of evolution, the public cultural knowledge of the public in China has made great progress, which is closely related to the general improvement of the public's educational level. But so far people's professional cultural heritage knowledge is relatively lacking, such as cultural heritage procedures. The level of public awareness of cultural heritage has been greatly improved. The public has become more aware of the basic cognition and judgment of cultural heritage issues. The level of male cultural heritage awareness is slightly higher than that of females. The higher the level of education, the higher the level of cultural heritage awareness. The status quo of the estate is increasingly unsatisfactory. However, there is not much difference in the behavior of heritage protection. The two stages of heritage protection are basically in a simple, shallow level of daily heritage protection, and most of

them are closely related to their own interests. Otherwise, they are almost unfulfilled. As for other higher levels of heritage protection. It's even less. This shows that the public lacks the awareness and behavior of "resident citizens" who protect public heritage, and the "government-dependent" heritage protection model still exists. The comparison also found that the higher the level of education, the higher the level of heritage protection behavior. After further decomposition of the reasons, it is considered that the public cultural heritage awareness is improved but the level of heritage protection behavior has not changed because the institutional factors are not good enough to motivate the group behavior, the herd mentality makes the "participatory" management concept inherits too much time. Short, the path of participation is blocked, and so on.

So this research combs through theories concerning quality requirements and political environment of public participation, and summarizes experience and features of domestic and foreign public participation in heritage protection. Meanwhile, it deeply analyzes status quo of public participation in China. On the basis of that, this research brings forward systematical participation framework, specific participation procedures, and corresponding safeguard mechanism. This research enhance sustainable tourism development by introducing the three-bottom-line framework in cultural heritage activate and tourism. In addition, achievements of this research are able to enrich theories in this field, since there are few studies on public participation in heritage protection. On the other hand, there are some pressing problems in historical and cultural heritage protection, including guiding the public to understand heritage values, promoting right protective ideas and methods, and involving them in the entire process of heritage protection. In response to that, this research strives to get valuable theoretical achievements, with related researches, to ensure smooth implementation of the public participation in heritage protection.

5.1.2 Triple Bottom Line theory



The most important contribution is that the Triple Bottom Line theory can be fully applied to cultural heritage protection actions.

Stoddard, J. E., Pollard, C. E., & Evans, M. R. (2012) said that the Triple Bottom Line theory holds that the joint benefit of capital input shall be evaluated from three dimensions: economy, environment and society, and these three dimensions are not in an “either this or that” relationship but a “both this and that” relationship. Therefore, in order to apply the Triple Bottom Line theory in the protection activities of cultural heritage, the development level of cultural heritage protection should be evaluated not only from the perspective of traditional economic system or cultural system, but also from the environmental system and social system. By realizing the dynamic unification of the three systems it can change the behaviors of “excessive emphasis on economic development” and “anti-local culture” in the protection of cultural heritage. Thus, for achieving the development of cultural heritage protection, effective measures should be adopted in all three dimensions.

With economic development and improved quality of supply and demand subjects, the tourism industry that depends on cultural heritage witnesses its local cultural connotation further explored, generating a tourism form that highlights coordinated development of resources, environment, economy and culture. It is the responsibility of promoting sustainable economic development of small cities to thoroughly explore the rich and colorful heritage cultures, maintain the rational development of tourism resources based on cultural heritage, and protect and improve the local cultural balance of the original environment, and is also a specific application of the Triple Bottom Line theory in cultural heritage tourism.

From a multi-dimensional perspective, it is impossible for any discipline to make a thorough and perfect explanation on cultural heritage protection due to its complexity and variability. So, it calls for other disciplines to take part in the analysis. Therefore, by introducing the perspective of economics into the protection of cultural heritage and attaching importance to the interaction between the economy and social factors such as social system, social institution, social network and social capital, the research on the protection of cultural heritage has broadened its horizon and opened up a new field. As an interdisciplinary subject, it explores the mutual-embedding relationship between society and economy from the perspective of Sociology, thus obtaining a lot of valuable information, which greatly enriches our understanding in cultural heritage protection (York,2003).

The above discussion suggests a possible perspective (though it may not be the only one) for the application of TBL theory to the protection of cultural heritage—to analyze various public participation factors and social factors in tourism activities from the perspective of social action and by means of the methodological framework of Rational Choice Theory. In other words, in the protection of cultural heritage, “economic behavior based on rational choice” is still the basis of the application and research of TBL theory in tourism activities. The application of TBL theory reveals the special significance of social network factors in the strategy of cultural heritage protection—in

addition to the formal institution, this theory serves as an applicable way for actors with specific objectives. Taking social variables such as public relation into consideration in the analysis of tourism activities does not mean the abandonment of the original theory for cultural heritage protection. Instead, it merely aims to enrich the few cultural heritage protection models by connecting with TBL theory. This leads to the following corollary: In the study of tourism activities, it is possible to combine the TBL theory with the protection of cultural heritage. The application of TBL theory can play a beneficial role in revising and supplementing the protection of cultural heritage in the following two aspects: First, the application of TBL theory can deepen the understanding of various “rationality”. It can reveal that in addition to the narrow “protective rationality”, there are many other kinds of “economic rationality”. Moreover, the application and research of TBL theory can even reveal the social origins of rationality. In fact, in addition to economic interest, other “valuable” things, such as power and prestige, can also be the goals and starting points of cultural protection action (Zimmerman, 1994).

Wu, K. J., Zhu, Y., Chen, Q., & Tseng, M. L. (2019) also said that the public has put the economic growth on the first priority in the current social development. This bias has caused the problem that the cultural heritage protection strategies are profit-oriented. People concerned may also consider that other protective motives are produced in irrational cases separated with the profit-oriented target. Perhaps the greatest contribution of the application research of TBL theory in cultural protection lies in proving the fact that analyses with rational concepts in a narrow perspective will hinder the correct understanding of tourism activities to a great extent. In the application of the TBL theory, the actors are still the subjects based on rational choices. However, when making choices, they also take other social factors into rational consideration in addition to economic factors. Rational choice is based on the concrete circumstances, not those simplified ones in any abstract cultural heritage protection model. In a broad perspective, rational choice is not in contradiction with the TBL theory. This is because the former is a scientific and effective analytical approach, which is applicable to all

human-being-related sciences. Therefore, in case that the constraints of the circumstances and the rational reaction of actors to the current circumstances are fully considered, most of the actions can be explained by rational choice.

Based on the aforementioned, it is necessary to clearly understand and apply the approach of social networks and public participation in the research on the protection and problems of Chinese cultural heritage. For one thing, the basis for the application of social networks and public participation should be clearly defined. Because social networks and public participation are closely interrelated with social structures and historical and cultural traditions in different countries and regions, special attention should be paid to the cultural particularities and regional characteristics when we use them as a basic concept of analysis. Otherwise, it will be difficult to accurately understand the composition and operation modes of social networks and public participation in different individuals, groups and social groups under different social structures. The social relation in the network is always the factor that shall be considered in mass society. Even in the Western countries with high rationalized tourism activities, the social relation also plays a certain role in the mass activities. However, Western countries consider social networks in a higher level of rationalization. That is to say, they will review the non-institutional factors, after the institutionalization of tourism activities reaches a higher level. Therefore, the role of social network in China is different from that in Western countries due to the different degrees of rationalization. For Western countries, their academic research object is the tourism activity with higher degree of rationalization and universal trust foundation. This kind of tourism activity is characterized by a relatively-advanced market system (featuring relatively clear property rights system, perfect mass organizations and mass facilities, etc.). The official institutions of public participation are basically no longer an issue deserving discussing.

From the perspective of social operation analysis, social network and public participation are the intermediate between individuals and systems. The possibility of realizing the harmony between individual rationalization and

social rationalization through individual behaviors and that of institutional solutions for dilemmas of collective behavior depends on not only individuals and the institutions, but also the public participation. This is because individuals not only have the motivation to pursue the maximization of profits, but also have the need to seek for community life and be recognized. The two needs are also known as the rationalization with the greatest benefit and the reasons of logical actions. They are also always in a repetitive back-and-forth motion, so the design of institutions should base on it. However, rigid and lagging institutions often make it impossible for individuals to get immediate satisfaction from them. In this gap, the intermediate can serve as a buffer between individuals and institutions, as well as a booster in institutional reform. At the same time, the particularity of Chinese society determines the caution in social network, public participation and approach application. In the application of social network and public participation, two premises should be considered. The one is the particularity of Chinese social and cultural traditions. Due to the emphasis on the family tie and kinship, family becomes the core of social networks in China. Therefore, most of the social networks are essentially extend in the kinship with a lower degree of rationalization, and the public participation is inheritable to a large extent. The main carriers of public participation are family, work organization, school, hometown, etc. Among them, the kinship and geographical relationship behind the family tie and hometown-fellow relation are the most important public participation of Chinese people as individuals. Although this kind of participation reflects the close social networks, it is relatively closed, with a small scale of extension and mostly vertical. This kind of social networks makes it difficult to form the maximum recognition and acceptance of universal trust and integrate into the overall public participation. At the same time, the overemphasis on the social network and the extensive involvement of personal power in building the capitalized social network have made China's social and political life devoid of the spirit of the rule of law. The proliferation of the rule of man not only softens the institution, but also provides opportunities for the all-round expansion and penetration of political power, hinders the development of society, and makes

political power and social network (to a large extent, the cloak of abuse of political power) the main forces in the allocation of resources.

The other is the particularity of China's social transformation. In the process of transformation, we should advocate universal public participation in the modern sense, instead of special one based on kinship. There is no doubt that traditional public participation plays a huge role in promoting capital accumulation and social mobility in the early stage of China's social transformation. However, due to its partial over-concentration and excessive association with political power, many problems have also arisen.

All in all, due to the lack of institutional resources, the social network factors have replaced the institutional factors to some extent and played an extensive role. It is also noticeable that in China's society with lower degree of rationalization, the social network factors have more significant effects. In this respect, Chinese people value the social network than a lot, which will help somebody to acquire scarce resources. In a society with imperfect legal system, traditional culture plays a very important role in regulating people's behaviors. However, when official institutions can offer an effective way to access resources, people may become less attached to social networks. Namely, the social network and public participation based on special trust are in inverse proportion to the official institutions, but they cannot be replaced. Hence, on the one hand, it is necessary to reform the existing stock of public participation and explore the positive effects of traditional public participation; On the other hand, it is required to increase the scale of public participation with universal trust in modern sense by using institutional innovation, which is more important and more difficult. It is a must to reconstruct China's public participation on the basis of a more rational legal system.

5.2 Practical contribution based on Research Finding and Analysis

According to research finding and analysis the research questions are answered as below:

Currently, China's historical and cultural heritage protection is based on the national protection system, and promoted by governmental officials, experts and a few of "elites," resulting in a "top-down" protective method and the lack of extensive social foundation. Experts and professionals are fighting for heritage protection, while the general public, especially the ones living in old districts, do not understand and recognize it for the poor living environment. Besides, China has been regarding ancient (groups of) buildings as symbols of past times, and holding the point that "discarding the old ways of life for the new" meets development requirements of the new era. Thus, the top-down protective methods cannot comprehensively and effectively protect these historical and cultural heritages. In conclusion, real heritage protection must be carried out by all of the people, combining top-down and bottom-up methods. And exercise of heritage protection requires attention and investment of owners, users, the masses and the entire society. Public participation in historical and cultural heritage protection involves preparation and implementation of administration system, supervision system, and protective planning. By the practical application of Triple Bottom Line theory in the cultural heritage protection, this research also tries to put forward applicable measures that can be used to guide practices, by studying public awareness and capacity and political environment in above-mentioned fields, in order to provide effective ways and methods for public participation in heritage protection.

The practical application of Triple Bottom Line theory in the cultural heritage protection. The Triple Bottom Line theory focuses on the balance of society,

economy and environment. Therefore, according to the structure of the Triple Bottom Line theory, the social factors affecting the protection of cultural heritage will be discussed below.

For a long time, the tourism industry relying on cultural heritage has been labeled as “emerging industry” and “cultural industry”. It is easy to ignore the environmental pollution and resource destruction caused by the development of tourism relying on cultural heritage, such as water pollution, air pollution and noise pollution, which has seriously damaged the originality of tourism resources relying on cultural heritage. At the same time, there are some blindness and disorder in the development of tourism based on cultural heritage in many areas, which has changed the living environment of local residents, caused a village pattern of “self-built destruction”, and reduced the development value of tourism resources relying on cultural heritage and the value of local culture, intensifying the contradiction between man and nature. The virtuous relationship between man and society is the driving force of promoting the development of cultural heritage tourism, and also the fundamental requirement that changes the development mode of tourist economy. The Triple Bottom Line theory, based on the sustainable development of mankind, is conducive to solving the “anti-local culture” problem in the tourism relying on cultural heritage.

In terms of economy, economic benefit is a reasonable return on the early investment of operators in tourism relying on cultural heritage, but in order to maintain the native cultural characteristics of cultural heritage tourism, it is necessary to adjust the traditional extensive and predatory short-sighted behaviors and avoid excessive exploitation of cultural heritage tourism resources. At the environmental level, the current tourism industry relying on cultural heritage universally see such problems as severe solid waste pollution and damaged original ecological culture that affect the integrity of local cultural system. The cultural heritage tourism is a tourism development mode with strong local consciousness, so the level of tourism development should be improved from the perspective of cultural diversity protection and

local cultural resources maintenance. On a societal level, cultural heritage tourism should achieve coordinated development with the social values of community residents, cultivate the local cultural awareness of tourism stakeholders, promote the solution of urban economic development problems through the strong correlation of tourism, and facilitate the harmonious development of the society, so as to form a mode of harmonious development between man and society based on sustainable utilization of resources and environment.

The Key to the Coordinated Development of Heritage Protection and Economic Construction

There are many interest groups involved in heritage protection. In order to promote the economic construction of the whole city in an orderly manner, it is necessary to coordinate the relationship among the parties. Public participation in heritage protection is based on this consideration. The most important task of public participation is to enable all stakeholders in society to find their own accurate position in heritage protection and economic construction, and reduce unnecessary cost investment. While improving the efficiency of heritage protection, we will promote the development of urban economy and achieve a harmonious and win-win society.

① Public participation is an important means for government departments to coordinate the interests of all members of society. The government should fully consider the interests of the social vulnerable groups: whether resettlement after demolition is beneficial to the employment of the residents, whether monetary compensation can provide sufficient income for residents, etc. Only when the basic living of the residents is guaranteed, will they give the greatest support to the government's regulation behavior, and actively dedicate in the heritage protection activities in the area to provide suggestions for regional renewal and reformation. Otherwise, if the basic rights and interests of the residents are infringed, they will certainly protect their rights through some legal channels, including seeking the help of the news media,

the judiciary authorities, and holding a demonstration, etc. No matter which way the residents take, it will bring negative effects to the local renovation, and will even arouse more social conflicts, thus hindering the development and protection of the heritage areas. The government must adhere to its own principles to attract enterprises (developers). A good city appearance and a healthy investment environment can truly attract powerful and insightful investors. Giving up the long-term development opportunities of the city for the short-term economic benefits is short-sighted.

However, now, the central government devolves authority on the regions and the local governments have taken on more and more responsibilities, including the management of public utilities and the operation of profit-making activities. Since development is simply understood as a simple economic development regardless of environmental factors, overdevelopment often occurs (Especially in the case of Lijiang) and government and public ideas often run counter to each other. In this case, public participation in heritage protection is particularly important. Only through a policy process of public participation, the needs of the various members of the community can be guaranteed. The government should coordinate the interests of all parties to ensure the healthy and reasonable development of the whole city economy.

Housing cooperative renovation model implemented in Shaoxing in the 1980s and the large-scale “renovation of dilapidated houses” mainly based on real estate developers, have formed a striking contrast in terms of public participation. The final result also proves that only the public participation can protect these traditional blocks and historical buildings, and achieve coordinated development of social and economic benefits.

② Public participation is an effective measure to reduce social cost investment and decision-making mistakes

China’s current social interest pattern has been transformed from a previous overall, single interest structure to a diversified interest structure. The

resulting public interest differentiation has made it impossible for anyone, including the government, to completely replace social groups and the public. Second, compared with direct participants in urban life, governments and managers know little about the resources and environmental conditions of the city, let alone the cost of resources and the environment that economic development can withstand. This phenomenon is called by economists as incomplete information and asymmetric information, which will cause “government failure”. Public participation in heritage protection as a working procedure in urban management can reduce the cost of information investigation in management, avoid decision errors and information distortion, and increase the psychological acceptance cost of public protection of heritage.

In the early stage of preparing protection plan of historic urban areas in Yangzhou, the government conducted in-depth communication with more than 100 households in the area on issues such as whether the residents support demolition, and what kind of demolition compensation is expected. 90% of the residents reluctant to move out of the area, 50% of the residents were willing to demolition, and 50% of the residents were reluctant to demolition due to low income, good housing conditions, or good education condition for their children; But most of the residents who do not want to be demolished said that if the government gives better compensation, they can accept the demolition arrangement. In the process of preparing the plan, the project team members fully considered the actual needs of these residents. Thus, once the plan is approved, the government will protect the area according to the plan. Thanks to the in-depth investigation in the early stage, it will inevitably receive strong support from the residents in the subsequent implementation process. Therefore, public participation in advance can effectively reduce the input costs in the implementation of heritage protection; avoid government lobbying and many other matters. It also avoids decision-making mistakes caused by not understanding the wills of the residents, and increases the public's acceptance of heritage protection.

The above is the economic significance of public participation in heritage protection. According to the current situation of China, the government must introduce public participation system according to the practical application of the Triple Bottom Line theory in order to promote the healthy development of the economy and guide the city to move toward a virtuous circle.

5.4 The value and future of research

5.4.1 The Participation of Individuals

In the process of cultural heritage protection planning and development, individuals' full participation is a concrete plan that reflects their wishes, implements their interests and can be realized. On the one hand, it not only reflects the democratic will for cultural heritage protection and development, but also enables the cultural heritage protection and development to fully reflect the will of the individuals in the community. It is conducive to cultivating their awareness as the host and makes them more actively involved in the development and protection of cultural heritage: On the other hand, cultural heritage protection planning and community elements can be more closely integrated, and the goal for cultural heritage protection and development and that for community development can be organically integrated. The implementation of the cultural heritage protection planning does no longer just benefit a certain industry, but has become the common responsibility of the whole society.

The participation of individuals in the community in the planning for and development and protection of local cultural heritage will help the individuals in the community to fully understand the current situation of planning for and development of local cultural heritage protection, and to maximize the prediction of the future of local development. In this way, individuals in the local community will have a clear understanding of how to participate in the

development and protection of cultural heritage, which will help the individuals in the community to make full preparations psychologically and physically (and may even encourage residents to learn and participate in knowledge and skills spontaneously) and participate in the protection and development of local cultural heritage. First, if the local scenic areas in the old districts in small cities are included in the cultural heritage protection planning and development, representatives of the public opinions should participate in. Representatives of the public opinions in the community cannot be randomly selected or assigned by the government. They must be elected through the democratic recommendation by all communities. Of course, the recommended representatives must also have certain cultural qualities and relevant knowledge so that they can truly participate in the local cultural heritage protection planning and development. Second, the local cultural heritage protection planning and development should be subject to the supervision and recognition by the majority of community members. At each stage of the planning and development and protection of cultural heritage, the results of the stage should be announced, so that every stage can be widely recognized by the individuals in the community. If there are aspects that the individuals in the community do not understand or disagree with, the government and cultural heritage related management departments should patiently coordinate and explain, so that individuals in the community can fully understand and support the plans and prospects of cultural heritage protection planning and development, thus laying a solid foundation for the success of cultural heritage protection and development and the active participation of individuals in the community in the protection and development of cultural heritage.

Individuals in the community participate extensively in cultural heritage tourism operation and management to achieve the direct economic benefits

In the process of participating in the development of cultural heritage tourism, individuals in the local community are the fundamentals to realize the direct economic interests through operation, management and service in cultural heritage tourism, and also the physical basis for realizing the survival and development of individuals in the community. Therefore, in the actual process of local cultural heritage protection and development, it is necessary to improve the participation rate of individuals in the community through various means and approaches, and maximize the benefits of individuals in the community from the operation, management and service of cultural heritage tourism.

First, under the leadership of the government, we should enhance the level of development and protection of local cultural heritage in scenic areas as much as possible. The higher the level of development and protection of scenic areas is, the higher the popularity is and the stronger the attractiveness of cultural heritage protection is. Also, the number of tourists will greatly increase, and the individual participation in the operation, management and service for cultural heritage protection will inevitably rise. According to the investigation of the local community's individual participation in the protection and development of cultural heritage, we also learned that after the redevelopment and protection of local cultural heritage, the scenic areas have been rated as the national-level, the popularity of the old districts in small cities increased, the number of tourists for the protection of cultural heritage tremendously risen, the number of community members involved in the protection, management, service of cultural heritage also increased significantly compared with the past, and community members' awareness and satisfaction of protection of local cultural heritage also increased. Therefore, in order to allow more individuals in the community to participate in the protection and management of cultural heritage, it is necessary to re-develop

the local cultural heritage protection and add competitiveness to the brand of local cultural heritage protection.

Second, local cultural heritage tourism should be currently refined to promote the further improvement of the cultural heritage tourism market. About the cultural heritage protection and development in the local scenic areas in the old districts in small cities, we must properly handle the six elements for cultural heritage protection, including eating, living, traveling, traffic, purchasing and entertainment, so that every element of cultural heritage tourism will be fully developed and tourists from other places are “willing to come” and “stay”. In fact, the industrial chain has been strengthened, more community members have been able to participate in cultural heritage protection related operation, and the scope of participation will be definitely expanded.

Third, local cultural heritage protection management departments and enterprises should give priority to the work to arrange individuals in the local community for participating in operation, management and service. The community environment is the physical basis for the local residents to survive and develop. Compared with the people who come here to protect and manage the cultural heritage, the community individuals can better handle various affairs related to the operation and management of cultural heritage protection and development from all directions including economic benefits, which will be more conducive to the comprehensive development of the community for protection of cultural heritage. Local cultural heritage protection management departments and enterprises should proceed from the basic factors of the community, such as the economic status, knowledge level, cultural ethics, and labor skills of residents, arrange employment for individuals in the local community in a wide-ranging and multi-level manner, sufficiently plan and implement cultural heritage protection projects and jobs suitable for residents, so that individuals in the community at all levels can directly participate in all aspects of cultural heritage protection and

development, individuals in the company can better participate in cultural heritage protection and development in both quality and quantity, and the sustainability of the individuals' participation in the protection and development of cultural heritage can be realized.

Individuals in the community participate in ecological environment protection and pass down the traditional culture, so as to maintain the originality

Individuals in the community extensively participate in ecological environment protection and pass down the traditional culture to reflect their status of masters, maintain the originality of the cultural heritage protection environment and national culture, and realize the sustainable development and protection of cultural heritage.

First, we should strengthen the education for community members' awareness of cultural heritage protection and raise their awareness of the protection of the environment and traditional culture. In practice, the cultural heritage protection management department and the community cultural heritage protection association should conduct extensive educational activities for individuals in the community to protect the environment and traditional culture. For example, lectures on raising the residents' awareness of cultural heritage protection should be often held in the residential community. The publicity about the protection of the environment and traditional culture should be extensively carried out through the media in the community such as TV, broadcasting, and bulletin board, so as to raise residents' awareness of environmental and traditional culture protection.

Second, in the process of realizing the personal interests in the community, individuals in the community should actively participate in the protection of the environment and traditional culture. In the development and protection of cultural heritage, the local scenic areas in the old districts in small cities

should provide individuals in the local community with the opportunity to participate as much as possible, so that they can benefit from the actual development and protection of cultural heritage. Only by that can they truly feel the the benefits from the local cultural heritage protection and know that the beautiful natural environment and the rich cultural environment on which the cultural heritage protection resources in local scenic areas depend are the major elements to attract tourists. They will also find out that their economic income from the cultural heritage protection is closely related, and to protect the environment and traditional culture is to protect their interests. As a result, the local scenic areas will see a more beautiful environment and a thicker local traditional cultural atmosphere, and the community will develop more harmoniously.

Individuals in the community are widely involved in relevant training and education to improve their actual participation ability

The wide participation of individuals in the community in relevant training and education is an important way to improve the actual participation ability of individuals in the community and realize the protection of interests. The extent of individual training and education in the local community also determines that to which individuals in the community will participate in the development and protection of cultural heritage in the future.

First, we should establish training and educational institutions. When establishing training and educational institutions for individuals in the community, we must first straighten out the relationship and cannot rely solely on the government to take the lead. The government mainly establishes a training and education platform that can be stable for a long time. The specific training should be organized and implemented by the individual members of the community, such as the establishment of the village cultural heritage

protection association -- "the government sets up the platform, the association performs and the people benefit," so as to ultimately achieve a win-win result.

Second, in the specific training and education process, individuals in the local community should learn the knowledge of cultural heritage protection, including culture, history, services, transportation, and market development. Every resident in the community who has the ability to work can master a professional technology and fully reflect his or her own value in the process of cultural heritage protection and development.

Third, the municipal government or the cultural heritage protection industry association in the old districts in small towns should take the lead, the cultural heritage protection enterprises, educational institutions and other specific organizations should integrate the concept of cultural heritage protection into basic education and vocational education, and teenagers' awareness of cultural heritage protection should be raised. It actually indicates the wide application of the principle of "adapting to local conditions", and will play a huge role in education in the new stage of historical development.

Individuals in the community are widely involved in the distribution of benefits, reflecting the fairness in cultural heritage protection.

The wide participation of individuals in the community in the distribution of benefits is the basic manifestation of the fairness in cultural heritage protection. In the process of protection and development of local cultural heritage, we should find ways to solve the problem in the following aspects to achieve the wide participation of individuals in the community in the benefit distribution in cultural heritage protection:

First, we should formulate management measures to enable individuals in the local community to become the main body of operation and management for

cultural heritage protection, fully participate in the whole process of cultural heritage protection and development and benefit from it. To this end, individuals in the community can share the benefits of cultural heritage tourism development by being involved in accommodation, catering, reception, tour guides, security, sanitation, and crafts.

Second, in the development and protection of local cultural heritage, to provide financing for individuals in the community can be considered to develop cultural heritage protection projects. It will also increase the level of individual participation, and their participation in the distribution of cultural heritage protection benefits be fully expanded.

Third, we should strengthen the macro-allocation of benefits from local cultural heritage protection, to fully reflect the superiority and fairness of state-run cultural heritage protection. The municipal government and cultural heritage protection departments in old districts in small cities should allocate some cultural heritage protection income or establish public welfare funds to improve the software and hardware for the environment, help individuals in the community with low production and living levels survive and develop abilities, improve the happiness index of people in the communities surrounding the local scenic area, and make the communities around the local scenic area more harmonious and promising.

5.4.2 Deep participation

The sustainable development and protection of cultural heritage is inseparable from the participation of the community. It is undoubted that the higher level of individual participation in the community is more conducive to the sustainable development and protection of cultural heritage. In particular, the individuals with mature level of participation can make more contributions to the cultural heritage protection. Therefore, it is necessary and inevitable to promote the participation of individuals in the community in the development and protection of cultural heritage. How to convert the individual with low

participation into that with high participation into the protection of cultural heritage is to be found out. Except for improving the cultural heritage protection level in local scenic areas as soon as possible in order to improve the level of community participation, the author believes that it should also be considered from the following aspects:

Strengthen information communication and promote the individuals' participation in the community

Individuals in the community who participate in the development of cultural heritage at a low-level lack sufficient understanding of the development and protection of cultural heritage, which, to a large extent, is caused by poor communication of information. Cultural heritage protection is a special industry involving many industries. Due to its special relevance, the information asymmetry in the development and protection of cultural heritage is particularly significant. If the individual in the community lacks sufficient understanding of the macro-decision of the cultural heritage protection and development in the community, and the cultural heritage protection management departments, investors and decision-making personnel also lack sufficient information about the development of the micro-cultural heritage protection within the community, there will be wrong information communication between the upper and lower layers, resulting in information asymmetry and making it difficult for individuals in the community to deeply participate in the development and protection of cultural heritage. In order to enable individuals in the community to participate in the development and protection of cultural heritage in a timely and in-depth manner, it is necessary to strengthen the mutual communication of information so that individual members of the community can understand the importance of participation. According to the investigation of the participation of individuals in the community in cultural heritage protection and development, we found that there is a big problem in the communication of information between the cultural heritage protection management department of the government and

the community individuals. There is no effective way to communicate information, so as to solve the problem. The local scenic area should be led by the government, and regular symposiums should be held to strengthen the information communication between the cultural heritage protection management personnel and the individual members of the community. It is also necessary to promote the new trends of cultural heritage protection and development and timely collect feedback from the community on the protection and development of cultural heritage, so as to involve more individuals in the local community.

Improve the overall quality of local cultural heritage protection management personnel and community members

People's ideas and knowledge determine their guidelines and means. Only by improving the overall quality of community members and management staff can the scientific community involvement be guaranteed. Otherwise, even if the individuals in the community have the desire to participate, they will not know how to operate in practice. At the same time, due to the restriction of their cultural level, their participation is not scientific, let alone the increase in the participation level. Local scenic area can help improve the overall quality of cultural heritage protection management personnel by means of full-time study, job training, conferences and other exchanges, to improve their concept of democracy and knowledge level about management and protection of cultural heritage. Individuals in the community can conduct free seminars, study tours, TV teaching and regular publicity and education to improve their overall quality.

Establish a sense of democratic participation and implement effective ways for deep participation of community members

The participation of the community in the protection and development of cultural heritage is the embodiment of democratic thought and democratic consciousness in the development and protection of cultural heritage. Individuals in the community can achieve effective transformation of the level of individual participation in the community only by fully and reasonably participating in the protection and development of cultural heritage. To establish cultural heritage protection direction, planning and other consulting and voting activities at the beginning of the local cultural heritage protection planning not only embodies the democratic development of the protection of cultural heritage but also enables the cultural heritage protection and development to fully reflect the wishes of the individuals in the community. In the stage of production and sales of cultural heritage protection products, the municipal government of old districts in small cities should encourage individuals in the local community to participate in the development and production of cultural heritage protection products, promote the development and sales of cultural heritage protection products with regional characteristics, and give priority to the individuals in the community for participation. In the stage of benefit distribution, some employment opportunities and business opportunities should be reserved for most of the local residents, and some taxes reduced for the individuals in the community, which can help achieve the fairness of benefit distributing.

5.4.3 Good Mechanism

Whether or not there is a sound participation mechanism is an important factor affecting the individuals' participation in the protection and development of cultural heritage. The lack of participation mechanisms and the inability to engage in cultural heritage protection decision-making processes make it

difficult for community members to benefit from cultural heritage protection. During the cultural heritage protection and development, only a sound participation mechanism can increase the participation of individuals in the community from low to high levels in order to guarantee the continuation of such participation. Based on the actual situation of the local scenic area, the author mainly discusses the four aspects of the community members' participation in the cultural heritage protection and development including the guiding and incentive mechanism, consulting and decision-making mechanism, interest guarantee mechanism and monitoring mechanism:

Establishing the guidance and incentive mechanism for the individuals in the community to participate in the protection and development of cultural heritage.

Residents as the main body in the community for the cultural heritage protection are passive due to their own limitations at the low level of the development and protection of cultural heritage. Therefore, a sound guiding and incentive mechanism is an important prerequisite for individuals in the community to participate in the protection and development of local cultural heritage.

First, we should form a long-term system under the leadership of the government or cultural heritage protection industry associations. With the promotion of local scenic areas through various media in and out of the province, we must strengthen the guidance for community members to participate in cultural heritage protection, and create a good atmosphere in terms of public opinion for individuals in the community to actively participate in cultural heritage protection and development. The local scenic areas in the old districts in small cities can widely publicize the benefits brought by the development and protection of cultural heritage to the development of the community through the media, as well as the advantages in cultural heritage

protection resources, long-term development, etc. of the scenic area. The leaders and employees of the Administration and the scenic area operators should be educated to be aware of the cultural heritage protection and management, in order to stimulate individuals' longing for cultural heritage protection and actively participating in the specific work of local scenic area development.

Second, we should establish long-term education and training mechanisms for individuals in the community. First of all, education and training should be used to raise decision-makers' awareness of cultural heritage protection so that they will respect the individual's democratic rights. Second, the management of the cultural heritage protection grassroots in local scenic areas, including local administration personnel, the personnel of local cultural heritage protection operating company, etc., are directly in contact with and manage the individuals in the community, and are key to promoting community participation in the work. Finally, individuals in the community are generally at a low cultural level currently. A considerable number of the villagers lack proper understanding of cultural heritage protection and participation, and thus need systematic training and guidance. The education and training of residents includes two aspects: the concept of cultural heritage protection and practical skills.

Third, we should establish a comprehensive incentive mechanism. Community's participation in the development and protection of cultural heritage usually depends on the active initiative of the individuals in the community and the degree of support and encouragement by the project planners and government administrators to people in the community who are willing to participate. If people find that participation in the development and protection of cultural heritage has no substantial impact on them, they will not actively participate in the planned activities for the project. The local scenic area management department can formulate some measures, such as financial support, tax reduction, and awarding, to encourage individuals in the community to actively participate in the protection and development of local cultural heritage.

Establish a decision-making and consultation mechanism for individuals in the community to participate in the protection and development of cultural heritage

Establishing a decision-making and consultation mechanism for cultural heritage protection and development is an important way to achieve community members' participation in cultural heritage protection, including strategic issues such as the guiding ideology, goals and approaches of cultural heritage protection and development. Although residents are limited by their own economic and cultural levels and have limited ability to participate in decision-making, their opinions and views on the macro concept should be heard in order to obtain their support. There are also consultations about community impact arising from the development and protection of cultural heritage, including environmental, economic, social and cultural issues, and the issues of concern to residents are reflected in the process of cultural heritage protection planning. The cultural heritage protection plan that reflects the will of individuals in the community is easier to be promoted in the implementation process, and will enable residents to participate more effectively in the sustainable development and protection of cultural heritage.

The local scenic area shall establish a joint meeting for relevant departments on the protection of cultural heritage by individuals in the community (competent administrations and specific enterprises), and meet regularly to discuss issues related to the protection and development of cultural heritage. At the same time, it is also necessary to develop community cultural heritage protection industry organizations to carry out communication and coordination of cultural heritage protection in the community. First, decision-making consultation for the development and protection of local cultural heritage. It includes strategic issues such as guidelines, goals and approaches for the protection and development of local cultural heritage. Although individuals in the community are limited by their own quality and have limited ability to

participate, their opinions and views should be heard in terms of the macroscopic concept, so that they will feel respected and the status of the master in order to provide their support. Second, consultation for the specific ideas for the development and protection of local cultural heritage. The arrangements for the various elements of cultural heritage tourism (food, housing, travel, tourism, purchase, entertainment) include the ratio between the various elements and the internal coordination and cooperation. Individuals in the community, especially the front-line receptionists, have long been in contact with cultural heritage protectors. They have a better understanding of what cultural heritage protectors need, and thus can provide suggestions on the topic and facilities for cultural heritage protection projects for the protection and development of cultural heritage. Third, consultation for the impact of local cultural heritage protection and development. The environmental, economic, social and cultural issues to which the community members attach importance are reflected in the process of cultural heritage protection planning. Western developed countries in cultural heritage protection have regarded the attitude of residents toward the problems caused by the protection of cultural heritage as an important part of cultural heritage protection planning. The cultural heritage protection planning that reflects the will of individuals in the community is easier to be implemented and will enable residents to participate more effectively in the sustainable development and protection of cultural heritage.

Improve the interest guarantee mechanism for the participation of individuals in the community in cultural heritage protection and development

The fundamental purpose of community members' participation in the development and protection of cultural heritage is to make profits, including recent interests and long-term interests, but as some cultural heritage protection investors and operators pursue the cycle of return on investment

and maximum profits, individuals in the community, limited by knowledge and cultural conditions, can only be focused on the immediate interests and are forced to ignore the long-term interests. It actually undermines the sustainability of community members' participation in the development and protection of cultural heritage. Therefore, it is necessary to establish a more comprehensive interest guarantee mechanism for individuals' participation, and actually promote the participation of individuals in the community in the protection and development of local cultural heritage.

First, we should strengthen the policies and regulations for local community members to participate in the protection and development of cultural heritage. Lack of legal norms, the community tends to face the competition between various departments when participating in the process of cultural heritage protection and development, which makes it difficult for community management departments to manage and coordinate. Without a corresponding legal system or regulations on the community work and function, a large number of work that should be done by the government is imposed on individuals in the community, which will create a strong aversion in them. The local scenic area can make full use of the legislative advantages of the Liangshan Yi Autonomous Prefecture, and within the scope permitted by law, formulate laws and regulations concerning the participation of individuals in the local community in the protection and development of cultural heritage, so as to explore a new path for local scenic areas to formulate laws and regulations on the participation of individuals in the community in cultural heritage protection. The cultural heritage protection administrations or legislative bodies can develop other relevant regulations in the bidding methods and implementing rules, so as to ensure that there are laws and regulations to follow when individuals participate in cultural heritage protection and development. A complaint mechanism for individuals in the local community should be set up, to accept petitions and complaints from individual members of the community, and impose penalties on those departments or individuals who violate laws and regulations. The administrative department of cultural heritage protection shall also provide

project related support for local residents in terms of policy and finance, including the formulation of laws and regulations to protect local community members engaged in cultural heritage protection and management activities. It will also help regulate the quality of business and services, which is beneficial to the sound development and will increase the government's tax revenue. We should also help local communities to raise funds for conducting business, coordinate financial institutions in providing low-interest loans, and encourage commercial banks in the prefecture to provide low-interest loans (or subsidy from the government of old districts in small cities) in order to support individuals in the local community in participating in the protection and development of cultural heritage.

Second, we should improve the distribution of benefits for individuals in the local community to participate in the protection and development of cultural heritage. The distribution of benefits for individuals' participation in the protection and development of cultural heritage, especially the distribution of economic benefits, is the basis for its survival and development. The municipal government of old districts in small cities and the relevant cultural heritage protection management department shall clarify the rights of the private property such as the houses of the residents in the local scenic area, to help them fully understand the government's cultural heritage protection and development and the love and care for people. For the land to be requisitioned due to the development of the scenic area, a reasonable and flexible compensation system should be established, the landless peasants trained for re-employment, and further support provided after they start to develop based on the market law and the "people first" guidelines. A certain proportion of the income from the cultural heritage protection in the scenic area, such as house auction or rental, aquatic product income, and scenic area charges shall be given to the individuals in the community as appropriate economic compensation.

Third, we should explore the way to protect and develop cultural heritage with the participation individuals in the community with joint-stock management taking the dominance. The realization of the benefits from individuals'

participation in the protection and development of cultural heritage is mainly achieved through specific business projects. However, due to the poor operating ability and few experience of ordinary residents, individuals in the community feel less than able to participate in cultural heritage protection and management. The benefits from the participation in the development of heritage protection cannot be effectively guaranteed. Therefore, the local scenic area should explore the way to protect and develop cultural heritage with the participation individuals in the community with joint-stock management taking the dominance in order to effectively protect the interests of residents. It is possible to try to realize the cooperation between the state, the collective and the individual farmers to convert the cultural heritage protection resources, land, technical labor and other production factors into equity. The income is combined with the dividends for joint-stock operation. Through the shareholding system model, the local community members' responsibilities, rights and interests are combined, they are directed to participate in the protection of the scenic environment, and also it will become easy to control the cultural heritage protection enterprises, and achieve deep transformation of the way to protect and develop cultural heritage with the participation of individuals in the community, thereby ensuring the sustainable development and protection of cultural heritage. For example, individuals in the local community will input their own contracted land, funds, technology (such as boating, fishing and special barbecue) and labor as a production factor into the local cultural heritage protection and operation limited liability company and share the benefits. Local cultural heritage protection enterprises can also expand the reproduction and conduct local ecological protection and complete the construction and maintenance of corresponding cultural heritage protection facilities through financing, and pay dividends to shareholders. We can also invest in the construction of community public welfare undertakings in the form of cultural heritage protection public welfare funds, in order to promote the common development and progress of local communities.

Improve the monitoring mechanism for the participation of individuals in the community in cultural heritage protection and development

In order to ensure that the rights and processes of community members' participating in the protection and development of cultural heritage are effectively guaranteed, it is imperative to establish the monitoring mechanism for individuals in the local community to participate in the development and protection of cultural heritage. First, a special supervisory agency or people's congress can be set up in the government of the old districts in small cities, responsible for comprehensively coordinating the cultural heritage protection administration, the cultural heritage protection investor, the cultural heritage protection operator, and the community individuals. At the same time, within the local community, the residents themselves can set up a villagers' association for local cultural heritage protection and development to supervise the development direction of cultural heritage protection, cultural heritage protection and management, and the behavior of cultural heritage protection management departments to ensure that their behaviors and measures are in line with the general interest of the community individuals. Second, a sound development monitoring group composed of government representatives, experts, business managers, and local community representatives can be set up to regularly assess the economic, cultural, and environmental performance of the local community, predict community development trend, and timely propose improvement measures, to avoid deviations from community development and ensure the protection and development of local cultural heritage, as well as the sustainable development of surrounding residential communities.

Due to the wide coverage of the community participation theory, most of the domestic papers on the community members' participation in the development and protection of cultural heritage are theoretical with no quantitative empirical research, or are general quantitative analysis and not systematic. The breakthrough of this research lies in that it takes the participation of residents

in the local scenic areas of old districts in small cities as the empirical research object, and further refines the individuals in the community in the core scenic area and the individuals in the community in the peripheral areas from the personal perspective which is on a microscopic level. This research analyzes the status quo and reasons of residents' awareness of participation, participation behavior and participation level in different regions, clarifies the target for the construction of the mechanism for individuals' participation, improves the efficiency of individuals' participation in cultural heritage protection and development, and realizes the sustainable development of cultural heritage protection. Of course, this research only marks the preliminary exploration of this research field, and requires further refinement and in-depth discussion on the following issues: in terms of respondents, local residents of the community have been conducted, and in fact, the respondents should not be limited to individuals in the community, because meeting the demand of the cultural heritage protection market and improving the tourist satisfaction are one of the goals of the community to participate in the development and protection of cultural heritage. As the main body of the cultural heritage protection market, tourists constitute an important part for the protection and development of local community cultural heritage. They provide important opinions on the participation of local communities in the protection of cultural heritage. This research does not touch upon it and needs further investigation. In terms of establishing a community participation mechanism, although some countermeasures and suggestions for establishing a participation mechanism are proposed in the paper, how to establish a comprehensive community participation mechanism to ensure the effectiveness of residents' participation and the priority of community individuals in participation rights, and coordinate the interests of different interest groups in the community is an issue that needs to be discussed in depth. It includes the coordination of interests between the government and foreign investors, between the government and the community, between various administrative villages in the community, between the administrative village and the villagers. According to the evaluation of the participation effect, this research does not make a detailed assessment of the actual effect of

participation. Therefore, it is necessary to establish a detailed and complete comprehensive evaluation index system for further in-depth study of the economic, social and environmental benefits of community participation in the protection and development of cultural heritage.

5.4.4 Supports for public participation in heritage preservation

Legal Support

In order to ensure public participation in heritage preservation, the most important link following policy support is to ensure public participation with the legal system. According to China's national conditions, the mechanisms of knowledge, expression and litigation should be improved to guarantee public participation.

Mechanism of Knowledge

To establish the mechanism of knowledge is to guarantee the people's right to know. The right to know is the prerequisite and basis of public participation in heritage preservation, and is also an important feature of the people's right to participate and the democratic procedure. Only when the people's right to know is guaranteed, can public participation be avoided from going through the motions and barriers to participation caused by information asymmetry and distortion be overcome. In order to protect the citizens' right to know, a sound information disclosure system must be established.

At present, governments at all levels and competent departments have made government affairs transparent as required by the WTO transparency regulations. Moreover, relevant units such as the NPC Law Committee and

the Legislative Affairs Office of the State Council have also enacted legislation on the disclosure of government information since 2000.

However, China's current legal system still has many flaws in information disclosure, which are mainly reflected in four aspects: First, the disclosure of government information is dominated by administrative rights, rather than based on the right to know that can be resorted to. Second, the State Secrecy Law currently defines the scope of information disclosure. However, the law emphasizes confidentiality rather than disclosure. The government's disclosure is mostly related to laws, regulations, procedures and law enforcement rules, and there is no clear legal provision on the disclosure of specific contents yet. Third, there is a lack of clear legal provisions on the procedures for information disclosure, so the information disclosed upon legitimate application and available to the public is very limited. Fourth, none of the existing laws stipulating the obligation of information disclosure provide for a supervision mechanism, nor do they provide for the legal liability of non-disclosure, so there is no legal help available to the applicant.

Suggested Improvement Measures

Through the experience gained from literature research, the author believes that to establish the information disclosure system for heritage preservation, it is crucial to take the following steps.

1) Clarify the responsibility of information disclosure

In heritage preservation, information disclosure mainly involves the planning departments and cultural relics protection departments. They hold the basic information of the heritage site and the future development plan of the area, including its economic development orientation and evaluation in the development of the whole city, etc. Therefore, it is necessary to specify their information disclosure responsibilities and stipulate the right to known of the public in the information disclosure law.

2) Define the content of information disclosure reasonably

The content of information disclosure should be determined according to the stage of heritage preservation. In the early stage of preservation planning, relevant basic data should be disclosed. In the stage of scheme review, information of each alternative, including its design basis and how the public thinks of it, should be disclosed. In the implementation stage, the final plan and the forecast of implementation effect should be disclosed. Of course, in the process of information disclosure, attention should also be paid to the protection of relevant secrets. Information involving state secrets, enterprise secrets and personal secrets should be kept confidential and not disclosed.

3) Establish the procedure for information disclosure

In the information disclosure system of China's heritage preservation, there should be clear provisions on the time limit and manner of disclosure.

Generally speaking, 15 to 30 days is a reasonable period. In terms of the manner of disclosure, proclamations are more familiar to the public and can be used as the main form of information disclosure for currently China's laws, judicial interpretations and departmental rules are all published in the form of proclamation, and the Civil Procedure Law also stipulates that cases such as disappearances, deaths and bankruptcies are declared by proclamation. At the same time, information disclosure can be assisted by other means such as the Internet and television according to the level of economic development in different regions.

4) Stipulate judicial relief procedures

The dispute over information disclosure has its particularity. Therefore, many countries with information disclosure laws have set up professional information tribunals to resolve disputes over information disclosure before they are handled through judicial relief procedures. If a party refuses to accept the government's decision on information disclosure, it may request relief from an independent information tribunal after administrative relief, and if the party refuses to accept the decision of the information tribunal, it may go to court. Therefore, China can also protect citizens' right to judicial relief by establishing a information tribunal relief system.

To establish the expression mechanism is to enable the public to increase their understanding of heritage preservation by getting them involved in related activities and to express their opinions and comments in appropriate ways so as to realize their participation in heritage preservation. In other words, the expression mechanism is the embodiment of the people's right of speech in heritage preservation.

Currently, opinions and suggestions of the public on heritage preservation are mainly expressed in four ways. First, citizens can actively voice their opinions through relevant departments or news media. Second, they can express their views in the process of planning at the request of professionals. Third, they can air their opinions through public announcement or hearing during the demonstration stage of the plan. Fourth, they can express their dissatisfaction to the government through extreme ways such as petitions, rallies, demonstrations, protests, etc. after the implementation of the project.

Regarding its effectiveness, active public participation before the project and during the solicitation of views by the government and relevant organizations has a positive effect of interaction on policy development at the decision-making stage.

However, China's hearing system is still incomplete at the moment. The Regulations on Procedures for the Formulation of Administrative Regulations) and the Regulations on Procedures for the Formulation of Rules promulgated by Decree No. 321 and Decree No. 322 of the State Council respectively on November 16, 2001 stipulate where an administrative regulation draft for examination involves the adjustment of major interests or if major differences of opinion exist, if the draft has a relatively great impact on the rights and obligations of citizens, legal persons or other organizations, or if the people are widely concerned about it, the legislative affairs department of the State Council may hold hearings to solicit opinions from the relevant organs, organizations and citizens.(Article 22); Where a draft rule for examination involves the adjustment of major interests or if major differences of opinion

exist, if the draft has a relatively great impact on the rights and obligations of citizens, legal persons or other organizations, or if the people are widely concerned about it, and if the drafting unit did not hold a hearing during its drafting process, the legislative affairs office may, upon approval by its department or the people's government at the same level, hold a hearing.(Article 23).

There are four defects in the above provisions concerning hearings:

First, there is only the resolution hearing and no statutory hearing.

Second, the hearing is confused with the forum.

Third, there are no specific operating procedures for holding a hearing.

Fourth, there are no provisions on how to deal with the opinions raised at the hearing.

In terms of soliciting opinions from citizens, Article 34 and Article 35 of the Legislation Law of the People's Republic of China have stipulated how it should be conducted with the draft law. Article 34, paragraph 2, stipulates: "The working offices of the Standing Committee shall send copies of the draft law to the relevant organs, organizations and specialists to solicit their opinions and then sort out the opinions and submit them to the Law Committee and the relevant special committee and, where necessary, print and distribute them at a meeting of the Standing Committee." Article 35 stipulates: "With regard to a legislative bill placed on the agenda of a Standing Committee meeting, it may, by decision of the Council of Chairmen, be published for soliciting opinions. Opinions gathered from the organs, organizations and citizens shall be sent to the working offices of the Standing Committee." The difference in wording between "shall" and "may" in the above provisions has reflected the difference between soliciting opinions from citizens and soliciting opinions from relevant organs, organizations and specialists. This makes it possible for the government to decide whether or not to include the will of citizens and social organizations in the decision-making process on its own discretion.

In view of the above situation, the most effective way for China to perfect the expression mechanism for heritage preservation is to strengthen the solicitation of opinions from citizens by the government and relevant preservation organs. This is mainly realized through the following two steps:

1) Improve the system of public participation in the hearing of heritage preservation planning or related decisions

Hearing as a procedural system originated from the principle of Natural Justice in the English common law. For heritage preservation, the hearing system means that the government or relevant departments hold hearings on the necessity and content of the preservation in order to collect reliable information and materials about the heritage. The hearing must invite and accept organizations and citizens with major interests associated with the heritage, relevant specialists and scholars, and heritage preservation workers to present their opinions in order to provide references for heritage preservation.

In practice, the hearing should first of all be treated differently from other forms of gathering opinions such as seminars. Hearing is a procedural system and should be taken seriously. Secondly, resolution and legislative hearings should be combined. Resolution means that the statutory authority has the right to exercise discretion over certain heritage preservation policies, while legislative hearing means that certain policies and bills can only be implemented after the hearing procedures. Of course, the most important thing is to stipulate feasible hearing procedures, i.e. the make-up of the hearing committee, content of the hearing, proclamation and notification, selection and invitation of the hearing persons, collection of preparation materials, and the quorum. Finally, there should be stipulations on how to deal with the opinions regarding such matters as whether to use them as the basis for formulating relevant policies and make them public.

2) Conduct public consultation

Public consultation is the core in the establishment of the expression mechanism, and it should include the provisions on notification, citizen's expression of their opinions and how to deal with these opinions.

First of all, a mandatory notification system should be in place and any important policy decision must go through the procedure of mandatory notification. That is, widely popular media such as newspapers and radio should be used for the announcement so that citizens and social organizations can participate in the discussion, organizations dedicated to receiving letters and visits from the masses should be established, the Internet should be utilized to publish information, and the duration of the announcement should meet the needs of public participation.

Secondly, the construction of the expression mechanism for public opinions should be strengthened, mainly through informal consultations and meetings between relevant organs and the public, submission by the people of written materials or opinions to relevant departments, and direct expression of their opinions orally by the people.

Finally, a feedback system for public opinions should be established, that is, to tell the people what opinions have been adopted or rejected and why. This is an important means for the people to understand the government's decision. While soliciting opinions from citizens, it is necessary to let them know whether their opinions have become part of the government's decision-making, and if not, why. Only when the opinions of the people become part of the policy decision, can public participation be encouraged and the attitude of the public be changed so as to form a virtuous circle of active public participation.

In addition to incorporating the provisions on the procedure of public consultation into the formulation of relevant laws, the people's right of speech while participating in heritage preservation should also be added in relevant laws and regulations such as the organization law of social organizations, the

association law, the demonstration law, and the trade union law to ensure the construction of the mechanism of expression.

Mechanism of Litigation

The mechanism of litigation refers to the legal provisions and procedures according to which the people have the right to bring a lawsuit when the historical and cultural heritage is damaged artificially, requiring the party liable to take such measures as stopping the action, remedy, and compensation for the losses, and that administrative, civil and criminal sanctions be imposed on the party liable. The litigation regarding heritage preservation should be an important form of public participation in the cause. It is the ultimate and an extreme measure.

The current Civil Procedure Law of the People's Republic of China stresses that the qualification for prosecution is that the prosecutor must "have a direct interest in the case", that is, only those whose personal rights or interests are directly infringed by other people's unlawful act can file a civil lawsuit associated with heritage preservation. This is obviously disadvantageous to the protection of heritage. Historical and cultural heritage is the public property of a city or even a country, and its damage can cause a great impact on the whole city and the country. As the non-renewable crystallization of the material and spiritual civilizations of the human race, it reflects the ethnic culture of a country with its national and regional nature. Moreover, the buildings and streets formed with the development of history are also the material basis for maintaining the community structure of a certain area and the spiritual ties connecting people living there. Therefore, it is not only the residents living in and around the heritage site, but also the whole society that are related to the interests of historical and cultural heritage. If a historical heritage site was destroyed, the interests of a lot more people besides the locals would be "indirectly" and "invisibly" violated.

Secondly, under the current judicial system in China, citizens have limited legal remedy regarding the non-discretionary acts against the law by administrative organs such as approving projects that do not meet the relevant preservation requirements or causing the implementation of such illegal projects due to a lack of supervision, and even if they resort to legal action, the courts have no right to directly change the acts of the administrative organs. These are the main problems existing in China's current mechanism of litigation regarding heritage preservation.

Suggested improvement measures

Western countries have incorporated Public Interest Litigation into their formal judicial process, which has been recognized by the courts, and then has become a kind of right. In India, individuals and social groups can use the right of Public Interest Litigation to protect their basic right to clean environment, and almost all individuals or groups can litigate on behalf of society. The "citizen suit system" set by the U.S. environmental laws makes public participation in lawsuit management and public nuisance settlement a procedural law. The UN Agenda 21 has also established the principle of public participation in environmental litigations, stating that "countries should facilitate and encourage public awareness and participation by providing extensive information. Everyone should have effective access to judicial and administrative procedures, including compensation and redress procedures". For this reason, China should draw lessons from the western laws on relaxing the qualification requirements for prosecution, and extend the qualification for civil litigation in heritage preservation to citizens, legal persons and other members who have an indirect interest in the case, so as to effectively protect the right to litigate of the public.

Secondly, there should be special provisions in each of the heritage preservation laws to stipulate citizens' right to litigate, so that they can start a lawsuit over heritage preservation by right. And relevant provisions should be perfected to make the legal provisions of civil litigation more specific and guarantee the effectiveness of public litigation. For example, as heritage

preservation involves extensive knowledge and a lot of professional work which will make it difficult to carry out related investigation and collection of evidence, the mechanism of judicial assistance in the relevant legal system should be perfected, so that prosecutors can get technical assistance from the government or public welfare organizations, or corresponding funds should be set up to provide financial assistance to the prosecutors so as to increase the enthusiasm of citizens in litigation and thus encourage citizens' concern about heritage preservation issues.

In short, according to the experience of western countries in public participation in heritage preservation and China's national conditions, the legal system regarding the methods and procedures of public participation in heritage preservation in China should be improved mainly through legislation that clearly stipulates the right of citizens to a) voluntarily set up preservation groups or NGOs and participate in heritage preservation activities through such organizations; b) petition and conduct other activities on the heritage preservation by law; c) supervise and report all kinds of illegal acts of units and individuals, initiate administrative reconsideration, administrative litigation, and civil litigation and participate in criminal litigation by law; d) audit meetings of the legislature on issues related to heritage preservation and public trials by people's courts of cases related to heritage preservation, and participate in public hearings on law enforcement held by the heritage preservation departments at all levels of government. Secondly, the public also has the right to evaluate the impact of important plans, policies, legislation, regional development and construction projects regarding heritage preservation and to participate in heritage preservation and inspections on its implementation. Only with perfected legal support can public participation in heritage preservation be implemented and the goal of participation for all in heritage preservation be achieved.

Technical Support

Currently, the academic community has already made a relatively detailed study of the various methods of public participation in social activities. The main technical methods applicable to heritage preservation are as follows.

Technical Methods in the Selection Stage of Heritage

Type of Technique	Description
Study Meeting	<p>It requires the long-term and in-depth participation of a presiding committee.</p> <p>The members of the committee include representatives of the investors, relevant organizations and civic organizations, etc.</p> <p>The results of the discussion shall be submitted to the Planning Bureau or relevant government agencies.</p> <p>The key to its success is the frequency of meetings.</p>
Neighborhood Meeting	<p>This allows residents to put forward their own opinions before the implementation of the project.</p> <p>This kind of prior participation helps to make relevant decisions.</p>
Public Hearing	<p>This allows relevant departments, organizations and representatives of residents to express their views and opinions on relevant affairs.</p>
Public Notification	<p>This requires to inform the public of the heritage preservation in the form of newspapers, television, radio and other news media, or by holding exhibitions, pamphlets, direct mailings, etc.</p>
Residents' Council	<p>The members include various public representatives such as local residents or voluntary members of the community and representatives designated by relevant departments.</p> <p>The purpose of the council includes soliciting public opinions and discussing the concept of the plan.</p>
Public Opinion Poll	<p>It requires to collect public opinions to provide a basis for the formulation of plans.</p>
Public Opinion Solicitation Meeting during the Formulation of Public Policy	<p>Representatives of citizens can directly reflect their opinions to government departments and relevant organs at the meeting.</p> <p>Those departments with public participation have the right to make final decisions or make comments and suggestions to decision makers.</p>
Mobile Group	<p>The participating citizens are divided into groups. Each group includes 5 – 25 members and should have a leader who can inspire the team.</p> <p>For investigation teams of key issues, the group should include 6 – 10 members, and the group leader should be an</p>

	experienced professional.
Decision by Public Vote	Voters make decisions based on relevant information provided by government departments.
Professional Assistance in Communities	Professionals help the citizens gain the relevant technical knowledge of heritage preservation through on-site guidance, so that they can make correct judgments about various participation activities.
Citizen Employee	Relevant departments employ local residents in communities or streets and pay them to identify residents' needs and improve communication between government departments and the local residents.
Citizen Training	This involves organizing volunteers and professionals to carry out promotional and educational activities on heritage preservation to the citizens, as well as to impart relevant technical knowledge using the relevant information disclosed by government departments.
Visiting Center	This means the information exchange center that provides information and materials to the public and answers their questions so that they can understand the various measures for heritage preservation. Its members are professionals from relevant government departments.
Hotline	This aims to reflect citizens' demands and opinions on heritage preservation, including complaints about certain illegal acts. It can be mediated by telephone, mail and the Internet, and is usually free of charge.

Public participation in the stage of heritage selection emphasizes the promotion of public investigation, which is manifested in public participation in all stages of the investigation, including problem identification, data collection, integration of results, etc. In the citizens-oriented "resource mapping", methods such as public notification, mobile group, professional assistance in communities, citizen employees, citizen training and visiting centers are mainly used.

Technical Methods in the Planning Stage of Heritage Preservation

Public participation in planning involves almost all of the above methods.

In Vancouver's urban planning, public participation was mainly achieved using such methods as establishing the 'small urban link' (a group of 10 to 15 people),

setting up "resource centers", voting on the ideas requiring "further study", urging the "small links", schools and other organizations to discuss the future development direction, announcing the results of each stage through media and exhibition, and holding seminars between citizens and city councilors.

At the early stage of the urban planning of Utsunomiya, Japan, a voluntary group of architects and planners from government or private organizations was set up. At the same time, community participation groups also catalyzed the planning. First, a design meeting attended by 35 volunteers was held and lasted for three days in the community building, bringing together a large number of computer files and documents in the meeting room. In addition, volunteers from the local women's organizations led the members of the design team through the area on foot and introduced to them the various aspects of the local conditions. Then the design team divided the area into five districts according to the map, held a discussion with 100 residents in the area, and recorded the scenes of the area that were considered problematic during the discussion. By analyzing the students' pictures and the video of the results of the discussion, nine categories of problems in the area were revealed. Next, with the help of the undergraduates from the department of architecture of the local university, the team proposed various design strategies. The design team asked the community members to choose the optimized goal and find out the most appropriate implementation strategy. Each member was assigned a folder containing the goal statement and explanation of the design intent. These contents were recorded and placed in the folder for future research by the design team.

Technical Methods in Heritage Preservation Actions

Since heritage preservation actions are mainly taken on the community and street level, they involve more specific ways of participation, including participation through problem study meetings, neighborhood meetings, public hearings, public briefings, public opinion meetings during the formulation of public policies, visiting centers, public training, hotlines, etc.

As a grass-roots organization in the community, the street committee can help citizens to participate in the preservation of cultural heritage. For one thing, street committees, as representatives of citizens, can express their opinions at relevant government policy-making meetings and they are also an indispensable member at the public hearing. For another, serving as visiting centers, they are also the tools for the government to publicize and inform the citizens about relevant policies. Through street committees, residents and business representatives can be trained to understand the significance of the reconstruction of old cities and gain related knowledge of heritage preservation.

Promotional Support

Promotion is an important prerequisite for public participation in heritage preservation. Particularly in China, where there is a lack of citizens' awareness of participation, coupled with the influence of historical and cultural traditions, public participation requires the joint efforts of the government and society even more. Based on the actual conditions in China at this stage, the author believes that promotion work should start with the following three aspects.

Establish a standardized promotion system

Promotional work should be incorporated into a standardized system. Specifically, first of all, a promotion department should be set up within the administrative organ. The promotion of heritage preservation and public participation in the whole city should be under the unified management of the promotion department. At the same time, a publicist team should be set up in each unit directly affiliated to the department and trained regularly by the administrative organ. Secondly, rules and regulations should be formulated to standardize each aspect of the campaign to promote public participation in heritage preservation. At the beginning of each year, municipal administrative organs should formulate corresponding normative documents and annual

promotional plans, and then develop quarterly and monthly promotional plans and phased promotional plans according to the actual progress of each project.

Finally, assessment methods should be formulated to incorporate promotional work in the target responsibility system management of administrative organs and their subordinate organizations as an important part of their duty which should be studied, assigned, inspected and assessed with unified standards, so that promotional work can be carried out on the operational level.

Establish diversified forms of promotion

The forms of promotional work should be diversified so that people can get educated through entertainment. Specifically, the forms of promotion mainly include the following.

The first is to give full play to the main channel consisting of relevant newspapers and magazines for publicity. It is advisable to open up columns on newspapers and magazines on public participation in heritage preservation and organize cadres, professionals and relevant specialists to write articles to extensively publicize the laws, regulations, policies, updates and good examples associated with public participation in heritage preservation.

The second is to cooperate with TV and radio stations to launch special programs in the form of live broadcast where key staff and specialists answer the questions from citizens raised through the hotline on the spot, promoting the policy on public participation in heritage preservation.

The third is to set up a website for public participation in heritage preservation, so as to modernize the promotional work, spread extensively such information as relevant policies, updates, and comparisons between domestic and foreign development, and provide services such as inquiry on the participation of individuals or groups in the project.

The fourth is to organize the compilation of such materials as FAQs on Public Participation in Heritage Preservation, Rights Protection Manual in Heritage Preservation, Measures for Participation and Information on Heritage Preservation, and then widely circulate them in streets, communities and organizations to eliminate the blind spots of publicity.

The fifth is to carry out activities of publicity month, publicity week or publicity day on a centralized basis, organizing at the same time cadres, specialists and volunteers to set up promotion and consultation booths in streets, squares and busy roads to distribute publicity materials and provide consultation service to citizens. To enliven the atmosphere of publicity activities, artistic performances, prize contests and other activities may also be carried out to attract the people passing by.

The sixth is to carry out knowledge competition to attract citizens to participate in heritage preservation. Knowledge contests regarding public participation in heritage preservation can be conducted according to the themes of the publicity months based on their importance by posting the contest questions in the most popular local media and setting up awards to incentivize public participation.

The seventh is to conduct a typical project report. This involves using the successful experience of typical projects to carry out exhibitions throughout the city or across the country, or to organize report tours to give lectures and so on, so as to inspire the enthusiasm of the general public to participate in heritage preservation and popularize related knowledge.

The eighth is to carry out special promotional activities around specific projects. Before the implementation of each specific project, newspapers, magazines, television, radio and other media should be used to popularize the relevant information in the early stage. Where conditions permit, press

conferences can also be organized for greater influence. During the implementation of the project, relevant promotional work should be carried out in the form of news and museum exhibitions according to the circumstances of each stage.

Establish a sustained goal for promotion

Promotion is a long-term systematic process that cannot be completed once and for all and requires sustained efforts. While carrying out promotional activities, we should first combine unified management with decentralized promotion, policy promotion with public opinion supervision, systematic promotion with media campaigns, centralized promotion with daily promotion, and key promotion with routine promotion. Secondly, promotional activities should be organized scientifically, with general promotional campaigns organized separately and supervised collectively, while major campaigns in the charge of special groups and operated on a centralized basis to ensure the regularity and accuracy of the promotion. Finally, targeted promotional activities focusing on key projects should be carried out. As this is a key link in realizing public participation in heritage preservation and plays a pivotal role in the implementation of the project, a relatively complete plan regarding public participation must be put in place before holding such activities.

In short, solid and effective promotion is an important guarantee for public participation in heritage preservation. Only if the promotional work is conducted smoothly can Chinese citizens' awareness of public participation be raised, so that the goal of national participation in heritage preservation can be achieved more quickly.

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Appendix

Data collection from case study,

Lijiang government staff interview summary

1. Date:
2016\02\01-2016\03\11
2. Name: \The number of people interviewed:
9 interviewees
3. Age:
30-60
4. Working place:
Lijiang Tourism Bureau, Lijiang Tourism Development Committee, The Old Town Tourism Bureau, Lijiang Planning Bureau
5. Work content:
Intangible cultural heritage and Cultural industries protection, cultural teaching and research, finance planning, Tourism industry management
6. Income:
3000-5000
7. Length of service:
6-21

8. Native place \ Growing environment:
7 Yunnan, 1 Hubei, 1 Hebei
9. Education background:
1 PhD, 2 Master, 6 undergraduate
10. How do you know about the concept of cultural heritage protection:
6 Very clear, 3 Concept blurred
11. Do you have any experience on cultural heritage protection activity:
7 Yes, 2 No
12. Evaluate the status quo of local cultural heritage protection from an individual perspective
Personal opinion:
5 Optimistic, 3 Worried, 1 Disappointment
Over-commercialization, repeated administrative functions lead to lazy governance activity
Any benefit from it:
9 No
Willing to participate in heritage protection activities:
9 Yes
13. How do you think about the future of the local culture heritage protection:
8 Optimistic, 1 Disappointed
The old town maintenance fee income distribution issues
14. Evaluate the local economic development from an individual perspective
Personal opinion:
9 Optimistic
Tourism revenue is the main pillar
Any benefit from it:
5Yes, 4 No
15. How do you think the position of local cultural heritage protection in the local economic development:
9 Important position,
Theoretical status is important, the actual status depends on the needs of the tourism industry
16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:
Coordinate the distribution of tourism industry income, increase investment in education, and strengthen international cooperation
17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:
The public interest is seriously affected by the personal relationship, the paper data does not match with the actual data, the literary and artistic propaganda content replaces the real cultural connotation

Lijiang heritage site staff interview summary

1. Date:

2016\02\01-2016\03\11

2. Name: \The number of people interviewed:
11 interviewees
3. Age:
20-45
4. Working place:
Lijiang Old Town Management Office
5. Work content:
Daily equipment maintenance, Heritage site order maintenance, Heritage site advertising, security services
6. Income:
2000-3000
7. Length of service:
3-7
8. Native place \ Growing environment:
11 Yunnan province
9. Education background:
1 Undergraduate, 10 vocational college
10. How do you know about the concept of cultural heritage protection:
11 Partly understand
11. Do you have any experience on cultural heritage protection activity:
11 inexperienced
12. Evaluate the status quo of local cultural heritage protection from an individual perspective
Personal opinion:
11 Optimistic
Conceptual confusion about tourist attractions and cultural heritage sites
Any benefit from it:
11 Have benefit
Willing to participate in heritage protection activities:
11 Yes
13. How do you think about the future of the local culture heritage protection:
11 Optimistic
Excellent work by government departments
14. Evaluate the local economic development from an individual perspective
Personal opinion:
5 Optimistic, 6 No confidence
Any benefit from it:
11 No
No up salary.
15. How do you think the position of local cultural heritage protection in the local economic

development:

9 gradually improving, 2 Not concern

16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:

Increase tax revenue, increase employment opportunities, road construction, and lower house prices

17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:

Large flow of people, low awareness tourists, over-commercialization

Lijiang NGO staff interview summary

1. Date:

2016\02\01-2016\03\11

2. Name: \The number of people interviewed:

12 interviewees

3. Age:

25-40

4. Working place:

Lijiang NGO which works mainly focus on downtown area

5. Work content:

Research on cultural status quo, collation of publications and materials, maintenance and upgrading of important buildings, assistance to the Old town management

6. Income:

1000-3000

7. Length of service:

2-6 years

8. Native place \ Growing environment:

10 Yunnan province, 1 Guangxi province, 1 Shanghai

9. Education background:

3 Undergraduate, 9 vocational college

10. How do you know about the concept of cultural heritage protection:

4 Clear understanding, 8 Partly understand

11. Do you have any experience on cultural heritage protection activity:

12 Yes

12. Evaluate the status quo of local cultural heritage protection from an individual perspective

Personal opinion:

6 Optimistic, 2 Acceptable, 4 Disappointing

The invalid operation by relevant government departments

Any benefit from it:

12 Yes

Willing to participate in heritage protection activities:

2 Yes, 10 Depends on payment

13. How do you think about the future of the local culture heritage protection:

7 Optimistic, 4 Little concern, 1 Disappointing

Concerns over government's emphasis on tourism development

14. Evaluate the local economic development from an individual perspective

Personal opinion:

11 Optimistic, 1 concern

The flow of funds does not match the record

Any benefit from it:

11 Yes, 1 No idea

15. How do you think the position of local cultural heritage protection in the local economic development:

Theoretical position is important, but the actual position is not

16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:

International cooperation, government support

17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:

Unclear cultural heritage protection system, the lack of cooperation with academic units

Lijiang local residents interview summary

1. Date:

2016\02\01-2016\03\11

2. Name: \The number of people interviewed:

87 interviewees

3. Age:

30-85

4. Working place:

\

5. Work content:

\

6. Income:

0-2000

7. Length of service:

\

8. Native place \ Growing environment:

81 Yunnan, 3 Guizhou, 1 Guangxi, 2 Sichuan

9. Education background:
17 Undergraduate, 28 Vocational college, 42 High school and below
10. How do you know about the concept of cultural heritage protection:
3 Clear understanding, 62 Partly understanding, 22 No idea
11. Do you have any experience on cultural heritage protection activity:
2 Yes, 85 No,
12. Evaluate the status quo of local cultural heritage protection from an individual perspective
Personal opinion:
17 Optimistic, 34 Accept the existing results, 34 Disappointing
The ancient city gradually lost its former appearance
Any benefit from it:
2 Yes, 42 No idea, 43 No
Willing to participate in heritage protection activities:
87 No
This is what the government manages
13. How do you think about the future of the local culture heritage protection:
82 Getting better, 5 Increasing number of migrants leads to loss of cultural heritage
14. Evaluate the local economic development from an individual perspective
Personal opinion:
87 Optimistic
Any benefit from it:
62 Yes, 25 No idea
15. How do you think the position of local cultural heritage protection in the local economic development:
Basically no idea, maybe have higher position
16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:
High quality professional people
17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:
Lower local education level, Migration population squeeze the local living space

Lijiang Local tourism staff interview summary

1. Date:
2016\02\01-2016\03\11
2. Name: \The number of people interviewed:
21 interviewees
3. Age:
20-45
4. Working place:

Lijiang local tourism company

5. Work content:

Travel route planning, guided tours, transportation service, group visit reception services

6. Income:

1500-8000

7. Length of service:

2-12

8. Native place \ Growing environment:

12 Yunnan, 3 Sichuan, 1 Zhejiang, 3 Guangdong, 2 Shanghai

10. How do you know about the concept of cultural heritage protection:

7 Clear understanding, 9 Partly understanding, 5 No idea

11. Do you have any experience on cultural heritage protection activity:

21 No

12. Evaluate the status quo of local cultural heritage protection from an individual perspective

Personal opinion:

18 Optimistic, 4 Disappointing

The old town looks like a big supermarket

Any benefit from it:

21 Probably have,

Willing to participate in heritage protection activities:

4 Yes, 17 Depends on financial income,

13. How do you think about the future of the local culture heritage protection:

21 Optimistic

The local government is constantly strengthening the concept of cultural heritage protection

14. Evaluate the local economic development from an individual perspective

Personal opinion:

21 Optimistic

Any benefit from it:

21 Yes

15. How do you think the position of local cultural heritage protection in the local economic development:

8 Important position, 13 It is a subsidiary of economic development

The cultural heritage protection status is difficult to grow under the abnormal tourism industry development

16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:

Healthy tourism, infrastructure construction

17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:

Prevent the abnormal tourism industry growth, policy support to local large-scale tourism

company

Shaoxing government staff interview summary

1. Date:
2016\03\14-2016\04\22
2. Name: \The number of people interviewed:
14 interviewees
3. Age:
35-55
4. Working place:
Shaoxing City Culture Bureau, Shaoxing City Planning Bureau, Shaoxing Tourism Committee,
5. Work content:
Responsible for the cultural industry, the protection of intangible cultural heritage, cultural teaching and scientific research, foreign cultural exchanges, the management of famous towns and villages protection activities, tourism safety, tourism law enforcement, tourism project development,
6. Income:
4000-8000
7. Length of service:
6-27
8. Native place \ Growing environment:
11 Zhejiang, 2 Jiangsu, 1 Anhui
9. Education background:
4 PhD, 7 Master, 3 undergraduate
10. How do you know about the concept of cultural heritage protection:
12 Very clear, 2 Partly understanding
11. Do you have any experience on cultural heritage protection activity:
12 Yes, 2 No
12. Evaluate the status quo of local cultural heritage protection from an individual perspective
Personal opinion:
8 optimistic, 6 worried
Cultural heritage protectors are aging
Any benefit from it:
14 Yes
Willing to participate in heritage protection activities:
14 Yes
13. How do you think about the future of the local culture heritage protection:
14 optimistic
Policy encouragement and operation are well-funded

14. Evaluate the local economic development from an individual perspective
 Personal opinion:
 14 optimistic
 Any benefit from it:
 14 Yes
15. How do you think the position of local cultural heritage protection in the local economic development:
 14 small proportion
 Private enterprise take the main part
16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:
 Coordinate the allocation of funds to attract foreign senior professionals
17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:
 Lack of detail standards on cultural heritage protection, cultural heritage protection sites are difficult to have unified management, and also conflicts with the industrial privatization

Shaoxing heritage site staff interview summary

1. Date:
2016\03\14-2016\04\22
2. Name: \The number of people interviewed:
14 interviewees
3. Age:
20-45
4. Working place:
Cultural heritage protection sites located in the Shaoxing downtown area
5. Work content:
Daily equipment maintenance, Heritage site order maintenance, Heritage site advertising, security services
6. Income:
3000-4500
7. Length of service:
1-15 Years
8. Native place \ Growing environment:
14 Zhejiang province
9. Education background:
10 Undergraduate, 4 vocational college
10. How do you know about the concept of cultural heritage protection:
2 Clear understanding, 10 Partly understand, 2 Wrong concept

11. Do you have any experience on cultural heritage protection activity:
14 inexperienced
12. Evaluate the status quo of local cultural heritage protection from an individual perspective
Personal opinion:
4 Optimistic, 10 Disappointing
The true heritage relics replaced by too many fake antiques and ancient buildings
Any benefit from it:
14 No benefit
Willing to participate in heritage protection activities:
14 No will
13. How do you think about the future of the local culture heritage protection:
14 Optimistic
14. Evaluate the local economic development from an individual perspective
Personal opinion:
14 Optimistic
Any benefit from it:
2 Yes, 12 No
15. How do you think the position of local cultural heritage protection in the local economic development:
14 Not important,
16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:
The most important factors is government policy,
17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:
The problem cost by the low awareness visitors,

Shaoxing NGO staff interview summary

1. Date:
2016\03\14-2016\04\22
2. Name: \The number of people interviewed:
13 interviewees
3. Age:
25-60
4. Working place:
Shaoxing NGO which works mainly focus on downtown area
5. Work content:
Environmental protection supervision, intangible cultural heritage record, ancient building maintenance and record
6. Income:

2000-4000

7. Length of service:

1-7 years

8. Native place \ Growing environment:

13 Zhejiang province

9. Education background:

10 Undergraduate, 3 vocational college

10. How do you know about the concept of cultural heritage protection:

7 Clear understanding, 3 Partly understand, 3 Wrong concept

11. Do you have any experience on cultural heritage protection activity:

10 Yes, 3 inexperienced

12. Evaluate the status quo of local cultural heritage protection from an individual perspective

Personal opinion:

8 Optimistic, 2 Acceptable, 3 Disappointing

Any benefit from it:

11 Yes, 2 No

Willing to participate in heritage protection activities:

13 Yes

13. How do you think about the future of the local culture heritage protection:

13 Optimistic

14. Evaluate the local economic development from an individual perspective

Personal opinion:

13 Optimistic

Any benefit from it:

13 Yes

15. How do you think the position of local cultural heritage protection in the local economic development:

7 Important position, 6 Not very important

16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:

Cultivate high-quality cultural heritage protectors

17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:

Economic development holds host to cultural heritage protection activities

Shaoxing local residents interview summary

1. Date:

2016\03\14-2016\04\22

2. Name: \The number of people interviewed:

73 interviewees

3. Age:
45-80
4. Working place:
\
5. Work content:
\
6. Income:
0-8000
7. Length of service:
\
8. Native place \ Growing environment:
66 Zhejiang, 2 Jiangsu, 3 Fujian, 2 Shanghai
9. Education background:
16 Master, 37 Undergraduate, 10 Vocational college, 10 High school and below
10. How do you know about the concept of cultural heritage protection:
15 Clear understanding, 32 Partly understanding, 26 No idea
11. Do you have any experience on cultural heritage protection activity:
7 Yes, 66 No,
12. Evaluate the status quo of local cultural heritage protection from an individual perspective
Personal opinion:
37 Optimist, 4 Acceptable, 32 Disappointing
Any benefit from it:
7 Yes, 38 No idea, 28 No
Willing to participate in heritage protection activities:
21 Yes, 52 No idea,
13. How do you think about the future of the local culture heritage protection:
61 Optimistic, 12 Disappointed
The feeling of old Shaoxing is losing
14. Evaluate the local economic development from an individual perspective
Personal opinion:
73 Optimistic
Any benefit from it:
51 Yes, 22 No
15. How do you think the position of local cultural heritage protection in the local economic development:
Not in dominant position
16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:
National policy, quality of labor force
17. From your personal opinion, any problem do you think between the local cultural heritage

and local economic development:
Property conflicts and land use conflicts

Shaoxing Local tourism staff interview summary

1. Date:
2016\03\14-2016\04\22
2. Name: \The number of people interviewed:
18 interviewees
3. Age:
20-50
4. Working place:
Shaoxing local tourism company
5. Work content:
Travel route planning, guided tours, transportation service, group visit reception services
6. Income:
5000-30000
7. Length of service:
1-24
8. Native place \ Growing environment:
16 Zhejiang, 1 Fujian, 1 Shanghai
9. Education background:
2 Master, 16 Undergraduate
10. How do you know about the concept of cultural heritage protection:
1 Clear understanding, 15 Partly understanding, 2 No idea
11. Do you have any experience on cultural heritage protection activity:
1 Yes, 17 No
12. Evaluate the status quo of local cultural heritage protection from an individual perspective
Personal opinion:
18 Optimistic
Any benefit from it:
18 No
Willing to participate in heritage protection activities:
4 Yes, 14 Depends
13. How do you think about the future of the local culture heritage protection:
17 Optimistic, 1 Disappointed
The original ecological culture is constantly influenced by foreign cultures
14. Evaluate the local economic development from an individual perspective
Personal opinion:

- 18 Optimistic
Any benefit from it:
18 Yes
15. How do you think the position of local cultural heritage protection in the local economic development:
18 It's not so important
16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:
National policy, private capital investment
17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:
The impact of the external low-quality workforce on the local social ecology

Yangzhou government staff interview summary

1. Date:
2016\04\25-2016\06\28
2. Name: \The number of people interviewed:
11 interviewees
3. Age:
35-65
4. Working place:
Yangzhou Cultural Relics Bureau, Yangzhou Planning Bureau, Yangzhou Landscape Bureau, Yangzhou Culture Press and Publication Bureau,
5. Work content:
Cultural Industry and Intangible Cultural Heritage Protection, Management of Social Cultural Venues, Administrative Examination and Approval, Planning and Approval of Construction Projects, Maintenance of City Landscape, Surveying and Mapping and Geographical Information
6. Income:
4000-6000
7. Length of service:
6-32
8. Native place \ Growing environment:
11Jiangsu province
9. Education background:
2 PhD, 3 Master, 6 Undergraduate
10. How do you know about the concept of cultural heritage protection:
6 Clear understanding, 5 Partly understanding
11. Do you have any experience on cultural heritage protection activity:

5 Yes, 6 No

12. Evaluate the status quo of local cultural heritage protection from an individual perspective

Personal opinion:

4 Optimistic, 3 Worried, 4 Disappointing

Lack of investment

Any benefit from it:

4 Yes, 7 No

Willing to participate in heritage protection activities:

11 Yes

13. How do you think about the future of the local culture heritage protection:

4 Optimistic, 7 Disappointing

The greatness of historical reputation with the lack of actual display

14. Evaluate the local economic development from an individual perspective

Personal opinion:

3 Optimistic, 6 Worried, 2 Disappointing

Any benefit from it:

1 Yes, 10 No,

15. How do you think the position of local cultural heritage protection in the local economic development:

11 important position

It is an important resource can be rely on for Yangzhou city in the future development

16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:

Increase investment, improve humanistic awareness

17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:

Geographical constraints, lack of infrastructure, lack of competitiveness with neighboring cities

Yangzhou heritage site staff interview summary

1. Date:

2016\04\25-2016\06\28

2. Name: \The number of people interviewed:

17 interviewees

3. Age:

35-45

4. Working place:

Cultural heritage protection sites located in the Yangzhou downtown area

5. Work content:

Daily equipment maintenance, Heritage site order maintenance, Heritage site advertising, security services

6. Income:
2500-3500
7. Length of service:
7-20 Years
8. Native place \ Growing environment:
17 Jiangsu province
9. Education background:
2 Master, 6 Undergraduate, 9 vocational college
10. How do you know about the concept of cultural heritage protection:
1 Clear understanding, 14 Partly understand, 2 Wrong concept
11. Do you have any experience on cultural heritage protection activity:
1 Yes, 16 inexperienced
12. Evaluate the status quo of local cultural heritage protection from an individual perspective
Personal opinion:
17 Optimistic
Conceptual confusion about tourist attractions and cultural heritage sites
Any benefit from it:
17 Yes
Willing to participate in heritage protection activities:
17 Yes
13. How do you think about the future of the local culture heritage protection:
15 Optimistic, 2 Disappointing,
14. Evaluate the local economic development from an individual perspective
Personal opinion:
1 Optimistic, 16 Disappointing,
Any benefit from it:
17 No benefit
15. How do you think the position of local cultural heritage protection in the local economic development:
17 Important position
16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:
The development of cultural heritage resources, improve urban culture advocacy efforts
17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:
City competitiveness is weak, lack of job opportunities

Yangzhou NGO staff interview summary

1. Date:
2016\04\25-2016\06\28

2. Name: \The number of people interviewed:
9 interviewees
3. Age:
30-45
4. Working place:
Yangzhou NGO which works mainly focus on downtown area
5. Work content:
Ancient city protection, residential rehabilitation programs and financing, cultural environment research, urban image collection
6. Income:
2000-4000
7. Length of service:
1-4 years
8. Native place \ Growing environment:
6 Jiangsu province, 2 Beijing, 1 Zhejiang
9. Education background:
3 Master, 3 Undergraduate, 3 vocational college
10. How do you know about the concept of cultural heritage protection:
8 Clear understanding, 2 Partly understand
11. Do you have any experience on cultural heritage protection activity:
9 Yes
12. Evaluate the status quo of local cultural heritage protection from an individual perspective
Personal opinion:
6 Optimistic, 2 Acceptable
Any benefit from it:
9 No
Willing to participate in heritage protection activities:
9 Yes
13. How do you think about the future of the local culture heritage protection:
2 Optimistic, 7 Disappointing
Lack of capital investment, the loss of high-level professionals
14. Evaluate the local economic development from an individual perspective
Personal opinion:
1 Optimistic, 8 Disappointing
Yangzhou old city protection policy limits the city renewal
Any benefit from it:
9 No
15. How do you think the position of local cultural heritage protection in the local economic development:

9 Very important position

16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:

Protection and development in the old city

17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:

City development orientation is not clear, inconvenient transportation, Less attractive to input high-level human resources

Yangzhou local residents interview summary

1. Date:

2016\04\25-2016\06\28

2. Name: \The number of people interviewed:

82 interviewees

3. Age:

20-80

4. Working place:

\

5. Work content:

\

6. Income:

0-3000

7. Length of service:

\

8. Native place \ Growing environment:

82 Jiangsu

9. Education background:

27 Undergraduate, 33 Vocational college, 22 high school and below

10. How do you know about the concept of cultural heritage protection:

12 Clear understanding, 43 Partly understand, 27 No idea

11. Do you have any experience on cultural heritage protection activity:

7 Yes, 75 No,

12. Evaluate the status quo of local cultural heritage protection from an individual perspective

Personal opinion:

49 Optimistic, 21 No idea, 12 Disappointing

Any benefit from it:

82 No

Willing to participate in heritage protection activities:

51 Yes, 31 No

13. How do you think about the future of the local culture heritage protection:
80 Optimistic, 2 Worried,
14. Evaluate the local economic development from an individual perspective
Personal opinion:
19 Optimistic, 63 Worried,
Any benefit from it:
21 Yes, 61 No
15. How do you think the position of local cultural heritage protection in the local economic development:
82 Significant position
16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:
Historical reasons, The earliest country recognized historical and cultural city
17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:
Unclear direction of urban development, Have a strong regional dependence on local economic development

Yangzhou Local tourism staff interview summary

1. Date:
2016\04\25-2016\06\28
2. Name: \The number of people interviewed:
20 interviewees
3. Age:
20-40
4. Working place:
Yangzhou local tourism company
5. Work content:
Travel route planning, guided tours, transportation service, group visit reception services
6. Income:
3000-6000
7. Length of service:
1-7
8. Native place \ Growing environment:
14 Jiangsu, 2 Anhui, 1 Zhejiang, 3 Fujian
9. Education background:
8 Undergraduate, 12 Vocational college,

10. How do you know about the concept of cultural heritage protection:
8 Clear understanding, 9 Partly understanding, 3 No idea
11. Do you have any experience on cultural heritage protection activity:
20 No
12. Evaluate the status quo of local cultural heritage protection from an individual perspective
Personal opinion:
14 Optimistic, 6 Disappointed
The city gradually lose their unique features
Any benefit from it:
18 Yes, 2 No
Willing to participate in heritage protection activities:
19 Willing, 1 Unwilling
13. How do you think about the future of the local culture heritage protection:
18 Optimistic, 2 Worried
14. Evaluate the local economic development from an individual perspective
Personal opinion:
20 Disappointing
Any benefit from it:
20 No
15. How do you think the position of local cultural heritage protection in the local economic development:
16 It occupies an important position, 4 No idea
16. From your personal opinion, what is the important factors in the local cultural heritage protection and local economic development:
National financial input, Attract private investment
17. From your personal opinion, any problem do you think between the local cultural heritage and local economic development:
The problem from the replacement about new urban facilities and buildings in the traditional city area

Key Interview Record

Interview 1

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M: 您觉得现在当地的文化遗产保护现状怎么样?

What do you think of the current status of local cultural heritage protection?

I: 现在的文化遗产保护肯定是不好的了, 外地人到了丽江, 他们的首要目的又不是为了保护丽江这个城市, 说白了都是为了挣钱呀, 你看着街边的老房子, 以前多安静啊, 现在弄得灯红酒绿的, 你说的那种文化遗产保护, 难道, 就是保护这个样子吗?

Protection of cultural heritage must be bad now, lots of outsiders came to lijiang, their primary purpose is not to protect the old city of lijiang, they came to make money, Can you see these old houses along the street, The life was so quiet before, But nowadays full of loud music and flashlights. The heritage protection like you said, is it protected into this way?

以前我家里是打铁的, 还手工做一些银器啊, 首饰啊什么的, 现在, 外地人一来, 说的都是少数民族的银器, 其实, 哪一样不是批发来的, 骗骗游客的的呀, 而且现在来丽江开店的人越来越多, 像我们这种以前的老商户, 实在是做不下去了, 现在来这边买房子的人也越来越多, 这么小个县城房价越来越高, 两三万块一个平方, 你让我们本地人怎么办?

My family used to be a blacksmith, and I made some silverware and jewelry by hand. Now, outsiders, they claim that they are selling the silver wares of the minority. In fact, they sell wholesale goods, to deceive tourists. And now there are more and more people coming to lijiang. Old merchants like us can't keep our business anymore. Now more and more outsiders come here to buy property, so the house price of this small county is getting higher and higher, two and thirty thousand per one square, we local people really can't afford it.

以前有房子还好说, 往外租一租, 还能有一些钱, 一开始把自己家房子卖了的那些人, 你看看有几个还留在丽江的, 现在连当官的都是外地人。

If you still keep your property, and let it, also can have some money. But most of the people leave lijiang When they have not property to let, nowadays even the politicians are outsiders. 我们家自己住了这么多年的房子, 卖也不让卖, 往外出租也要各种手续。

We owned our house for so many years , But nowadays even our own property it is not allowed to sell.

说起来是整体规划, 自己家的房子租金, 还要一层一层的剥, 我们到手也没有几块钱。

Government said that is the overall plan, according that plan if you want to let your property , you need follow the government lied or facing lot of paperwork which you can't deal with.

你知道的那个***, 他上任到现在, 帮了多少外地人挣钱了, 对于我们本地人来说, 也就多了点工作机会, 同样是挣的血汗钱, 只是打工不用去外地了而已。

You know***, he helped many outsiders to earn money since he be the director of the office, for our native, just a little more job opportunities, nothing more.

M: 您的意思是支持本地人作为文化遗产保护的主体吗?

Do you mean that you support the local people as the main body of cultural heritage protection?

I: 我觉得你说的那个文化遗产保护, 就应该让我们本地人来保护本地的文化遗产, 现在本

地人有文化有水平的人也越来越多了，因为我们自己的文化自己了解，会去珍惜，外地人真是除了钱什么都不懂。

That the protection of cultural heritage, I think you should let us locals to protect local cultural heritage, and now The number educated local people are growing, because they know our own culture, they will cherish that. outsiders don't know anything but money.

M: 那您觉得在现在这样的情况下，当地的文化遗产保护发展前景会是什么样的？
What do you think the future of cultural heritage conservation in this situation?

I: 我觉得前景不怎么乐观，你看看这些年丽江的发展，钱是挣到了，房子也盖了，但是没有了原来的味道。

I think that is not very optimistic, you see the development of lijiang over the years, the money is earned, the house also covers, but lost original taste.

主要是因为我们这些丽江人也都搬出古城了，稍微有点本事的也到外地去打工了，没有本事的呢都给外地人打打下手，赚赚辛苦钱。

The main reason is that all of our lijiang people have moved out of the old city.

这种情况下，就更不要谈保护自己的文化了，连自己家的房子都保不住，被外地人买走的买，租走的租走，我还是觉得，让外地人来保护当地的文化遗产还是行不通的。

In this case, I still think that allow outsiders to protect local cultural heritage it won't work.

M: 从您个人角度来说，当地的经济发展状况你觉得是怎样？
From your personal perspective, what do you think of the local economic development?

I: 实话实说，经济发展倒是还可以，但是说到底还是外地人挣的多，本地人挣得少。
To be honest, economic development is ok, but in the end, outsiders earn more and locals earn less.

M: 您觉得当地的经济发展状况和文化遗产保护有关联吗？
Do you think the local economic development and cultural heritage protection are related?

I: 我觉得经济发展和文化遗产保护肯定是有关联的，都是建立在，文化遗产没有很好的保护的基础上面，说白了就是在拿我们的文化遗产换钱。

I think the economic development and the protection of cultural heritage must be linked, they all based on less protection of the cultural heritage, This is to exchange our cultural heritage for money.

M: 您个人觉得当地文化遗产保护在当地经济发展中所占有什么样的地位呢？
How do you feel about the status of local cultural heritage protection in the local economy?

I: 什么位置啊？

What position?

被牺牲掉的位置。

The place that was sacrificed.

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Interview 2

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M: 您觉得现在当地的文化遗产保护现状怎么样?

What do you think of the current status of local cultural heritage protection?

I: 我觉得现在丽江的文化遗产保护现状是有很大的问题的,就我个人来说,在我所了解的很多项目中,每一个部门,都有一定的管辖权力,所以在最终做决策的时候会产生很多的问题,这一点让我非常的无奈。

Now, I think the present situation of cultural heritage protection of lijiang is a very big problem, personally, In the projects which I know, each department has a certain jurisdiction power, they overlap, so that will produce a lot of problems in the final decision making, this let me very helpless.

打个比方说吧,对于丽江古城的管理其实是很混乱的,古城管理委员会呀,旅游局啊,包括景区派出所,他们都对古城有管理权,甚至我们规划部门,都有一定的审批权力。

For example, the management of the Old Town of lijiang is very chaotic, the Old Town management committee, Tourism Bureau, including scenic area police station, they all has Administrative power to the old Town, and even our planning department, has a certain power of examination and approval.

换句话说,其实没有一个部门,可以对,景区发生的具体事件,作出明确的回应,说到底就是大家相互踢皮球,就是大家都从古城的收入里面捞钱,但是出了事情以后呢,都说这事不归我管。

In other words, there is no department, can make a clear response for things happened in Old Town, they just let responsibility passing each other. Every departments get income from the old town management, But none of them pay full of the responsibility to bad case.

就像我们部门主任***你也认识,他就是从古城派出所调过来的,你以为他是过来干嘛的?

Just like the director of our department *** you know, he was transferred from the Old town police station, what do you think he came to do?

其实就是来协商分钱的呀,还有就是***昨天你也见过的,他每年从古维费里面拿的钱,这个数总是有的。

In fact, it is for the money, also is *** the man you saw yesterday, he also takes the money from the Old town maintenance fee every year, this number always has.

像文化遗产保护,这样投入大于产出的产业,其实是最好拿钱的,打个比方说,你说翻修一个老房子要花多少钱?

Like cultural heritage conservation, where the investment is greater than the output, it's very easier to take money from it, for example, how much does it cost to renovate an old house?

但是翻修一个古建筑要投入多少钱,你申请来的拨款,只要改一个名义支出就不一样了,多出的还不是内部分了,也有进入国家财政的,但那是极少数。

But how much money for renovation a historic building, as long as change a nominal spending of funding, You can get more money from the government investment, And they can split this money for their own purpose.

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Interview 3

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I: 我是一个小领导，具体古城维护费总共一年收入多少，我是不清楚的，但是轮到我值班的这一个月，不信你去桌上看看那个账本，你注意到没有？

I am just a small leader, I am not clear how much income about the ancient city maintenance fee total of a year, but it was my turn on duty this month, just take a look at the books on the desk, and did you notice?

我们这个月古城维护费，大概差不多六十七八万的样子，也不是每一个游客都会交这笔钱的，你自己想象，想想看，我们就稍微估计一下，一个月六十七八万一年就算他 600 万的收入吧，实际上应该是远远不止的，我们这个单位，总共有在职员工 76 人，还有一些社会上聘请的清洁人员，总共一年的工资支出也就 300 万不到，你觉得剩下的钱都去哪里了？

This month our ancient city maintenance fee, about six hundred and seventy-eight thousand appearance, not every tourist will pay the money. You think about it, we would estimate a little bit, one month six hundred and seventy-eight thousand. a year more than 6 million, in fact, should be far more than this. Our unit have a total of active staff 76 people, there are some social workers hired cleaners, a total of one year's wages will be less than 3 million, do you think the rest of the money went?

M: 那建筑维护啊，河道疏浚的不都是需要钱的吗？

That building maintenance ah, river dredging do not need money?

I: 河道疏浚绿化这些我们都是外包给别的公司的，水文治理差不多一年 50 万左右，绿化可能贵一点，但是，绿化的大多数收入，比方说苗木的买入啊，花的安置啊，很大一部分都是从丽江市政府出的，我觉得这肯定是作为市政府的日常支出当中，算是国家承担的吧。

River dredging green These we are outsourced to other companies, hydrological management about 500,000 a year or so, afforestation may be a little more expensive, but most of the green income, for example, the purchase of seedlings ah, flower arrangement ah, very The big part is from the Lijiang city government out, I think this is certainly as a day-to-day expenses of the municipal government, regarded as the state commitment.

建筑维护就更加不用说了，这一块就是我在负责我们办公室在负责，你认识***你也知道，丽江的古城的建筑维护基本上是不需要从古城维护费里面去掏的，我就跟你打个比方说吧，五一街口的那栋老房子你也看见了，就是那天***带你去的那栋房子，都维护，我们要出多少钱？

Building maintenance even more Needless to say, this one is that I am in charge of our office, you know *** You know, Lijiang, the ancient city of building maintenance is basically do not need to dig out from the ancient Wei Fei, I Let's make an analogy with you. The old house on May 1st Street was also seen by you. That house, which was taken with you on that day, was maintained. How much did we pay?

呵呵，我告诉你，我们在这里面最起码还可以有 20 万的收入，支出一分都不需要掏，这栋房子从前年开始就开始对外招商，后来有一个福建老板租下来了，总共租十年，算上算上税务总共 550 万人民币，原本住在里面的陈跃民一家，在新城买了一个，经济适用的三房，从租金当中扣了 189 万，我记得，因为陈跃民早就把房子交给我们古城管理委员会来负责了，所以往外出租，租金总共收了多少，他是不知道的，我们只负责把他们家在新城安置好。

Oh, I tell you, We can at least have 200,000 in this income, spending a point do not need to dig, the house began foreign investment from the previous year, and later a rental landlord in Fujian, a total of ten years rent, count as count Tax on a total of 5.5 million yuan, had lived in the inside of a Chen Yue-min, bought a Metro, affordable three-bedroom, deducted from the rent of 1.89 million, I remember, because Chen Yue-ming already put the house to our Old City Management Committee To be responsible, so out of rental, the rent received a total of how much, he did not

know, we are only responsible for their home in Metro Placement.

这中间，来去，就有两百多万的钱多出来了，负责维修翻新这整栋房子，也就总共加起来 80 多万吧，其中 60%，还是那个福建人负担的，所以刨去各种税务地税什么的，加上打通各种关系，你以为我们就不需要打通关系吗？

Among this, there are more than two million more money out, responsible for maintenance renovation of the whole house, it adds up to more than 80 million, of which 60%, or that Fujian man afford.

最后起码有一百万左右，是净收入，我们就上报收入 20 万，剩下的就是我们的年终奖了，呵呵，其实我们拿的只是毛毛雨啦，丽江市政府的***，还有市规划负责审批的***，还有我们古城管理委员会的大领导，他们每个月的工资也就五六千，但是谁在昆明没有个两三套房子，你再去看看他们的小孩和亲戚，开的是什么车就知道了。

Finally at least one million or so, is the net income, we reported income of 200,000, the rest is our year-end Award, Oh, in fact, we take only the drizzle friends, Lijiang city government ***, as well as the municipal planning responsible for the approval of the ***, as well as our ancient city management committee of the big leaders, their monthly salary also Five or six thousand, but who do not have two or three houses in Kunming, you go to see their children and relatives, what car is open to know.

你以为古城维护费的收入有多少用在了文化遗产保护上，但是这个你要查是查不到的，打个比方说，老房子的维护，你可以叫普通的工人来做，一工 300 块，但是在做账的时候，你把它写成，是专家做的，7 万的设计费用，一个月完成。

How much do you think the ancient city maintenance fee income is spent on the protection of cultural heritage, but this you have to check is not found, for example, the maintenance of the old house, you can call the average worker to do a work 300 Block, but when you do account, you write it, is an expert, 70,000 design costs, a month to complete.

这些都是可以的呀，因为中央不是有文件吗？

These are all possible because the Central Government does have document.

文化遗产保护，要仔细要认真，要不惜代价吗？

Cultural heritage protection must be carefully and carefully paid at all costs.

所以说，最终这些钱真正用在文化遗产保护上的真是少之又少，不过话又说回来，如果真的想保护一些什么东西，那你也要懂呀，现在就是，真正懂得人不愿意来，不懂的人倒是到这里来赚点小钱，刚才桌上的小本本，反正你也看了，我说的，到底有多少是真的，你自己心里也明白了，所以说了，账面上再清楚的事情其实也没有这么清楚，你看和尚庙越小，其实里面的猫腻就越多，因为大家都是人呀，大家都要过日子呀，呵呵，可能以后，文化素质提高了以后，这种会好一点吧，

Therefore, it is very rare that these funds should eventually be used for the protection of cultural heritage Again, if you really want to protect something, then you have to understand it, and now is, people really do not want to understand, people do not understand it touches here to make a little money, just a small notebook on the table, anyway, You also read, I said, in the end how much is true, your own heart also understand, so said, books and then clear things are not so clear, you see the temple monk smaller, in fact, the tricky Because more people are all people, we all have to live Yeah, huh, huh, may later, after the improvement of cultural quality, this will be better,

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Interview 4

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M: 您好，非常感谢您接受这次采访，您可以谈一谈，对丽江的文化遗产保护和经济发展的看法吗？

Hello, thank you very much for your acceptance of this interview. Can you talk about the cultural heritage protection and economic development of Lijiang?

I: 从我自身的角度来看，丽江的文化遗产保护，其实有一个很大的问题，就是裙带关系非常严重，说白了就是官商勾结一类的吧，

From my own point of view, Lijiang's cultural heritage protection, actually has a big problem, is the nepotism is very serious, it is said that the government and business collude,

M: 您的意思是不是公共利益受私人关系影响比较严重？

Do you mean that public interests are more affected by private relations?

I: 对，你总结的非常好，就是这个意思，你想现在这个社会大到政府官员，小到平头老百姓，谁没有一点点社会关系，谁又不会使用这些社会关系呢？

Yes, you're a very good summary, it is this meaning, you want to now the social big to government officials, small to common persons, who have little social relations, and who will not use these social relations?

丽江这些个旅游资源，真正的我们老百姓能够占多少？

Lijiang these tourist resources, how much the people can occupy?

不要说我们老百姓了，是政府收入当中又能够占多少？

Don't say our common people, how much is the government income can occupy?

我就打个比方说吧，玉龙雪山大家都知道，像你所说的玉龙雪山应该是公共财产，丽江旅游公司在雪山上建了两条索道，每年光是索道的收入就起码超过三个亿。

I will say for example, jade dragon snow mountain, as you know, like what you said should be public property, the jade dragon snow mountain of Lijiang tourism companies on the snow-capped mountains built two cableway, ropeway income alone every year at least more than three hundred million.

这三个亿的钱，丽江旅游公司又会上交丽江市财政多少？

The three hundred million yuan, how much Lijiang travel company will hand in Lijiang city finance?

在保护雪山上，你也知道丽江旅游是一家上市公司，他怎么可能真正的投入到保护雪山，保护环境的公益事业当中去，整个旅游公司其实也是丽江创收的一个部分，那个***你也认识，你跟他这么熟，其实你也知道他每年从丽江旅游拿了拿到多少钱。

On the protection of snow mountain, you also know Lijiang tourism is a public company, how can he truly devoted to protect snow mountain, protect the environment of public welfare undertakings, the travel company is Lijiang a part of the revenue, the * * * as you know, you are so familiar with him, but you also know that he took a get much money every year from Lijiang tourism.

M: 他们不是一直在做文化遗产保护的相關的事情的吗？

Aren't they always doing something about cultural heritage conservation?

I: 对，他们是在做遗产保护，但是现在哪个公司又不在做这个呢？

Yes, they are doing heritage protection, but which company is not doing this now?

现在这个，名头有这么火，只要你是说我们是做遗产保护的或者我们是公益性质的，国家又会给你减免多少税收？

Now, the famous one has such a fire, as long as you are saying that we are protecting the heritage or we are public welfare, how much will the state give you?

说到底还是奔着钱去的。

After all, it was money.

M: 那国家不是有相关的法规吗?

Isn't there a law in that country?

I: 国家法规制定的再好, 那也得有执行的人呀, 你要看都是些什么人在执行这样的法规, 我再跟你打一个比方吧, 古城区的房子是不能买卖的, 这个你是知道的, 你知道在五一条街, 租一个房子要花多少钱吗?

National laws and regulations formulated by the again good, that also need to perform people ah, what do you want to see are people in carrying out such regulations, I will make an example to you, the ancient city of house can neither be bought or sold, this you know, you know in the street, how much does it cost to rent a house?

如果是外地人, 那个价格是很高的啦, 基本上地段好一点的, 都要 50 万到 60 万一年, , 十年起租, 同时还要负责老房子的修缮和保养, 都包括什么?

If it is a foreigner, the price is high, basically lots better, 500000 to 600000, 10 years of the, also responsible for repair and maintenance of the old house, what does it include?

不能改变内部结构啊, 要保持外立面原有的形态什么的, 再加上内部装修, 还有和消防卫生搞好关系, 总共加起来也要 600 万左右了, 十年, 即便是这样, 也有大把的人愿意做这笔生意, 但如果你认识领导或者关系够硬, 那就方便了, 因为当地的老房子本身维护就不是很好, 再加上现在法律规定, 古城区的房子不许买卖, 如果由政府出面, 很容易和房屋原来的所有人达成协议, 就是你之前看到的那些物业置换协议。

Can't change the internal structure, to keep the facade of the original form of what, plus internal decoration, fire and health good relations, a total of up to 6 million or so, ten years, even so, also have a lot of people are willing to do business, but if you know the leadership or relationship is hard enough, that is convenient, because the local old house itself is not very good, the maintenance and now law, ancient city house is not allowed to buy and sell, if appear personally by the government, it is easy to and houses all of the original agreement, is that you saw before the property exchange agreement.

政府在新城给他们找一处房产, 帮他们把硬件和配套设施都做好, 再补贴一笔款项, 然后让他们把古城区的老房子让出来。

The government gave them a property in the new town, helped them to make the hardware and amenities, then subsidized a sum of money, and then let them bring out the old houses in the old town.

名义上说的很好听, 是为了保护古建筑, 其实就是把所有权收归公家, 然后再转手卖出。

The name is very nice, to protect the ancient buildings, in fact, to take ownership of the house, and then sell it.

对原来的屋主来说, 这也是一笔非常划算的买卖, 你想啊, 原本的老房子住着也不舒服, 配套设施又不齐全, 还不能销售不能买卖。

To the original owner, this is also a very good deal, you think, the original old house is not comfortable, the supporting facilities are not complete, and cannot be sold or sold.

现在好了, 政府在新城给你重新换一套房子, 还补贴你一笔钱, 最主要的是, 政府补贴的新房子, 在新城的房子是可以买卖的, 很多当地人就选择把新城的房子卖了, 然后加上补贴, 全家搬到昆明或去大理, 打工的打工做生意的做生意,

Right now, the government in the town for you to change a house, also subsidies you a sum of money, the most important is, a new house, government subsidies in the town house is can buy and sell, many local people will choose to sell the new house, then add subsidies, the family moved to kunming or Dali, working part-time business of doing business,

M: 那他们自己为什么不把房屋向外出租呢?

Why don't they rent out their houses?

I: 这个东西说是可以，但是实际操作起来就没有这么简单了，丽江市的规划局古城管理委员会，他们有多少关节，你是打不通的，租房子的人主要目的就是为了做生意，要有各种各样的执照，政府只要执照方面，抓的稍微紧一点，你难道几百万租一个房子就是为了住吗？

This thing can say, but the practice is not so simple, the ancient city of lijiang city planning bureau of management committee, how many joints, you can't get through, people rent house main purpose is for business, for all kinds of license, as long as the government in terms of license, catch a little bit tight, don't you millions of rent a house to live?

所以现在，在比较中心的区域，我的意思是人流量比较多的区域，大家为了求稳，基本上都是由政府出面，从私人手里租已经是很少了，如果没有关系，刚才我也说过了，差不多十年就是五六百万的样子，但如果你和领导关系硬，那就要便宜太多了，给原来的屋主在丽江新城买一套新房子，最多也就 300 万左右，加上补贴，就 350 万，而且这个钱也不一定需要你出，这些都可以从丽江市财政里面拿，这个很正常，本来就是为了，对古建筑进行保护，为了保护当地人的利益，将原住民迁出，然后房屋修缮的钱可能要你自己出，因为这笔钱本来是古城管理委员会出的，既然他们愿意把房子租给你，那你怎么好意思再向他们这里拿钱？

So now, in the center of the comparison of area, I mean more traffic areas, all for the sake of stability, basically all is by the government, from private hands rent is rarely, if there is no relationship, and as I said just now, almost a decade is 56 million appearance, but if you hard and leadership relations, that will be cheap too much, to the original owner in lijiang city to buy a new house, most are around 3 million, combined with subsidies, 3.5 million, and the money does not necessarily need you out, these can be taken from the lijiang city finance inside, this is very normal, it is for, to protect ancient buildings in order to protect the interests of local people, the native will be moved out, and then the money home improvement may be yourself out, because the money is out of the city management committee, since they are willing to let the house to you at that you how not bashful take money to them here?

除非你的后台是非常非常的硬，最后你再和古城管理委员会签十年的使用协议，这整套院子就是你的啦，你这前后所投入的钱绝对不会超过 150 万，

Unless your background is very, very hard, finally you ten years of use agreement is signed and the ancient city of the management committee, the courtyard of a complete set of is you, you would put money before and after the absolute can't more than 1.5 million,

那古城管理委员会的收入，是少了好几百万吗？

Does the old city management committee earn millions less?

你以为管理委员会每年十几亿的财政赤字是从哪里来的吗？

Where do you think the administration's annual deficit of billions of dollars comes from?

说的好听一点，就是文化遗产保护需要加大投资，其实就是你所说的那个公共利益被私人关系侵占了，我觉得你这句话说的很对。

To put it a little better, cultural heritage protection needs to be invested more, in fact, the public interest you are talking about has been usurped by private relations, and I think you are right in saying that.

M: 哦哦原来是这样，这里边都是这样操作的吗？

Oh, that's it. Is this how it works here?

就没有人提出过疑问吗？

No questions?

I: 提出疑问的人都是要有文化的呀，还要有过硬的背景，有文化有背景的人，谁愿意到这

里来管这个事。

People who ask questions should have a culture, and have a hard background, people with a cultural background, who would like to come here and take care of it.

外地人到丽江来都是为了挣钱，挣到钱了就走了，现在确实有很多专家学者都到丽江来研究当地文化，研究古建筑保护，但主要都是管点不管面的，他们带着研究目标来，目标完成以后就走了，谁也不会去掺和你这个行政体制这一块。

Outsiders to lijiang is to make money, make money and went away, now there are a lot of experts and scholars to lijiang to study the local culture, the ancient buildings protection, but are mainly tube points, regardless of the their research with the goal, after the completion of the target and went away, who also won't go with you of the administrative system.

所以要我说还是人口素质太低，导致的，自我保护意识的法律意识稍微高一点的地方，你看上海和北京，谁敢愿意这么干？

So if I say that the quality of the population is too low, the legal awareness of self-protection awareness is a little higher. If you look at Shanghai and Beijing, who is willing to do this?

.....

文化遗产保护调查问卷

Cultural Heritage Protection Questionnaire

尊敬的先生/女士：

您好，我们正在进行一项关于文化遗产保护的调查问卷，恳请您用几分钟时间帮忙填答这份问卷，本次问卷实行匿名制，所有数据只用于统计分析，请您放心填写。题目选项无对错之分，请您按自己的实际情况填写，感谢您的帮助。

Ladies and gentlemen:

Hello, It is a questionnaire about cultural heritage protection, it will be very appreciated for you to spare a few minutes to complete this questionnaire. The questionnaire is anonymity, all the data only for statistical analysis only, please feel free to fill out. There is no right or wrong answer, please give result according to your actual situation. Thank you for your help.

调查对象基本状况

The basic status of the Survey target

1.您的性别：

Gender:

a.*男

Male

b.*女

Female

2.您的年龄：

Age:

a.*20 岁以下

Under 20

b.*20~29

c.*30~39

d.*40~49

e.*50~59

f.*60 以上

More than 60

3.您的民族：

Nationality:

a.*汉族

Han

b.*少数民族

Minority

4.您的文化程度：

Education background

a.*高中以下

Below high school degree

b.*高中（中专）

High School Diploma

c.*大专及其以上

College and above

d.*硕士及以上

Master degree and above

5.您的职业:

Occupation

a.*学生

Student

b.*政府机关

The government staff

c.*企业人士

Private enterprise

d.*其他

Others

6.您的家庭是在:

Living place

a.*城市

City

b.*乡镇

Small town

c.*县城

County

d.*农村

Countryside

7.您参加过文化遗产保护吗?

Have you participated in the protection of cultural heritage?

a.*参加过

Yes

b.*没参加过

No

对文化遗产保护概念的了解

Understanding of the concept of cultural heritage protection

8.您对文化遗产保护的概念了解多少?

What do you know about the concept of cultural heritage protection?

a.*非常了解

Very know

b.*比较了解

Somewhat know

c.*不太了解

Somewhat not know

d.*完全不了解

Not know

9.您知道我国的“文化遗产日”是哪一天么?

Do you know which day is our country's "cultural heritage day"?

a.*六月的第一个星期六

The first Saturday of June

- b.*六月的第二个星期六
The second Saturday of June
c.*六月的第三个星期六
The third Saturday of June

10.您对我国文化遗产保护的现状持何种态度?
How was you feel about the cultural heritage protection in China?

- a.*非常满意
Very satisfied
b.*满意
Somewhat satisfied
c.*不满意
Somewhat dissatisfied
d.*非常不满意
Very dissatisfied
e.*不了解
Not concerned

11.您认为文化遗产保护的关键在于:
What do you think the key to cultural heritage protection is:

- a.*保护文化遗产本身
Protect the cultural heritage itself
b.*保护文化遗产存在所依赖的周边自然地理环境
Protect the surrounding natural geographical environment of cultural heritage
c.*保护文化遗产存在所依赖的文化背景
Protect the cultural background of cultural heritage
d.*其他
Others

12.您了解本地的历史文化遗产（如建筑、文物）吗?
How do you know the local historical and cultural heritage (e.g. architecture, cultural relics)?

- a.*很了解
Extremely know
b.*比较了解
Very know
c.*知道一点
Know a little
d.*一点也不知道
Not know

13.本地的历史文化遗产在您心目中的地位是?
What is the status of the local historical and cultural heritage in your mind?

- a.*是维系当地生存和发展的历史纽带
It is the historical link that sustains the local survival and development
b.*具有较高艺术价值的旅游资源
Tourism resources with high artistic value
c.*被视为普通的建筑物和物品
An ordinary building and object
d.*不太重要，觉得本地历史文化遗产可有可无
It is not important, It doesn't matter about existing or not

对文化遗产保护的态度

The attitude to cultural heritage protection

14.您对文化遗产保护的前景有何看法?

What is your opinion to the future of heritage protection?

a.*非常乐观

Very positive

b.*一般

Somewhat positive

c.*不太乐观

Somewhat negative

d.*完全不看好

Very negative

15.您觉得当前文化遗产保护面临的最大问题是什么?

What do you think the biggest problem on the current cultural heritage protection?

a.*缺乏有效的保护机制

Lack of effective protection mechanisms

b.*外来文化和现代文化的冲突

The conflict between foreign culture and modern culture

c.*缺乏资金

Lack of money

d.*传承人老龄化

inheritors Aging

e.*不关注

Not concerned

16.您觉得什么是成功的文化遗产开发及保护:【可多选】

By your own experience, What is a successful cultural heritage protection and development?(Multiple choice)

a.*带动旅游业发展

Promote tourism development

b.*拉动经济增长

Boost economic growth

c.*改善城市居住环境

Improve the urban living environment

d.*使其空间分布合理

Make the space distribution reasonable

e.*加深了民众对文化遗产的保护意识

Enhance the public's awareness of cultural heritage

f.*充分展现了地方特色和传统文化

Display of local characteristics and traditional culture

g.*不关注

Not concern

17.您认为当地政府对历史文化遗产保护如何?

What do you think of the local government's protection to historical and cultural heritage?

a.*保护力度足够,经常出台措施保护本地的文化遗产

The protection is adequate and often offers programmes to protect the local cultural heritage

b.*保护力度一般,偶尔关注文化遗产现状

The protection intensity is general, occasionally concerned about the status of cultural heritage

c.*保护力度不足,基本上没有采取保护措施

The protection was insufficient, and there was basically no protection

d.*不关注

Not concern

18.您觉得政府应给予怎样的政策保护？

What kind of policy do you think the government should give?

a.*鼓励地方政府及民间团队举办相关活动，加大宣传

Encourage local government and civil society to organize and promote relevant activities.

b.*鼓励民众积极参与保护活动，并给予奖励

Encourage people to participate in the protection activities and give rewards.

c.*政府成立专门机构对外筹集资金

Established a specialized agency to raise funds.

d.*不关注

Not concern

19.您认为下列哪一项是保护历史文化行之有效的方法？

Which of the following is an effective way to protect the historical culture heritage?

a.*政府加大宣传教育力度，大力宣传文化遗产保护的重要性

Government Authority should publicity the importance of cultural heritage protection

b.*政府拨用更多的资金修复或维护老街历史文化遗产

Government Authority will allocate more funds to repair or preserve old historical and cultural heritage

c.*当地人民加强主人翁精神，注意在日常生活中对历史文化遗产的保护

Local people should pay attention to the protection of historical and cultural heritage in daily life

d.*不关注

Not concern

20.您对当前文化遗产的利用情况满意吗？

How satisfied are you with the usage of current cultural heritage?

a.*满意

Very satisfied

b.*比较满意

Somewhat satisfied

c.*一般

Neither satisfied nor dissatisfied

d.*不太满意

Somewhat dissatisfied

e.*不满意

Very dissatisfied

21.您认为文化遗产的保护和利用有矛盾吗？

Do you think there is a contradiction between the protection and usage of cultural heritage resource?

a.*矛盾大

Big contradiction

b.*矛盾较大

Small contradiction

c.*处理好就没矛盾

No contradiction when deal with appropriately

d.*不关注

Not concern

22.您认为经济开发中文化遗产所获得的收入应如何分配？

What do you think how to distribute the cultural heritage income in economic development?

- a.*全部作为文化遗产的保护资金
All income received as a protection fund for cultural heritage
- b.*全部用于文化遗产景区的发展
All for the development of cultural heritage sites
- c.*一部分作为文化遗产的保护资金，另一部分作为文化遗产景区的发展资金
Partly as a protection fund for cultural heritage, the other part serves as the development fund for cultural heritage scenic spots
- d.*不关注
Not concern

- 23.您认为目前文化遗产保护资金面临的主要问题是：
How do you think the main problem of the current cultural heritage protection fund:
- a.*财政经费安排太少
Too little government investment
 - b.*社会筹资渠道不畅
Poor social financing channels
 - c.*专项资金常被挪用
Special funds are often misappropriated
 - d.*社会资金参与积极性不高
Lack of non government investment
 - e.*不关注
Not concern

- 24.对利用社会资金参与文化遗产保护事业，您是否赞成？
Do you agree that using social funds to participate in the cultural heritage protection?
- a.*赞同
Very agree
 - b.*较赞同
Somewhat agree
 - c.*无所谓
Neither agree nor disagree
 - d.*不太赞同
Somewhat disagree
 - e.*不赞同
Disagree

- 25.您对文化遗产点免费开放是什么态度？
What is your attitude to opening cultural heritage sites for free?
- a.*赞同
Very agree
 - b.*较赞同
Somewhat agree
 - c.*无所谓
Neither agree nor disagree
 - d.*不太赞同
Somewhat disagree
 - e.*不赞同
Disagree

- 26.您认为当前文化遗产管理存在的主要问题是什么？ 限选 3 项
What do you think the main problems of the current cultural heritage management? Choose three options only

- a.*责任分割
Responsibility division
- b.*管理部门缺乏衔接
The lack of connection between different management department
- c.*缺乏统一管理机构
Lack of unified management department
- d.*缺乏统一协调机构
Lack of a unified coordination department
- e.*管理部门惩治低
Low punishment power of management department
- f.*管理部门权限小
Weak administrative authority
- g.*管理与执法脱节
Disjoint between administration and law enforcement
- h.*其他
Others
- i.*不关注
Not concern

27.您认为正确处理文化遗产保护与原住民利益关系的方法是：
What do you think the right way to deal with the relationship between cultural heritage protection and Local interest is:

- a.*外迁
Migration
- b.*继续留在原地从事原来的营生
Continue stay and do the original work
- c.*按照文化遗产保护业态调整安置就业
Adjust the placement according to the demands of cultural heritage protection
- d.*将文化遗产交原住民自保
Developing the heritage just by local
- e.*其他
Others
- f.*不关注
Not concern

28.您认为当前城市文化遗产保护亟需完善的方面是： 限选 3 项
What part need to be urgently improved in the urban cultural heritage protection: Choose three options only

- a.*管理混乱
The management of heritage site
- b.*健全法制
Improve the legal system
- c.*扩大社会参与
Expand social participation
- d.*增加资金投入
Increasing investment
- e.*提高惩治力度
Raise the power of punishment
- f.*停止拆除 50 年以上的老房子，保护好历史街区，控制老城区建筑规模体量高度
Stop tearing down old houses which more than 50 years old, protect historic blocks, and control the construction activity in the old city
- g.*扩大宣传

Expand publicity

h.*提升市民素质和意识

Enhance education level and awareness

i.*改善遗产周边环境

Improve the surrounding environment of heritage site

j.*开展基层调查

Conduct grass-roots investigation

k.*其他

Others

l.*不关注

Not concern

关于文物建筑保护

The heritage building protection

29.您认为当前文物建筑保护的整体状况怎么样?

How do you think the current status of the protection of heritage buildings?

a.*好

Extremely well

b.*较好

Very well

c.*一般

Somewhat well

d.*不好

Bad

30.您认为文物建筑保护的关键在于?

What do you think the key to the protection of cultural relics?

a.*保护文物建筑本身

Protect the heritage building itself

b.*保护文物的周围环境

Protect the environment of cultural relics

c.*两者都要保护

Both

d.*不关注

not concern

31.您认为以下哪种旧城保护的思路最科学?

Which of the following ideas do you think is the most scientific for historical city protection ,?

a.*保护老城区

Protect the view of old city

b.*建设新城区

Build the new city in another place

c.*在老城区开发建设新建筑

Developing new construction in the old city area

d.*在老城区开发建设,同时建设新城区

Developing the old city, while building another new one

e.*其他

Others

f.*不关注

Not concern

32.您认为,当前当地城市建设在延续传统的风貌和文化特色方面如何?

In your opinion, how is the city development in terms of continuation on traditional style and cultural features?

- a.*好
Extremely well
- b.*较好
Very well
- c.*一般
Somewhat well
- d.*不太好
Not so well
- e.*不好
Bad

33. 您认为本地主要的历史文化建筑被保护得如何？

How do you think the major local historical buildings are protected?

- a.*基本上未遭破坏，保持原状
Basically undamaged, remain the same
- b.*较大程度遭到破坏
Was destroyed to a large extent
- c.*遭到严重破坏，失去其原貌
Seriously damaged, lost its original appearance

34. 您认为当前文物建筑遭到破坏的主要原因是什么？ 限选 3 项

What do you think is the main reason for the destruction of the current heritage buildings?

Choose three options only

- a.*体制问题
Institutional issues
- b.*管理部门缺位
lack of management
- c.*建设思路偏差
Urban development planning mistake
- d.*领导不重视
Leaders do not pay attention
- e.*未纳入地方考核范围
Not included in the scope of local assessment
- f.*法制不健全
The legal system is not perfect
- g.*缺乏社会监督
Lack of social supervision
- h.*民众意识不强
Public awareness is not strong
- i.*保护管理理念落后
The concept of conservation management is obsolete
- j.*相关人才缺少
Lack of relevant human resource
- k.*开发建设利益驱使
Development and construction benefit drive
- l.*外来文化和现代文化的冲击
The impact of foreign culture and modern culture
- m.*其他
Others
- n.*不关注

Not concern

35. 以您的观察和了解，当前城市文物建筑保护最突出的问题是什么？限选 3 项

With your observation and understanding, what is the most prominent problem in the protection of urban cultural relics? Choose three options only

a. *老建筑遭拆除

The old building was demolished

b. *建假古董

Build fake antiques

c. *原住民离开

Local people leave

d. *法制不完善

Imperfect legal system

e. *执法不力

lack of law enforcement

f. *领导不重视

Leaders do not pay attention

g. *管理不严

Lack of management

h. *社会参与不够

Social participation is not enough

i. *非物质文化遗产消失

Intangible cultural heritage disappears

j. *古村落消失

Old villages disappear

k. *文化遗产周边环境维护差

Poor environmental maintenance of cultural heritage site

l. *其他

Others

m. *不关注

Not concern

关于非物质文化遗产保护

Intangible cultural heritage protection

36. 您关注相关保护非物质文化遗产保护方面措施或政策吗？

Are you concerned about measures or policies to protect intangible cultural heritage?

a. *关注

Concern

b. *不关注

Not concern

37. 您是否知道《非物质文化遗产保护法》？

Do you know about the 'intangible cultural heritage protection law'?

a. *知道

Yes

b. *不知道

No

38. 您认为如今本地非物质文化遗产保护的效果如何？

How do you think the local intangible cultural heritage protection?

a. *很好

Very helpful

- b.*一般般
Somewhat helpful
c.*有效果，但是不显著
Not so helpful
d.*没有效果
useless

39.您赞同以下哪些非物质文化遗产的保护方式：【可多选】

which are you agree with the following intangible cultural heritage conservation methods:
(Multiple choice)

- a.*政府主导拨款对非物质文化遗产保护
The government is leading grants and investment to protect the intangible cultural heritage
b.*社会团体自发对非物质文化遗产保护
Social groups are voluntary take responsibility to intangible cultural heritage protection
c.*以政府为主导，社会团体及非物质文化遗产继承人共同保护
Under the government department leading, the protection activity support by social group and the intangible cultural heritages
d.*非物质文化遗产继承人自己保护、传承
Protected and inheritance by the intangible cultural heritage inherits its own

40.您愿意选择以非物质文化遗产为主题的旅游路线吗？

Would you like to choose a travel route based on intangible cultural heritage?

- a.*愿意
I would love to chose
b.*还可以
Acceptable
c.*没兴趣
No interest

41.您会购买或观看哪些种类的非物质文化遗产类物品：【可多选】

What kinds of intangible cultural heritage items you will buy or watch: (Multiple choice)

- a.*传统手工艺制作的作品
Traditional handicraft works
b.*民俗活动、礼仪、节庆、民间传统知识和实践
Folklore activities, festivals, folk traditional knowledge and practices
c.*口头传统
Oral tradition tell
d.*传统表演艺术
Traditional performing arts
e.*不购买
No buy

42.您购买或观看的非物质文化遗产类产品的原因是：

The reasons for your purchase or view the intangible cultural heritage products are:

- a.*对传统文化的兴趣
Interest in traditional culture
b.*仅仅因为非物质文化遗产类产品好看或好玩
Intangible cultural heritage products look good or have fun
c.*为了收藏非物质文化遗产类产品
In order to collect intangible cultural heritage products
d.*想去学习研究非物质文化遗产背后含有的深刻、丰富的内涵
Want to study the profound and rich connotation of intangible cultural heritage

43.您认为本地非物质文化遗产存在的问题有：【可多选】

The problems of local intangible cultural heritage are: (Multiple choice)

a.*缺乏原料

Lack of materials

b.*继承人青黄不接

Lack of heir

c.*脱离市场

Lost connection with the market

d.*历史所趋

Historic problem

e.*政策支持不够

Lack of policy support

f.*其他

Others

g.*不关注

Not concern

44.您觉得目前本地保护非物质文化遗产保护不力的原因是：【可多选】

What is the reason caused the problem about current local intangible cultural heritage protection: (Multiple choice)

a.*现阶段人民的意识不够

The public's consciousness is not enough at this stage

b.*缺乏有效的保护机制

Lack of effective protection mechanisms

c.*缺乏宣传教育，没有采取提高全民保护意识的有效措施

Lack of publicity education, no effective measures have been taken to raise the awareness of heritage protection

d.*外来文化和现代文化的冲突

The conflict between foreign culture and modern culture

e.*传承老龄化和缺乏有效的传承机制

Inheriting aging and lack of effective inheritance mechanism

f.*其他

Others

g.*不关注

Not concern

45.您认为保护非物质文化遗产应加强的措施或政策是：【可多选】

The measures or policies that you believe should be strengthened to protect the intangible cultural heritage are: (Multiple choice)

a.*立法保护，是非物质文化遗产保护的根本保证

Legislative protection is the fundamental guarantee of the protection of intangible cultural heritage

b.*科学的管理机制，是非物质文化遗产保护的重要基础

The scientific management mechanism is an important foundation for the protection of intangible cultural heritage

c.*加强宣传教育，是提高全民保护意识的有效措施

Strengthening publicity education is an effective measure to raise the awareness of the protection of the whole people

d.*重视专家指导和人才队伍建设,是非物质文化遗产保护的关键

Follow expert guidance and personnel construction is the key to the protection of intangible cultural heritage

e.*加大财政投入，广开财源，是非物质文化遗产保护的基本保障

Increase financial input and expand financial resources, which is the basic guarantee for the protection of intangible cultural heritage

f.*对非物质文化遗产进行合理的商业化运行，与时俱进，促进其发展

To carry out reasonable commercial operation of intangible cultural heritage, advance with The Times and promote its development

g.*不关注

Not concern

46.非物质文化遗产是活态传承的民族文化瑰宝，但也面临因缺乏社会环境支撑而消失的危险。您支持非物质文化遗产走进博物馆加以保护，还是在社会活态发展？

Intangible cultural heritage is a cultural treasure, but it also faces the danger of disappearing due to lack of social environment support. Do you support intangible cultural heritage in museums, or in social development?

a.*走进博物馆

Put it in museum

b.*推向社会

Keep free developing

c.*两者兼顾

Both

d.*不关注

Not concern

谢谢！

Thanks!

<i>Lijiang local residents</i>	<i>472</i>
<i>Lijiang NGO staff</i>	<i>73</i>
<i>Lijiang heritage site staff</i>	<i>79</i>
<i>Lijiang Tourists</i>	<i>469</i>
<i>Shaoxing local residents</i>	<i>346</i>
<i>Shaoxing NGO staff</i>	<i>76</i>
<i>Shaoxing heritage site staff</i>	<i>46</i>
<i>Shaoxing Tourists</i>	<i>297</i>
<i>Yangzhou local residents</i>	<i>413</i>
<i>Yangzhou NGO staff</i>	<i>49</i>
<i>Yangzhou heritage site staff</i>	<i>53</i>
<i>Yangzhou Tourists</i>	<i>425</i>
<i>Total</i>	<i>2698</i>