

The Chinese Practice of Cultural Heritage in Promoting the Establishment of Resilient and Inclusive Societies

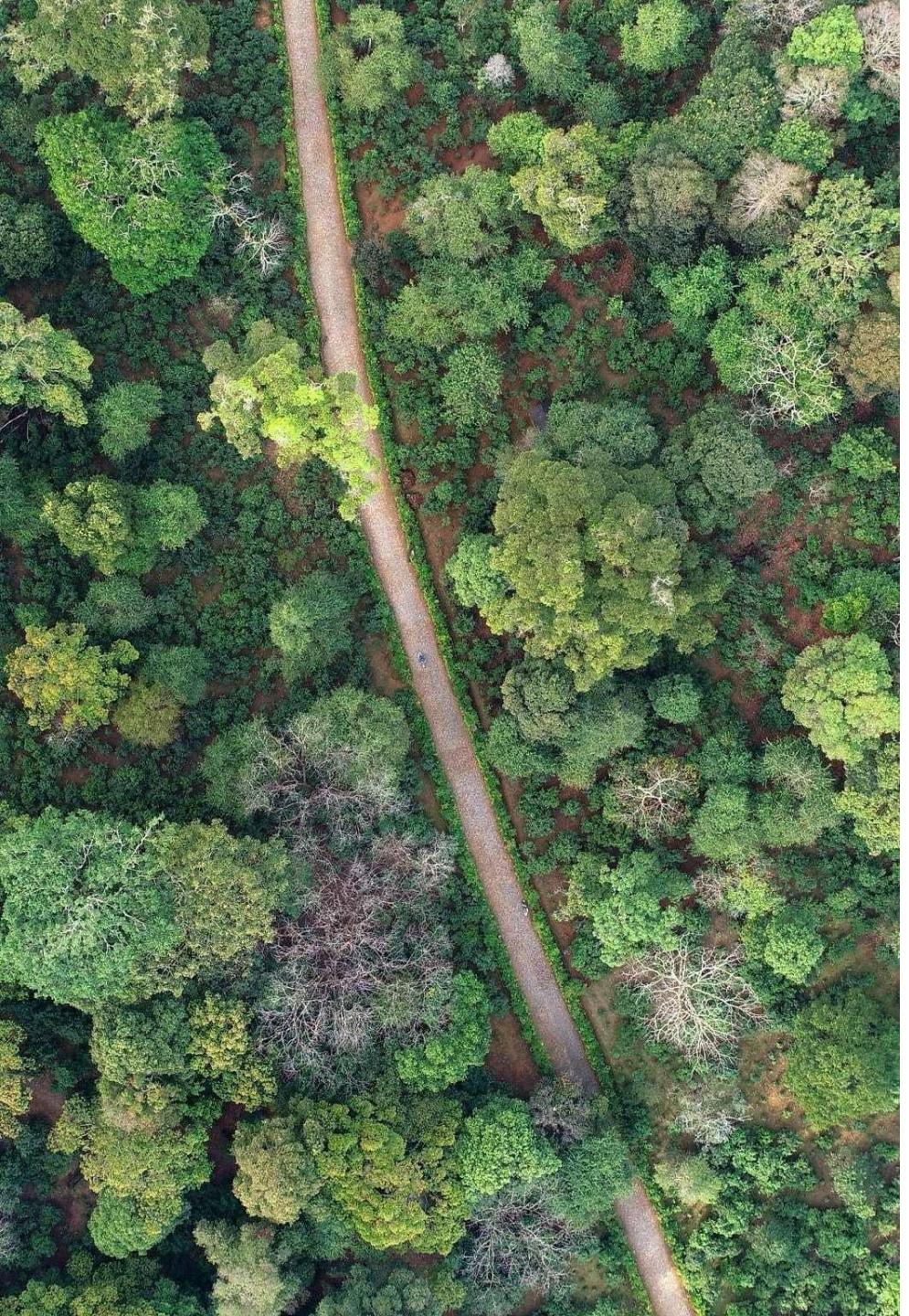
A Case Study of Jingmai Mountain in Yunnan



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Bali, Indonesia 2025.9.3



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案例概况 Overview

02

保护实践 Conservation Practices

03

产出效益 Effectiveness

04

思考 Reflections



01

案例概况 Overview



景迈山古茶林
Cultural Landscape of Old Tea Forests of
JINGMAI MOUNTAIN

Cultural landscape of old tea forests of the Jingmai Mountain in Pu'er

Inscription on the World Heritage List in 2023

The world's first tea culture landscape World Heritage Site

5

Old Tea Forests

1180ha



3

Protective Forests

617.65ha



9

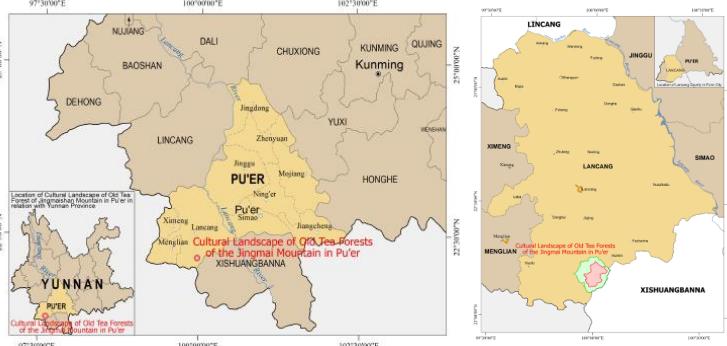
Traditional Villages

1,185 households
4,867 inhabitants
1440 dwellings



Location

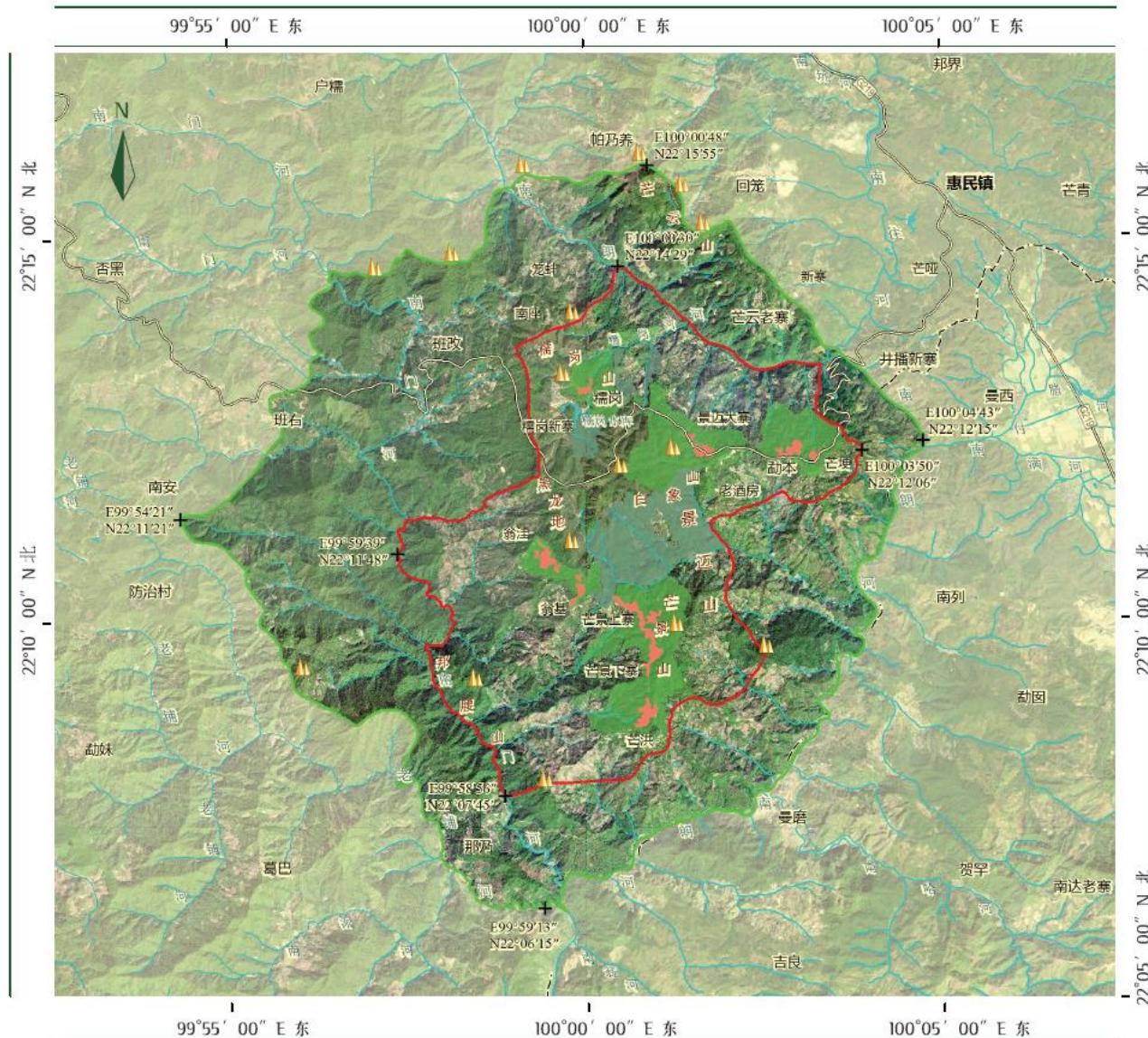
Pu'er City, Yunnan Province in southwestern China



The property: 7167.89 ha

Buffer zone: 11927.85 ha

Total area: 19095.74 ha



图例
LEGEND

申报遗产区
NOMINATED PROPERTY

缓冲区
BUFFER ZONE

传统村落
TRADITIONAL VILLAGES

古茶林
TEA FORESTS

分隔防护林
PROTECTIVE PARTITION FORESTS

水体/河流
WATER BODY / RIVER

州/市界
BOUNDARY OF AUTONOMOUS PREFECTURE / CITY BOUNDARY

国/省道
STATE ROAD / PROVINCIAL ROAD

Heritage Values

Organically Evolved Continuing Landscape

Multiple conservation identities with multi-dimensional values of history, culture, ecology, agriculture, forestry, economy, etc.

OUV Criteria (iii) and (v)

Criterion (iii): iii):The nominated property is a typical testimony of the understory tea cultivation traditions of the indigenous people living in southwest China that have survived to this day. This cultivation model creates a favorable growing environment for tea trees by utilizing the forest system, combats the diseases and pests, promotes pollination and provides natural nutrition by way of biodiversity, eventually producing quality, organic tea leaves. Such practice is quite unique in the context where large-scaled terraced tea plantations play a dominant role in today's world, presenting the ecological ethics and wisdom which can be critically inspiring for sustainable development of world today. The indigenous people's governance system surviving to date, unique Tea Ancestor belief, local tea culture highlighting the concept of harmony, village rules for the conservation of ecology, and customs and habits for respecting and loving each other, all guarantee that this thousandyear- old tradition is still vibrant.

Criterion (v): The nominated property is a classic model of conservation and reasonable use of mountain and forest resources by the indigenous people. The indigenous people use horizontal and vertical land use techniques subject to natural conditions and the traditional knowledge system for village location selection and construction, reasonably allocate and sustainably use land for production, living and ecological purposes which center on the old tea forests, to create a smart mountainous human settlement that features tea trees planted in natural forests, villages built in tea forests, and cultivated land and other production activities arranged outside tea forests. The nominated property therefore is an outstanding example of sustainable cultural landscapes of mountain forest farming.

活态遗产
Living Heritage



有机演进
Organically Evolving



文化景观
Cultural Landscape



Cultural Landscape of Old Tea Forests
of the Jingmai Mountain in Pu'er

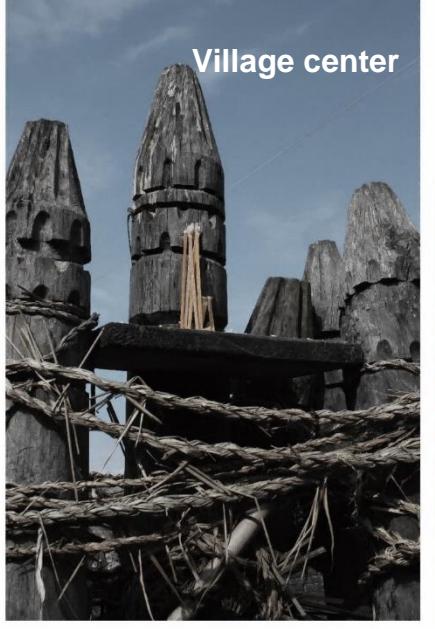


Tea



Golden Pagoda of Burmese Temple

缅寺金塔
茶寨心



Village center



Tea Spirit Tree Worship

茶祖树 祭祀



Sacrifice



古茶林
Old Tea Forest

街巷
Alley

森林 Forest

云海
Clouds

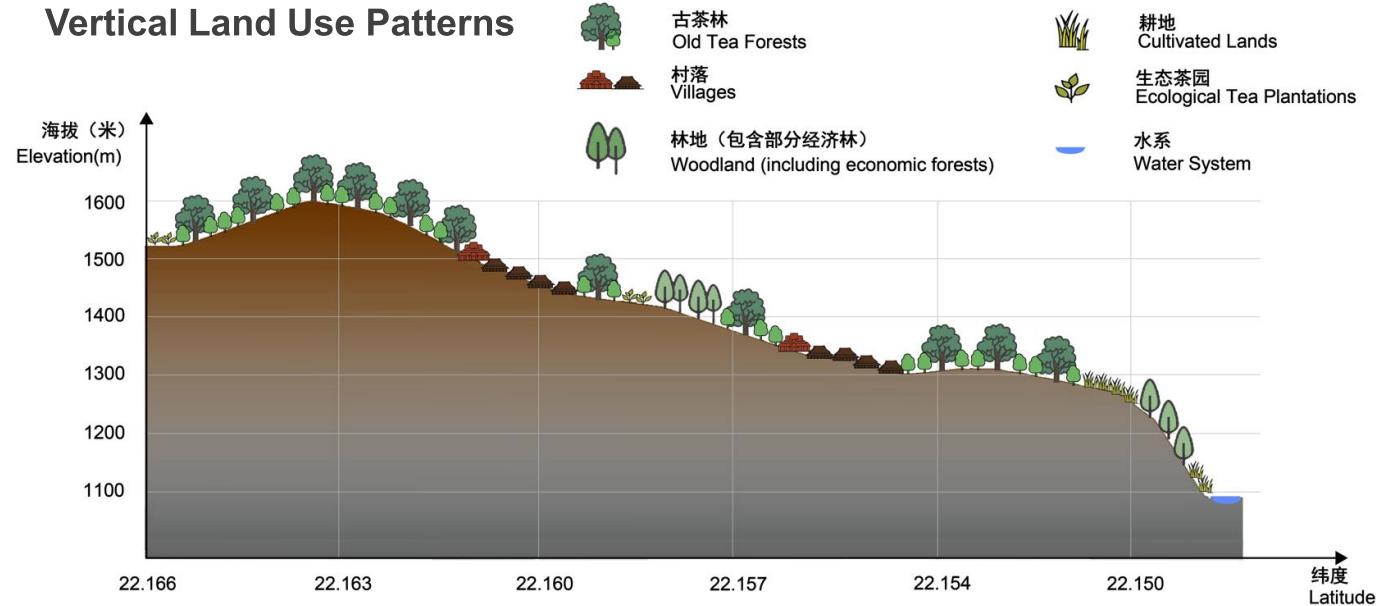
传统村落
Traditional Village

民居 Dwelling

山
Mountain

The cultural landscape pattern of coexistence of forest and tea

Vertical Land Use Patterns



Traditional Understorey Cultivation of Old Tea Trees



乔木层 Arbor

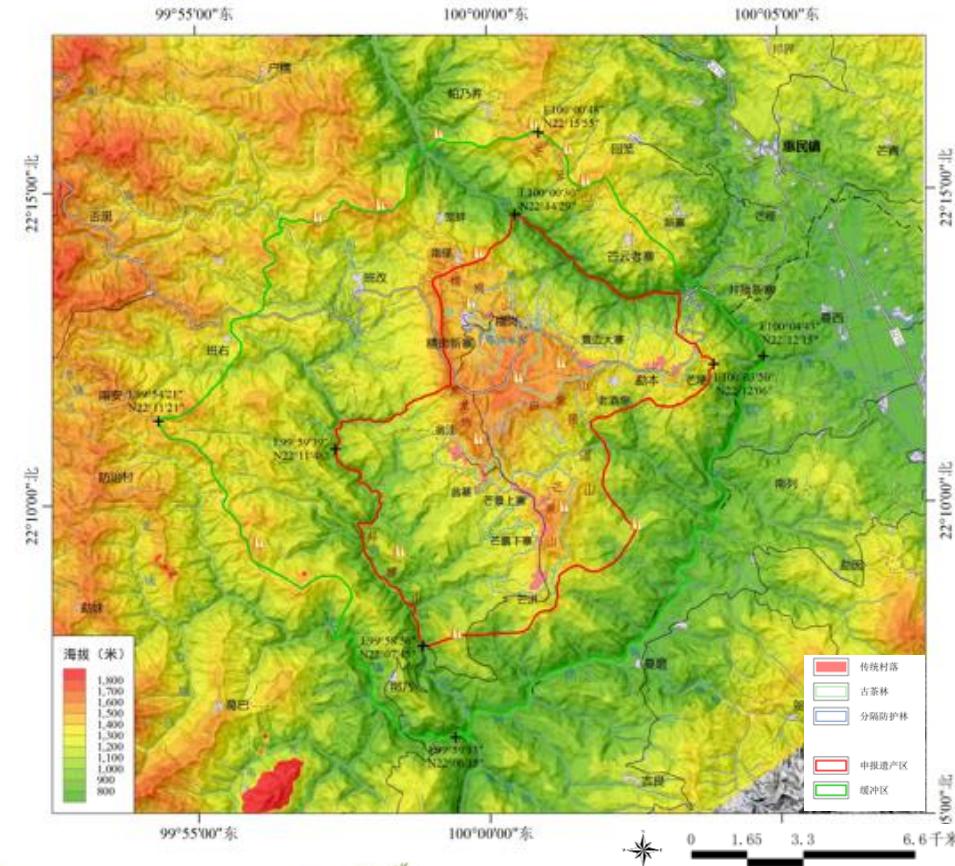
上层主要生长茱萸、木荷、多依、红椿、榕树等高大乔木
Mainly grows tall arbors such as *Cornaceae*, *schima superba*, *Dociyna delavayi*, *Toona ciliata*, and *Ficus microcarpa*

灌木层 Tea Tree and Bush

中层以茶树为优势种，同时分布有樟树、杜鹃花科等植被
Dominated by tea trees, mixing with other plants of the Lauraceae and Ericaceae families

草本层 Herbaceous Plant

下层为禾本科和蕨类、药材、野生蔬菜等植被
Grows the plants of the Gramineae family and some herbaceous plants such as ferns, herbal medicines, and wild vegetables, etc.



Traditional villages and buildings

布朗族村寨 Blang Villages

- In a pictographic pattern according to the terrain of Mountains.
- The village has a **village center**, a **village gate**, a **pond**, etc.
- The residential buildings are distributed around the village center along the roads and contour lines.
- The Buddhist temples on one side.



布朗族传统民居 Blang Traditional dwellings

傣族村寨 Dai Villages

- Ponds, wells or rivers are sources of water.
- Sacred trees along the village boundaries.
- Village center is the starting point of construction, also for worshipping. the buildings are basically arranged in a centripetal pattern around village center.
- The main temple is built on a terrace in the center of the village.



傣族传统民居 Dai Traditional dwellings

Resilience in response to Climate change

森林覆盖率达到76%

The forest coverage rate reaches 76%

- The forest provides a buffer for the tea trees, reducing the temperature fluctuations.
- It reduces the possible damage that high or low temperatures may cause to tea trees.



景迈山茶文化景观格局
Configuration of Tea Landscape

During the COVID-19

- No one was infected in the Jingmai Mountain with the medicine administered by local doctors.
- The sale of tea is restricted, but food and daily life can be guaranteed



02

保护实践

Conservation Practices



景迈山古茶林
Cultural Landscape of Old Tea Forests of
JINGMAI MOUNTAIN

Time Frame

- National Priority Protected Site
- Chinese Traditional Villages
- Protection Zone for Traditional cultural ecology of blang people in MangjingVillage
- 「全国重点文物保护单位」
- 糯岗组、翁基组、芒景村列入「中国传统村落」名录
- 公布「芒景村布朗族传统文化生态保护区」

Protection and utilization project of traditional villages in Wengji and Nuogang
翁基、糯岗传统村落保护利用工程

Publication of the Heritage Conservation Plan
《文物保护规划》公布执行

- Organized an international symposium on "Tea Culture Landscape Conservation Research and Sustainable Development".
- Restoration of traditional buildings
- 举办「茶文化景观保护研究与可持续发展」国际研讨会。
- 国保传统民居建筑维修工程

Inscription on the World Heritage List in 09.2023

2023.09
列入世界遗产名录



- 启动景迈山申遗保护工作
 - 列入《中国世界文化遗产预备名单》
- Launching the declaration of the Jingmai Mountain as a World Heritage Site

《遗产保护管理规划》
《文物保护规划》编制
Preparation of the Heritage Conservation Management Plan& Heritage Conservation Plan

芒景上寨、芒景下寨、芒洪传统村落保护利用工程
Protection and utilization project of traditional villages in Mangjing and Manghong

- 举办景迈山文化遗产保护论坛
- 国保省保集中成片传统村落—保护利用工作评估现场调查 the Jingmai Mountain Cultural Heritage Protection Forum

- 遗产环境整治提升综合工程
- 遗产监测、档案、阐释展示工作
- Comprehensive heritage environment improvement and upgrading works
- Heritage monitoring, archiving, interpretation and display work

Aims

以遗产保护为抓手，实现社会、经济、环境等可持续发展目标

Achieving social, economic and environmental sustainability through heritage conservation



8 Aims

遗产保护	Heritage Conservation
文化传承	Cultural Inheritance
生态修复	Ecological
景观提升	Landscape
社区更新	Community Renewal
基础设施	Infrastructure
产业培育	Industry Innovation
文旅融合	Sustainable Tourism

活态遗产保护理念：“以人为中心”

“Community-Centered”

家园：“物+人”

Home: “heritage + People”



遗产保护深入社区，建立共同决策和长效管理机制

Heritage conservation is rooted into the communities, decision-making and long-term management mechanism has been established

多元策略

Multi-strategy

1

多元工作对象

Multi-object

2

多元参与主体

Multi-stakeholder Participation

3

多元技术手段

Multi-technology Approaches

有机整体保护

Integrated Conservation

共建共享遗产

Joint Contribution and Sharing

提高遗产韧性

Heritage Resilience

构建安全社区

Safe Community

Multi-objects

□ Tangible heritage element

- Old tea forests
 - Old Tea Trees
 - Tea Spirit Tree
 - The King of Tea Tree
 - Tea Spirit Altar
 - Princess Seven Tomb

- Traditional Villages
 - Components of the space pattern
 - Traditional dwellings
 - Traditional tea sheds
 - Religious buildings
 - Relics

Protective forests

Natural environment: Mountains, river systems

Artificial environment: Ecological tea plantations, villages, cultivated land

Traditional skills

Traditional folklore

Traditional oral literature

□ Context



文物建筑
Heritage Building

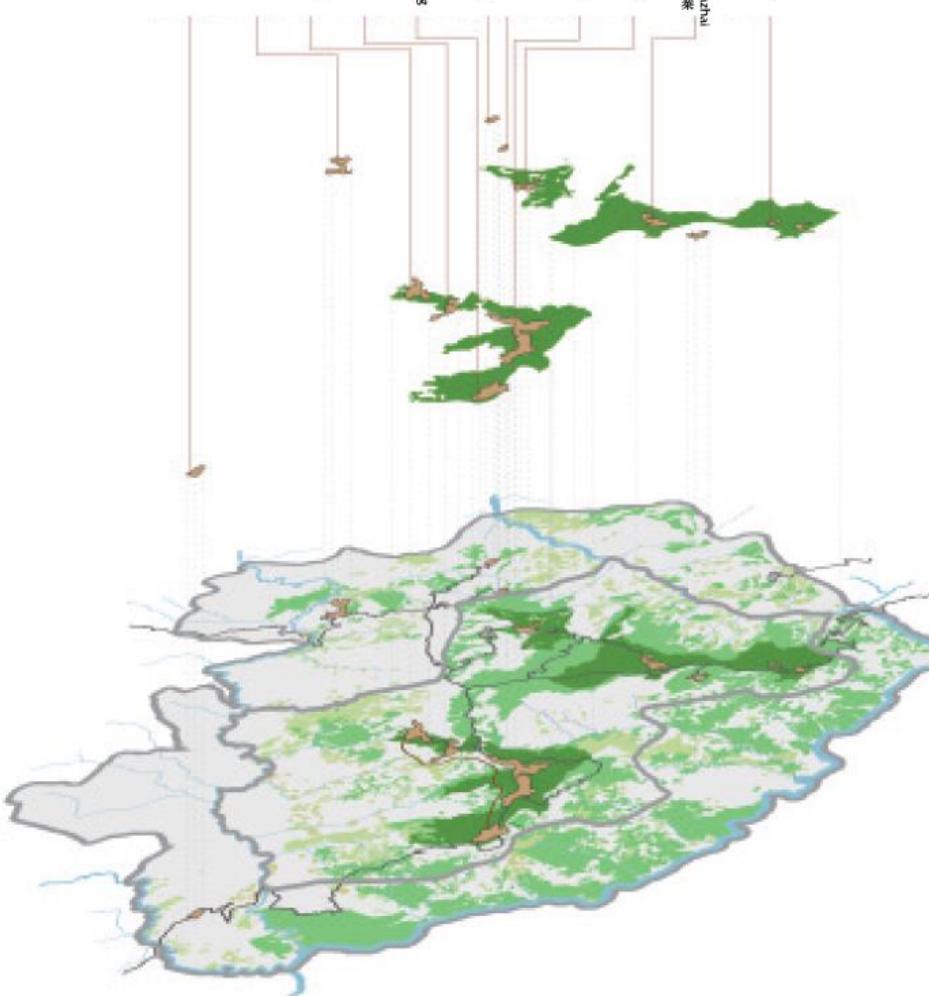


遗产要素
Heritage Elements



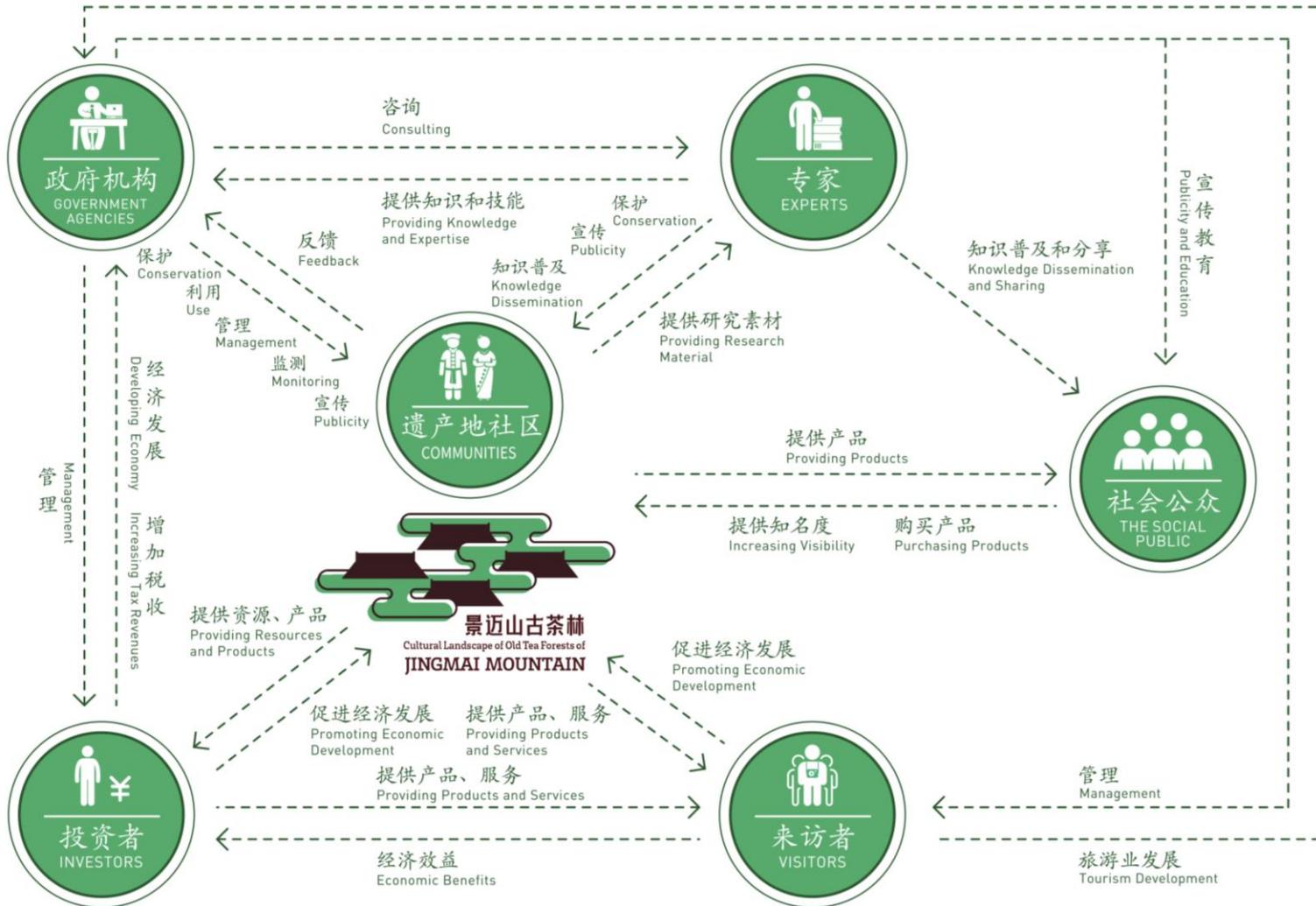
遗产环境
Heritage Environment

371	2	23	48	49	60	2	8	52	79	30	18
5	-	-	-	-	1	-	-	1	2	1	Mengben



Multi-stakeholder Participation

■ 社区参与、专家指导、政府支持 Community participation, Expert guidance, Government support

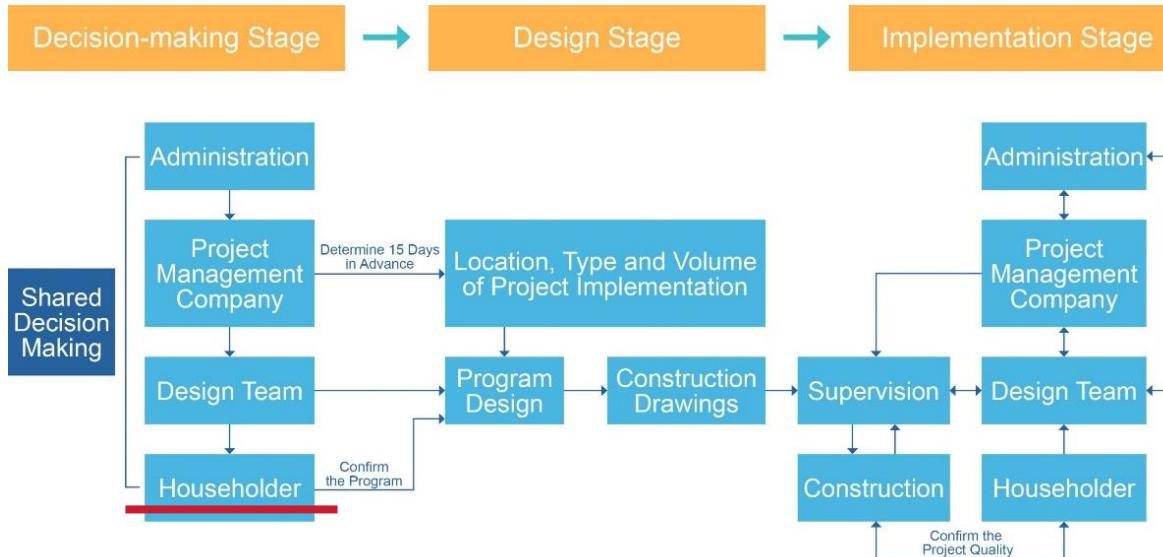


Multi-stakeholder Participation

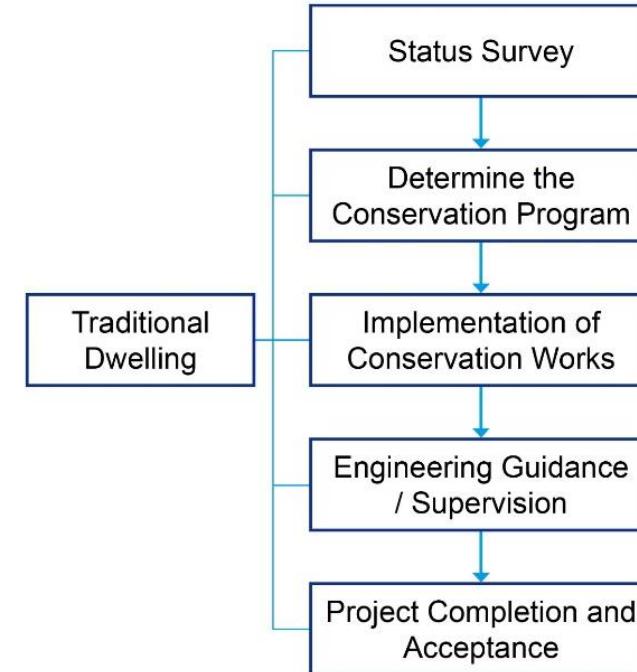
■ 政府与社区结合的工作机制 The working mechanism that combines the government and the community

- 社区负责 Community Responsibility
- 多方配合 Multi-party Cooperation

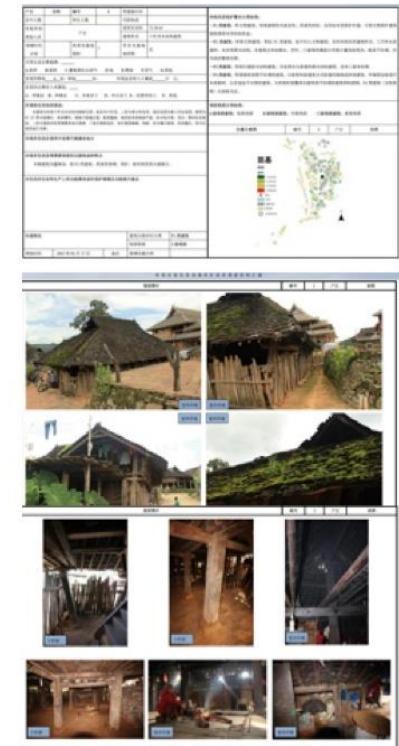
Workflow of Conservation Practices



Workflow of Traditional Dwelling Conservation



One Household One File



Multi-stakeholder Participation

社区深度参与

Community participation



坚持“以人为中心”的活态遗产保护理念

Adhere to the concept of "people-centered" living heritage protection



Multi-stakeholder Participation

多专业合作

Multi-disciplinary cooperation

- **多专业** **Multiple majors**

Heritage, Tea, Forestry, Ecology, Biology, Agriculture, Archaeology, History, Ethnology, Anthropology , etc

- **多机构** **Multiple institutions**

Museums, Botanical gardens, Universities, Research Institutes, etc



建立社区共建共享的可持续遗产教育系统

Establish a sustainable heritage education system for community co-construction and sharing

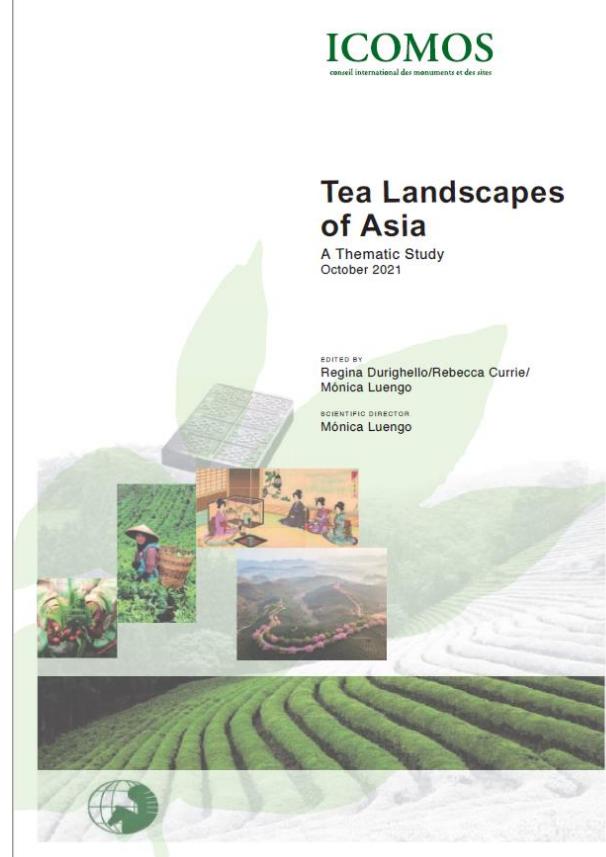
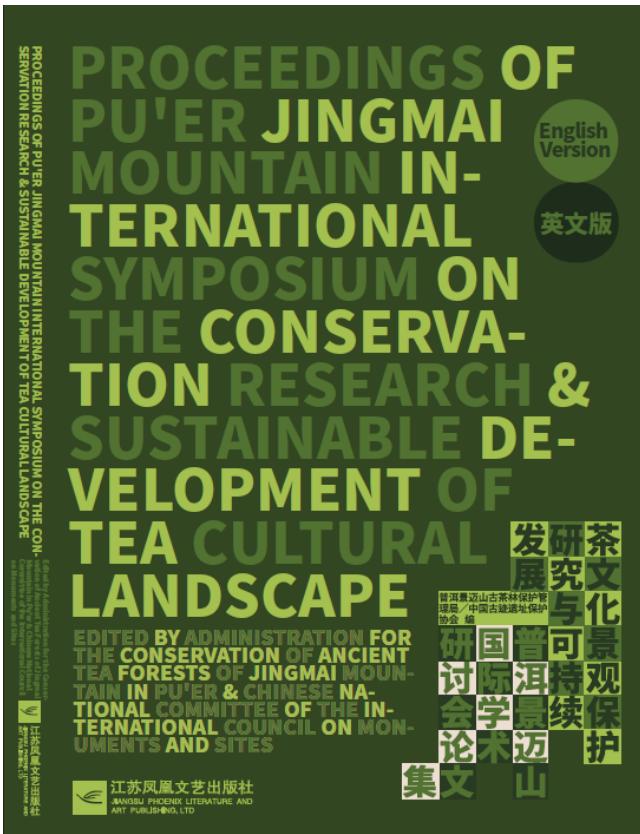
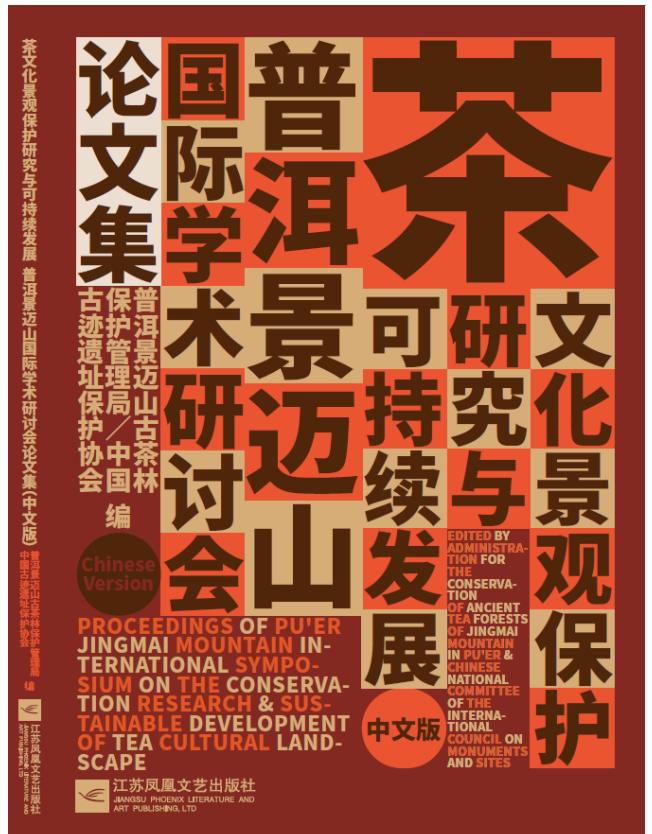


Multi-technology Approaches

■ 研究指导 Research Guidance

- 以遗产价值认知推动遗产保护实践

Promoting Heritage Conservation Practices with Recognition of Heritage Values

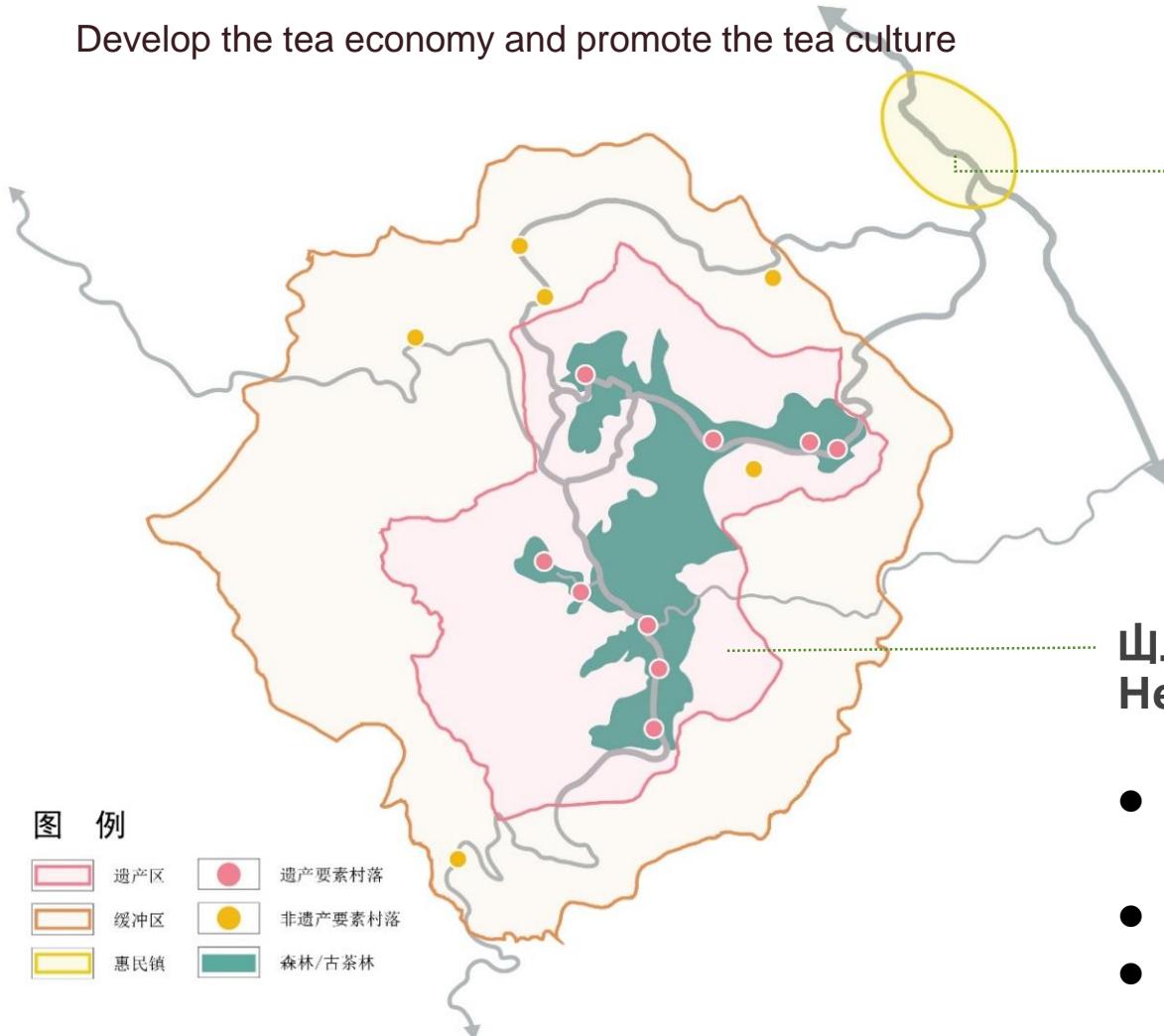


Multi-technology Approaches

■ 保护与发展协同机制 Synergies on Protection and Development

- 发展茶经济，弘扬茶文化” ——山下发展，山上保护

Develop the tea economy and promote the tea culture



山下 — 惠民镇和周边村寨 Huimin town- Development

- Heritage Exhibition Center
- Integrating tea culture and tea tourism
- Large-scale, modern tea production, sales and cultural experiences
- Tea industry, tourism services and supporting industries

山上 — 景迈山世界文化遗产地 Heritage Site - Conservation

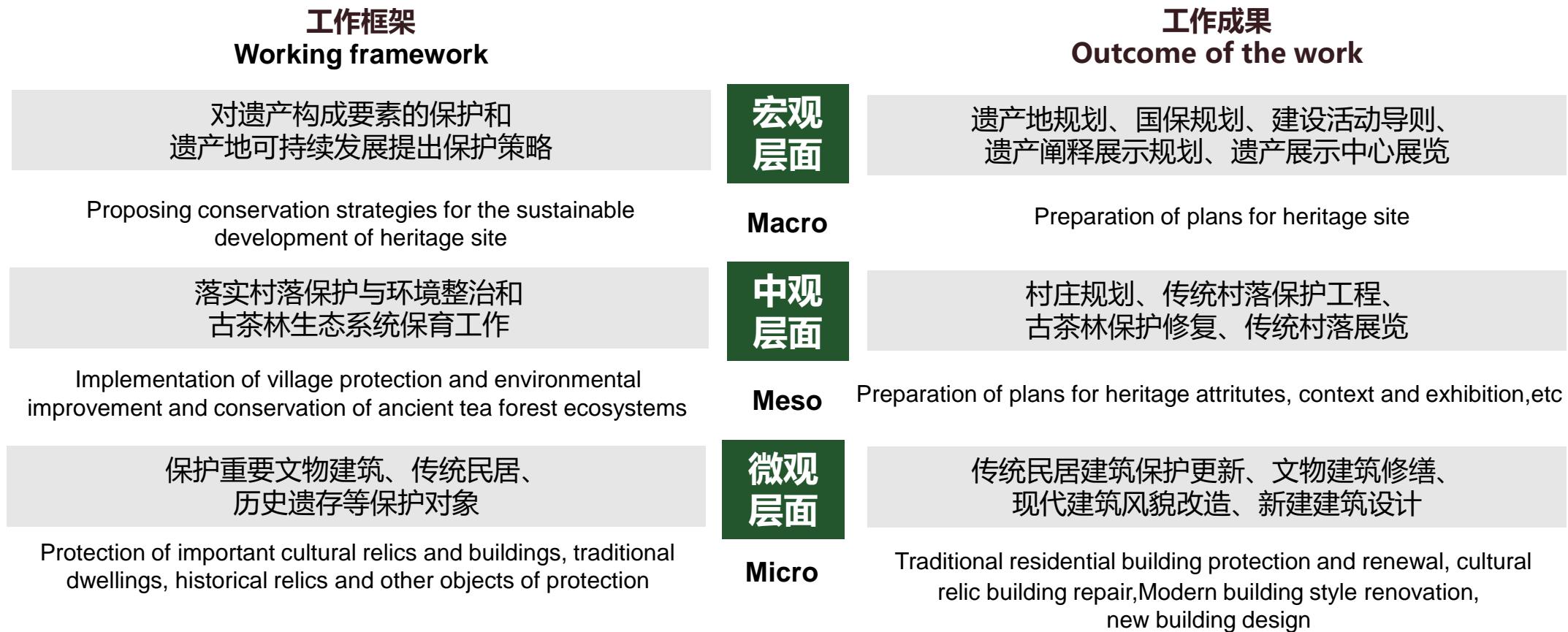
- Protection, On-site Interpretation, and Presentation of Heritage Value
- Restriction and Guidance of Visitor Touring Behavior
- Coordinated Development of the Heritage and Buffer Zone

Multi-technology Approaches

■ 从宏观到微观 From Macro to Micro

- 建立不同空间尺度、各层级相衔接的遗产保护工作框架

Establishment of technical routes for conservation at different spatial scales

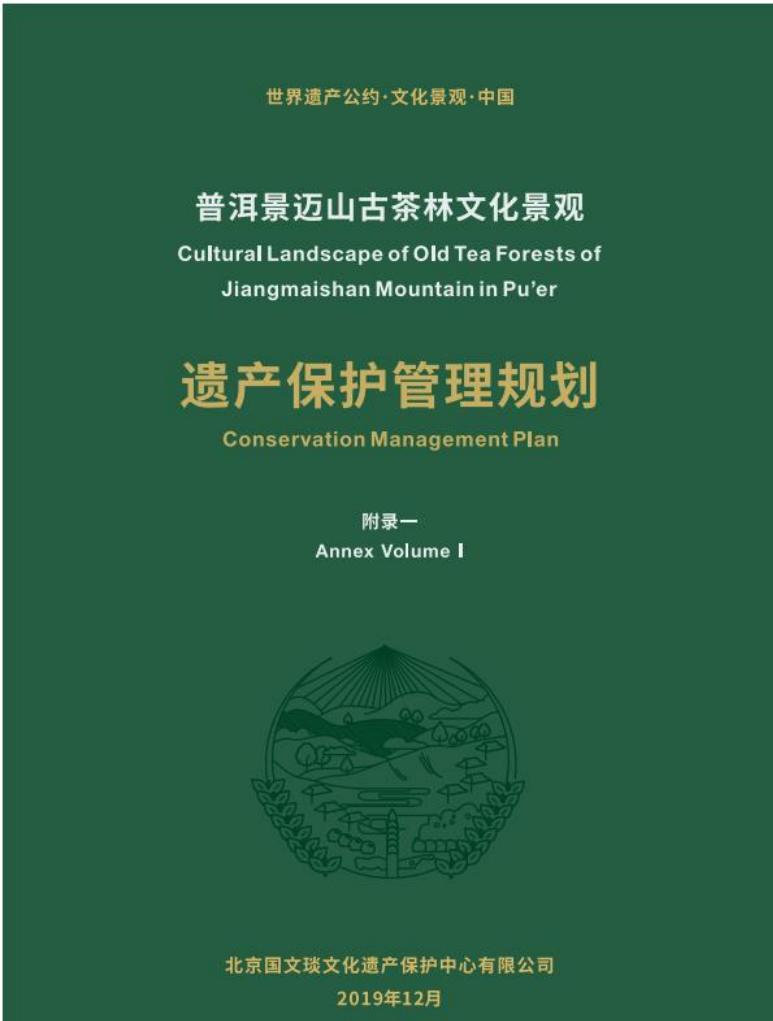


Multi-technology Approaches

■ 规划引领 Planning Preparation

- 编制不同层级的相关规划

Preparation of Plans for heritage site

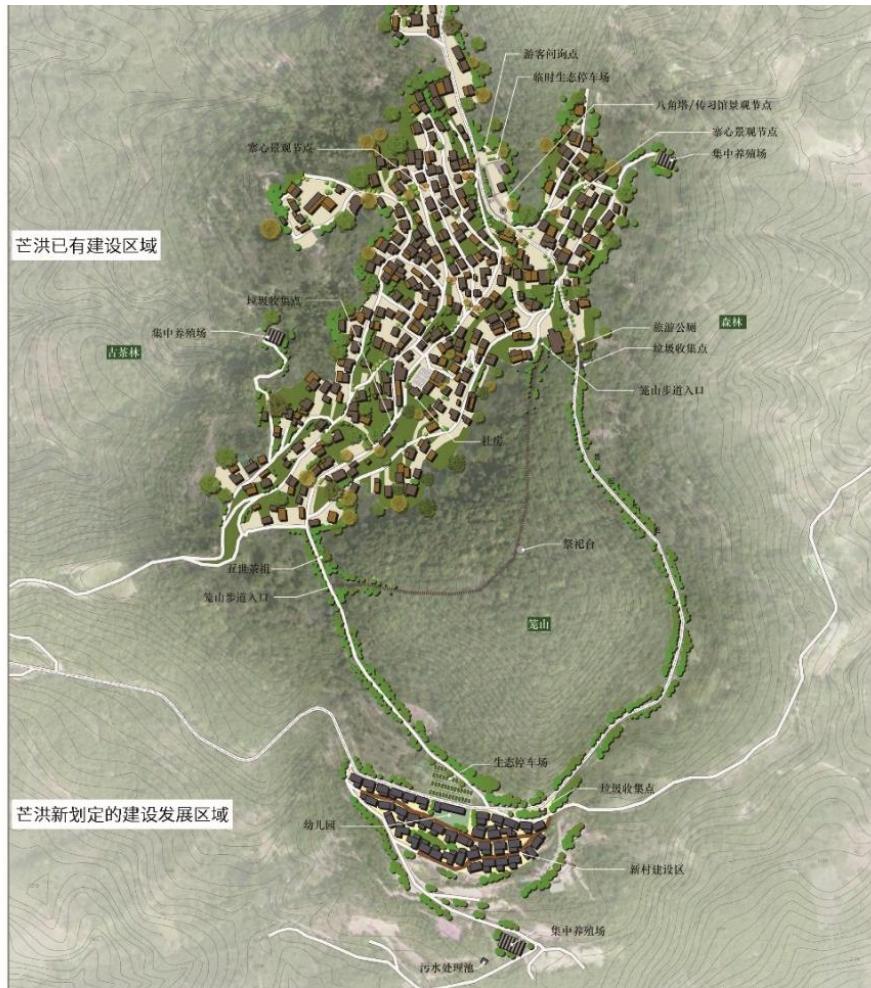


Multi-technology Approaches

■ 资源统筹，规划调控 Resource Co-ordination, Planning Adjustment Control

- 编制村庄规划、新村建设规划，解决人地矛盾，保障可持续发展

Making villages planning and construction of new resettlement areas, resolving human-land conflicts to ensure sustainable development



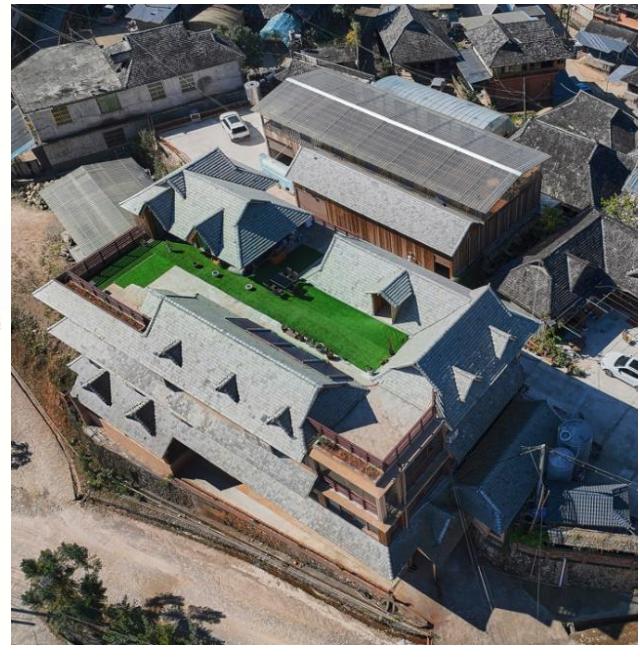
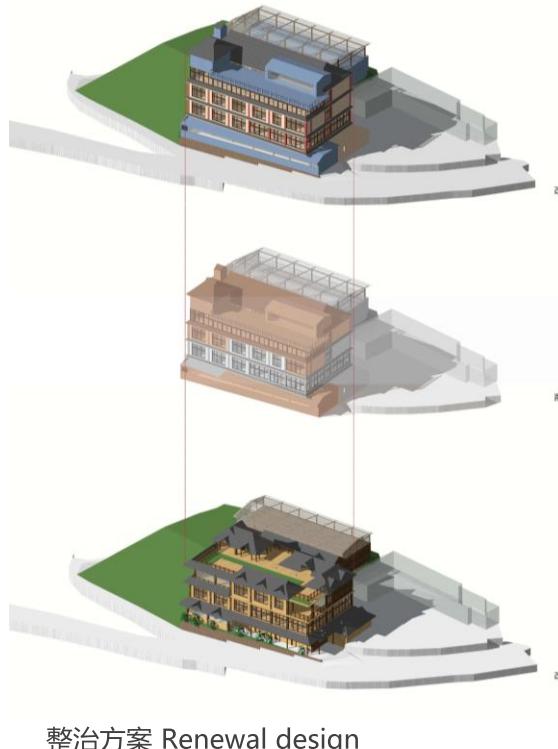
Multi-technology Approaches

■ 工程落地 Implementation

- 一般建筑整治——“一户一策”，共280余户

Dwellings renewal—each dwelling each strategy, a total of more than 280 buildings

- 1、现场调研，研判问题 → 2、上位梳理，形成策略 → 3、分项设计，应对挑战 → 4、平衡各方，共同决策 → 5、现场回访，总结不足
- on-site investigation Strategizing Project Design Joint decision-making Summarize



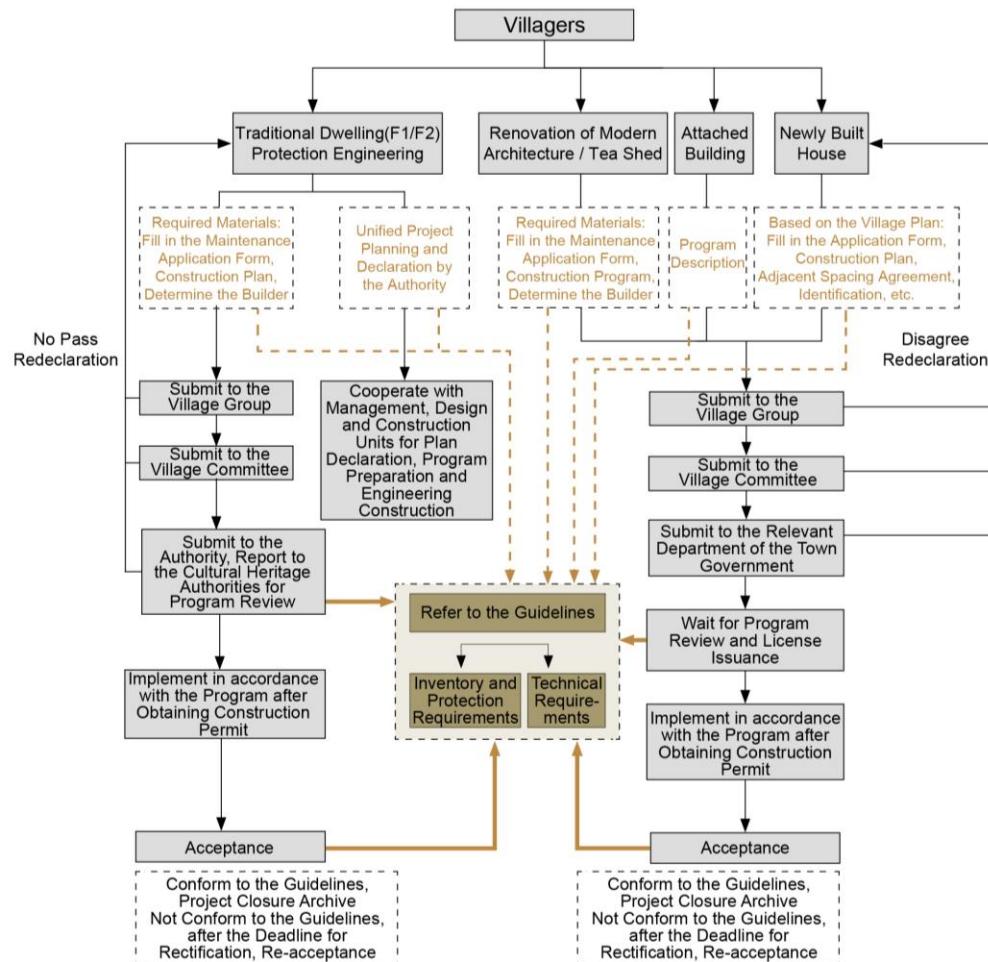
CASE



Multi-technology Approaches

■ 制度保障 System Safeguards

- 景迈山遗产地建设活动导则 Guidelines for construction activities at the Heritage Site



We processed 787 applications in three years



多元技术手段 Multi-technology Approaches

■ 能力建设 Capacity-building

- 遗产管理机构和社区掌握遗产保护基本观念 Heritage management institutions and communities are equipped with basic concepts of heritage conservation.
- 帮助社区真正成为遗产保护管理的主体 Communities are truly the mainstay of heritage conservation management



Establish a heritage monitoring system

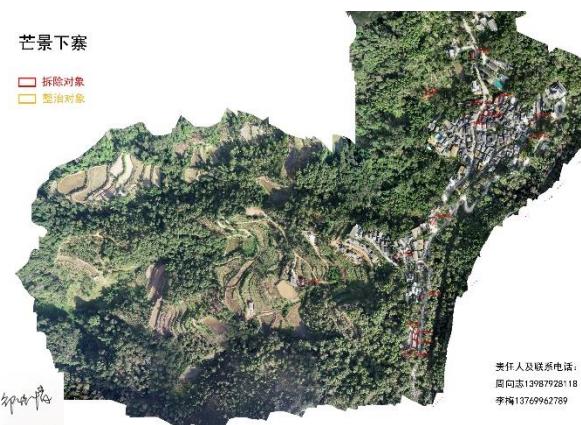
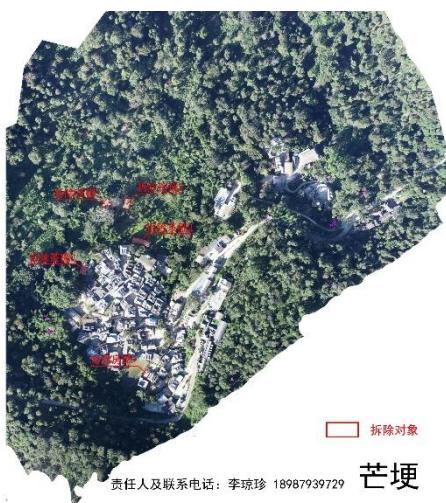
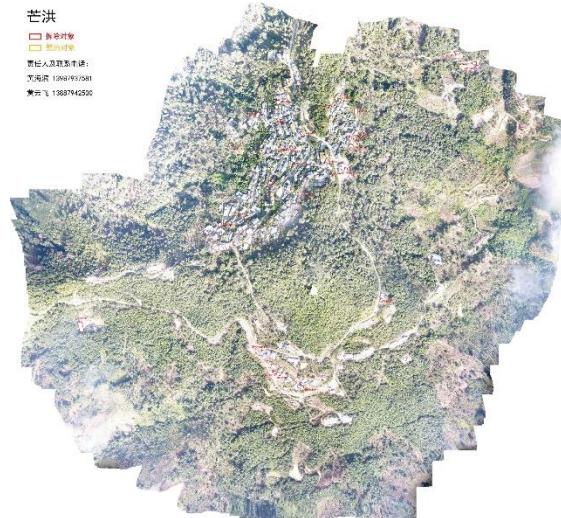
- Track the impact of climate change, and improper human activities on old tea forests, forests and villages
- Protecting the stability of old tea forests and forest ecosystems, enhanced the self-recovery capacity



Conservation Practices

■ 保护和修复文化景观结构 Conservation and restoration of cultural landscape structures

- 拆除侵害遗产要素的建筑 Demolition of heritage-damaging structures



Conservation Practices

■ 遗产要素保护 Conservation of Attributes

- 宗教建筑修缮 Restoration of religious buildings
- 传统民居修缮 Restoration of traditional dwellings



芒洪八角塔 the Octagonal Pagoda of Manghong



修缮后民居外观 exterior of post renovation

民居性能提升 performance enhancement

Conservation Practices

Guesthouse

■ 遗产要素保护 Conservation of Attributes

- 传统民居活化利用 Restoration and adaptive use of traditional houses

Village History Museum



Conservation Practices

■ 遗产综合整治提升 Comprehensive Improvement

- 自然环境生态修复 Restoration of the natural environment
- 传统村落环境整治 Improving the environment of traditional villages



Conservation Practices

■ 遗产综合整治提升 Comprehensive Improvement

- 建筑整治—茶厂与茶棚整治
Remediation of buildings——Tea factories and tea shelters



Conservation Practices

■ 遗产综合整治提升 Comprehensive Improvement

- 建筑整治——一般建筑整治与活化利用

Remediation of buildings——Renewal and adaptive use of dwellings

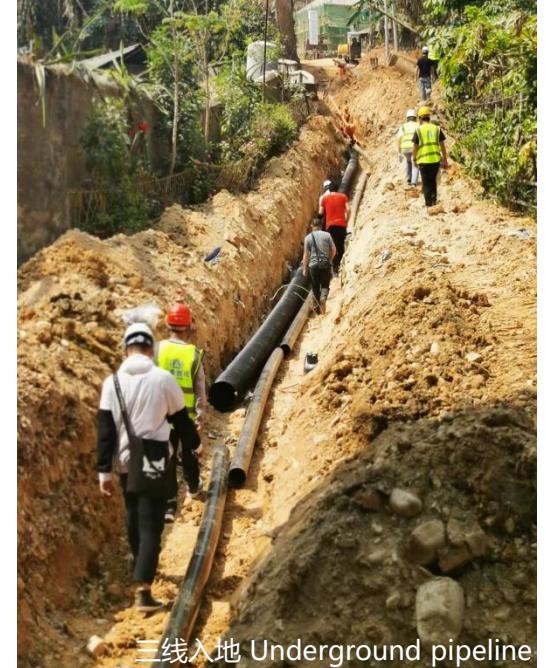


Conservation Practices

■ 遗产综合整治提升 Comprehensive Improvement

- 基础设施升级——水、电、路、网、边坡、消防.....

Infrastructure——Water supply and drainage, electricity, road network, network, slope, fire protection, etc

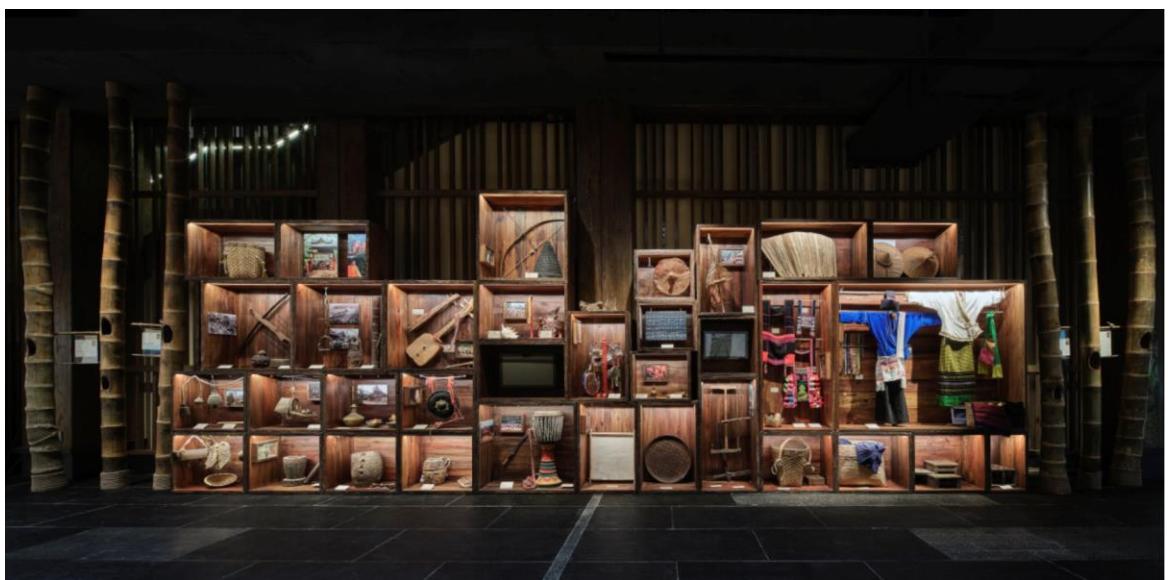
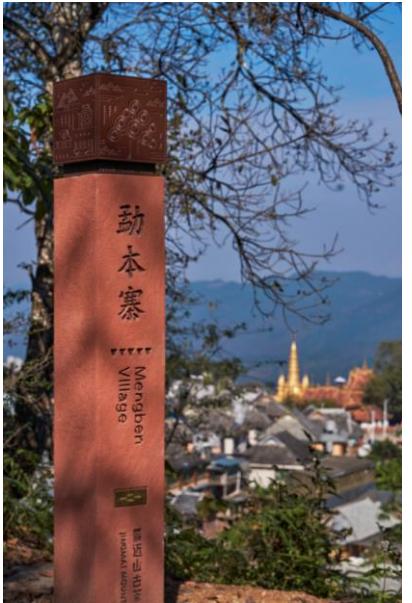


排水沟 drainage gutter

Conservation Practices

■ 遗产展示阐释 Heritage Interpretation and Displays

- 标识标牌 Signage
- 展览展陈 Exhibition



Conservation Practices

■ 非物质文化遗产保护 Intangible Cultural Heritage

- 系统梳理非物质文化遗产
Systematize
- 开展遗产教育
Heritage education
- 举办非遗相关展览表演
Exhibitions and performances

茶祖祭祀 Tea Spirit Tree Worship



03

产出效益

Effectiveness



景迈山古茶林
Cultural Landscape of Old Tea Forests of
JINGMAI MOUNTAIN

Heritage have been protected and restored

Cultural landscape of old tea forests of the Jingmai Mountain has been protected and restored, and the values have been systematically and comprehensively demonstrated



Assessment Report from ICOMOS

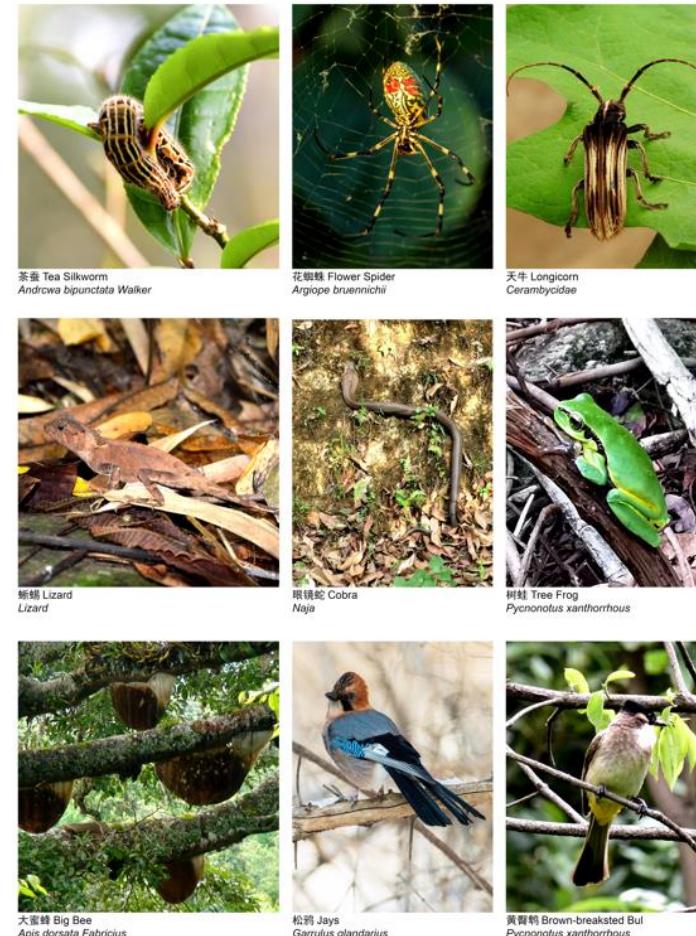
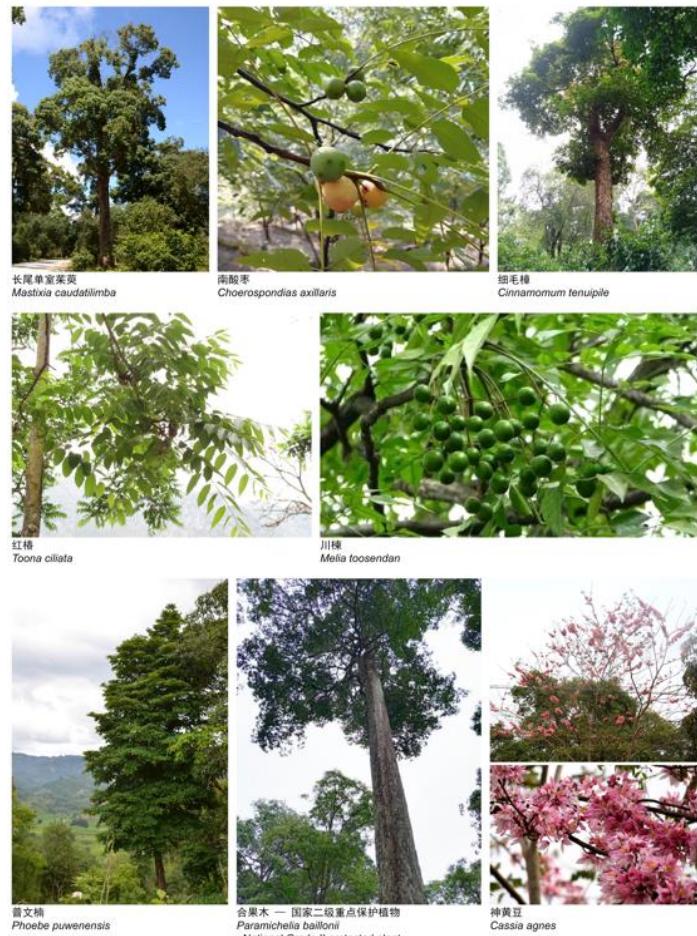
6 Conclusion

and practices. ICOMOS considers that the requirements of authenticity and integrity have been met. However, the integrity of the nominated property is vulnerable to negative impacts of tourism development and climate change, and limits of acceptable change need to be established to maintain its authenticity. The boundaries

As well, ICOMOS considers that the integrity of the nominated property is satisfactory, though vulnerable to negative impacts of tourism development and climate change.

The state of conservation of the property is good.

Biodiversity has been effectively protected—— Human-earth Harmony



Heritage protection practices give back to the community

- The awareness of heritage protection has been enhanced, the community becomes the storyteller and educator of the heritage
- Spontaneously establish tea farmer cooperatives
- The contributions of women in the tea industry are gaining respect and recognition, leading to an elevated status
- Schools within the heritage site offer courses on ethnic minority cultures and tea culture



Official and Self-Media Promotion of Jingmai Mountain

08 旅游天地

人民日报

2023年11月7日 星期二
第08版

景迈山行 茶香万里



普洱茶区的茶山

记者 李茂林 张楠

“景迈山是三江并流世界自然遗产地之一，也是中国茶文化的重要发源地。近年来，随着当地对茶文化的保护和传承，越来越多的人开始关注和了解这里的茶文化和历史。”

“景迈山不仅是一个美丽的自然风光，更是一个充满故事的地方。这里有着丰富的茶文化历史，以及独特的民族风情。希望通过这次采访，让更多人了解到景迈山的魅力。”

“景迈山是一个美丽的地方，这里有美丽的茶山，也有美丽的村庄。希望更多的人能够来到这里，感受这里的美丽风光和独特的茶文化。”

记者：李茂林 张楠

编辑：王璐

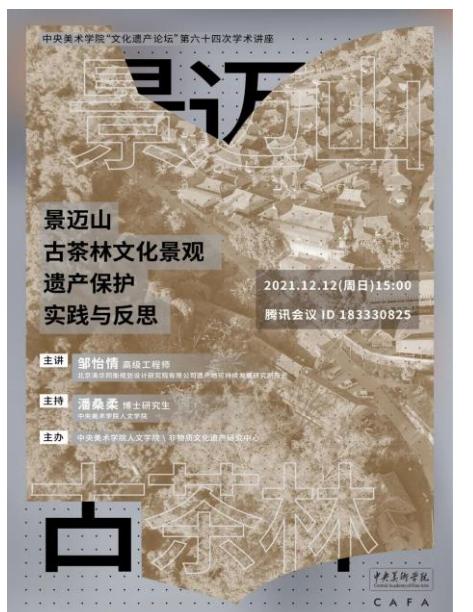
校对：王璐

审核：王璐

终审：王璐

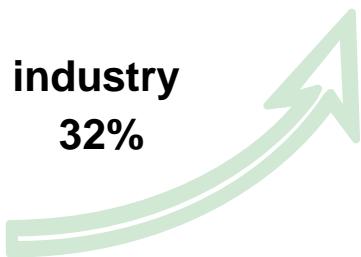
责任编辑：王璐

版面设计：王璐



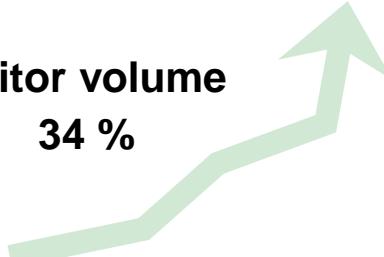
The integration of tea and tourism has driven employment for villagers

Tea industry
32%



2023年，景迈山茶产业实现综合产值5.17亿元
The comprehensive value of Jingmai Mountain's tea industry reached 517 million yuan in 2023

Visitor volume
34 %



2024年接待游客55.20万人次，旅游收入3.38亿元，同比增长184%。
In 2024, 552,000 tourists were received and the tourism revenue reached 338 million yuan, representing a year-on-year growth of 184%.



景迈山上榜《国家地理》“2022世界最佳旅游目的地”

来源：国家地理



日前，美国《国家地理》杂志一年一度的“最佳旅游目的地”评选结果出炉。本次入选的目的地有25个，涵盖自然、探险、可持续发展、文化、家庭五大类别。其中，景迈山在“文化与历史”板块上榜，成为中国唯一上榜的目的地。



Sustainable Development for Heritage and Community

- Enhance the sense of community leadership, gradually make it aware of the value of traditional ethnic knowledge and experience.
- Understand the practical significance of the concept of world heritage protection for the protection and continuation of ethnic heritage.



Enhance cultural consensus and cohesion

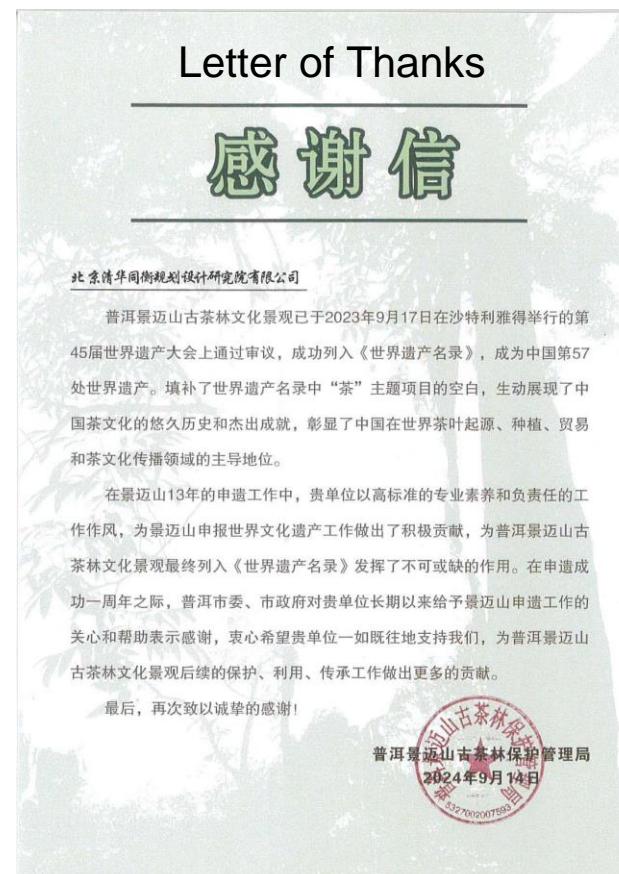
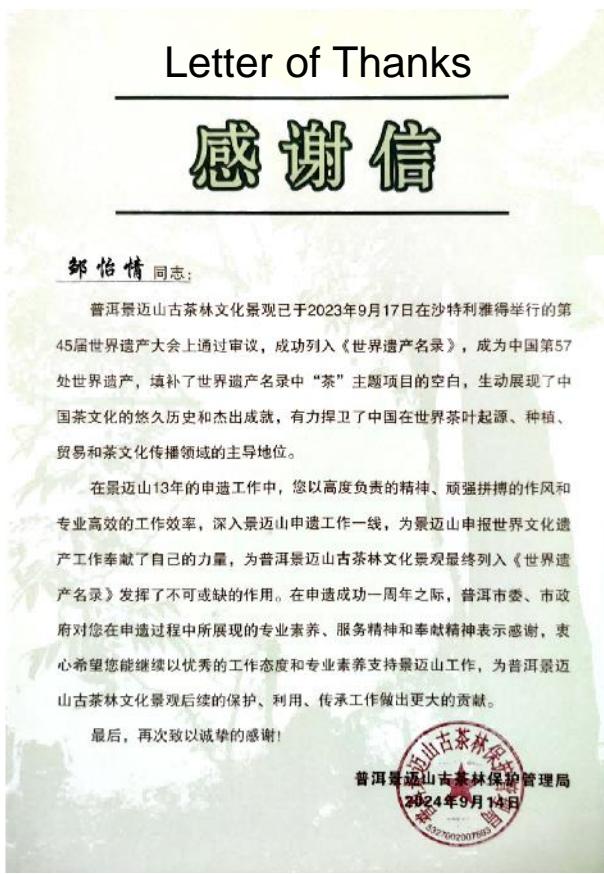
- It adheres to the value of harmonious coexistence and symbiosis between humans and nature.
- The first World Heritage site with a tea theme, has drawn attention and interest from Asia and even the world in Asian tea culture and traditional ethnic cultures.



Approval from local authorities

■ The Pu 'er Municipal Government commended

- Outstanding Collectives and Individuals with special contributions who have made remarkable contributions in heritage protection work



Interview with Outstanding Collectives



Professional recognition

- 2023 Yunnan Province Outstanding Planning and Design Awards First Prize
- 2023 Global Awards for World Heritage Education Innovative Cases
- 2024 Good Practice in World Heritage Contribution to Sustainable Development Goals
- 2024 Outstanding Cases for Sustainable Development of Asian Heritage event as Excellent Cases



04

思考

Reflections



景迈山古茶林
Cultural Landscape of Old Tea Forests of
JINGMAI MOUNTAIN

文化遗产构建韧性和包容性社会的积极作用

The Positive Role of Cultural Heritage in Helping Build Resilient and Inclusive Societies

- 增进对其他族群和地区文明的理解；

Enhancing understanding of the civilizations of other ethnic groups and regions;

- 农业文明和农业经济的可持续发展

Promoting the sustainable development of agricultural civilizations and agricultural economies;

- 人与自然能够和谐共处；经济、文化协同发展；妇女、老人等弱势群体发挥更大作用

Fostering harmonious coexistence between humans and nature;

achieving synergistic development of economy and culture;

enabling vulnerable groups such as women and the elderly to play a greater role.



文化遗产给予我们面对不确定未来的智慧和信心
Cultural heritage equips us with greater wisdom and confidence to face an uncertain future

文化遗产保护专业人员做什么？

What Do Cultural Heritage Conservation Professionals Do?

- 研究遗产价值

Research Heritage Values

- 提供专业的技术服务

Providing Professional Technical Services

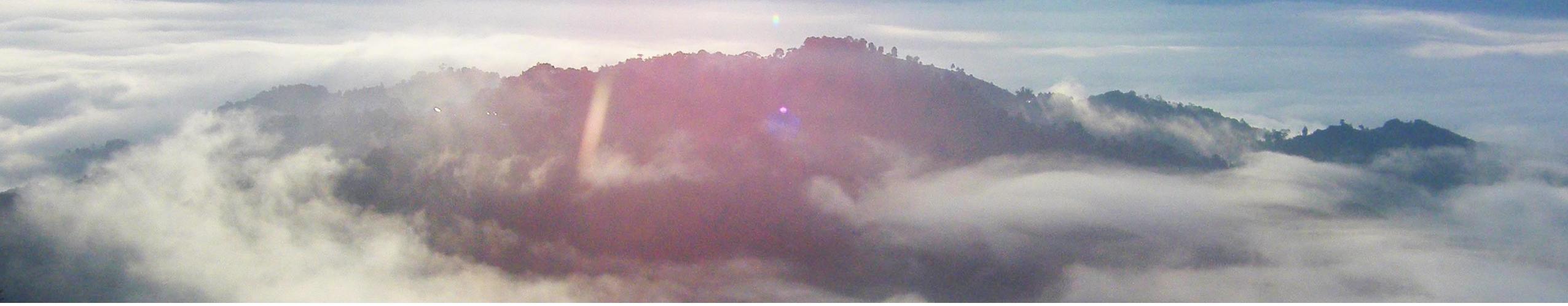
- 沟通的桥梁，凝聚共识、形成合力

Acting as a Bridge for Communication, Building Consensus, and Forming Synergies

遗产保护寻求最适合的解决方案，而非最完美的

Heritage conservation seeks the most appropriate solution, not the most perfect one.





后续工作

Follow-up Work

- 受中国文物保护基金会资助，进行课题研究

Funded by the China Cultural Heritage Foundation for thematic research

《景迈山古茶林遗产保护与社区居民可持续生计的协同发展研究报告》

<Research Report on the Synergistic Development of Heritage Protection and Sustainable Livelihoods of Community Residents in the old tea forests of the Jingmai Mountain>

《景迈山遗产地旅游可持续发展研究报告》<Research Report on the Sustainable Development of Tourism in the Jingmai Mountain>

- 与遗产管理机构合作，将课题成果运用于遗产管理和开发利用中

Collaborating with heritage authorities to implement the study's outcomes



感谢关注!

Thanks for your attention!

THE END

