



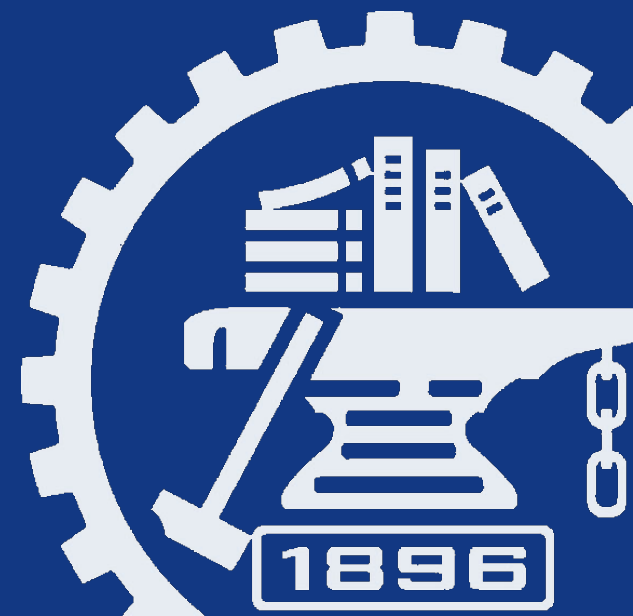
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Interest - driven mechanism of cultural heritage protection

--- A Case Study of Shanghai Cultural Heritage Protection Practice

Chen Min





Background

Urbanization



contradiction

urban development

cultural heritage protection



Theoretical basis

cultural heritage

cultural resources

Cultural capital

Max Weber

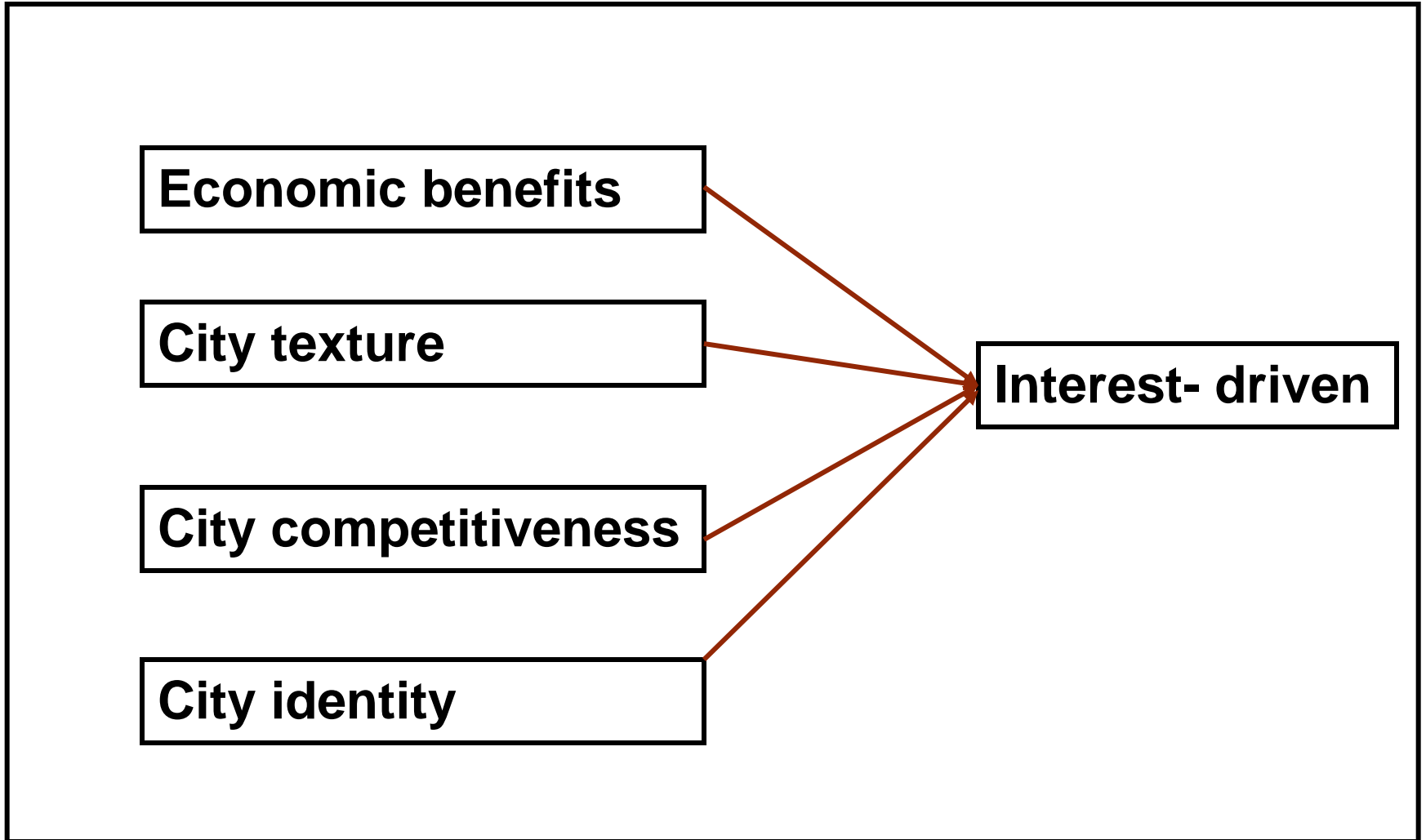
《Protestant Ethic and the Spirit of Capitalism》

cultural norms and capitalism

culture and economy.

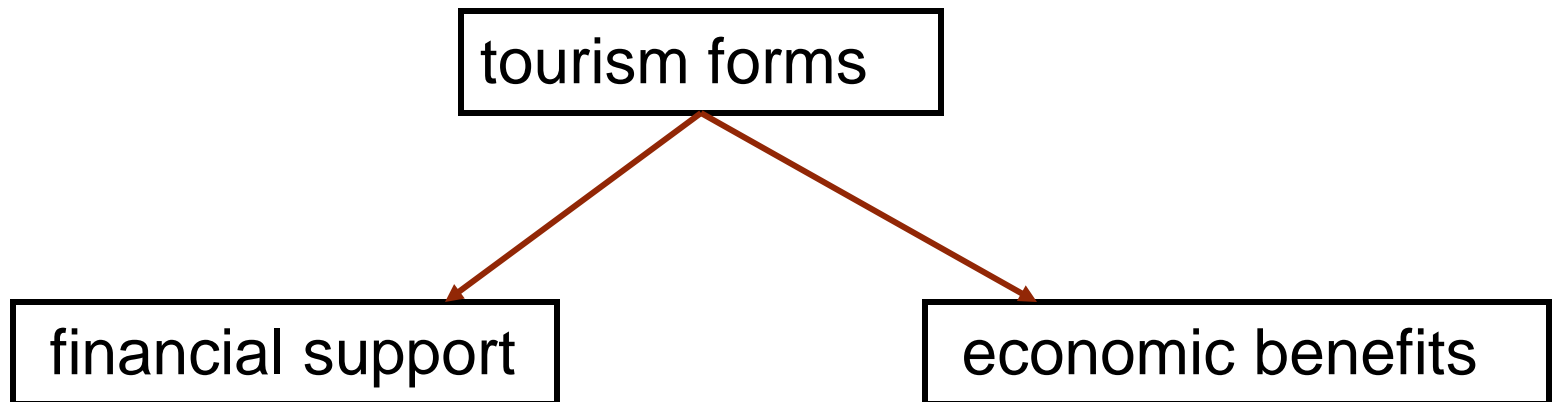


Path





1. Cultural heritage brings considerable economic benefits as a tourist destination





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architectural heritage



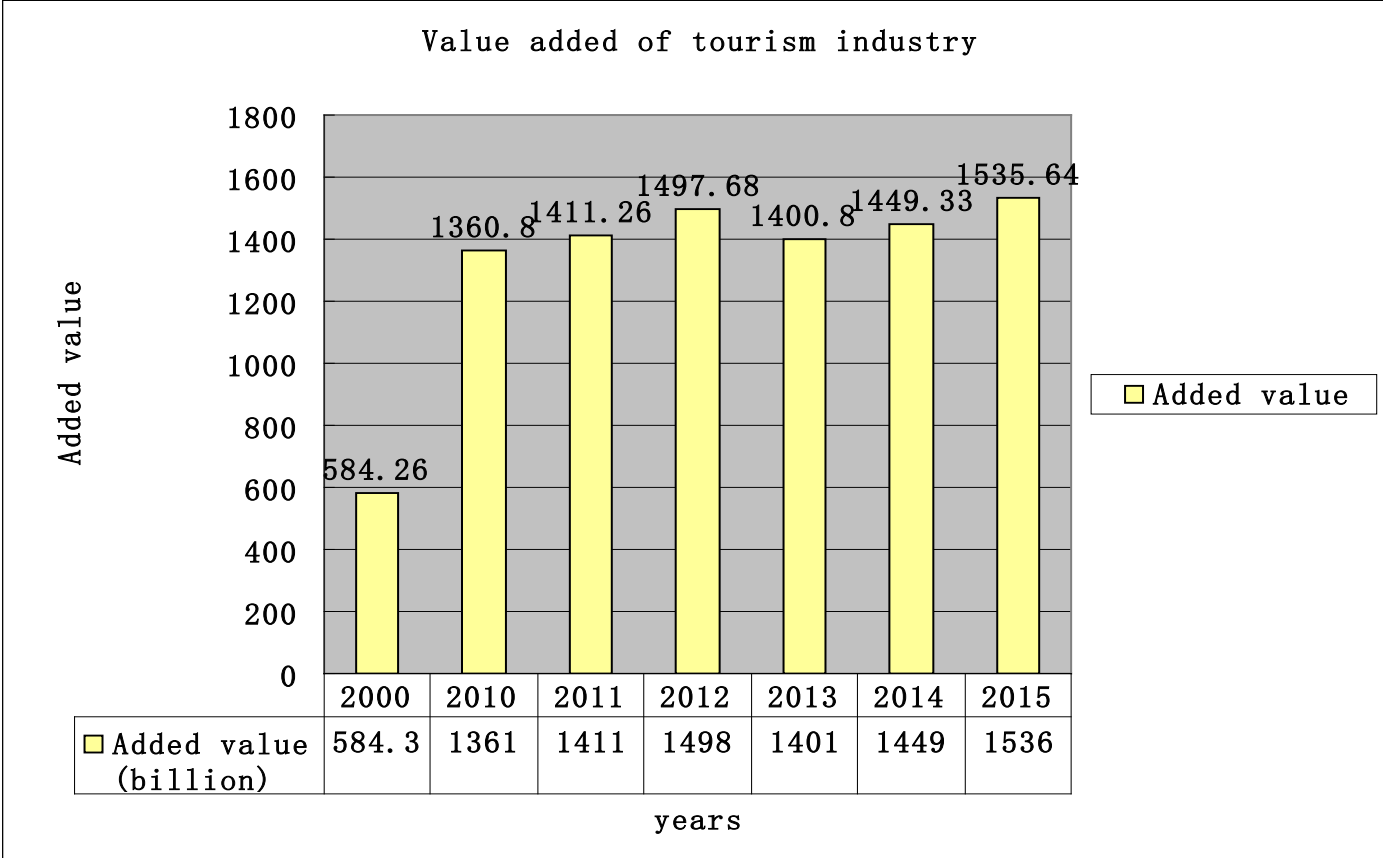
industrial heritage



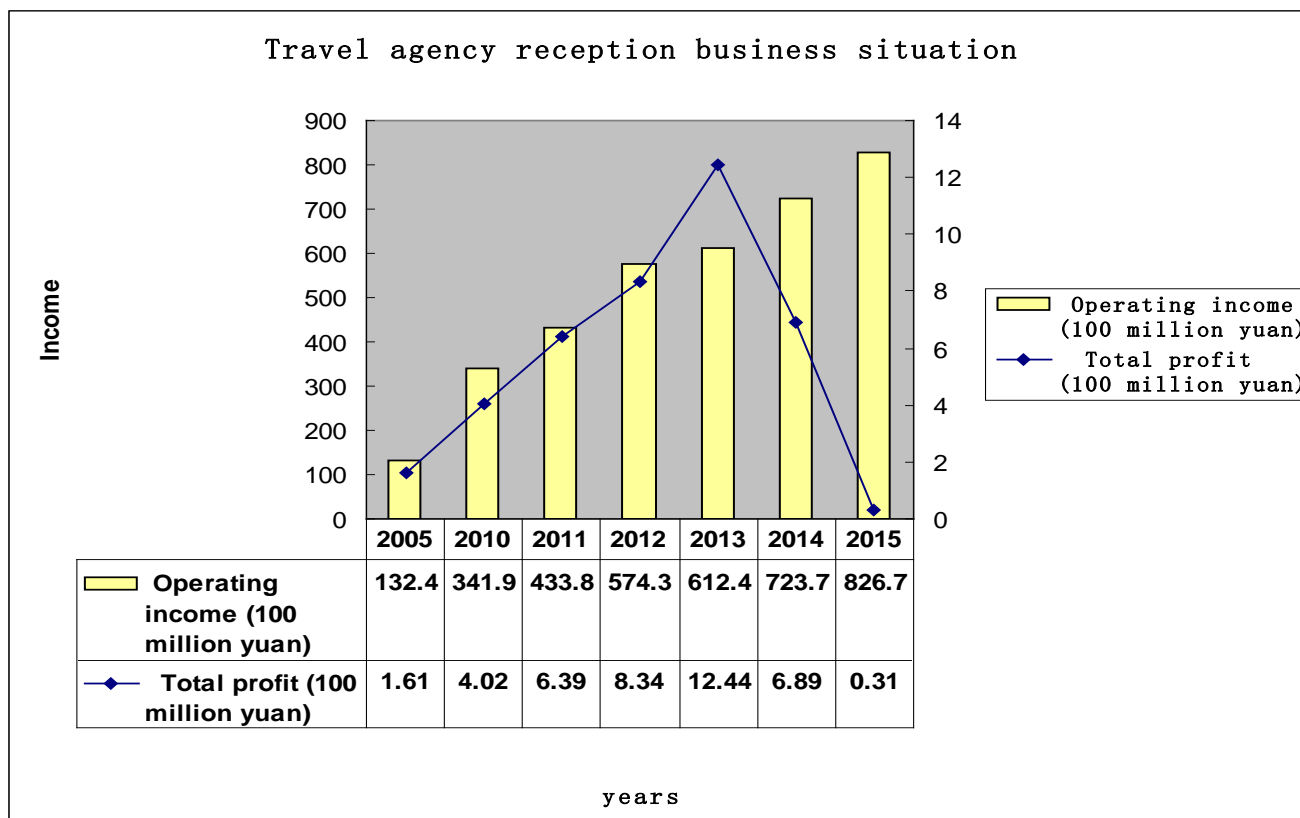
non-material cultural heritage



From the value added of tourism industry in Shanghai, as shown in Figure 1, since the 2010 Shanghai World Expo, the Shanghai tourism industry added a steady growth trend. It achieves the tourism industry added value of 153.564 billion yuan, an increase of 3.0% over the previous year in 2015, indicating that the competitiveness of Shanghai's tourism industry performed for sustained prosperity.



From the operation of the travel agency, as shown in Figure 2, from 2010 to 2015, operating income of travel agency showing a trend of increasing year by year, 2010-2013 travel agency profit is also a rapid increase. From the travel agency operating income and profit, to prove the attractiveness and prosperity of Shanghai's tourism industry, while demonstrating the radiation of the tourism industry also led the development of the surrounding industries such as travel agencies.





2. Cultural heritage in the process of urban renewal continues the city texture



“the Measures for the Implementation of the Urban Renewal in Shanghai”



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3. Cultural heritage constitutes the core of city competitiveness

Cultural heritage protects the city 's personality.

cultural diversity

Chinese and Western style

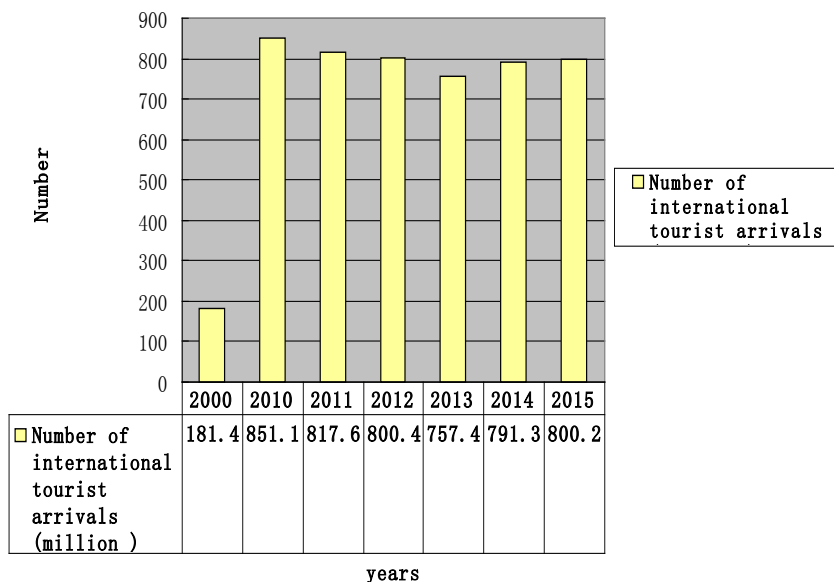
The protection of cultural heritage promotes the civilization of urban.

Shikumen

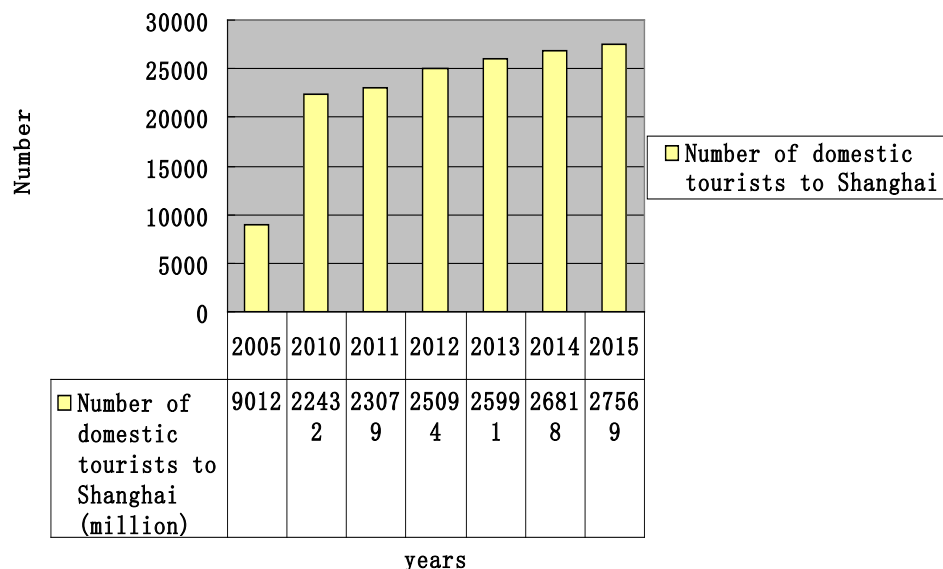
humble tolerance



Number of international tourist arrivals



Number of domestic tourists to Shanghai



From the number of international and domestic tourists, as shown in Figures 3 and 4. In 2015, the number of international tourists was 800.16 million, an increase of 1.1% over the previous year. The number of international tourists arriving in 2010-2015 is relatively stable. The number of international tourists from 2001 to 2012 is significantly higher, which is related to the success of the 2010 Shanghai World Expo. The rising the number of international and domestic tourists, indicating that Shanghai has a strong attraction as a cultural metropolis, while the visitors's clothing, food, housing, transportation and other industries to promote the development of related industries.



④ **4.Cultural heritage enhances the quality of life of residents and city identity as a potential cultural capital .**

urban residents employment and income.

Tianzifang

new employment opportunities

enhances the sense of belonging honor

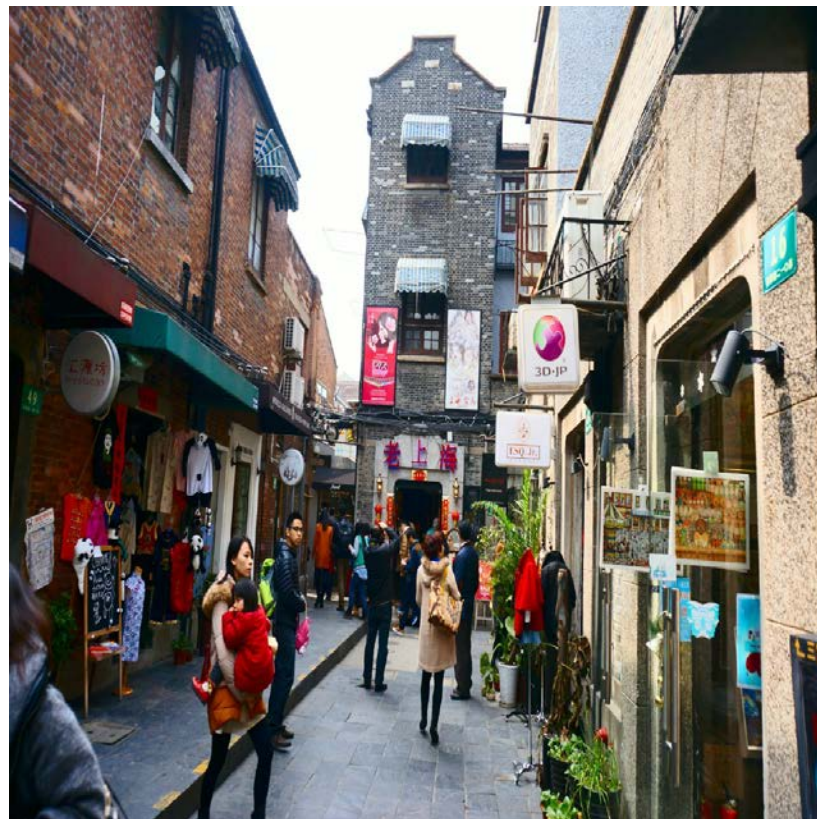
Shikumen

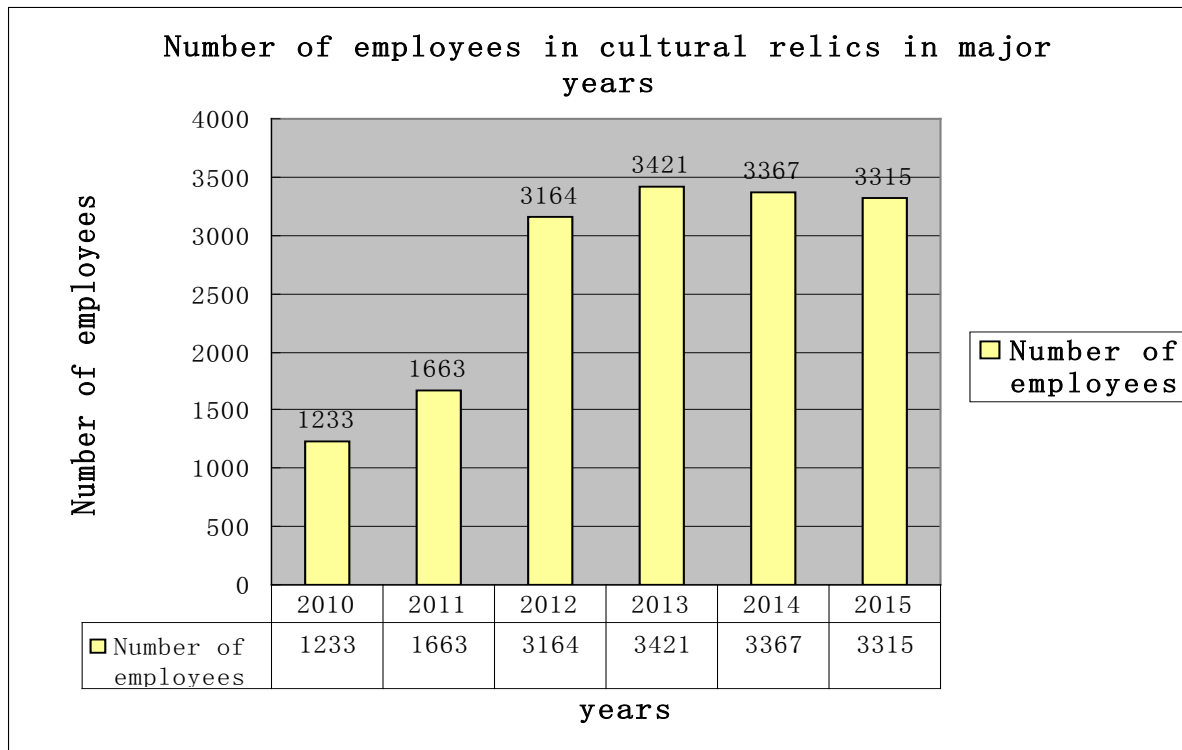
foreign immigrants

Better City, Better Life



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From the cultural relics of the number of employees, as shown in Figure 5, 2010-2015 cultural relics practitioners increased year by year. Especially in the 2010-2012 growth rate of the largest.



Conclusion

- 1、 Cultural heritage has cultural value and economic value as a potential cultural capital.
- 2、 Behind the realization the sustainable development of cultural heritage protection contains both material and conceptual interests.
- 3、 The considerable economic benefits, improving the city competition, saving the city texture and maintaining the city identity together constitute the cultural heritage protection interests-driven are inseparable.



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THANK YOU !

