

# #HeCiTag

Heritage Cities Tag



### Heritage + Cities + Tag

World Heritage Cities in the Asia-Pacific region that have outstanding universal value now communicate through #HeCiTag.



World Heritage Cities are more than man-made buildings and places. They are cradles of memories and human experiences, where countless interactions and creations happen. They are alive, and we want to keep them alive. However, the authorities responsible for taking care of our cities encounter difficulties in addressing issues in mutually satisfactory ways. The reconciliation of developing a city while conserving protected sites needs a new and strong impetus. This is why it is important to get together and to share our knowledge and experience.



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# Discussions on the Universal Value of World Heritage and its Creative Delivery

 2nd OWHC Asia-Pacific  
Regional Strategic Meeting



## ◇ — OWHC — ◇

The 2nd OWHC Asia-Pacific Regional Strategic Meeting was held from August 7 to 9 in Denpasar, Indonesia. Organized by the OWHC-AP and co-hosted by Gyeongju City (Korea) and Denpasar City (Indonesia), the event gathered some 200 participants, mostly experts and working-level authorities from OWHC-AP member cities. Joint projects for the establishment of the Asia-Pacific Heritage City Youth Network and participation strategies for the 2nd OWHC Asia-Pacific Regional Conference for World Heritage Cities were among the main items on the agenda. During the meeting, the OWHC Denpasar Declaration was adopted, and member cities pledged to actively support the 2017 World Congress of the OWHC in Gyeongju.



#1

During the evening of August 7, the first day of the meeting, a welcome dinner was held in an outdoor function area at the Inna Grand Bali Beach Hotel. After a traditional Balinese performance, a series of welcoming speeches by the Mayor of Denpasar, the Governor of the Province of Bali, the Minister of Education and Culture of Indonesia, and the Director-General of UNESCO ICHCAP followed. “Cultural preservation is one of the most crucial global issues, and this meeting is a good opportunity to share exemplary case studies not only from Indonesia but also from other countries,” Mr. Ida Bagus Rai Mantra Dharmawijaya, Mayor of Denpasar, said in his welcoming speech. “It is our hope that this event serves as a venue to discuss what roles youth in the Asia-Pacific region can play to protect World Heri-

tage,” he added.

Notably, for this year’s strategic meeting, not only high-level officials including the Minister of Education and Culture of Indonesia, Vice Minister of Education, Governor of the Province of Bali, but also numerous experts from 44 member cities of the Indonesian League of Historical Cities participated. Such engagement is expected to encourage more World Heritage Cities in Indonesia to join the OWHC in the future.

As a side event, an exhibition of World Heritage photos, cartoons, and paintings was held in the first floor lobby of the hotel. Finally, on August 9, the last day of the meeting, a range of programs were held, including a turtle release ceremony, a traditional Indonesian performance, and a tour of World Heritage Sites.



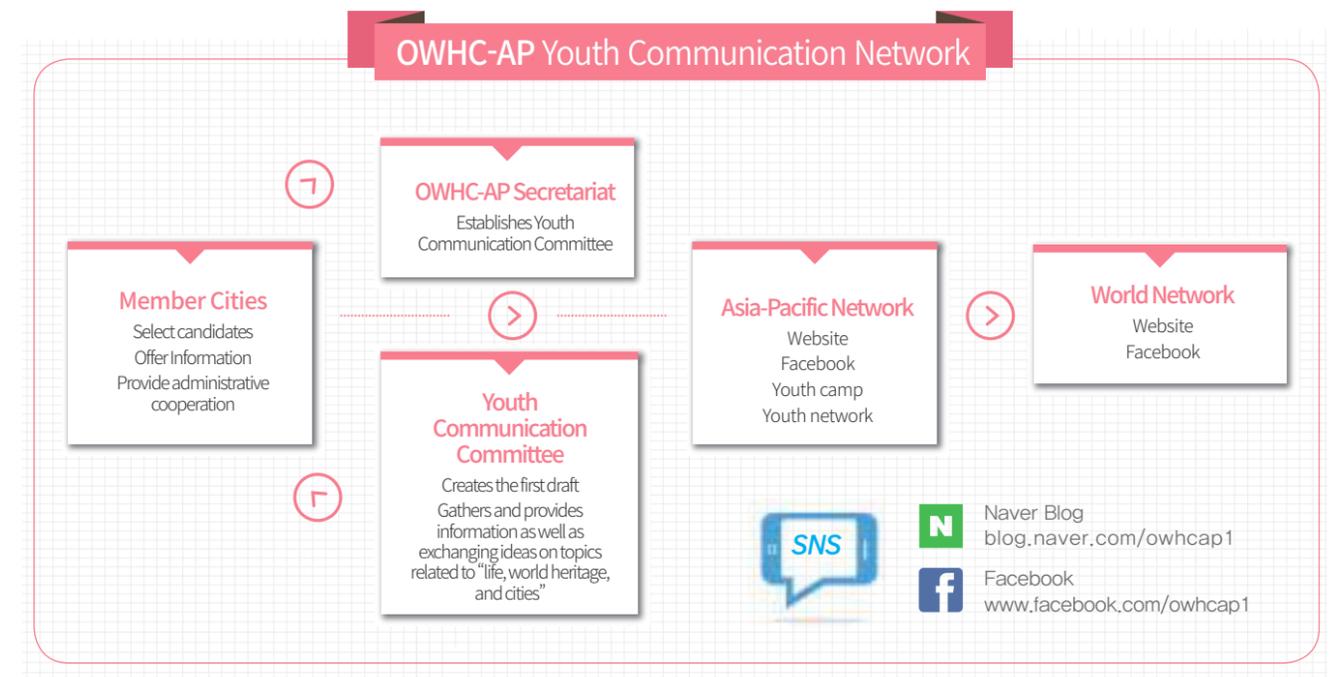
#2

During the strategic meeting, which lasted for three days, various discussions and presentations took place on the conservation of World Heritage Cities and the roles of the next generation. "This year's strategic meeting is distinguished and significant in that it is not just an event, but a venue for working-level discussions on sustainable joint projects that can help establish a network of support for sustainable implementation of meaningful enterprises," said Lee Sang-wook, Regional Coordinator for the OWHC-AP, during the opening ceremony on August 8, the second day of the meeting. "We expect your support in creating a shared venue for active participation and exchange of ideas among youth in our cities in order to ensure their improved engagement with the OWHC and the creative delivery of the universal value of World Heritage onward to the next generation," Lee added.

Ida Bagus Rai Mantra Dharmawijaya, Mayor of Denpasar, delivered a keynote speech, followed by a presentation by Wayan Geriya, an expert team leader in Denpasar. In the afternoon, during a program called "OWHC Activities," Andreeanne Charest (Program

Administrator of the OWHC) delivered a presentation on the organization's recent activities. During her presentation, she introduced Case Studies and Projects Database, a program for establishing a reference database system for all member cities, as well as activities related to such programs as "Mayors & Heritage," "City2City," "Jean-Paul-L'Allier Prize for Heritage," and COMUS (Community-Led Urban Strategies in Historic Towns).

The activities of the OWHC-AP were reported by Heo Su-jin, Assistant Program Officer of the OWHC-AP. Her presentation introduced the Youth Communication Committee, a youth organization committed to researching and producing both online and offline content related to the OWHC-AP, as well as discussing various ways to increase youth participation in World Heritage regions in Asia and the Pacific through continued development of new content. After her speech, Jang Ja-hyun, Program Officer of the OWHC-AP, delivered a presentation urging cooperation for the Youth Congress to be held as part of the 2017 World Congress of the OWHC in Gyeongju.



#3

On August 9, the last day of the meeting, a field trip was held to provide sightseeing opportunities around World Heritage Sites and showcase the diverse cultural scenery of Bali, the host region. All participants gathered early in the morning at Sanur Beach for a turtle release ceremony. Then, they began their eco-trip by visiting an area of Bali's traditional Subak irrigation system. The Subak system consists of five rice terraces and water temples and was inscribed on the UNESCO World Heritage List in 2012. Subak, a cooperative water management system of canals and weirs, reflects the philosophical concept of Tri Hita Karana (a Hindu philosophy that believes that happiness lies in the harmonious relationships among gods, people, and nature) that combines the spiritual world, the human world, and nature into a single whole. Later, the participants enjoyed a traditional Balinese dance performance and continued their heritage trip, with experts from Denpasar giving detailed explanations of heritage.



After returning to Denpasar City, the participants visited the Bali Museum, built in the traditional Balinese style, and viewed unearthed relics, traditional handicrafts, religious objects, and other displays. Finally, during a farewell cruise dinner, the final event of this strategic meeting, representatives from member cities spent time socializing while reflecting on and wrapping up their three-day journey. Thanks to the success of the 2nd OWHC Asia-Pacific Regional Strategic Meeting, it has become highly likely that the 2nd OWHC Asia-Pacific Regional Conference for World Heritage Cities and the 2017 World Congress of the OWHC in Gyeongju will be richer and more diverse events. Specifically, the participants of the meeting agreed on various improvements for the aforementioned events, such as holding exhibitions of traditional paintings, photos, and music to foster exchanges among artists in member cities; promoting increased participation by citizens from all walks of life, including teenagers



and senior citizens; holding performances of Korea's intangible cultural assets; and providing participating cities with opportunities to display tangible and intangible cultural assets during the events.



### ● 2015-2016 Youth on the Trail of World Heritage



Eight students of the Ateneo de la Juventud Institute of Oaxaca, Mexico visited Cordoba, Spain and met with students of the IES Blas Infante, as part of the 2015-2016 Youth on the Trail of World Heritage program. Their journey, which lasted from June 9 to 12, followed an itinerary prepared by the students in Cordoba. Having already contacted coordinators in Cordoba from Mexico, the students began their tour, accompanied by their Spanish peers. They

visited the famous Mosque-Cathedral of Cordoba, the world's third-largest mosque, engaged in various activities, and ended their trip by visiting the Alhambra Palace in Granada. This cultural exchange tour provided the students with great opportunities to appreciate once again the importance of World Heritage Sites and their value as a link between the present and the future, while helping them realize their responsibility for proper conservation.

### [Northwestern Europe]

#### ● Germany Celebrates World Heritage Day 2016

Every first Sunday in June, residents of World Heritage Cities in Germany gather together to celebrate World Heritage Day. On June 5, various events were held throughout Germany to celebrate World Heritage Day 2016. People from different German OWHC member cities joined the events further enlivening the festivals. (Further details on the festivals are available on the website of the German UNESCO Commission.) In particular, celebrating the 10th anniversary of its inscription on the UNESCO WORLD Heritage List, Regensburg hosted large-scale festivals for two days under the slogan "A decade as World Heritage, Regensburg—a World-class Hometown."



World Heritage attending



#### ● Salzburg Publishes Third Brochure on the Restoration of the Old Town Houses



Salzburg City, Austria published its third brochure on the restoration of houses inscribed on the UNESCO World Heritage List. This publication contains the success story of the innovative restoration project for houses from the Middle Ages in the center of the World Heritage preservation area in Salzburg. Old houses from the era have unique historical and cultural value and require delicate handling during restoration. Therefore, this new brochure is expected to be of great use in improving future restorations of World Heritage houses.



### [Southern Europe and the Mediterranean]

#### • After 13 Years, a New Mayor for Granada City

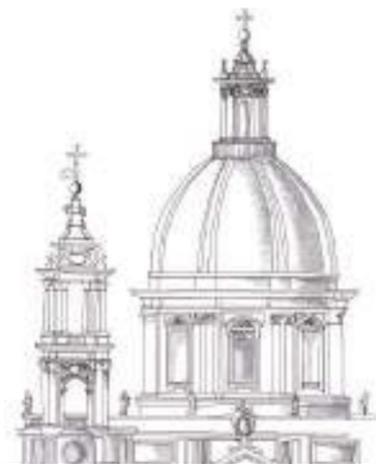
On May 4, Francisco Cuenca Rodriguez was elected Mayor of Granada, Spain. He is the first new mayor of the city since the election of José Torres Hurtado in 2003. With a strong reputation among OWHC members, Granada has been actively engaging in the events and activities hosted by the Regional Secretariat for Southern Europe and the Mediterranean. Most notably, the city is an enthusiastic participant in the Heritage and Craft program designed to introduce local handicrafts and tackle problems facing heritage areas.



#### • Tarragona City Hosts its Roman Heritage Fair “Tarragona Viva”



Tarraco Viva is a festival that aims to introduce the city's historic sites to both local residents and visitors of Tarragona, while raising awareness of the value of heritage conservation. Various programs took place in historic ruins of the Roman Empire scattered all across the city, enabling the participants to share the meaning of ancient cultural heritage in Tarragona. With such unique features, Tarraco Viva has become the most significant festival in Europe for discovering Roman heritage close at hand.



### [Eastern and Central Europe]

#### • “World Heritage and its People” International School Project Ends in Success

“World Heritage and its People,” an international school project, was held from May 21 to 25 in Krakow, Poland. Supported by the OWHC, this project had as participants 4 students (ages 12-14) from 4 member cities in Eastern and Central Europe, namely Banská Stiavnica (Slovakia), Budapest (Hungary), Krakow (Poland), and Kutná Hora (Czech Republic).

The project started as a way to raise awareness among young students of the preservation of World Heritage by showing them various historic sites.

Besides getting to learn about Krakow, each student also had a chance to introduce their home city to the other members in the group. Afterwards, they played games based on what they had learned from one another as well as engaging in various other programs requiring active participation.



\* **Youth on the Trail of World Heritage** : This is a sister school program in different World Heritage cities. Focusing on high school students aged 15-18, the program aims to provide them with opportunities to learn actively about World Heritage Cities and exchange ideas by sharing information. In 2015, seven such sister school relationships were formed.

\* **Regensburg** : a city in the state of Bavaria, Germany

\* **Granada** : the capital city of the province of Granada, in the autonomous community of Andalusia in southern Spain

\* **Angra do Heroísmo** : a port city on the Island of Terceira in the Portuguese autonomous region of the Azores Archipelago in the Northern Atlantic Ocean

\* **Tarragona** : a port city located in northeast Spain on the Mediterranean Sea. As the capital of Tarraconensis during the Roman Empire, it was the largest city in Hispania and the second largest city in the empire after Rome.

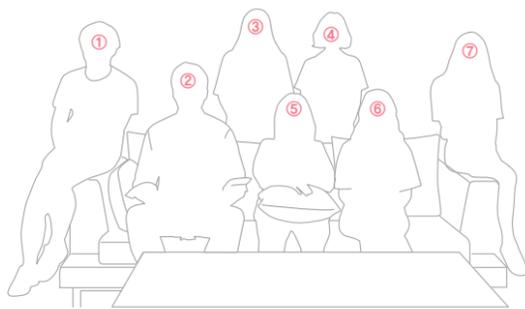
\* **Krakow** : an industrial city situated along the northern part of the Vistula River in the Galicia region in southern Poland. It once flourished as the capital of the Crown of the King of Poland. The city is now known for its steel industry.

Youth Meet World Heritage

×

## 5th OWHC-AP Youth Communication Committee Workshop

*Korean youth who love World Heritage! The 5th OWHC-AP Youth Communication Committee Workshop was held for two days from July 21 to 22 at Hwangnyongwon in Gyeongju, Korea. The eight member students, who are from different regions and also major in different subjects, introduced themselves to one another and shared their plans and aspirations. What's more, they went on a field trip to Bulguksa Temple, a World Heritage Site, and spent some time discussing the future of World Heritage Cities and the roles youth can play.*



① Park Ji-yong   ② Park Seung-min   ③ Jeong Seo-rim   ④ Heo Su-jin  
⑤ Kim An-ji   ⑥ Baek Ji-yoon   ⑦ Kim Jong-hye



From June 20 to July 1, OWHC-AP recruited members for the 5th Youth Communication Committee. The eligible candidates were undergraduate and graduate students from universities both in Korea and abroad. Those who passed the initial online application process were invited for a second video interview, and eight students were finally selected as new members. Let's meet these young people who possess extraordinary interest in and passion for World Heritage.

# Let's Talk

I like #HeCi



### Park Ji-yong

Hello. My name is Park Ji-yong, and I am currently majoring in history at Konkuk University. After graduation, I would like to teach history to high school students. That's my goal. I once took a general education class called "World Heritage and Regionality," which gave me the idea that I can teach Korean history in a variety of interesting ways. And this revelation led me to apply to the Youth Communication Committee, and I'm really excited and happy that I can now join its activities. I don't aspire to make big changes, but I promise to work hard as a member of the 5th committee.



### Kim Hee-jeong

Suwon is where I live, and the city's Hwaseong Fortress has always felt to me like a "guardian fortress," like an old friend who has remained the same for over 20 years. As a result, I want to make Hwaseong Fortress in Suwon known to more people as it is such a precious place to me. As a member of the OWHC-AP Youth Communication Committee, I would like to introduce historical facts related to our cultural heritage in a fun and easy way. That's because our world heritage is not something that only belongs to the Korean people, but it's something all humanity should protect and pay attention to.



### Kim Jong-hye

Hi everyone! My name is Kim Jong-hye. Previously, I was a member of the 4th Youth Communication Committee, and fortunately I will continue my membership in the 5th committee. Over the past five months, as a member of the previous committee, I looked around historic sites in Korea with a newfound understanding and engaged in the promotion of the OWHC in various ways. In particular, my most memorable experience was a visit to Changdeokgung Palace. Based on my experience as a former member, I will continue to contribute with a passionate and fun-loving spirit. I would like to provide useful information to both Koreans and foreigners who are interested in world heritage.



### Park Seung-min

My name is Park Seung-min, and I have recently finished my military service, so I'm still pretty "disciplined." Among Korea's many cultural heritage sites, I am particularly interested in Haeinsa Temple. That's partly because I'm studying the conservation of wooden cultural heritage, but also because of an anecdote related to the temple that made an impression on me. What I heard is this: during the Korean War, the U.S. Air Force had intelligence that communist guerrillas were hiding in Haeinsa Temple, so it ordered a bombing raid, but the pilot refused to follow the order because he wanted to save the site's cultural heritage. I think of world heritage as humanity's womb: it's where everything started. That's why I think we should make sure to protect it.



### Kim An-ji

Back in 2013, while I was studying the French language in France, I felt that the city where I was temporarily staying was "alive." I noticed that there was a close link between the French local community and its cultural heritage, and that the residents were well aware of the value of their World Heritage. As such, the entire city was working together to conserve its heritage. I believe that World Heritage is our past and present. As a member of the 5th Youth Communication Committee, I hope to introduce our as yet unknown but exceptional and beautiful World Heritage to the world.



### Jeong Seo-rim

I think world heritage is like a bowl. What I mean by that is that, history, which is akin to a story, is compressed and gets placed into a bowl called world heritage. Since I was young, I have always been interested in history and cultural heritage, but after I became a college student, I found that there were few activities related to cultural heritage that youth could participate in. Then, I heard about the OWHC-AP Youth Communication Committee and applied immediately. I will learn more about world heritage, which is a bowl that contains unknown and enjoyable stories, and will do my best to promote what I learn.



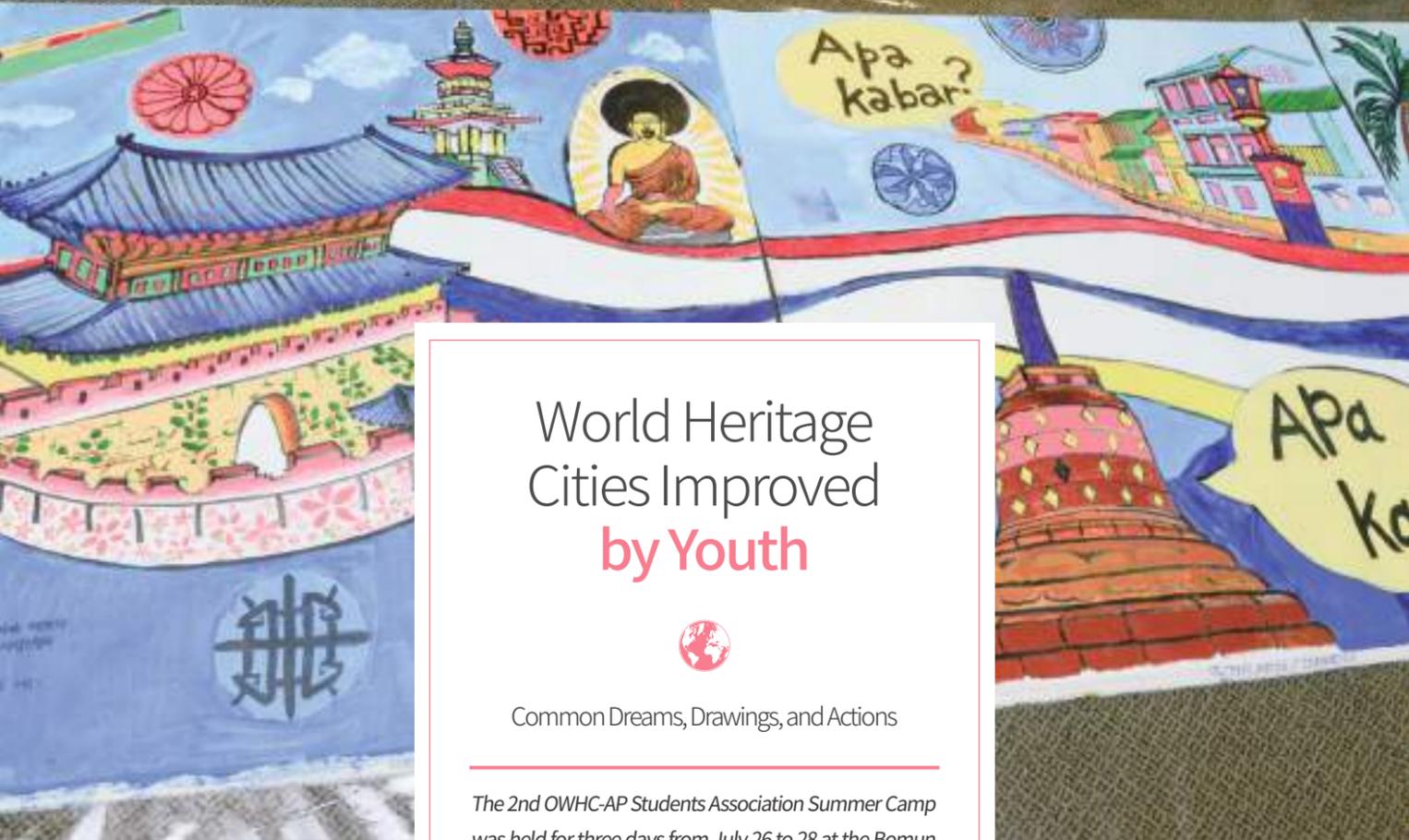
### Heo Su-jin

Hello. My name is Heo Su-jin, and I'm a student at the Korean National University of Cultural Heritage (NUCH), majoring in cultural property management. I often think about how we can conserve cultural heritage in an appropriate way. My interests in cultural heritage have grown a lot especially since I decided on my major. Now, I'm particularly passionate about the harmony between cities and World Heritage. In that sense, I think being part of the OWHC-AP Youth Communication Committee is a great opportunity for me, allowing me to share my concerns about cities and World Heritage, two important values.



### Baek Ji-yoon

Buyeo County in Chungcheongnam-do Province possesses as much cultural heritage as the more well-known city of Gyeongju. I often go to Buyeo as my grandmother lives there. Unfortunately, although the city is rich in cultural heritage, it's not well-known even among Koreans due to poor accessibility and lack of information. I studied the Spanish language in Spain before, which gave me hands-on experience and an understanding of the meaning of cities and their cultural heritage. If you remember a city, then you can remember the country. I would like to promote World Heritage cities to the public through various means, for example, by introducing tour itineraries and related facilities.



## World Heritage Cities Improved by Youth



Common Dreams, Drawings, and Actions

The 2nd OWHC-AP Students Association Summer Camp was held for three days from July 26 to 28 at the Bomun Tourist Complex in Gyeongju, Korea. 150 high school students from 13 school social clubs in eight cities participated in the camp, which aimed to raise the awareness level and ability of our youth in regards to protective activities targeting World Heritage, and to encourage more participation by students in OWHC member cities. Through a range of programs, such as drawing hanging pictures with the theme “Word Heritage Cities That We Draw” and “OWHC-AP Student Association World Heritage Nominations,” the students learned the basis for becoming mature citizens with a passion for World Heritage cities, who can participate in the decision making process of international organizations.



The members of the OWHC-AP Students Association, who gathered from Gyeongju, Gochang, Andong, Hwasun, Suwon, Jongno, Iksan, Gongju, and other parts of Korea, first participated in an experience program known as “Running Man.” The event was designed as an icebreaker and to strengthen their sense of cooperation through the completion of a common mission. In the Gyeongju East Palace Garden and the Bird Park, two emerging tourist attractions in Gyeongju, the participants completed various missions only achievable through teamwork, such as group skipping, group ball bouncing, and human tower building.



“It is my hope that this summer camp will serve as a meaningful venue where young people with a special interest in world heritage can get along and work together,” said Lee Sang-wook, Regional Coordinator for the OWHC-AP, during the opening ceremony on the morning of the 26th, the first day of the camp. “I urge the city of Gyeongju, which will be hosting the 2017 World Congress of the OWHC, to lead our youth and help focus their attention on World Heritage,” Mr. Lee said.



Later, a program called “All about Our School” was held in a function room at Gyeongju Ilsung Condo. During the event, both new and existing clubs delivered presentations on their plans for 2016 and reported on previous activities.





On July 27, the second day of the camp, a program related to drawing hanging pictures was held. The students in each group collectively drew a picture of a World Heritage Site in Asia and the Pacific under the theme "World Heritage Cities That We Draw." During the drawing process, they shared their views on the roles and commitments of youth in relation to cultural diversity and coexistence. The drawings completed by each group of students will be put on display in October in the main venue for the 2nd OWHC Asia-Pacific Regional Conference for World Heritage Cities to be held at the Gyeongju Hwabaek International Convention Center.



During the afternoon, each group of students took separate field trips to a total of 15 historic sites across Gyeongju, including the Seokguram Grotto, Bulguksa Temple, Cheomseongdae Observatory, Donggung Palace and Wolji Pond. By using public transportation to visit historic sites all across Gyeongju, the participants were able to acquire hands-on experience and knowledge on the history and unofficial narratives of these sites.



During the "OWHC-AP Student Association World Heritage Nomination" program, serious discussions took place on the "Tentative List of OWHC-AP Student Association World Heritage," a list created during the OWHC-AP Youth Summit held in May in the Gyeongju Gyochoon Traditional Village. Each group of students made a presentation on one of the entries in the order of Mongchontoseong Earthen Fortification, Seoul (Kyungshin High School in Seoul); the Archaeological Site in Seokjang-ri, Gongju (Kongju High School); and Bongjeongsa Temple, Andong (Gyungan Girls' High School in Andong). Based on votes from judges and students, the Archaeological Site in Seokjang-ri, Gongju was selected as an OWHC-AP Student Association World Heritage Site.



▪ 2016 OWHC-AP YOUTH SUMMIT ▪

Based on preliminary research on cultural heritage sites with outstanding value located in the regions where the member students live, the OWHC-AP Student Association submitted a proposal to the OWHC-AP to request the inscription of these sites on the "OWHC-AP Student Association World Heritage List." The 2016 OWHC-AP Youth Summit was held from May 19 to 20 in the Gyeongju Gyochoon Traditional Village. During the summit, Kyungshin High School, Gyungan Girls' High School, Gyeongju High School, Geunwha Girls' High School, Gilwon Girls' High School, Iri High School, and Hwasun Iyang High School signed a cooperation agreement.



화순

Where Harmony (和)  
and Gentleness (順)  
Fills the Landscape

*“A wisp of smoke touches / a loosely woven fence. / And the singing of hawfinches / wafts across the flower woods. / The path to the village still glows, / permitting an ox’s solitary walk. / Perhaps, the clouds on the river hint of rain, / and a swallow sweeps past low.”*

*While wandering across Hwasun, Heo Jong, a 15th-century poet from the Joseon Period, wrote the above poem to describe the serene and simple beauty of the town’s landscape. Situated in the central region of the Jeollanam-do Province, Hwasun is a town that combines people, nature, and culture—in the spirit of the town’s name that connotes harmony and gentleness, and it is dubbed a treasure trove of stone culture. Let’s delve into its most representative cultural treasures: the Hwasun Dolmen Site, Hwasun Red Cliffs, and Unjusa Temple with its legend of “One thousand Buddhist statues and one thousand pagodas.”*

*Hwasun, an idyllic town that combines people, nature and culture. A range of diverse landscapes can be found in the natural scenery of Hwasun.*



**The Hwasun Dolmen Site, Where Antiquity Is Shrouded in Mystery**

**+** Goindol, the Korean word for dolmen, originates from a Korean expression describing the act of “putting stone underneath.” Korean dolmens are a typical type of tomb from the Bronze Period. Besides a body, various artifacts, such as earthenware, stone tools, and bronze implements, were buried underneath these dolmens, which make them valuable resources for learning about the everyday life



Entrance to the Hwasun Dolmen Site



Gwancheongbawi Dolmen Site

and culture of ancient Korean people. Although dolmens are found all across the world, they are found in higher numbers in Korea, China, Japan, and other parts of Northeast Asia. In Korea, they are most densely situated in the Honam region. In December 2000, together with the Gochang Dolmen Site and the Gangwha Dolmen Site, the Hwasun Dolmen Site was inscribed on the UNESCO World Heritage List. A total of 596 dolmens are distributed along the Bogeomjae Valley in an area that stretches for 5km between Hyosan-ri, Dogok-myeon and Daesin-ri Chunyang-myeon. There are a number of distinguishing features of the Hwasun Dolmen Site. For one thing, hidden for thousands of years along the valley and found only recently, these dolmens are in excellent condition, and are concentrated in a small area. Besides, several quarry sites for the capstones were found, allowing us to identify a series of steps from the harvesting of stones to the construction of dolmens. As ancient tombs built around 2,000 to 3,000 years ago and containing the vestiges of ancient burial rituals, the Hwasun Dolmen Site is a window into Korea’s prehistoric culture and society.



Archeological Site in Daeshin-ri, Hwasun



Pingmaebawi Dolmen

One of the world’s largest dolmens, the Pingmaebawi Dolmen consists of a gigantic capstone measuring 7m long, 4m high, and weighing approximately 200 tons. There are clear signs that the lower surfaces of the capstone were polished. This dolmen is a Go-table type dolmen, supported by five small stones that create an empty space underneath the capstone. The name “pingmae” (meaning “throwing a stone” in the Jeolla dialect), comes from a legend that Grandma Mago used to carry a stone in her skirt, but one day it was torn off, so she threw it away. In fact, there are several superstitions related to the Pingmaebawi Dolmen. One superstition says that if a stone is thrown with a left hand and goes into a hole in the capstone, the thrower will give birth to a son, but otherwise, she will give birth to a daughter. Another superstition says that if a bachelor or a spinster throws a stone with his or her left hand, and if the stone makes it into the hole, then he or she will get married within the year. All these legends are fascinating sources of curiosity for tourists.



**World Heritage Criteria**

**To bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared (iii)**

A dolmen is a type of prehistoric tomb and megalith monument. In Northeast Asia, Korea boasts the largest concentration and distribution of dolmens. Korean dolmens served both as gigantic stone tombs and as monuments for burial rituals. They are cultural remains vividly showcasing the technologies and social phenomena that belonged to Korea’s prehistoric culture. Thus, the value of these dolmens as World Heritage was recognized by UNESCO as they met selection criteria (iii) (to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared).

*\*The Gochang, Hwasun and Ganghwa Dolmen Sites are serial heritage sites, all of which are conserved and managed as state-designated cultural heritage in accordance with the Cultural Heritage Protection Act. The area within 500m from the outer boundary of a cultural heritage site and its surrounding protective area is designated as a Preservation Area as part of a Historic and Cultural Environment. Accordingly, all construction activities within this area are subject to pre-approval.*

Path to Manghyangjeong Pavilion, the final destination of the Hwasun Red Cliffs tour



Hwasun Red Cliffs



Manghyangjeong Pavilion

**Hwasun Red Cliffs, Where Immortals Used to Play**

A popular resting place among writers and artists during the Joseon Period, the Hwasun Red Cliffs is a scenic escape, stretching 7km along Changnyang-ri, Bosan-ri, and Janghang-ri, in Hwasun County, Jeollanam-do Province. The most well-known spots are Mulyeom Cliff, Changrang Cliff, Bosan Cliff, and Janghang Cliff (Norumok Red Cliff) near the upstream area of the Dongbok Dam. The Norumok Red Cliff, in particular, used to be considered the most scenic spot with its splendid landscape and imposing presence before a large portion of it became submerged due to the construction of the dam.

The Norumok Red Cliff, which towers straight up approximately 90m, was named by Shinjae Choi San-du who was exiled in Dongbok after the Third Literati Purge of 1519 (Gimyo Sahwa). Impressed by its beauty and considering it more beautiful than the famous Red Cliff in China, Choi named it Jeokbyeok (Red Cliff). Later, in 1777 (the first year of King Jeongjo's reign), the 16-year-old Dasan Jeong Yak-yong, who moved to Hwasun with his father who became governor of Hwasun, recited poems

while gazing at the cliff. It is also said that Kim Sat-got (Kim Byeon-yeon), the Wandering Poet, who roamed around the country, visited the Hwasun Red Cliffs several times, praising their beauty in his poems.

However, in 1971, the area was designated as a Water Supply Source Protection Area, and in 1985, with the completion of the Dongbok Dam, part of the cliffs and 15 nearby villages were submerged. Therefore, visits to these cliffs had been prohibited for about 30 years before some of the Hwasun Red Cliffs were re-opened to public in October, 2014. As the area had been closed for so long, the natural beauty of the Hwasun Cliffs have been preserved intact.

Shuttle bus tours, operated by Hwasun County, are available, but they require an online reservation. The bus starts at the Hanium Culture & Sports Center, stops at the Iseo Community Center before reaching the Hwasun Red Cliffs Photo Zone, Bosan Red Cliff, and Norumok Red Cliff. The buses leave twice (at 9:30 and 13:30) every Wednesday, Saturday, and Sunday, allowing up to 360 visitors a day to relish the beauty of the Hwasun Red Cliffs.



**Unjusa Temple, Where Grassroots Yearned for a New World**

Unjusa (雲住寺) Temple, literally a temple where clouds rest, is also called Cheonbul Cheontop (one thousand Buddhist statues and one thousand pagodas), based on the legend that during the late Silla Period, the renowned Monk Doseon Guksa built one thousand Buddhist statues and one thousand pagodas that symbolize a mast and a boatman because he thought the surrounding landscape was shaped like a boat. What distinguishes Unjusa Temple is its unique temple arrangement with pagodas and Buddhist statues scattered all over the surrounding valleys and mountains. It is most likely that Doseon Guksa founded the temple, but there are other theories mentioning Unju, Grandma Mago, and other figures as potential founder. It is said that

until 1942, there were 213 Buddhist statues and 30 pagodas, but many were lost, and these days only 80 statues and 17 pagodas remain.

At the entrance of the temple stands a nine-story stone pagoda, which is followed by a series of pagodas in different sizes and shapes all the way to the Rice-Bowl-Shaped Multi-storied Stone Pagoda (Balwoohyeong Dacheung Seoktap) at the end of the valley. Inside the temple, there are also Buddhist statues in different sizes. Some are located on the ground around the valley; others stand here and there in front of a series of parallel rock cliffs. Among these, the most well-known statue called Bubu Wabul (Statue of a Recumbent Buddhist Couple) lies on a ridge of the mountain. 12m long and 10m wide, this statue is carved on a rock in the shape of couple lying on their back side by side. Legend has it that if the statue is made to stand up, a millennium of peace will prevail.



Stone pagodas at Unjusa Temple



Bubu Wabul (Statue of a Recumbent Buddhist Couple)

# Eat, Pray, and Be Moved Denpasar, Bali, Indonesia

*Denpasar, meaning “in the north of the market,” is a port city located in the southern part of the island of Bali, Indonesia. As a center of Balinese tourism, the city maintains unique customs and traditional culture. Bali is the only Hindu region in Indonesia, and therefore, numerous Hindu temples, both big and small, exist all around Denpasar. Moreover, a variety of traditional dances are still held in each individual village, delighting the senses of visiting tourists. Let’s delve into the allure of Denpasar, a city where religious sanctity and distinct cultural traditions intermingle.*



### A Miniaturized City, Badung Traditional Market

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There is a saying that says if you want to know a city, visit its market. The Badung Market (Pasar Badung) is the largest traditional market in Bali, and it's where you can experience the uniqueness of Denpasar as it really is. From various fresh ingredients, such as fruits, fish, and meat, to Canang Sari and flowers needed for daily prayers, to traditional costumes, Badung offers everything you can think of. Moreover, its famous night market draws droves of visitors. Badung Pasar is a combination of pasar (meaning "market") and badung (a term denoting areas south of Ubud, including Sanur, Seminyak, Kuta, Tuban, Jimbaran, Nusa Dua, and Uluwatu). Many colorful street stalls are lined along the main malls. Small shop owners in Denpasar purchase their goods here and resell them, whereas local residents buy their everyday goods and clothes in this market. The facades of some malls are stained in black, reminding us of a big fire that occurred in 2000. Perhaps, such vestige is part of the uniqueness of the Badung Market that leaves visitors with indelible images.



Pasar Badung traditional market



Taman Ayun Temple

### Denpasar at a Glance Puputan Square

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Located in the center of Denpasar, the Puputan Square is a square built to commemorate Indonesia's independence on August 17, 1945. The Bajra Sandhi Monument consists of 17 staircases and 8 grand poles inside a 45-meter-tall tower. The square also includes an independence hall and the Monument to the 1906 Puputan. Its well-arranged gardens and water fountains imbue the place with exotic beauty. Puputan means "a fight to the finish" in Balinese, and Puputan Square is where residents of Denpasar remember the courage and sacrifice of the soldiers who resisted the Dutch invasion of Bali by taking their own lives. At the entrance of the square, a Gapura, a Hindu-style entrance gate, greets visitors. Made of two big stones, Gapuras are found all across Bali, and are supposed to prevent evil spirits from entering Hindu temples. Visitors who walk to the third floor of the independence hall can enjoy views overlooking the whole city of Denpasar.



Puputan Square

### Coexistence of People and Nature Subak Irrigation System

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About 60% of Balinese engage in rice cultivation. Although most of the rice paddies in the western part of the island are on flatlands, there are also lots of rice terraces on the ridges of the mountainous areas in the island's middle and eastern regions. Boasting over 1,000 years of history, these rice terraces have been maintained thanks to the famous "Subak" irrigation system. Built based on the Hindu philosophy of Tri Hita Karana (meaning, "three causes of well-being"), the Subak system is an irrigation network consisting of forests that provide water; terraced paddies; the canals, tunnels, and weirs that connect these paddies; and villages. The system is a good demonstration of how the Balinese were able to survive on this inhospitable, small volcanic island through their ingenious responses to the natural environment. The Subak system was inscribed on the UNESCO World Heritage List in 2012 as it represents a traditional Balinese cultural asset where the spiritual world, the human world and the natural world are all combined under a Hindu philosophy.



A Subak field

### Taman Ayun Temple Where Serenity Awaits

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As the epithet the "Island of the Gods" indicates, wherever you go in Bali, you can easily find temples. Built as the main temple of the Mengwi Royal Kingdom to commemorate its royal ancestors, Taman Ayun Temple is one of the 9 major temples in Bali. Inscribed on the UNESCO World Heritage List in 2012, the temple is surrounded by a well-kept garden and a pond. A walk across a bridge over the pond and a split gate (candi bentar) leads visitors to the temple. Designed to symbolize the "gods floating in the sea and their homes" as well as Mount Meru (a holy mountain in Hinduism), Taman Ayun Temple is embedded with sacred symbols of the Hindu religion. Since it was a temple built for the king's prayer rituals, the scope and delicate beauty of the temple is simply unparalleled. Not only is the temple valuable as World Heritage, it is a worthwhile visit that allows visitors to leave with memories of the ritual beliefs and faith of the Balinese people.

# Denpasar is \_\_\_\_\_

People We Met in Denpasar, a City of Healing

## 01 #Puputan Square #Ron(Australia)



**What brought you to Denpasar?** About 40 years ago, my wife and I went on our honeymoon to Bali. Now, we are back again—this time, with my son, his wife and their two children. **Which place in Denpasar impresses you the most?** Probably Puputan Square. I think the place does a good job of showcasing the unique Balinese architectural styles. There is a traditional wedding being held there now, which reminds me of my own wedding. **Please tell us about a World Heritage Site in your country.** I live in Australia, and it has a variety of World Heritage Sites. Among which, I think the most well-known is probably Uluru (Ayers Rock), which is thousands of years old. **What is Denpasar to you, in one word?** Denpasar is “passion” where everyone, young and old, male and female, can express joy day or night.

## 02 #Taman Ayun Temple #Ranang(Vietnam)



**Which place in Bali impresses you the most?** I have traveled all across Bali over the past week, and I am particularly impressed by the temples in the Ubud area. Taman Ayun Temple, the site I am currently visiting, has well-groomed gardens, and the overall preservation condition of the temple is just incredible. **Please tell us about a World Heritage Site in your country.** I recommend everyone visit Halong Bay in the Gulf of Tonkin. People don't live on most of the islands in the area due to their rough terrain, so nature has been well preserved in Halong Bay. Besides, not only is the area beautiful, but it is also ecologically important. **What is Denpasar to you, in one word?** To me, Denpasar is “magic.” That's because wherever you visit in the city always ends up being beautiful and fascinating.



## 03 #Badung Traditional Market #Agong(Indonesia)

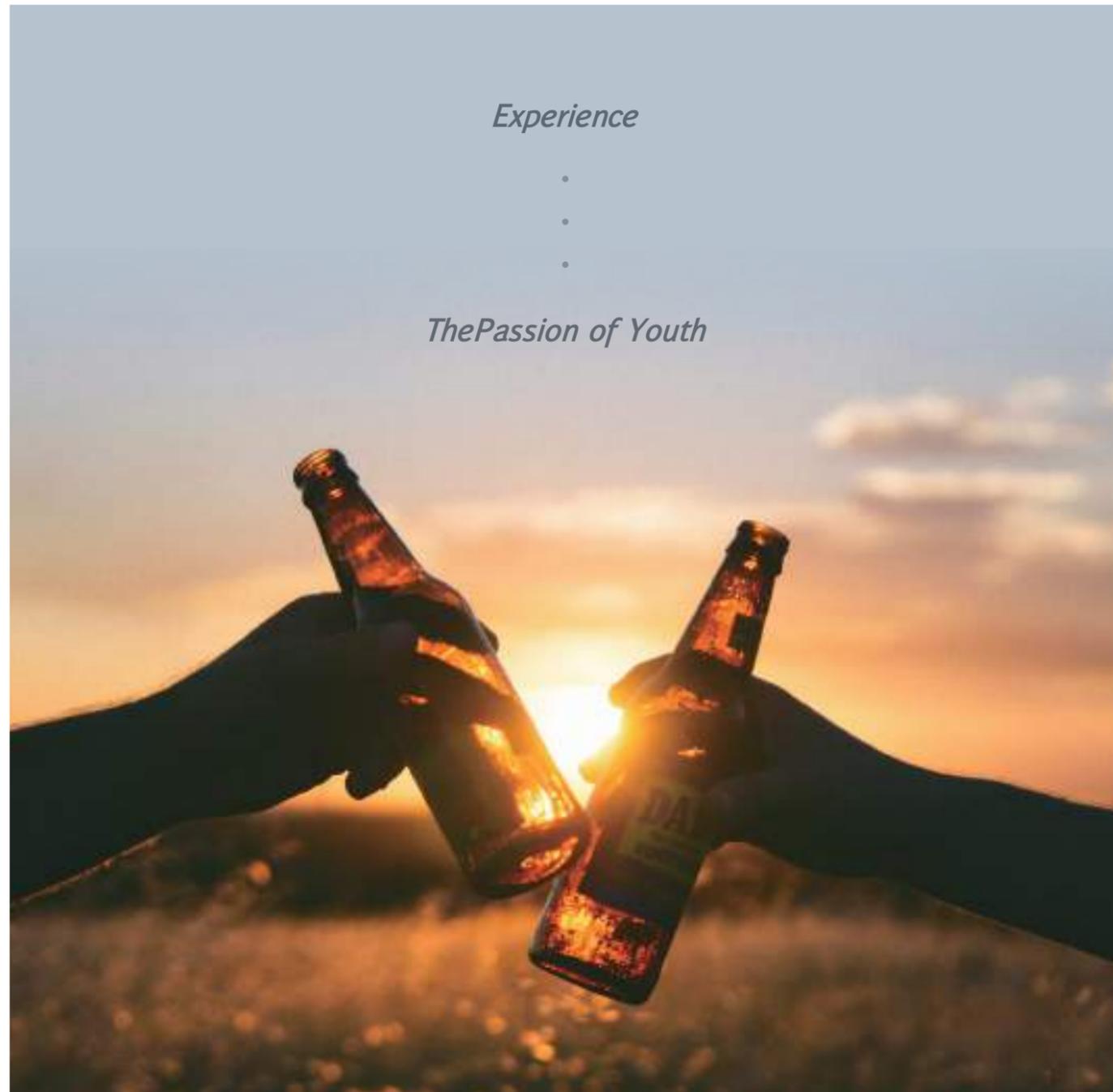


**Please introduce yourself.** I run a small store at the Badung Traditional Market. **Which place in Denpasar impresses you the most?** I often visit Goa Gajah Temple because I can escape from the bustle and noise of the city including the sounds of people and car horns, and cleanse my soul in silence. The temple is also an excellent place to meet up with friends and engage in conversations. **Do you have anything to say to visitors of Denpasar?** At first, visitors may feel stressed out because of the traffic congestion and the hot, tropical weather. But after spending a day here, they will come to see the city's appeal. Please be patient, and enjoy Denpasar to the fullest.

## 04 #Inna Grand Bali Beach #Ega(Indonesia)



**Please introduce yourself.** I work for a travel agency near the Inna Grand Bali Beach. **Which places are most popular among Denpasar residents?** Denpasar is full of attractions such as Puputan Square, Goa Gajah Temple, Taman Ayun Temple, and the war memorial. Bali has lots of historic and cultural sites, but the beaches are also truly beautiful. Especially, these days many tourists enjoy surfing here, and all the surfboards in different colors at the beach make for a fascinating scene. **What is Denpasar to you, in one word?** I think Denpasar becomes a lifelong memory for every single visitor. I would like to invite all of you to come and enjoy Denpasar, with its warm people and splendid scenery!



*Robert Louis Stevenson, a Scottish novelist and poet, once said, “Youth is wholly experimental.” His words imply the importance of gaining and enjoying a variety of experiences when we are young. Youth and experience—nothing fits better with these two words than festivals. There are innumerable festivals held around the globe, but the Gochang Mudflat Festival and the Qingdao International Beer Festival are especially infused with the joy of firsthand experience.*

Where the Joy of Experience  
and the Passion of Youth  
Rule,

Gochang  
Mudflat Festival &



Qingdao International  
Beer Festival



#### Gochang Mudflat, a Treasure Trove of Ecological Resources

The Gochang Mudflat Festival is an event that allows visitors to enjoy firsthand the appeal of its mudflat filled with ecological treasures. Located in the Jeollanam-do Province, Korea, Gochang mudflat is a UNESCO Biosphere Reserve. In 2010, it was added to the famous Ramsar List of Wetlands based on the Ramsar Convention, which recognized the importance of the ecological functions of the wetland for increased protection. In particular, Gochang Flat Land is ecologically rich, serving as home to various benthos species including Manila clams, surf clams, and sand crabs as well as bird species including longbills and mallards. It is also home to diverse salt plants such as reeds and the sea-blite.

The Gochang Mudflat Festival draws visitors from neighboring areas and all across Korea, and is filled with vibrant spirit. Satisfying both the fishing village's need for economic growth and the urban residents' need for exotic pleasure, the festival provides ample opportunities for hands-on experience and was selected in 2014 as an “Excellent Festival” by the Ministry of Oceans and Fisheries. In 2015, the authorities merged the seafood and mudflat festivals. Since then, the Gochang Mudflat Festival has become a hands-on event offering both exciting activities and culinary pleasures.





**Exotic Activities and Attractions**

The festival offer various programs, ranging from fascinating visual attractions to unique hands-on experiences. Visitors can ride in a mudflat bus, which was created by modifying a tractor, to explore the mudflat further, and pick clams with their own hands and catch gray mullets with fishermen. They can also participate in the making of sun-dried salt, catch eels barehanded, and build sandcastles. Moreover, tourists can experience hands-on cooking by making noodle soups or pancakes using clams they have caught as ingredients, or buy fresh seafood at reasonable prices. What's more, visitors can experience the making of handicrafts out of seashells and mud as well as mud soap and picture frames with aquatic themes.

One popular venue of the Gochang Mudflat Festival is the Gochang Wind Park offering beautiful views of the mudflats and the sea. The park features a 1.5km walkway lined with pine trees, the Baram Square with an impressive red windmill, and the Haeneomi Square, all of which allow visitors to enjoy peaceful scenes. In addition, an auto-camping site situated within the park's pine forest offers a romantic stay within nature.



**Qingdao Beers, Famous around the Globe**

Qingdao is home to various brands of beer, including the world famous Tsingtao beer and Laoshan beer which is brewed using the spring water from the nearby Laoshan Mountain. Initially, Qingdao was a small fisherman's village, but in 1897, when two German missionaries were killed in the Boxer Rebellion, German troops seized the area and controlled it for 40 years. This painful colonial history left Qingdao with numerous German-style red brick buildings and beer brewing techniques.

This German brewing technology and the clean water of Qingdao are what's behind the clean taste of Tsingtao Beer, which was selected as the Official Domestic Beer Sponsor of the Beijing 2008 Olympics for its superb taste and has long served as the pride of China.

In order to foster local tourism based on beer, its regional specialty, Qingdao City held the 1st Qingdao International Beer Festival in August, 1991. Now, the festival has become the largest beer festival in Asia and one of the four major beer festivals around the world, gaining as much fame as Oktoberfest in Germany. During the beer festival, mass drinking competitions as well as all sorts of food and entertainment are offered in its various venues. Now celebrating its 26th anniversary, the festival starts on the second weekend every August and lasts for 16 days.



**Youth fills the Qingdao International Beer Festival**

With active support from beer enthusiasts around the world, the Qingdao International Beer Festival has become a global event, boasting a variety of programs and events that enrich the beer tasting experience and promote youthful spirit. Fast drinking competitions, global beer tasting, cup stacking competitions, fireworks, fashion shows, and many other events are held daily during the festival. Such events have made the festival a ceremony for everyone rather than simply for beer lovers. Moreover, a visit to Tsingtao Beer Museum will give tourists an overview of all previous beer festivals, while offering a unique and fun experience. Created by remodeling a brewery established in 1903, the museum provides glimpses into the evolution of beer festivals and showcases brewery equipment and displays related to the beer production process. What's more, the streets in front of the museum are lined with beerhouses which serve not only Tsingtao Beer, but also some 300 different well-known brands of beer from 16 countries.



◇ \_\_\_\_\_ ◇

*The Gochang Mudflat Festival and the Qingdao International Beer Festival are each unique in their own way. However, despite their different themes and forms, they both highlight exotic experiences and youthful spirit. These Korean and Chinese festivals will present visitors with precious memories and fun experiences.*



## A Love Elegy Drifting from the Pearl of the Danube, The movie *Gloomy Sunday*

### *Gloomy Sunday*

The movie *Gloomy Sunday* is based on a true story related to the song “*Gloomy Sunday*” which supposedly caused numerous people across the world to take their own lives. The movie is set in Budapest, also known as the Pearl of the Danube. The entire city, befitting the epithet, glows softly. Perhaps, because of its cloudy weather, Budapest is tinged with endless gloom, but once night falls, it allures visitors with the bedazzling beauty of its moonlit vista. Budapest is where elegance drifts in the air. Now let’s delve into the poignant and beautiful love story that unfolds here.



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“I would rather keep half of you than lose all of you.”

*Gloomy Sunday* begins with a scene set in Budapest in 1935. László Szabó (Joachim Król) now runs a restaurant, his lifelong dream, and has a lovely girlfriend, Ilona (Erika Marozsán). She loves dark violet flowers and likes to wear blue dresses. She receives endless love from László, and her life couldn’t be happier. While searching for a new pianist for the restaurant, they meet András (Stefano Dionisi) who has beautiful, piercing eyes. Fascinated by his unique style of performance, László and Ilona hire András. The simplistic but passionate tunes of András’s piano and his penetrating eyes make Ilona feel vulnerable, initiating the star-crossed destinies of the trio.

Budapest is a city created by the merger of two separate cities, Buda and Pest. Buda was where kings used to live, and therefore the area is filled with buildings that are majestic and dignified in style. On the other hand, Pest was a trade and economic hub, so the area still brims with

youthful vitality. In 1987, the Buda Castle district on the Danube River and Andrassy Avenue were inscribed on the World Heritage List. Gellért Hill, where Ilona and her two lovers, László and András, enjoy the evening vista together in the movie, is a 235m rock hill overlooking the entire city. The hill was named after the Italian monk Saint Gerard who was killed in 1046 by being put in a barrel and rolled down into the deep from the hilltop due to his objection of the Árpád Dynasty’s attempt to prohibit Christianity. The waves of the Danube praised by innumerable artists, the cathedrals and castles that have remained intact since the Middle Ages—all these vestiges of history are scattered around Budapest, making it a perfect setting for the tragic yet beautiful movie *Gloomy Sunday*.

#### World Heritage Criteria

(ii) to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design

- Buda Castle played an essential role in the diffusion of Gothic art in the Magyar region starting in the 14th century. Due to its influence, in the territories under the rule of Matthias Corvinus, Buda became an artistic center comparable to Cracow, dubbed the Rome of Poland.

(iv) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history

- Buda Castle is an architectural ensemble which, together with the nearby old district (the Buda Castle Quarter) illustrates two significant periods of history. The Parliament is an outstanding example of a great public building on a par with those of London, Munich, Vienna, and Athens, exemplifying the eclectic architecture of the 19th century, while at the same time symbolizing the political function of the second capital of the Austro-Hungarian Empire.

#### • The movie *Gloomy Sunday*

Directed by German filmmaker Rolf Schübel and set in Budapest in the 1930s, *Gloomy Sunday* is a German/Hungarian movie depicting the tragic destinies of a woman and the three men who love her. The movie is punctuated by the soft and melancholic melodies of “*Gloomy Sunday*,” the cursed, poignant song. Some listeners of the music commit suicide, and the movie’s plot keeps twisting with every incident.





## A Giant Work of Art Created by Deep Filial Love, Suwon, the Fortress City



“Father! Just thinking of you makes me tear up.”

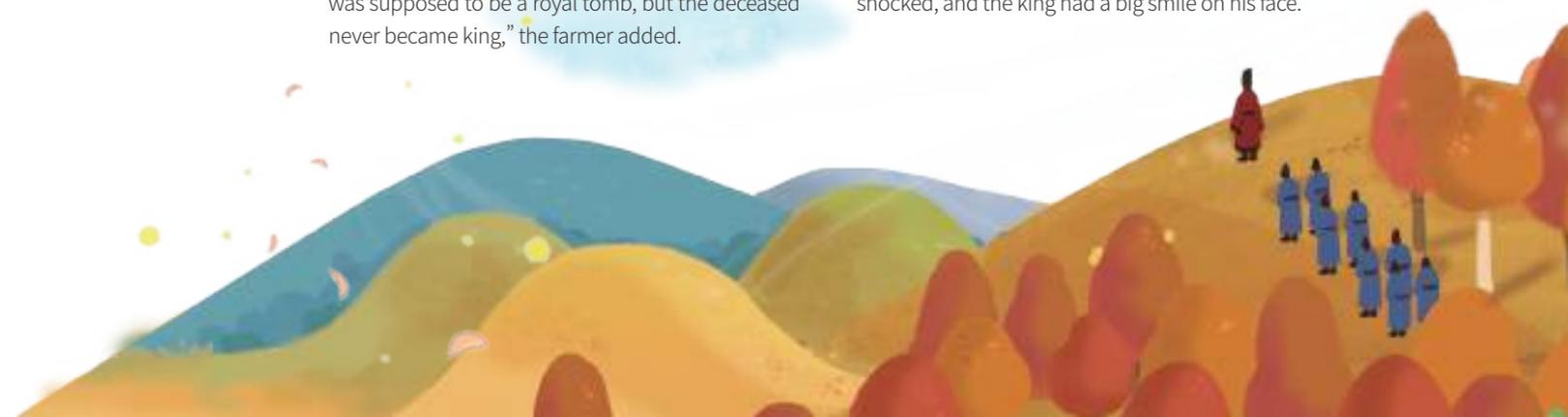
Jijidae (遲遲臺) Hill is a low hill bordering the cities of Suwon and Uiwang. It was originally named Sageunhyeon (沙斤峴), but gradually came to be called Jijidae Hill. King Jeongjo and his procession would pass over the hill repeatedly on their way to Suwon. On the hilltop, he was able to see his father’s tomb in Hwasan Mountain. However, the king felt the trip to the mountain took too long, making him lament: “Why are we so sluggish (遲遲)?” On the other hand, on the way back to his palace after a commemorative visit to the tomb, King Jeongjo would stop and stand at the ridge for a long time, weeping and gazing at his father’s tomb. He wouldn’t even turn his head until the tomb was no long visible, slowing the procession every time. This anecdote explains why the hill came to be called Jijidae (遲遲臺), with the Chinese character ji (遲) meaning “sluggish.”

- Surrounded by beautiful fortress walls, Suwon is a planned city created by King Jeongjo in 1794. In particular, Hwaseong Fortress in Suwon is imbued with the filial love of the king for his father and the Silhak (“practical learning”) philosophy of the late Joseon Period. Inscribed on the UNESCO World Heritage List, the entire fortress has been recognized for its outstanding universal value and beauty. Celebrating the 220th anniversary of the establishment of Hwaseong Fortress, Suwon City designated the year 2016 as a “Visit Suwon Year” to better share its historical and philosophical value with global citizens.

“This must be the baby royal tomb of the Great Rice Chest King.”

King Jeongjo made frequent visits to his father’s tomb. One day, he went to Annyeong-ri (modern-day Suwon) in secret, disguised as a nobleman. He asked a farmer busy working in the field, “What is that place?” pointing to his father’s tomb. “It’s the baby tomb of the Great Rice Chest King,” the farmer replied. Then the king asked why it was called such. “The deceased is known as the ‘Rice Chest King’ because he would have become king had he not been killed in a rice chest as a political scapegoat. And the tomb is called a baby royal tomb because it was supposed to be a royal tomb, but the deceased never became king,” the farmer added.

The king was very pleased with the high praise given to his father. He returned to the palace immediately and ordered an examination for elite government officials to be held. Following a suggestion by the nobleman (actually King Jeongjo), the farmer signed up to take the exam, which asked test takers “to write about the conversation that took place at the tomb of Crown Prince Sado (King Jeongjo’s father).” Needless to say, the farmer was the only test taker able to write an essay on the topic. He passed the exam and, as a newly appointed public official, was granted an audience with the king. It is said that realizing that the nobleman was actually the king, the farmer-turned-official was pleasantly shocked, and the king had a big smile on his face.



# HeCi at a Glance

Lijiang ★

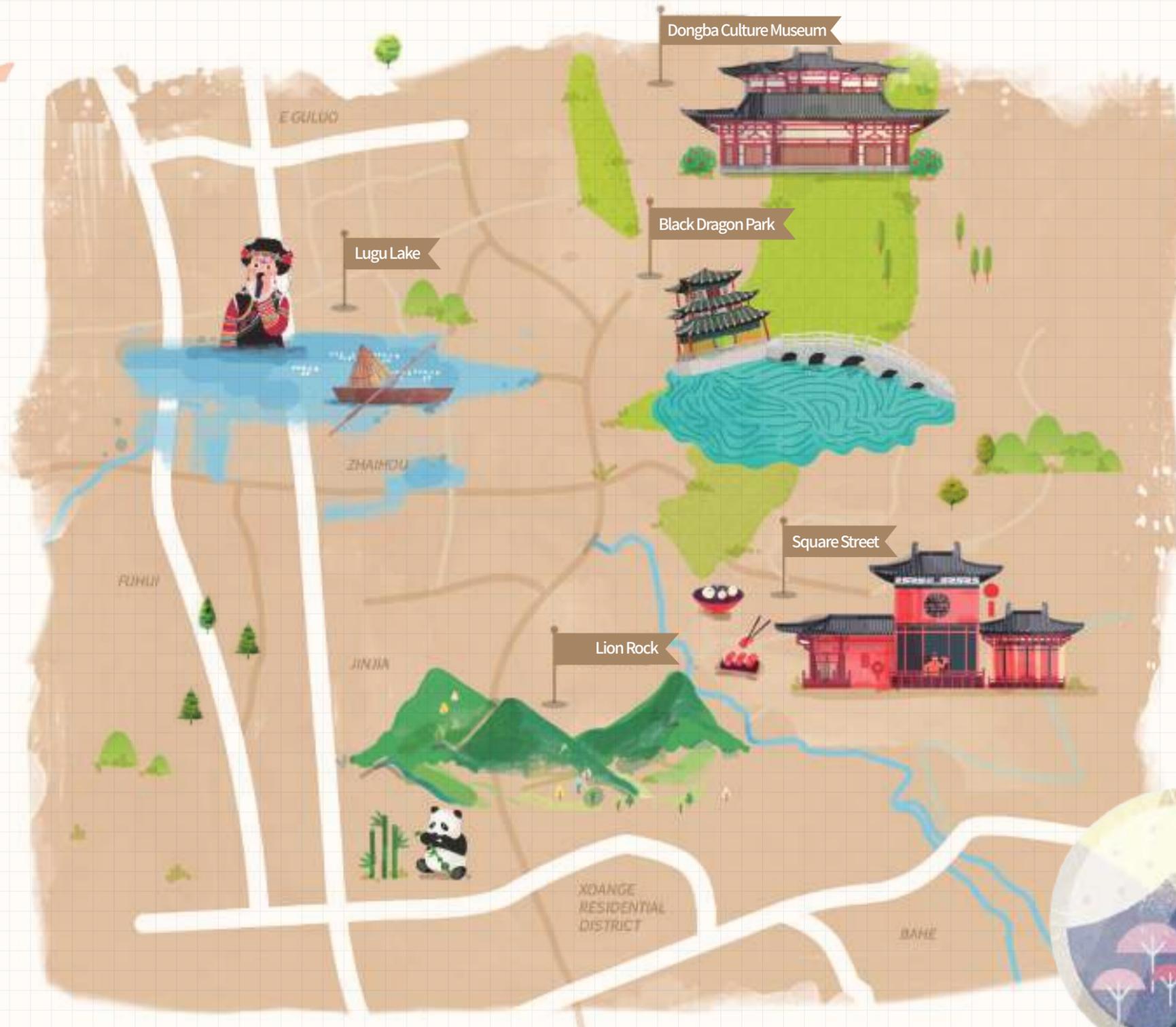
- **Lijiang (麗江):** Home to the Nashi ethnic minority, the city has been well preserved with a mixture of diverse minority cultures. In 1997, the Old Town of Lijiang was inscribed on the UNESCO World Heritage List. Lijiang is located at an altitude of around 2,400m, with the tree-filled Lion Rock to the west and productive agricultural fields to the southeast. When Kublai Khan, founder of the Yuan Dynasty, ruled the region, it began to play an important role as a trading post, and Lijiang's political, cultural, and educational realms prospered.

## 1) Lugu Lake ▶

Situated around 202km to the northeast from the city's center, the Lugu Lake is China's third largest lake, boasting a maximum depth of 94m. Surrounded by high mountains, the lake contains 8 inner islands. The lake is home to the Mosuo people, who maintain a traditional matriarchal culture.

## 2) Lion Rock ▶

This is a hill located to the west of the Old Town of Lijiang. On its top stands Wangulou Tower, a five-story wooden structure built in 1997, which offers fascinating views overlooking the old town.



## 3) Dongba Culture Museum ◀

Located near the Jade Spring Park (Black Dragon Pool Park), the museum is built in the unique traditional architectural style of the Nashi people, in which buildings are adjoined in a rectangular shape with a square yard in the middle. Housing around 12,000 cultural artifacts such as paintings, drawings, books of Confucian classics, Buddhist musical instruments, and everyday tools, the museum also showcases traditional tiled roof houses constructed without using iron nails, Dongba pictographs, and shamanistic rituals.

## 4) Black Dragon Park ◀

Located at the foot of a mountain to the north of downtown Lijiang, this park features a pond whose water comes from the permanent snow of the famous Jade Dragon Snow Mountain (玉龍雪山). Old green willows, pavilions, and gazebos, and other attractions constitute the park's scenic beauty. Moreover, a plume blossom festival is held here every winter when the flowers are in full bloom.

## 5) Square Street ◀

This is a commercial area packed with hotels, restaurants, bars, and stores. Four main roads stretch out from this street in all four directions. A tea trade hub for northwest China since the Ming and Qing Period, this place becomes even more beautiful at night with lights glowing from inside the surrounding shops.



## World Heritage, Values that Enrich Society

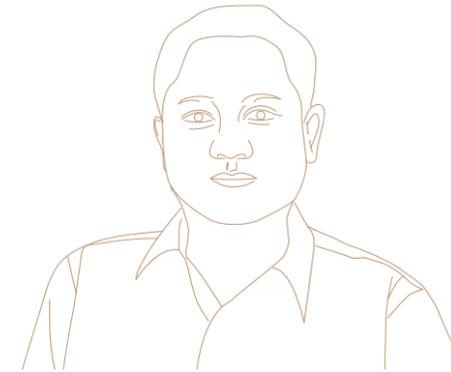
### We Believe in the Power of Youth

Denpasar, Bali, Indonesia

Ida Bagus Rai Mantra Dharmawijaya, Mayor of Denpasar

- Before entering into public service, Mr. Dharmawijaya was a successful entrepreneur. In 2005, he became deputy mayor of Denpasar, gaining a variety of administrative experience. Then in 2008, he was named mayor and has been running the city ever since.

“Every resident of Denpasar is a leading character in this gigantic work of art known as ‘cultural heritage,’” he said, emphasizing that without active civic participation, nothing can be achieved. He explained that what matters most in the preservation of cultural heritage is the constant attention from local citizens and their awareness that World Heritage is part of their everyday lives.



“Every resident of Denpasar is a leading character in this gigantic work of art known as cultural heritage.”

In August, the 2nd OWHC Asia-Pacific Regional Strategic Meeting was successfully held in Denpasar, Indonesia, and we asked the mayor of the city what he thought of the significance of this year's strategic meeting.

“As Mayor of Denpasar, I have always been well aware of the importance of the conservation of cultural heritage, which is a major issue not only for this city, but for the entire globe. In this respect, this year's strategic meeting served as a good opportunity to share various case studies of conservation from different regions, not to mention cases from Denpasar.

Mayor Dharmawijaya said that the meeting, held under the theme “Youth Participation in World Heritage,” provided a venue for discussing what roles Asia-Pacific youth can play in the conservation of World Heritage as well as the establishment of a youth network throughout the Asian and Pacific regions.

He also explained that heritage sites in Denpasar can be divided into different types according to four historical stages. The mayor went on to say, “The first type consists of various temples from the Majapahit Dynasty, the most famous one being Maospahit Temple. The second type includes those from the Puri Kingdom, one of the kingdoms in the Nine Kingdoms Era. The third type features structures from the colonial period. One notable example is the Bali Hotel, which is a former castle now used as a hotel. I think it is a genuine case of coexistence be-

tween the past and the present. Finally, the fourth type is made up of heritage sites from the period between 40 years ago and today. And the best example of this type is Puputan Square, home to various monuments. The city has also designated the area near the Denpasar City Hall as a cultural heritage protection area for special management.”

Mayor Dharmawijaya also said that he has visited many World Heritage Cities across the world, meeting local residents and immersing himself in their culture in order to experience firsthand the enrichment of life provided by cultural heritage.

“I think World Heritage is our ‘soul.’ It is divided into tangible and intangible heritage. Denpasar, in particular, has maintained various forms of intangible heritage, through which, although not visible, we can get a glimpse of the way our ancestors used to live and their philosophies that extend across the hands of time. In my opinion, our cultural heritage is even more precious because of the soul it possesses.”

He also added that the presence of cultural heritage, whether tangible or intangible, can enrich society.

“Our communities should make concerted efforts to protect World Heritage and maintain its soul. I believe the power of youth can make it happen. Through this strategic meeting, we have recognized once again the importance of youth in our cause. I think the current generation is responsible for helping the next generation become aware of our common goals and efforts,” he said.

# Cultural Heritage and Local Residents

## Creating Value through Civic Participation

—  
Jang Ja-hyun, Assistant Regional Coordinator of the OWHC-AP



### 1. Cultural Heritage & Local Residents, A Story of Changing Relationships

Traditionally, the management of heritage sites was considered an “experts-only” realm. Before the 1990s, the evaluation of cultural heritage emphasized its historical, academic, and artistic value<sup>1</sup>, resulting in the concentrated management of cultural heritage by experts in archeology, art history, historical studies, architecture, and other fields. In this climate, when it comes to the management of cultural heritage, “common people” were regarded as mere spectators or as requiring education, or even enlightenment. Gordon Grimwade, an Australian scholar, criticized this attitude by saying: “it is as if the common people played no role in the development of society and culture.” (G. Grimwade, 2000, p.35) Such traditional perspective was basically a product of seeing cultural heritage as a singular construction or a singular artifact. In the 1990s, however, that point of view was severely criticized by scholars who emphasized relative, regional, and individual values.<sup>2</sup> These days, participation by ordinary citizens is not limited to mere volunteering, or taking educational programs; instead, civic participation is taking place in a wide variety of activities ranging from assessment of the significance of cultural heritage to policy making, monitoring and evaluation. Moreover, the people’s participation is regarded as part of the collective work of creating a new meaning through cultural heritage. In particular, the Heritage Lottery Fund (HLF) emphasizes community engagement as follows

*“By community engagement, we mean people having an active role in your project, in particular taking part in decision-making and delivery. These people could be your audiences, or potential audiences, people that live or work locally, or people that have a stake in the heritage of your project because of their background or experience.” (HLF, 2011; p.5)*

Similarly, in the Operational Guidelines for the Implementation of the World Heritage Convention, UNESCO stipulates that local residents should participate in the entire process from nomination to preservation of World Heritage as follows.

*“Participation of local people in the nomination process is essential to enable them to have a shared responsibility with the State Party in the maintenance of the property.” (Operational Guidelines for the Implementation of the World Heritage Convention, 2013)*

In particular, the Kyoto Vision adopted during the World Heritage Convention’s 40th anniversary celebration in 2012 and the 2014 OWHC Asia-Pacific Regional Conference started using the expression “people-centered conservation” in order to emphasize the importance of the opinions and participation of local residents and ordinary citizens. Ultimately, participation by common citizens is a process in which the management authorities of cultural heritage reflect the demands and hopes of citizens through consultation and cooperation,

instead of simply offering them what has been previously decided. Thus, the role of a cultural heritage preservation expert has now been expanded to include consultation with and coordination of relationships among various stakeholders.

### 2. Why Is People’s Participation So Important?

#### 1) Minimization of Failure and Maximization of the Value of Cultural Heritage

Cultural heritage, given the continual and significant role it plays in our everyday lives and living environments, is a product of the unique lifestyle of residents in the local area. For this reason, those in charge of cultural heritage preservation work, despite their expertise in conservation and other related fields, may be limited and biased in their knowledge and understanding of the heritage itself as well as lacking in direct personal experience. Therefore, participation by people who live amidst cultural heritage and those who recognize its value provides an important basis for heritage conservation activities as well as practical and meaningful assistance.

#### 2) Income Redistribution through Cultural Heritage

Traditionally, the local communities of cultural heritage sites have been mainly interested in the sustainable development of their cultural traditions and the sharing of related profits. In this respect, participation by local residents in the decision-making process can promote the equitable distribution of benefits arising from cultural heritage and, in turn, encourage participation of residents from other regions. However, UNESCO and the World Indigenous Peoples Organization have recognized serious inequality in the sharing of benefits and profits related to the use of cultural heritage.

*“Widespread unfair exploitation of the cultural heritage <...> for commercial and business interests” (WIPO-UNESCO, 1999: Article 2)*

*“An inequity gap exists in benefits distributed to many <...> communities whose cultural heritages are being appropriated and exploited by multiple commercial entities for tourism purposes and personal gain. Little, if any, of the profits realized benefit the local community—the actual creators and owners of the local culture.” (George 2010: 376).*

Culture can be translated into considerable economic value in tourism and other areas. Therefore, participation by local residents is essential for the maximization of such profits and their equal distribution, which ultimately is directly related to quality of life issues to be examined in the following paragraph.

### 3) Improving Quality of Life for Local Residents

According to the “Guidelines for Improving the Quality of Life for Local Residents” (DCLG, 2009) published by the Department for Communities and Local Government, the proper preservation of local cultural heritage and its surroundings is essential in creating a quality living environment. Likewise, research conducted in 2010 by the Centre for Urban and Regional Development Studies indicates that the preservation of cultural heritage is directly related to a better social network, to an improved sense of community, and ultimately to happier lives. In her paper, “Whose Sense of Place? Reconciling Archaeological Perspectives with Community Values: Cultural Landscapes in England” (2005), Emma Waterton criticized cultural heritage management systems that focus on experts, by saying: “we have the label ‘public heritage,’ but there is no distinct role for ‘the public’ within the management process.” It can be said that community participation is required not only for the proper preservation of cultural heritage, but also for the exercise of self-determination by local residents. Therefore, when it comes to the conservation and management of World Heritage, participation by local citizens is not an independent component; rather, such participation must take place in all related areas. In particular, for World Heritage Cities in Asia and the Pacific in the midst of dramatic social changes such as the rapid spread of multiculturalism and class differentiation, more active participation by local residents is a must.

<sup>1</sup>Even the currently effective Cultural Heritage Protection Act defines cultural heritage as “artificially or naturally formed national, racial, or world heritage of outstanding historic, artistic, academic, or scenic value, which is classified into the following categories.”

<sup>2</sup>The most notable representatives include: Harvey 2001, Graham and Howard 2008, Kaufman 2009, Landorf 2009, Waterton and Smith 2010, Mydland and Garhn 2011.



## Poaching Threatens Animals in the Selous Game Reserve

*Selous*

*The Selous Game Reserve is the only place in Tanzania inscribed on the UNESCO World Heritage List. The wide variety of plant and animal species living in the reserve is a source of much pride for Tanzanians, with outstanding universal value. However, illegal poaching and reckless development is severely challenging the livelihood of these species.*

### World Natural Heritage Sites Facing Destruction

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Unlike World Cultural Heritage Sites, which contain vestiges of human life, World Natural Heritage Sites are often selected among habitats of endangered plant and animal species, with outstanding universal value. Recently, however, World Natural Heritage Sites are increasingly facing damage from reckless development and illegal poaching.

For instance, the unique ecological system in the tropical rain forests of Madagascar, located in the southeast region of Africa, had been preserved intact since the separation of the island from the African continent some 60 million years ago. Untouched by human intervention, these rain forests had been home to rare animal species. However, human activities such as logging and hunting are now putting them on the verge of extinction. Similarly, within the Selous Game Reserve in Tanzania, an east African country bordering the Indian Ocean, the number of plant and animal species are rapidly decreasing due to development activities and poaching.



to include four other areas. After the independence of Tanzania, the scope of the reserve was redefined, and it was inscribed on the UNESCO World Heritage List in 1982. The Selous Game Reserve is home to over 750,000 animals, including elephants and rhinoceroses. In particular, the reserve is well-known for sable antelopes, which have distinct, crescent-shaped horns, and Lichtenstein's hartebeests. What's more, there are some 2,000 plant species in the area.

### Damage from Poaching Activities

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The Tanzanian Government protects the reserve through various legal measures and has also set up management plans. Some areas to the north are open to the public for photography and other tourism activities, but hunting is forbidden in all areas of the reserve. Unfortunately, however, poaching activities have persisted. The number of elephants, in particular, have steadily declined by a rate of 2,500 annually since 1976, reducing the population by 90% over the past 40 years. This has raised concerns about controlling the poaching of elephants and rhinoceroses as well as guaranteeing enough benefits to the communities in the reserve and for the improved management of tourism activities.



The decline in the number of plant and animal species, however, is not merely a threat to wildlife and nature. Dalberg Global Development Advisors expects that that the reduction in the number of elephants in the Selous Game Reserve will negatively affect not only Tanzania's natural environment but also the economy and the lives of local residents. Authorities are therefore planning an environmental assessment of all development activities in nearby areas that can affect the integrity of the reserve. In addition, it is essential that in order to sustain its ecological system, the Selous Game Reserve be managed as part of the larger Selous Ecosystem.

### Coexistence of Various Habitats

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The Selous Game Reserve in Tanzania is the largest of its kind in Africa, boasting a land area of 50,000 km<sup>2</sup>. It consists of numerous lakes and marshlands, along with various habitats including grasslands, swamp forests along rivers, and wetlands, all of which are highly valuable for ecological and biological research.

A small part of the Selous Game Reserve was first designated as a wildlife reserve by the German colonial government. Later, the reserve was expanded

## 2nd OWHC Asia-Pacific Regional Conference for World Heritage Cities



The 2nd OWHC Asia-Pacific Regional Conference for World Heritage Cities will be held from the 5th to the 7th of October at the Hwabaek International Convention Center (HICO) in Gyeongju, Korea. With 47 OWHC-AP member cities from 18 countries participating under the theme “Heritage and community: Tools to engage the local communities,” the conference will revolve around discussions on topics such as the expansion of member cities, participation and support for the 2017 World Congress of the OWHC in Gyeongju, and the establishment of the Asia-Pacific Heritage City Youth Network.



## World Heritage City Coloring Page

### Cathedral of the Resurrection of Christ

Also called the Church of the Savior on Spilled Blood, the Cathedral of the Resurrection of Christ is a famous landmark in St. Petersburg, Russia. In 1881, Emperor Alexander II was assassinated at this site by Ignaty Grinevitsky, a member of the group known as The People's Will. Later, Alexander III, who ascended to the throne after his father, built the cathedral as a memorial in honor of the former king. Although modeled after Saint Basil's Cathedral, the overall mood of the architecture is characteristically Russian. Most notably, the cathedral features numerous mosaics by famous artists.

