



# The Meaning of Cultural Landscape in China

## From the Perspective of Heritage Stakeholders

Dr Rouran Zhang

College of Tourism and Service Management  
Nankai University  
Associate Member of ICOMOS/IFLA International  
Scientific Committee on Cultural Landscapes

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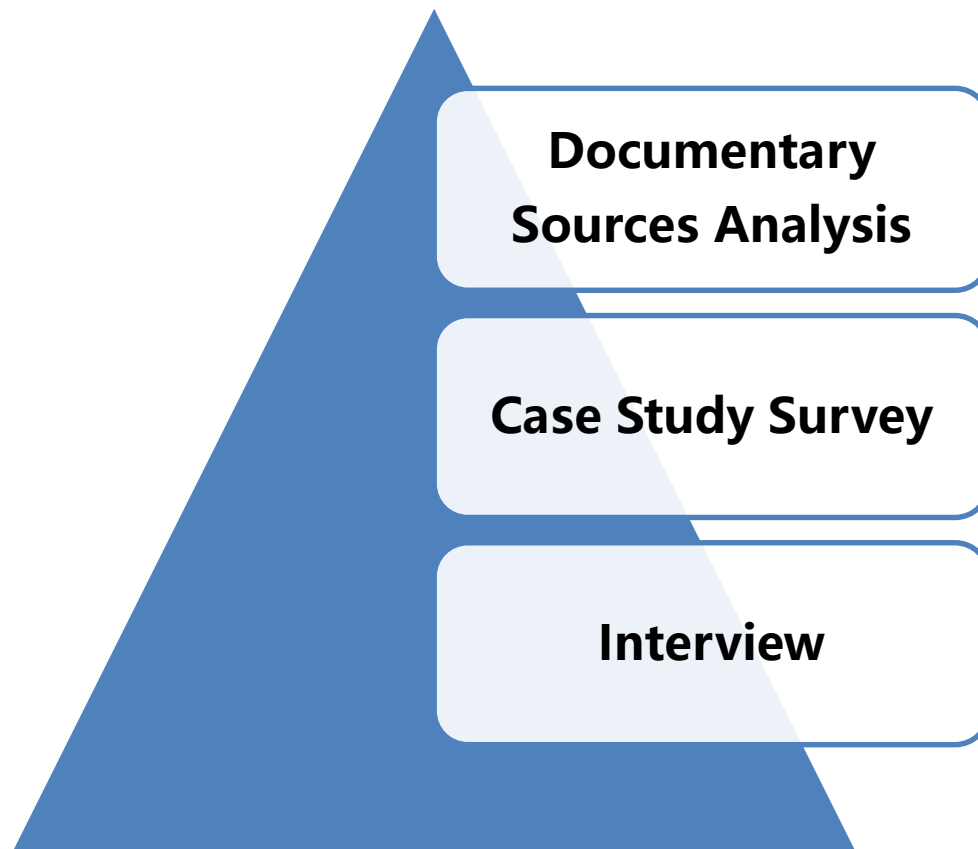
## RESEARCH AIMS

Examine examines how the Chinese experts formulated the nomination dossier, and explore their purposes in seeking World Heritage listing and their understanding of Cultural Landscape.

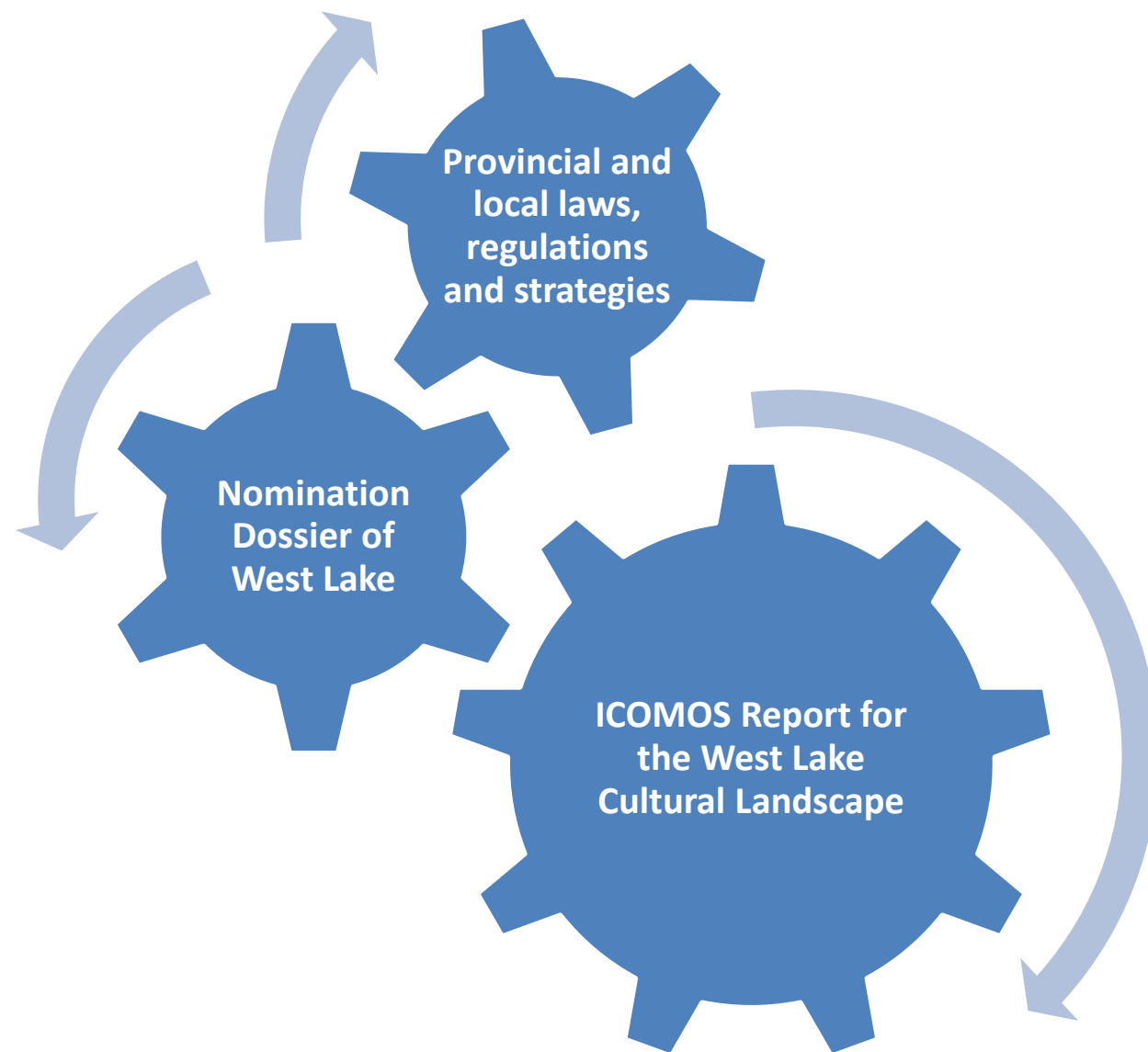
Explore how the discourses of Chinese tourists and local communities construct World Heritage and Cultural Landscape values through in-depth interview and observation.

Explpre tensions between tourists, local community, national experts and international authorities.

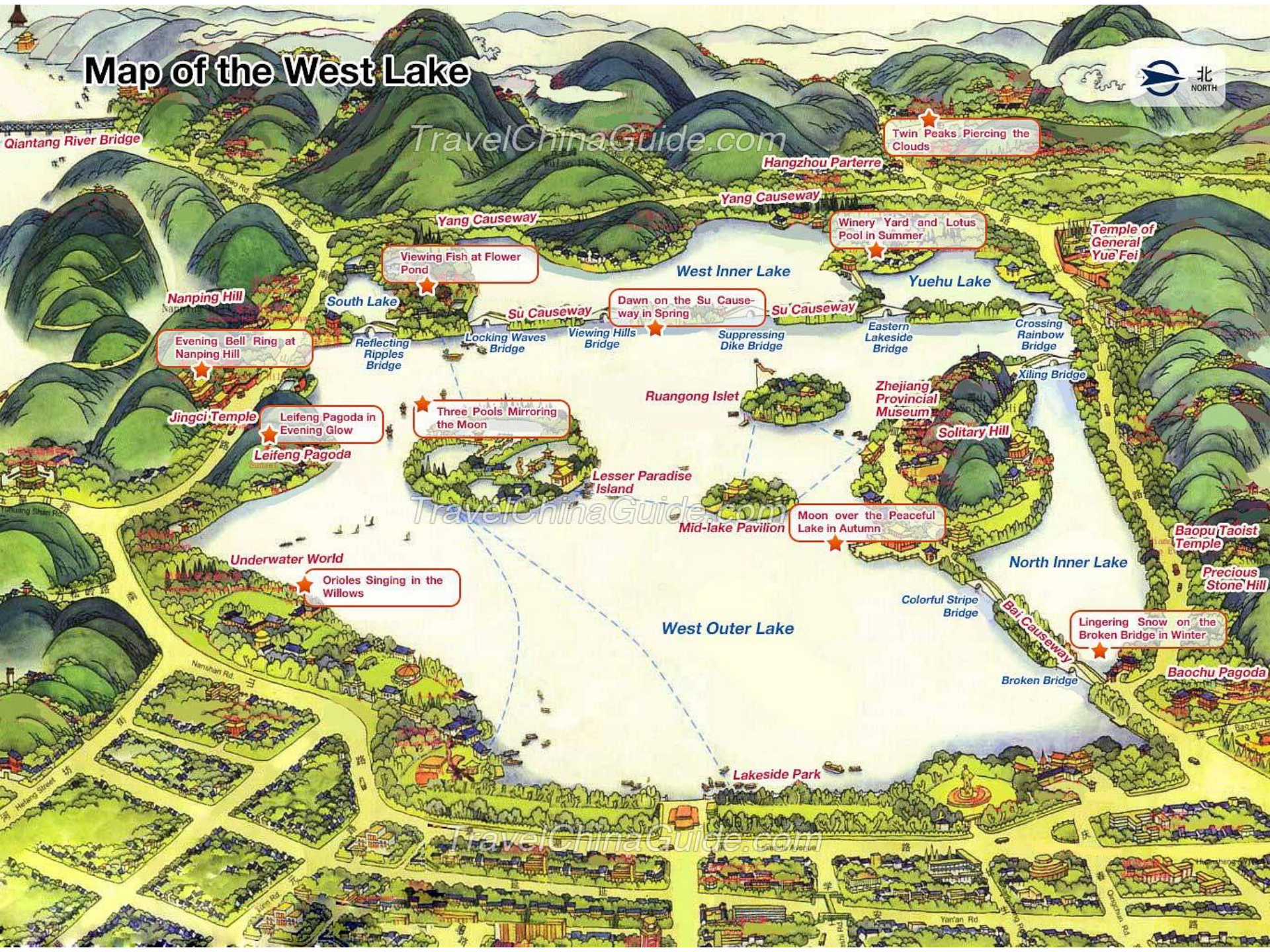
# METHOD



# Documentary Sources Analysis



# Map of the West Lake



TravelChinaGuide.com

TravelChinaGuide.com

TravelChinaGuide.com

Qiantang River Bridge

Twin Peaks Piercing the Clouds

Hangzhou Parterre

Yang Causeway

Yang Causeway

Winery Yard and Lotus Pool in Summer

Temple of General Yue Fei

West Inner Lake

Yuehu Lake

Nanping Hill

South Lake

Viewing Fish at Flower Pond

Dawn on the Su Causeway in Spring

Su Causeway

Evening Bell Ring at Nanping Hill

Reflecting Ripples Bridge

Locking Waves Bridge

Viewing Hills Bridge

Suppressing Dike Bridge

Eastern Lakeside Bridge

Crossing Rainbow Bridge

Jingci Temple

Leifeng Pagoda in Evening Glow

Leifeng Pagoda

Three Pools Mirroring the Moon

Ruangong Islet

Zhejiang Provincial Museum

Solitary Hill

Xiling Bridge

Lesser Paradise Island

Mid-lake Pavilion

Moon over the Peaceful Lake in Autumn

Baopu Taoist Temple

Precious Stone Hill

Underwater World

Orioles Singing in the Willows

North Inner Lake

West Outer Lake

Colorful Stripe Bridge

Lingering Snow on the Broken Bridge in Winter

Baochu Pagoda

Lakeside Park

Nanshan Rd

Bai Causeway

Broken Bridge

Helong Street

Yan'an Rd

Chang'an Rd

## Semi-Structured Interview

### Officials from national governments

- Two directors from the Ministry of Housing and Urban-Rural Development (MHURD) and the State Administration of Cultural Heritage (SACH) (Coded GO001 and GO002 respectively)

### Officials from local government of Hangzhou

- Two officials from the Cultural Heritage Monitoring and Management Centre of West Lake who were in charge of the World Heritage application and management issues. (the director of the centre coded as WL140; the other government official coded as WL141)

### Experts

- Two vice-directors (WL142&WL143) from the Institute of Architectural History under supervision of the China Architecture Design and Research Group

## Questionnaire

### 访谈问题（国家级遗产管理部门、国家级专家）

1. 您个人是怎样理解世界遗产的？
2. 您是怎样理解联合国教科文组织世界遗产项目的？
3. 您认为促使中国各省、市、自治区申报世界文化遗产的主要原因是什么？
4. 在杭州西湖和安徽西递宏村申遗的过程中是否遇到了困难？
5. 申报世界遗产的过程对于遗产地（如杭州西湖/安徽宏村西递村）产生了什么改变？
6. 在世界遗产的申报过程中是否有提名地内当地原住民参与讨论？
7. 您认为旅游对于当地居民和遗产地的重要性是什么？
8. 您个人是怎么看待旅游和游客的？
9. 您认为旅游和遗产的关系是什么？
10. 您所期望得世界遗产提名给世界文化遗产地如杭州西湖/安徽宏村西递村的具体管理政策产生了什么影响

### 访谈问题（地方遗产管理部门、当地旅游公司）

1. 您个人是怎样理解世界遗产的？
2. 您是怎样理解联合国教科文组织世界遗产项目的？
3. 您认为促使西湖（或）西递宏村申报世界文化遗产的主要原因是什么？
4. 在杭州西湖（或）安徽西递宏村申遗的过程中是否遇到了困难？
5. 申报世界遗产的过程对于杭州西湖（或）安徽宏村西递村产生了什么改变？
6. 在世界遗产的申报过程中是否有提名地内当地原住民参与讨论？
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- How do you personally understand world heritage?
- What do you think about the UNESCO world heritage program?
- What were the reasons given for encouraging the local governments at West Lake/ in applying for World Heritage status?
- Were there any difficulties during the listing process?
- Has World Heritage listing brought any changes to the site?
- Did local communities participate during the listing process of West Lake?
- How important is tourism to local communities associated with the site?
- What is your perspective on tourism and tourists?
- How would you characterise the relationship between tourism and heritage at this site?
- Has WHL brought any changes of the management policies of the sites, and if so how?

**Additional questions were asked during interview in response to issues raised by the interviewee.**

## Structured Interview

### Domestic Tourists

- Interviews on site with domestic tourists were undertaken during November 2013 and February 2014. With sixty-four domestic tourists were interviewed. 51.6% (33) were male and 48.4% (31) were female. Those aged 25-34 were the most frequent (50%) age group encountered, followed by aged 18-24 (23.4%). The educational attainment of most visitors was high, with 68.3% of visitors having some level of university education. Of thirty-six (56.3%) domestic tourists this was their first visit to West Lake, while twenty-nine (43.7%) were return visitors.

### Local residents

- Of those sixty-nine local residents interviewed at West Lake, over half of those surveyed were male (56.5% to 43.5% female). Those aged 18-34 were the most frequent (52.2%) age group encountered, followed by people over 65 (21.7%). The majority of locals (71%) frequently spend time at West Lake, while 29% did not come to the site very often. Nearly half (46.4%) of the locals interviewed use West Lake as their 'city park', a place for recreation or enjoying nature.



## 访谈问卷（当地居民）

## Questionnaire

访谈编号：

访谈地点：

访谈时间：

您好，我的名字叫张柔然。我是一名来自澳大利亚国立大学的在读博士研究生。我正在开展我的博士研究项目，既对杭州西湖的当地居民进行访谈。请问您能否接受我的访谈邀请，访谈过程会占用您 10-20 分钟时间。

性别：	
年龄：	A <17, B 18-24, C 25-34, D 35-44, E 45-54, F 55-64, G over 65
职业：	
受教育程度：	

备注：我需要向您一些开放性的问题，访谈是采用匿名的形式，访谈期间需要使用录音设备，如果您不愿意录音的形式，我将采用手写记录。

1. 您经常来西湖吗？
2. 您是怎样理解世界遗产的？
3. 您认为西湖是什么类型的遗产？自然遗产还是文化遗产？
4. 您是怎样理解文化景观这个概念的？
5. 您认为申遗成功或者是遗产这个称号对于西湖来说重要吗？
6. 您怎样看待旅游和遗产的关系？
7. 您认为西湖的旅游管理怎么样？
8. 您认为西湖的什么特点最有价值？
9. 您认为申报世界遗产给杭州西湖带来了什么？实际情况是怎样的？
10. 您觉得游客或是杭州旅游发展影响您平时生活吗？
11. 您所期望的游客在旅游过程中关注遗产地的什么信息？

您还有什么需要补充的吗？

感谢您的时间，这是我研究项目的简介和联系方式，有什么需要补充的，或有什么要求和建议请与我联系。

- How do you personally understand world heritage?
- What do you think about the UNESCO world heritage program?
- What were the reasons given for encouraging the local governments at West Lake in applying for World Heritage status?
- Were there any difficulties during the listing process?
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**Additional questions were asked during interview in response to issues raised by the interviewee.**

## 访访问卷（游客）

访谈编号：

访谈地点：

访谈时间：

您好，我的名字叫张柔然。我是一名来自澳大利亚国立大学的在读博士研究生。我正在开展我的博士研究项目，既对杭州西湖的游客进行访谈。请问您能否接受我的访谈邀请，访谈过程会占用您 10-20 分钟时间。

性别：	
年龄：	A <17, B 18-24, C 25-34, D 35-44, E 45-54, F 55-64, G over 65
职业：	
受教育程度：	

1. 这是否是您第一次游览该遗产地？是/不是。如果不是您最后一次游览是什么时候？/您是否经常游览该遗产地？
  2. 您来自什么地方？
  3. 您计划的是几天的行程？如果是一天的行程，您是从什么地方过来的？
  4. 您是跟团旅行、自己单独旅行或是和家人朋友一起旅行？
- 备注：我需要问您一些开放性的问题，访谈是采用匿名的形式，访谈期间需要使用录音设备，如果您不愿意录音的形式，我将会采用手写记录。

1. 西湖的什么因素吸引你来到这儿旅游？
2. 您的旅游期望达到了么？
3. 您的整个游览过程怎样？
4. 游览中有什么让您印象深刻的的景点，信息或是事情？
5. 您个人是怎样理解世界遗产的？
6. 您认为文化遗产和自然遗产的区别是什么？
7. 您个人是如何定义文化景观的？
8. 您认为世界遗产申报成功意味着什么？
9. 您认为旅游业重要吗？
10. 您怎样看待旅游与遗产的关系？
11. 您认为西湖的旅游管理怎么样？
12. 您在西湖申遗成功以前来过吗，如果来过您认为西湖有什么变化？（对于回头客）
13. 这些变化对于您的旅游经历有什么影响呢？（对于回头客）
14. 您还有什么需要补充的吗？

## Questionnaire

- What are your reasons for visiting West Lake?
- Were your expectations met?
- What experiences do you value on visiting this site?
- What messages about the heritage or history of the site do you take away?
- What does world heritage mean to you?
- What categories of world heritage do you think makes up West Lake?
- What do you understand the meaning of cultural landscape to be?
- Do you think it is important that this site is on the World Heritage List?
- Is tourism important to you?
- What is the relationship between tourism and heritage?
- What do you think of the tourism management of the site?
- Did you come before it was a World Heritage site, if so have there been any changes to the site? (for returning tourists)
- What do you think of those changes? (for returning tourists)
- Is there anything you would like to add or tell me?



**World Heritage as a Game: Chinese authorities VS International Organisations**

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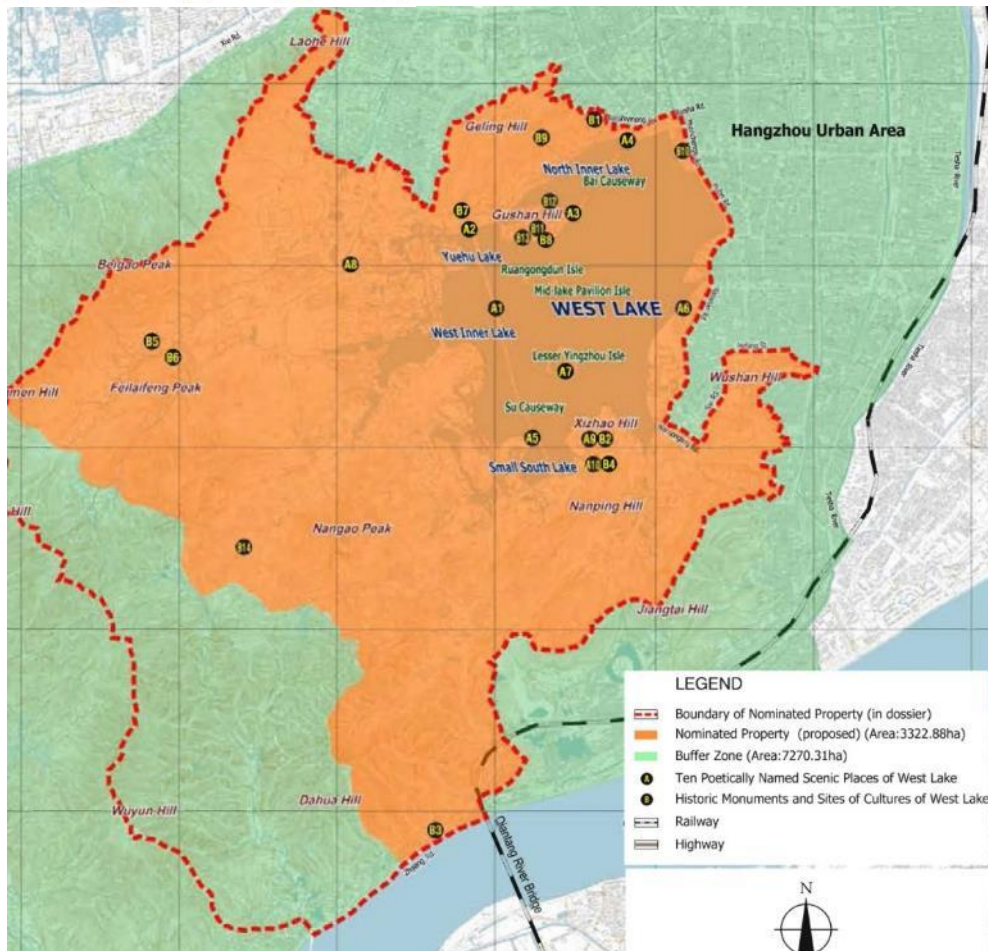


*'Criterion (ii): The improved landscape of West Lake can be seen to reflect Buddhist ideals imported into China from India such as 'Buddhist peacefulness' and 'nature as paintings', and in turn it had a major influence on landscape design in East Asia. Its causeways, islands, bridges, temples, pagodas and well defined views, were widely copied over China, notably in the summer Palace at Beijing and in Japan. The notion of ten poetically named scenic places persisted for seven centuries all over China and also spread to the Korean peninsula after the 16th century, when Korean intellectuals made visits to the West Lake.*

*Criterion (iii): The West Lake landscape is an exceptional testimony to the very specific cultural tradition of improving landscapes to create a series of 'pictures' that reflect what was seen as a perfect fusion between people and nature, a tradition that evolved in the Tang and Song Dynasties and has continued its relevance to the present day. The 'improved' West Lake, with its exceptional array of man-made causeways, islands, bridges, gardens, pagodas and temples, against a backdrop of the wooded hills, can be seen as an entity that manifests this tradition in an outstanding way.*

*Criterion (vi): The Tang and Song culture of demonstrating harmony between man and nature by improving the landscape to create pictures of great beauty, captured by artists and given names by poets, is highly visible in the West Lake Landscape, with its islands, causeways, temples, pagodas and ornamental planting. The value of that tradition has persisted for seven centuries in West Lake and has spread across China and into Japan and Korea, turning it into a tradition of outstanding significance-' (WHC website, 2011).*

Source from (UNESCO,2011)



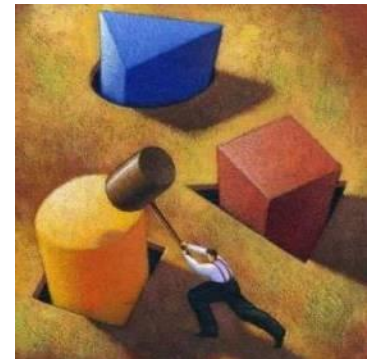
Zhang knows the city has come a long way in helping the West Lake get recognized by the WHC. He remembered the first time the West Lake made a bid several years ago and how a European World Heritage expert had told him: "There are thousands of lakes like that in my hometown."

China Daily 2011

## World Heritage Process as a 'Game'

I think the concept of World heritage is a kind of game, which means a process for world heritage listing. This game has been changing and evolving in recent decades. It is the responsibility of UNESCO, ICOMOS and IUCN to improve the game rules. The thing we need to consider is to adapt the new rules and how to use the international policy to our site. That is what I need to keep in mind.

(WL140, The director from the *Cultural Heritage Monitoring and Management Centre of West Lake*)



The listing process is an absolutely hard task. We have to be familiar with the WHC, The Operational Guideline. We also have to research what are the Western heritage experts' and World Heritage Committee's consideration for successful listing sites. It is really a tough process. For example, a Western heritage examiner from Norway who represented the advisory body ICOMOS came to West Lake. During his visiting, he mentioned that it was just a normal lake that can be found anywhere in the world, and in particular in his hometown. At first, it is very hard to explain to him a Chinese understanding of West Lake. His background is based on the Western ideology, and he had confused the OUV we tried to explain. Therefore, we have done many seminars and discussions with both Chinese and Western experts in order to find a way that Western experts could understand what we try to express. We also have strictly based the nomination on the Operational Guideline's definition of Cultural Landscape that represents the "combined works of nature and of man" to explain OUV of West Lake and its authenticity and integrity. Finally, the Western experts (including that Norwegian expert from ICOMOS) and the World Heritage Committee recognised the outstanding values of West Lake. I do not know how much they understand, nevertheless West Lake has inscribed on the WHL.

WL141, an official from *Cultural Heritage Monitoring and Management Centre of West Lake*



# 让世界读懂西湖

### 本报记者 曹蔚林 文

西湖，这个被称作“人间天堂”的江南名园，最近正以它独特的魅力吸引着越来越多的外国游客。在西湖边，你可以欣赏到“欲把西湖比西子，淡妆浓抹总相宜”的绝美风光。这里不仅有美丽的湖光山色，还有深厚的文化底蕴。西湖是中国十大风景名胜之一，也是世界文化遗产西湖文化景观的重要组成部分。西湖文化景观是西湖自然山水景观的重要组成部分，也是杭州历史文化名城的重要组成部分。西湖文化景观的申报成功，不仅是对西湖自然山水景观价值的肯定，也是对杭州历史文化名城价值的肯定。西湖文化景观的申报成功，将有助于提高西湖的知名度和美誉度，也将有助于推动杭州旅游业的快速发展。

### 西湖文化景观将立法保护

西湖文化景观是西湖自然山水景观的重要组成部分，也是杭州历史文化名城的重要组成部分。西湖文化景观的申报成功，不仅是对西湖自然山水景观价值的肯定，也是对杭州历史文化名城价值的肯定。西湖文化景观的申报成功，将有助于提高西湖的知名度和美誉度，也将有助于推动杭州旅游业的快速发展。

### “家丑”何以难言

家丑不可外扬，这是中国的一句老话。在现代社会，家丑的定义已经不再局限于家庭内部的矛盾和冲突，而是泛指那些让人感到尴尬、羞愧的事情。家丑之所以难以言说，是因为人们害怕一旦说出来，就会损害自己的声誉和尊严。然而，家丑也是生活的一部分，它反映了人性的弱点和社会的现实。我们应该学会正视家丑，勇敢面对家丑，这样才能真正解决问题，让生活回归正常。

### 那些老腔老调与我们有关

那些老腔老调，是我们生活中不可或缺的一部分。它们承载着我们的记忆，传递着我们的情感。在快节奏的现代生活中，我们常常感到迷茫和孤独，而那些老腔老调却能让我们找回内心的平静和温暖。我们应该珍视那些老腔老调，让它们继续在我们的生活中发挥作用。



### 他像是为美而生

他像是为美而生，这句话形容一个人非常贴切。这个人不仅外表英俊，而且才华横溢，他的一切都散发着迷人的魅力。他的出现，让人们看到了美的另一种可能。他不仅是一个外表出众的人，更是一个内心丰富、有追求的人。他像是为美而生，他的存在本身就是美的体现。

### 马叫马

马叫马，这个名字听起来有些奇怪，但实际上它有着深刻的含义。马是人类的朋友，是人类的好帮手。马不仅有着矫健的身姿，还有着忠诚的品格。马叫马，这个名字寄托了人们对马的无限热爱和期待。马叫马，这个名字也提醒我们，要像马一样，勇敢向前，追逐梦想。

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# ‘How to translate the meaning of West Lake to the world’

GO002: Actually, you cannot imagine the pressures and challenges we faced. West Lake of Hangzhou is the first Cultural Landscape type of World Heritage in China. West Lake decided to apply as a Cultural Landscape at the very early stages of the World Heritage application process. There are three reasons we supported this application. Firstly, we are confident that West Lake has OUV at an international level. Secondly, West Lake represents Chinese traditional culture merged with its outstanding urban landscape architectures. Thirdly, the local government has paid great efforts for inscribing West Lake, which includes developing *西湖综合保护工程* the *West Lake Protection and Management Project*. In addition, Hangzhou citizens also had enthusiasm for the World Heritage application. You know, the reputation of West Lake is great in China. We worried about that our understanding of West Lake cannot be recognised by Western experts and scholars. Local governments have done lots of research in order to translate the meaning of West Lake into OUV that Western experts could understand. It is a very hard process. For instance, one of the Ten Poetically Named Scenic Places '断桥残雪 *Lingering Snow on Broken Bridge*' has three folder meanings that were very hard to explain to Western experts. As for what kind of beauty or what Chinese ideology of the sites, they may not understand, unless they grow up in the Chinese southern culture background. Nevertheless, UNESCO understood that West Lake represents the Chinese understanding of landscape and perspectives of beauty.

Go002, a director from the State Administration of Cultural Heritage

## World Heritage Process as a 'Game'

...It is a long process. At first, our position of assessing heritage value of West Lake was based on our traditional recognition of a Chinese landscape, rather than considered from an international view. Therefore, we had carefully researched the criteria and standards of the WH program. When we re-abstracted and re-formulated the heritage values of West Lake from our earlier works, we always keep in mind that our view should be based on a global perspective.

WL143, a vice-director from *Institute of Architectural History*





# The cultural diversity of West Lake

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## National Discourse VS International Discourse

West Lake is an exceptional testimony to the development and passing down of ancient and enduring Chinese cultures and traditions such as those of Confucianism, Buddhism and Taoism, loyalty and filial piety, hermitage life, book collection, Tea-Zen and sphragistics (the making of seals).

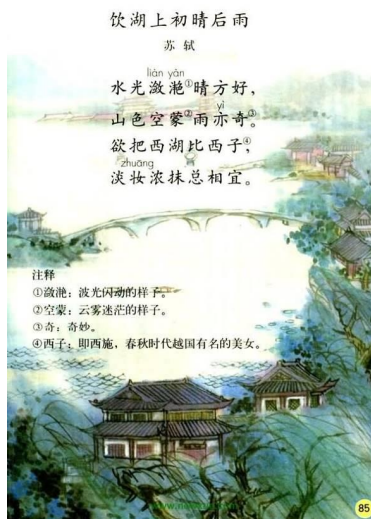
ICOMOS 2011:145

ICOMOS does not consider that West Lake can be seen to be outstanding as an exceptional testimony to Confucianism, Buddhism, and Taoism, as more extensive and important manifestations of these can be found in other landscapes. It also does not consider that a case has been made for the landscape being seen as an exceptional representation of loyalty and filial piety, hermitage life, book collection, Tea-Zen and sphragistics (the making of seals)

ICOMOS 2011:145

I doubt with ICOMOS judgement because they did not mention any example in the ICOMOS report. Obviously, Western people did not understand the importance of cultural diversity of West Lake.

WL142, vice-director from the Institute of Architectural History



# Tourists' Discourse

## 1) Loyalty and filial piety

Yue Fei is my idol.[...]I thought it was a shame that the King in the Southern Song Dynasty killed such a hero, a good person [Yue Fei]. Why did such a glorious Kingdom [Southern Song Dynasty] decay? I think the leader of a country is significant for the past and present.

(WL064, male, 35-44, tourist)

## 2) Buddhism and Taoism

I come to Linyin Temple because I respect Buddha, I am not a Buddhist, however, I think I could be influenced by the spirit of Buddha, to be a peaceful, kind person.

(WL102, male, 25-34, tourist)

## 3) Tea-Zen culture

Sit on the edge of the lake and taste Longjing Tea, then I can feel the beauty of West Lake.

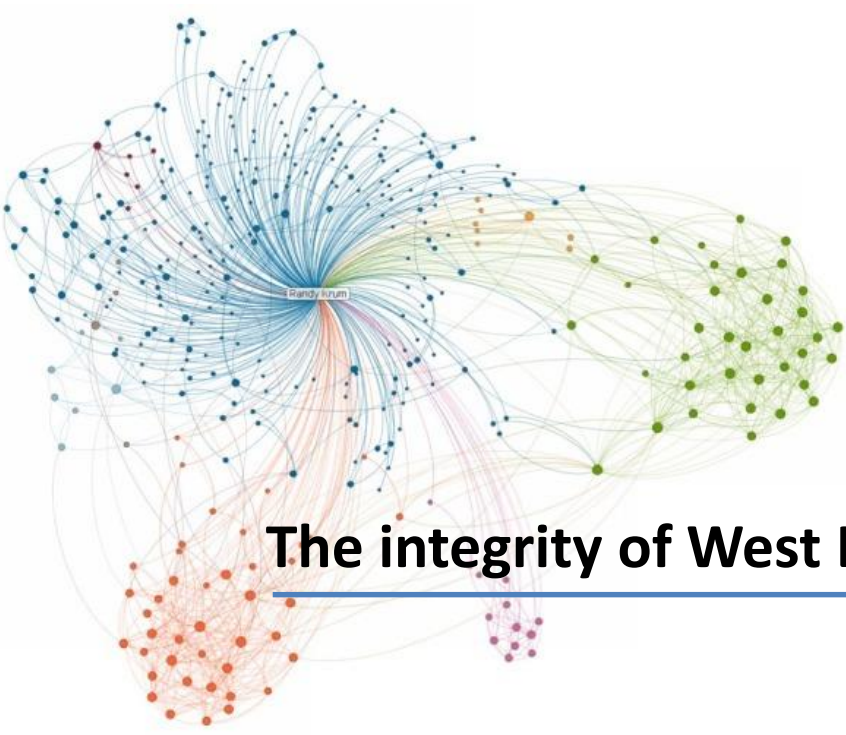
(WL090, female, 35-44, tourist)

I think nature and culture have merged together for a long time [at West Lake]. Take Leifeng Pagoda as an example, it has a long and profound history. The origin of this pagoda is that it was built in 977 AD. during the Wuyue Kingdom. It was a Buddhist pagoda, and built for Buddhist reasons or maybe built for one of the imperial concubines. Leifeng Pagoda is located in the middle of the bridge of Xizhao Hill, face to the lake, and absolutely beautiful scenes. The design of the pagoda and its location reflect the Chinese traditional '风水Fengshui' concept. The pagoda has been changed during different periods with profound stories and culture. You can find many poems and stories written for the pagoda.

(WL027, male, 25-34, tourist)

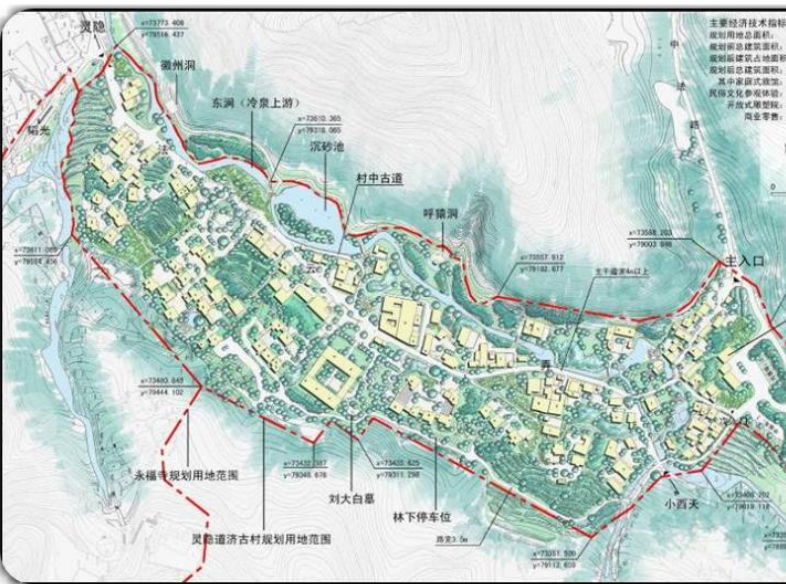
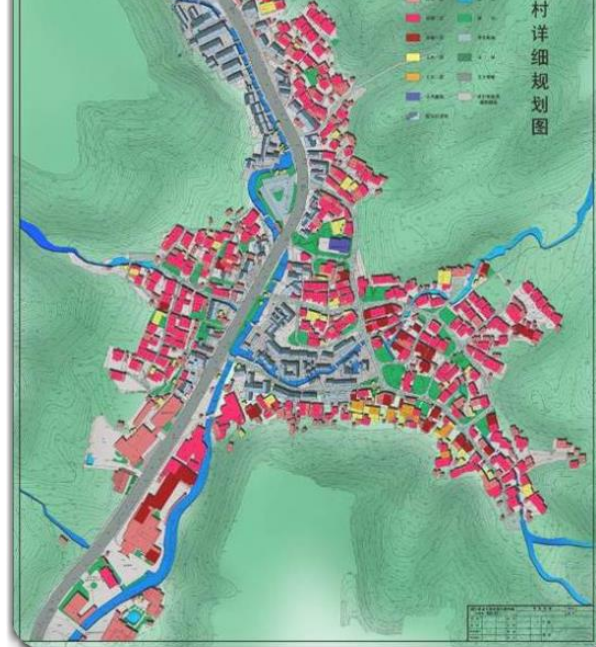
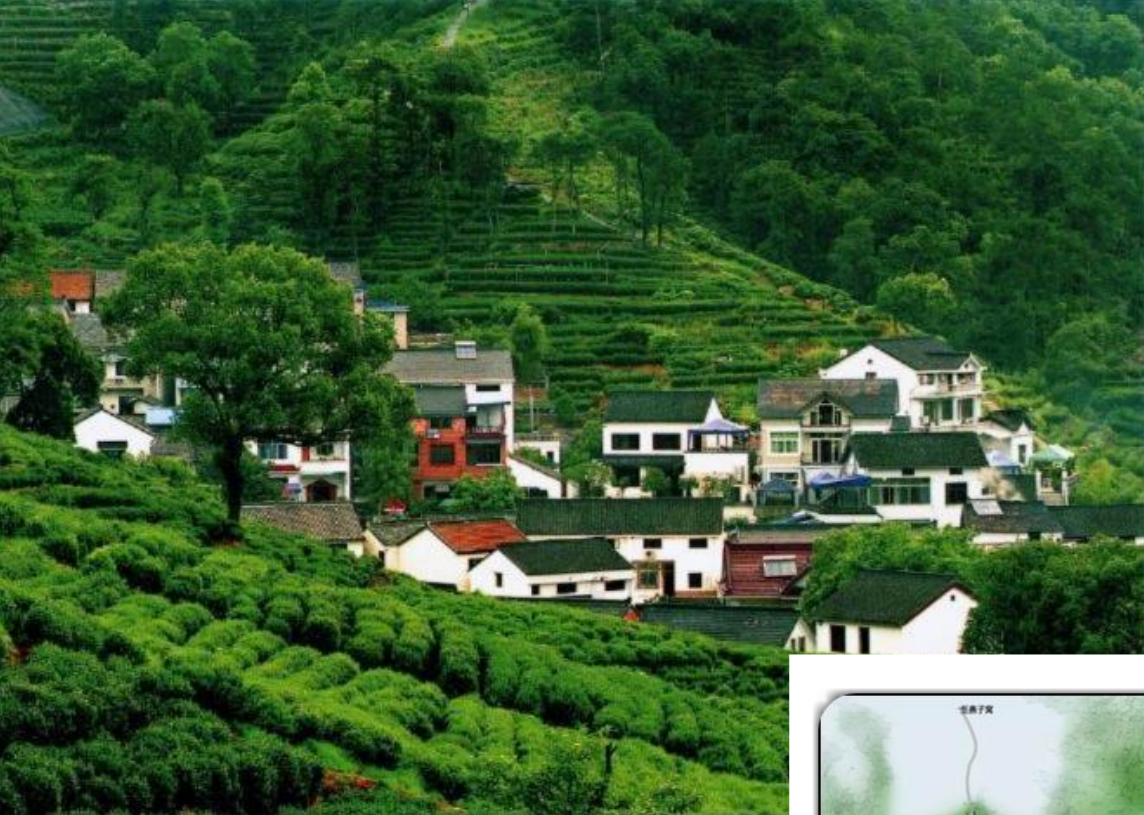
There are thirty-six West Lake's in China, but why does the West Lake located in Hangzhou seem to be the most famous? It is because of its history and culture. When I walk around the lake, there are always some historical things that attract me. Being in the SU, and Bai crossway, I automatically feel the atmosphere of the Tang and Song period, and I am interested to search the reasons that why Su dongpo and Bai Juyi built them. It is interesting.





# The integrity of West Lake

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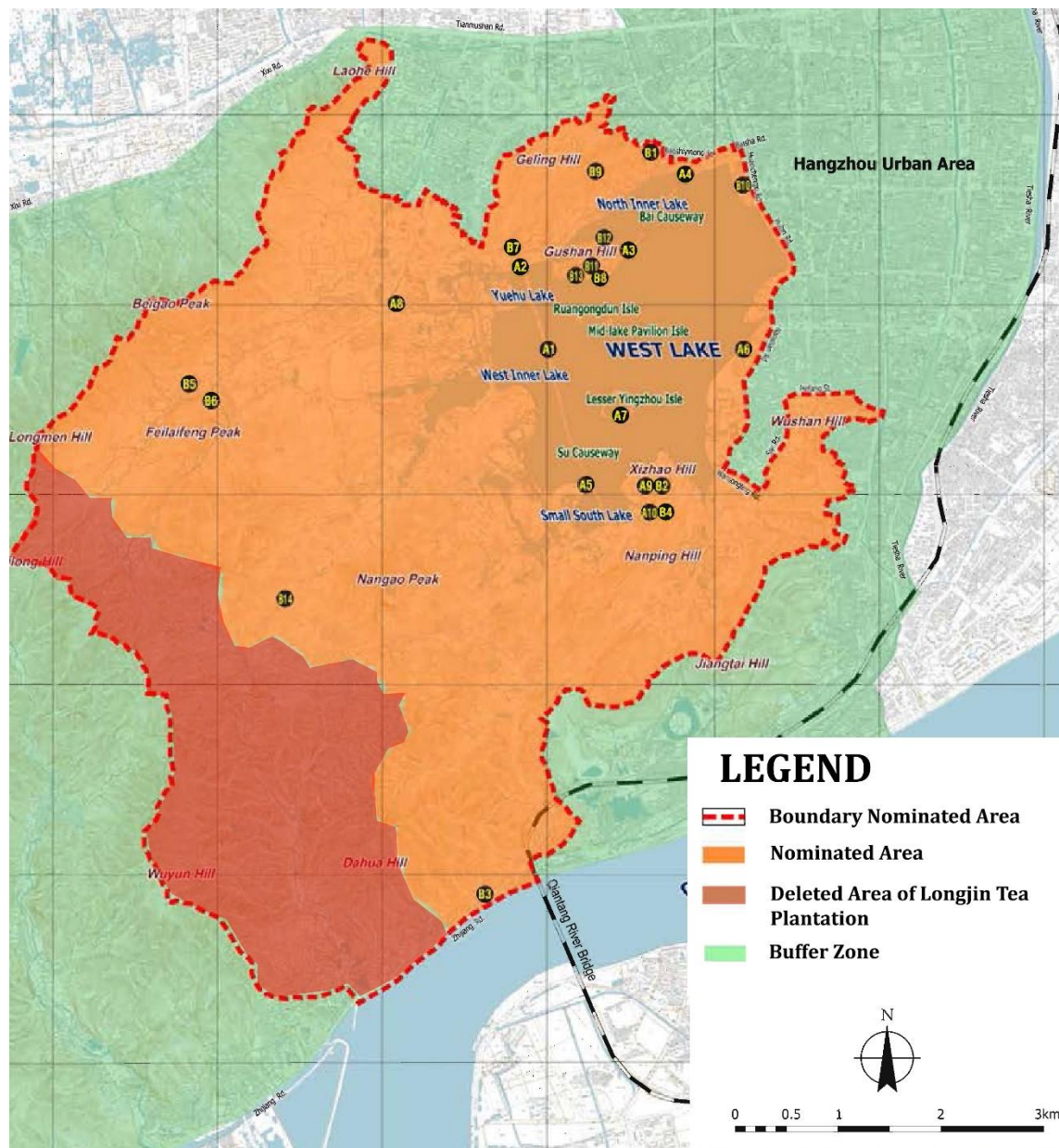
## National Discourse VS International Discourse

Although the nomination dossier suggests that the tea growing area is part of the nature that is linked to the beauty of the lake, the reality is that the tea plantations are almost all hidden from the lake at the back of the hills on the western side and do not contribute to the viewscape of any of the ten views. They cannot be considered as contributing to Outstanding Universal Value – although the hills that rise above them form part of the backdrop of the lake. The revised boundary suggested by the State Party that excludes the major areas of tea plantations is satisfactory.

ICOMOS 2011:145

We have debated many times with experts from ICOMOS, and we have done a lot of research to prove that the Longjing Tea Garden is inseparable from the West Lake. In the end, most international experts consider Longjing Tea Garden to be in full compliance with OUV standards, however, we had been forced to remove Longjing Tea plantation area because of the subjectively unapproved relationship of the chairman of the expert group. We had no choice because we have paid too much for the West Lake nomination, if we don't modify it on time, we will lose the chance of World Heritage inscription.

WL142, vice-director from the Institute of Architectural History



On 15 December 2010, ICOMOS requested the State Party to consider modifications to the boundaries of the property to exclude the tea plantations and their villages. The State Party responded on 22nd February with two suggestions for boundary modifications and again on 4th March with a further three suggestions, plans A, B and C. These further details are reflected in this report.

ICOMOS 2011:145

## Locals' Discourse

I think one of the key reasons that West Lake inscribed on the World Heritage list is international experts who have tasted our Longjing tea[smile].

(WL094, male, over 65, local)

West Lake without Longjing Tea Garden is like a beautiful woman losing her unique characteristic and becoming mediocre.

(WL095, male, 25-34, local)

Lu Yu's *The Book of Tea* [published around 758] recorded the Longjing tea as the earliest tea monograph in the world, and Longjing tea culture has been constantly developed in each Chinese dynasty.[...]It is significant to the cultural integrity of West Lake, and enable West Lake inscribed on the World Heritage list.

(WL097, female, 25-34, local)



**West Lake is a changing landscape**

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## National Discourse VS International Discourse

West Lake has been constantly evolving from Tang and Song Dynasties to the present day, representing a typical example of people's effective use of water resources for thousands of years...West Lake Landscape is an outstanding example of using an ancient lagoon to create beautiful scenery, which have significantly improved the living environment. It has been serving the ecological, cultural and tourism functions for the city of Hangzhou in the face of rapid process of urbanization.

SACH, 2011:17

ICOMOS does however not consider that West Lake can be seen as an evolving landscape. The process of creation and evolution of West Lake spanned from the Tang to the Qing dynasties, after which the key aspects of the landscape have been restored and consolidated. The cultural climate within which the landscape was created was the classical literary and artistic culture of these Imperial Dynasties. Of course the landscape has to a degree evolved since, but its significance relates to the creativity of the Imperial dynasties.

ICOMOS 2011:145

## Locals' Discourse

I think cultural heritage does not just reflect the past, you know, West Lake was a natural lagoon, it has been changed to be such a meaningful place because for more than a thousand years it has been worked on by people. West Lake is still changing now.

(WL007, female, over 65, local)

I think, compared to the landscape in Suzhou, West Lake is changing in a different period. The new Xixi National Wetland Park is a recent development of West Lake. In general, West Lake is a combination of culture and nature, and culture dominates nature.

(WL030, female, 45-54, local)

WL033: You know, without Bai Juyi, Sun Dongpo, Yang Gong, and other people who were in charge of the management of West Lake, there would be no such beautiful place today. Every generation has contributed to the development of West Lake. We are also making our contribution. In recent decades, there is a project that has used the sludge dug from West Lake to create a new wetland Park, Jiang Yangfan Park (Fig. 2 &3).

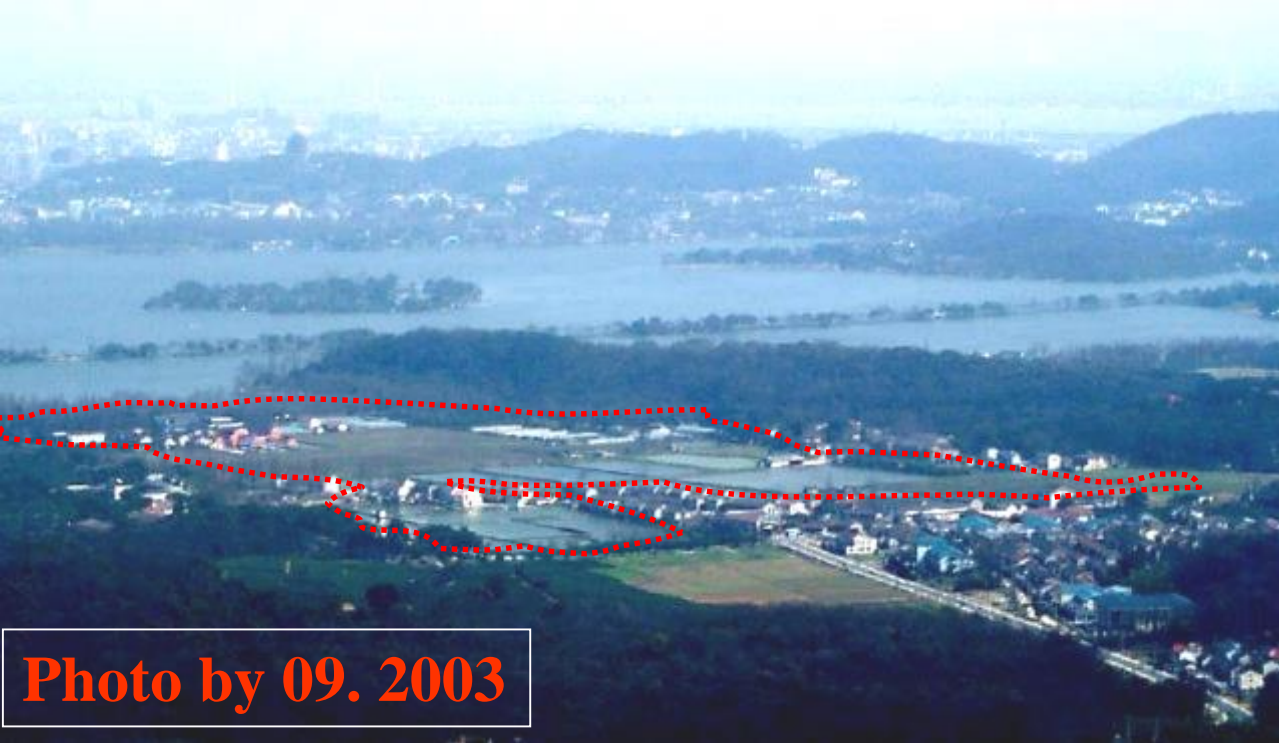
WL034: Well, this is a part of the West Lake Protection and Management Project. It is still unfinished and with very little tourists.

WL032: I think this is a new development of West Lake, with the contemporary technology and modern design.

WL033: I agree, in addition, West Lake has become larger than before, in particular the Mao Jiabu area because of the protection project. In different times people would do something for West Lake (Fig.4&5).

(WL032, WL033 and WL034, female, 24-34, local)





**Photo by 09. 2003**



**Photo by 08. 2012**

Source from The Hangzhou government unpublished material











**Emotional feeling associate with ‘the notion of ten poetically named scenic places’**

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# The notion of ten poetically named scenic places

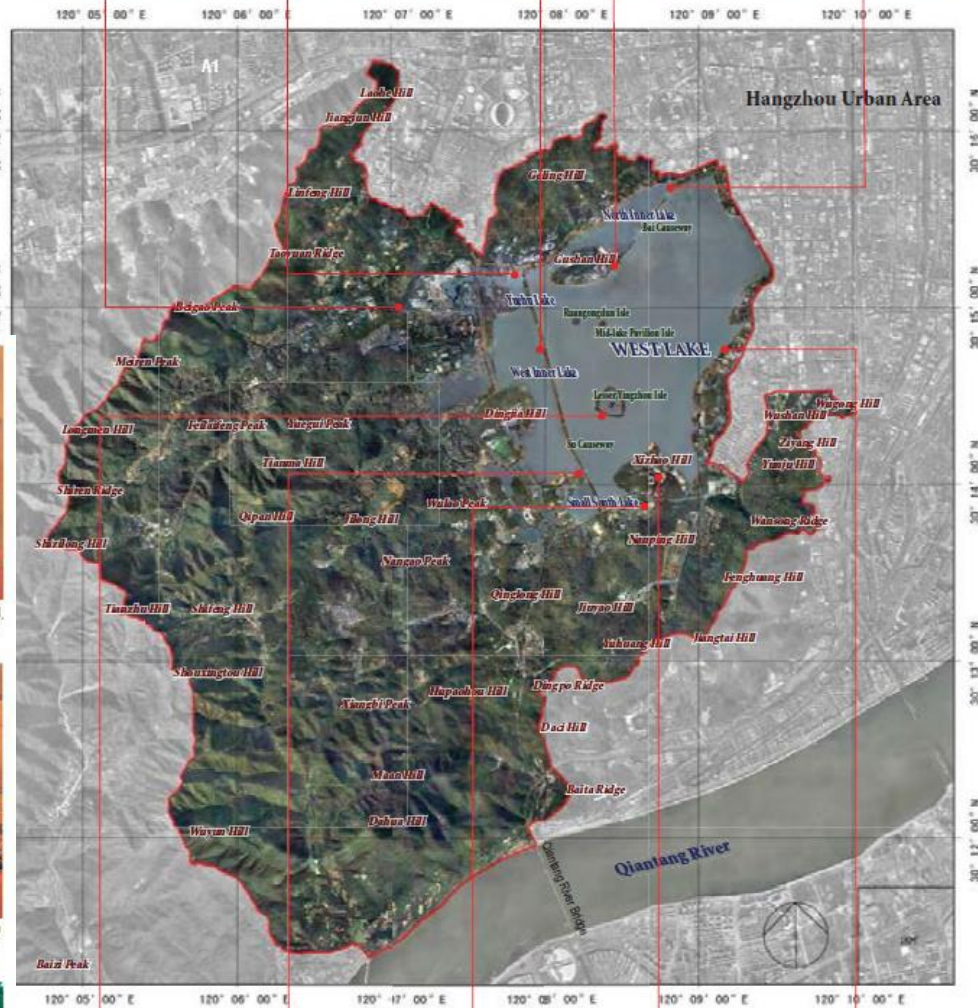


Fig. 2a-11 Pictorial distribution of the Ten Poetically Named Scenic Places of the West Lake Landscape



Figure 4. West Lake Nominated Properties



Fig. 3a-2 West Lake in the Four Seasons-Spring, silk scroll, 41.3cm×67.9~69.5cm, by Liu Songnian, Southern Song (1127-1279) collection of Palace Museum in Beijing



Fig. 3a-3 West Lake in the Four Seasons-Summer, silk scroll, 41.3cm×67.9~69.5cm, by Liu Songnian, Southern Song (1127-1279) collection of Palace Museum in Beijing



Fig. 3a-4 West Lake in the Four Seasons-Autumn, silk scroll, 41.3cm×67.9~69.5cm, by Liu Songnian, Southern Song (1127-1279) collection of Palace Museum in Beijing



Fig. 3a-5 West Lake in the Four Seasons-Winter, silk scroll, 41.3cm×67.9~69.5cm, by Liu Songnian, Southern Song (1127-1279) collection of Palace Museum in Beijing



Fig. 3a-6 Picture of the Ten Poetically Named Scenic Places of West Lake: Spring - Su Causeway in the Morning of Spring,



Fig. 3a-7 Picture of the Ten Poetically Named Scenic Places of West Lake: Summer - Breeze-ruffled Lotus at Winding

# Feeling

...[T]he meaning of '断桥残雪 *Lingering Snow on Broken Bridge*' reflects the scenery on a sunny day after heavy snow, the snow on the bridge melts and shows the brown floor, which gives people a feeling that the chain is broken.

(WL043, male, 25-34, tourist)







Photo by Rouran Zhang in 2013



You need to take your time during your visit to West Lake. Otherwise, you won't be able to understand the in-depth meaning of the site. For example, if you visit *三潭印月 Three Pools Mirroring the Moon* in a rush, you might think they are just three normal sculptures. However, if you come to the site during the moonlit night, take your time to feel the place, you will suddenly understand how wise and romantic that our ancestor named it. Just like Longjin tea, if you drink it very quickly you never know how good the tea is. (WL093, local, male, over 65, retired)

WL089: On the Broken Bridge and Leifeng Pagoda. I am thinking of the moment Su Dongpo and Baijuyi were writing poetry, and I am right there drinking [wine] with them.



饮湖上初晴后雨  
苏轼

水光潋滟<sup>lián yàn</sup>晴方好，  
山色空蒙<sup>kōng méng</sup>雨亦奇<sup>qí</sup>。  
欲把西湖比西子<sup>xī zǐ</sup>，  
淡妆浓抹总相宜<sup>zhuāng</sup>。

注释  
①潋滟：波光闪动的样子。  
②空蒙：云雾迷茫的样子。  
③奇：奇妙。  
④西子：即西施，春秋时代越国有名的美女。

WL064: Yue Fei is my idol. I just watched a TV show called ‘精忠岳飞The Patriot Yue Fei’, and I watched several times, every time I dissolved in tears. I thought it was a shame that the King in the Southern Song Dynasty killed such a hero, a good person [Yue Fei]. Why did such a glorious Kingdom [Southern Song Dynasty] decay? I think the leader of a country is significant for the past and present. (WL064, tourist, male, 35-44, undergraduate, engineer, from Taiwan)



WL038: During my visit, I remembered some stories and histories I already knew before. For example, I was feeling about the scenes of the White Snake TV show when I passed through the broken bridge (Fig.7.4).

WL039: Yes, you can remember many stories or histories by visiting. In my opinion, the landscape design is very different from the Netherlands, while the concepts of the design are more straightforward, even a little bit boring from the Dutch perspective, the landscape design of West Lake is more complicated. For example, you can see the Su Crossway [from where] we are standing, and that is not straightforward (Fig.7.5). Some parts are winding and covered by vegetation. You cannot see through until you come close. Each part of the Crossway, the artificial rock, and even vegetation has stories. In addition, the ancient landscape architects were so smart. Their design reflects the Chinese traditional philosophy and the innate link between nature and people and is much better than the contemporary landscape design in China. (WL038, tourist, female, 25-34, postgraduate, landscape architect, from the Netherlands ; WL039, tourist, male, 25-34, postgraduate, landscape architect, from the Netherlands)

WL042: The story of 'White Snake' is the first thing that comes to my mind. When I was at Broken Bridge and Leifeng Pagoda, I felt very romantic, because of Xu Xian and Bai Niangzi's story. (WL042, tourist, female, 18-24, postgraduate, from Beijing)



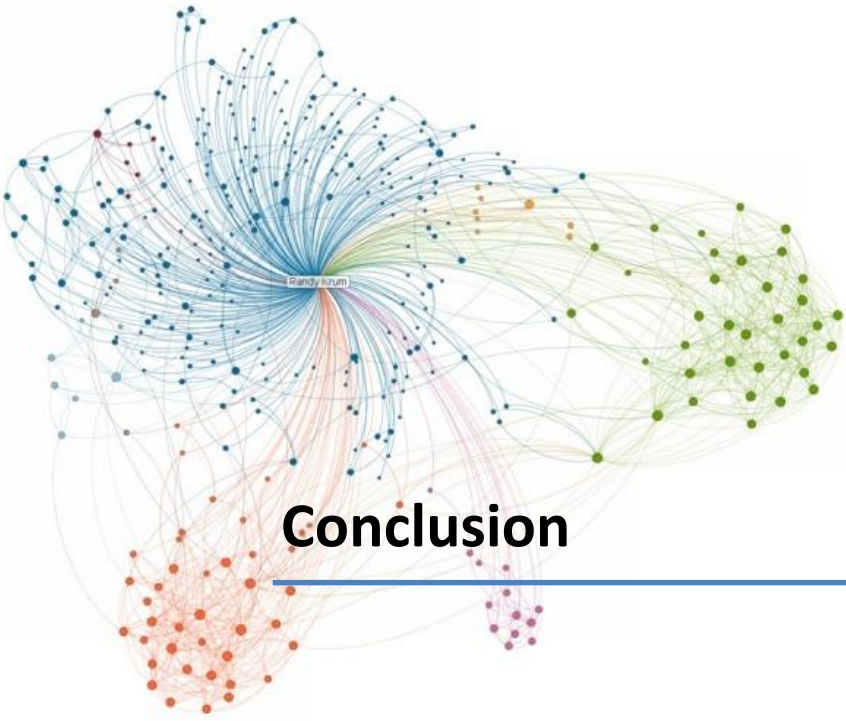
# 新白娘子傳奇

夢纏綿 情悠遠  
十年修得共船渡 百年修得共枕眠  
千年痴等 只願與你愛一回



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# Conclusion







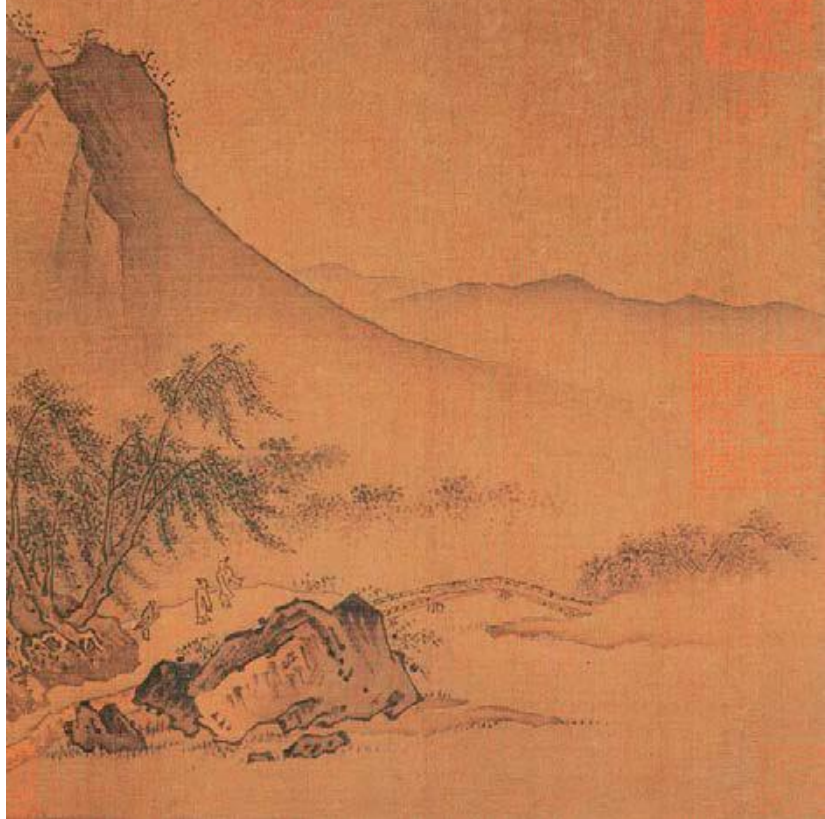
**Translate Chinese Values Into 'OUV'**

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# Chinese Value

*Su Causeway in the Morning of Spring*, silk scroll, 23.9cm×20.2cm, by Ye Xiaoyan, Southern Song Dynasty (1127-1279), collection of National Palace Museum in Taipei



Source: West Lake Nomination Dossier

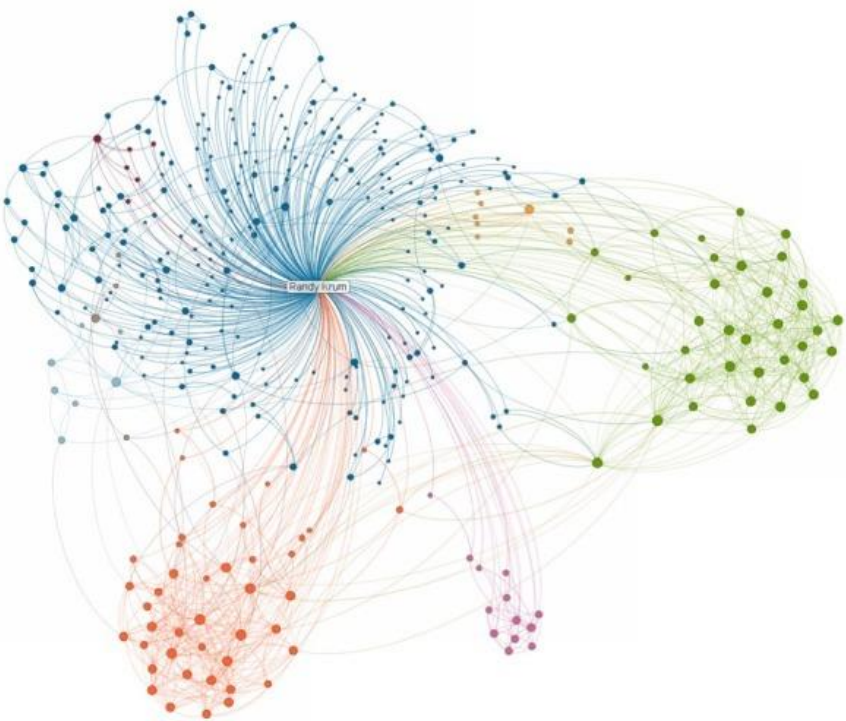
Zhang, R & Taylor, K (in prepare), Feel for Cultural Landscape Discourses from Tourists and Local Residents, *Landscape Research*.



*Autumn Moon over the Calm Lake*, by Qi Min, Ming Dynasty (1368-1644)



*Breeze-ruffled Lotus at Winding Garden*, by Qi Min, Ming Dynasty (1368-1644)



Thank you!

