

World Cultural Heritage

**QUANZHOU: EMPORIUM OF THE  
WORLD IN SONG-YUAN CHINA**

State of Conservation Report

**Executive Summary**

Quanzhou, Emporium of the World in Song–Yuan China outstandingly illustrates, through its component parts, the territorial integrated structure and the key institutional, transportation, production, marketing and socio-cultural factors that turned it into a global-level emporium and key commercial hub during a highly prosperous stage of Asia's maritime trade in the 10th - 14th centuries AD. The property demonstrates Quanzhou's great contributions to the economic and cultural development of East and South-east Asia.

The complex components and attributes of the serial property of Quanzhou, which comprehensively reflect the distinguishing maritime territorial, socio-cultural and trade structures of Song-Yuan Quanzhou, make the overall heritage conservation and management extremely challenging. Guided by the developed long-term conservation and management strategy, the government of the heritage site is steadily implementing actions in heritage management practices such as the identification the detailed attributes of the property, the connection of planning system, the realization of specific measures, the improvement of institutional safeguards and the enhancement of monitoring system. These actions have improved the management system of Quanzhou World Heritage property and ensured the effective management, while making a positive contribution to the sustainable development of the heritage site.

Specifically, based on the overall management objectives of Quanzhou serial property, and by deepening the identification of the attributes of the World Heritage property, the local government has clarified the specific protection targets under the overall

perspective of the Quanzhou serial property, and has implemented the understanding and practical basis for the overall heritage conservation; though the revision and implementation of the Quanzhou: Emporium of the World in Song–Yuan China World Heritage Site Management Plan 2021-2030, the various conservation, archaeological, presentation and interpretation measures for the attributes and their affecting factors have been clarified, a system of long-term measures oriented to the requirements for the maintenance of the attributes has been established, and the Management Plan has also implemented the connection with the relevant specific plans for the heritage site and the means of implementation in an operational way; by improving the management elements such as the statutory framework, management mechanism, resource security for heritage conservation, the local government has built a heritage management system that suits the characteristics of the serial property of Quanzhou and provides institutional safeguards for conservation and management practices; by the timely analysis and feedback on the performance of heritage conservation, protection and management through the heritage monitoring system, the management systems are continuously improved. These actions also concretely implement the relevant recommendations of the extended 44th session of the World Heritage Committee's Decision on “Quanzhou: Emporium of the World in Song-Yuan China” (Decision 44 COM 8B.15).

**(I) The analysis of the attributes expressing the Outstanding Universal Value of the property for management purposes has been further developed, which provides the basis of the understanding of the property’s heritage value, the identification of conservation targets, and the implementation of conservation and management measures.**

In the revised Quanzhou: Emporium of the World in Song–Yuan China World Heritage Site Management Plan 2021-2030 (hereafter mentioned as the Management Plan), based on the outstanding universal value of the property and the requirements for conservation and management, the heritage protection authority and the nomination team has further analysed the two levels of attributes of the serial property, which including 11 general attributes and 27 specific attributes, organised around the six key value clues proposed in the Nomination Dossier. (See chapters 2 and 7 of the Management Plan for details)

These attributes not only further enrich the interconnectedness of the serial property as a whole, but also provide a more visual representation of the specific ways in which the different component parts contribute to the overall values. These attributes form the basis of the understanding of the property's heritage value as well as the conservation and management practices of the serial property, defining both the specific protection targets and the specific management objectives to be achieved for the different protection targets, moreover, they point directly to the system of measures for heritage conservation and management. (See Table 1) The heritage protection authority and the nomination team will also continue to assess and evaluate the accuracy of these attributes and their practical guidance effect on conservation and management in future practices, and continuously deepen the understanding and practical ways of the attributes of the serial property.

**(II) Based on the requirements for holistic and systematic conservation and management of the Quanzhou serial property, the updated overall Management Plan in 2022 systematically strengthens the connection with the content and implementation of the various existing specific plans, so that the implementation of the conservation and management measures for the overall property and its component parts is more operable.**

The 2022 update of Management Plan for the Quanzhou World Heritage property, which targets the whole heritage and aims at scientific management implementation, has established a system of “detailed attributes, sub-management objectives and series of multidimensional management measures”. It starts by further refining the analysis of the “attributes” and identifies more clearly the specific ways in which individual component parts are linked to the whole serial property, the influencing factors and the conservation and management issues involved. The Management Plan then sets out sub-management objectives for each of the detailed attributes. In addition, for each sub-management objective, a set of management measures is specified covering each relevant conservation targets and management issue. So that the links between the content and implementation of the overall Management Plan and the various existing specific plans have been strengthened, and the implementation of the conservation and management for the overall attributes and the various component parts of the serial property becomes more operable. (See Chapter 7 of the

Management Plan for more details)

Meanwhile, the Management Plan also sets out the specific modalities and requirements for the creation of a series of management tools and technical guidelines with a coordinated role across management fields, including, in particular, specific management tools as Construction Management and Control, Management of Burial Areas of Underground Remains and Property Monitoring, etc. These special management tools will be integrated into the daily management work of the respective departments in accordance with the statutory procedures once they have been created and agreed upon. These tools are a significant practice of the “embedded” heritage management system, aiming at enhancing synergy and efficiency in the whole process of heritage management through cross-disciplinary consensus and separate implementation. (See Chapter 8 of the Management Plan for details)

The Administrative Provisions on the Conservation of the World Heritage of Quanzhou: Emporium of the World in Song-Yuan China and the Implementation Measures of the CPC Quanzhou Municipal Committee and Quanzhou Municipal People’s Government on Strengthening the Conservation and Management of the Quanzhou World Heritage Property issued in 2021, and the six specific regulations for the conservation and management of the World Heritage Site introduced in 2022 provide effective institutional safeguards for the connection and implementation of various plans and management procedures.

**(III) A system of conservation and management measures that oriented to the maintenance of the attributes has been formed, and a long-term protection and management strategy has been steadily implemented.**

Oriented towards the requirements for maintenance of the attributes, local government establishes a system of long-term measures to address attributes and to cover the main issues of heritage conservation and management. This system of measures includes issues such as site setting, spatial layout, functional use and visual connections for the serial property as a whole and its intrinsic links, as well as issues such as conservation of the property, continuity of function, construction control and thematic studies for each component parts. Under the guidance of this system of long-term measures, Quanzhou City with its districts and counties have carried out an orderly series of

heritage conservation, remediation, presentation and interpretation, publicity and education, archaeological research and management systems to ensure the long-term preservation of attributes, so that the long-term protection and management strategy of the serial property has been steadily implemented.

- In terms of remains protection, the heritage and emergency management departments have further improved their disaster prevention and emergency response mechanisms, and boundary pillars and boundary markers have been set up at each heritage site. Various degrees of maintenance, protection and disease management have undergone in each component sites, including the protection for the surface of the stone carvings at Jiuri Mountain Wind-Praying Inscriptions, the pest control and extermination at the Sites of Cizao kilns, the conservation and restoration of Cai Xiang Memorial Hall at Luoyang Bridge, the conservation and restoration programme for Anping Bridge, the protection shed facilities construction respectively in the Sites of Dehua Kilns (Weilin-Neiban Kilns) and Xiacaopu Iron Production Site of Qingyang Village, the digital conservation project establishment for the Statue of Mani in Cao'an Temple, the rescue and reinforcement programme for the Site of Shunji Bridge, etc.
  
- In terms of ecological restoration and environmental remediation, the issues about the management and enhancement of the property as a whole and its intrinsically linked site environment and visual linkage are mainly focused. The action plans in Management Plan sets out an environmental management plan for the next five years, including carrying out water quality improvement in important water systems and rivers of production sites, special environmental management around the Sites of Cizao kilns and along Meixi River, ecological restoration of the hills around the heritage sites, and comprehensive management of ditches and rivers in Quanzhou old city.
  
- In terms of presentation and interpretation, one general thematic heritage exhibition and 13 on-site exhibition halls of component sites have been built, all of which have been officially opened to the public free of charge. The on-site interpretation of the 22 component sites is well developed and has achieved good public communication and understanding of the property's heritage values. VR

cinema activities and cultural and creative product exhibitions are launched in the Quanzhou old city to enhance public interest in heritage awareness and lower the public threshold for understanding heritage expertise.

- In terms of publicity and education, the local government is committed to promoting the heritage value and enhancing the public's understanding, recognition, protection and development of the property, through a variety of public participation activities such as setting up Quanzhou City Heritage Day, opening online traditional media and new media publicity channels, training youth volunteer docents, organizing students' summer metallurgy projects and archaeological summer camps and so on. In conjunction with the value theme of serial property of Quanzhou, related religious or folk activities, intangible cultural heritage promotion and performance activities have been carried out in Tianhou Temple, Kaiyuan Temple, Confucius Temple, Luoyang Bridge and etc., so as to promote the inheritance and development of living heritage functions.
- In terms of archaeological research, the heritage management institution has organized the preparation of the Archaeological Research Program of the World Cultural Heritage “Quanzhou: Emporium of the World in Song-Yuan China” (2021-2030). Since 2020, the archaeological team has carried out a series of archaeological works that focused on topics of the spatial layout and associations of the heritage series, the institutional security function, the iron smelting and porcelain production function, and the functional use of roads and bridges for transportation. The current phase of research has deepened the understanding of the structure of the city, multi-cultural communities, institutional guarantee and production sites of the serial property “Quanzhou: Emporium of the World in Song-Yuan China”, and further substantiating the important role played by Quanzhou in the world's maritime trade system during the Song-Yuan periods. These archaeological works included the archaeological survey and excavation of the old city of Quanzhou, as well as the archaeological excavation of the Site of Southern Clan Office, the Site of Maritime Trade Office, Xiacaopu Iron Production Site of Qingyang Village in Anxi, and the Sites of Dehua kilns.
- In terms of control and governance of construction, for development and

construction projects around component parts such as the Old City Quanzhou, Sites of Dehua Kilns and Xiacaopu Iron Production Site of Qingyang Village, the relevant authorities of heritage site organised heritage impact assessments, holding multi-disciplinary discussions and expert consultation workshops, etc., thus gradually accumulating experience and constantly improving the management processes and mechanisms for construction projects within the heritage protection zone. Through the establishment of negative lists of inappropriate construction, the introduction of the control of positive and negative use lists and guidelines for businesses in and around heritage sites, and the development of design guidelines for the conservation and renewal of traditional settlements around heritage sites or related technical achievements, various specific projects have been tested, improved and implemented in long-term practice.

- In terms of tourism management, according to the ICOMOS *International Charter for Cultural Heritage Tourism* (2021), which emphasises the concept of "responsible and sustainable tourism management", tourism management of Quanzhou World Heritage Site focuses on "placing the protection of cultural heritage and community rights at the heart of cultural heritage tourism policies and programmes", and pays close attention to monitoring and managing visitor volume pressure. The specialised study has developed a management system that includes real-time monitoring, linkage control and visitor flow management, taking the component sites and their urban and rural communities' settings as management units, and has continuously improved the management methods for identifying, evaluating and regulating the impact of visitor flow, which has achieved some management results.

#### **(IV) Improving and implementing the heritage management system.**

In the aspect of legal framework and institutional design, local legislative and administrative reforms are being promoted in order to facilitate the establishment of a legal framework and top-level design for the management system of the World Heritage property of Quanzhou. Focusing on the conservation and management requirements of World Heritage property, local legislation and administrative

regulations are being improved, the special planning system is being improved, and special management provisions have been established, all of which provide a standardised, healthy and sustainable institutional guarantee for the conservation of the serial property of Quanzhou.

In the aspect of management mechanism, the heritage management mechanisms are constantly improved and the comprehensive heritage management capacity is continuously enhanced, based on the management requirements of the World Heritage property of Quanzhou. Municipal heritage coordination and management mechanisms are improved, the World Heritage conservation institutions are optimized while the participation of folk traditional management mechanisms is encouraged and guided in heritage management. Management model research and innovation will continue to be carried out to explore ways of deeper cooperation between traditional and administrative management mechanisms in the practice of World Heritage management.

In terms of ensuring management resources, the allocation of management resources continues to be strengthened and establish sustainable guarantee mechanisms for financial, human and knowledge skills. This provides effective support for building capacity in the conservation and management of heritage sites.

#### **(V) Improving and implementing the heritage monitoring system.**

In terms of monitoring mechanisms, the Quanzhou Leadership Group for World Heritage Conservation and Management has been set up as the main department for the coordination management and monitoring the state of conservation of the Quanzhou World Heritage property. With the heritage property monitoring system, cross-regional and cross-sectoral technical issue has been coordinated and the general dispatching platform for heritage management has been established.

In terms of monitoring missions, on the basis of long-term comprehensive monitoring, key monitoring indicators related to the attributes and sustainable development of the Quanzhou World Heritage property are further developed, including natural disaster monitoring and surface water monitoring related to the coastal environment characteristics of the heritage property, body disease monitoring and surface



weathering monitoring related to the form and material characteristics of the heritage property, and monitoring of visitor flows and tourism development linked to the community public participation in affairs related to the heritage property.

In terms of feedback on monitoring results, with the heritage property monitoring platform and the production of annual monitoring reports, the regular monitoring and feedback on the implementation of management systems and management plans of the Quanzhou World Heritage property are provided. Based on the effectiveness of the results, the monitoring mechanism is upgraded and the content of the monitoring missions is adjusted, forming a long-term renewal cycle of "planning - implementation - monitoring - evaluation - feedback -" mechanism.

Table 1. Analysis of the attributes of the serial property of Quanzhou and the corresponding management objectives

Value Clues	Attributes		Management Objectives
	General Attributes	Specific Attributes	
Overall Layout <b>L</b>	L1 The geographical environment composed of seaports, rivers, estuary plains and inland mountains in Quanzhou	<ul style="list-style-type: none"> <li>- L1.1 The overall water environment reflecting the navigability of rivers and bays and the conditions for port construction</li> <li>- L1.2 The overall “sea-land-mountain” landscape along the bay</li> <li>- L1.3 Sustainable nourishment from the mother river Jinjiang River for Quanzhou City</li> </ul>	<ul style="list-style-type: none"> <li>- O_L1.1 To protect the overall natural water environment reflecting the navigability of rivers and bays and the conditions for port construction, and promote the sustainable development of environmental resources in the coastal region</li> <li>- O_L1.2 Maintain the “sea-land-mountain” topography and landscape environment in the coastal areas, and strengthen the overall awareness of seaport space</li> <li>- O_L1.3 To improve Jinjiang River and its coastal ecological environment, and promote the integration of the city’s mother river into the contemporary and future urban development of Quanzhou</li> </ul>

Value Clues	Attributes		Management Objectives
	General Attributes	Specific Attributes	
			in multiple dimensions
	L2 Regional integrated layout and spatial linkage based on closely connected water and land transportation networks	<ul style="list-style-type: none"> <li>- L2.1 Historical trend of transportation networks in Song-Yuan Quanzhou</li> <li>- L2.2 Spatial linkages between bridge and traffic directions on both sides of rivers</li> <li>- L2.3 Spatial linkage between production sites and water and land transportation directions</li> </ul>	<ul style="list-style-type: none"> <li>- O_L2.1 To deepen the overall awareness of transportation network and regional integration in Song-Yuan Quanzhou, and strengthen the presentation of transportation links in the serial property.</li> <li>- O_L2.2 To protect the spatial linkage between bridge and traffic directions on both sides of rivers and ensure easy awareness of the land transportation connections</li> <li>- O_L2.3 To maintain the spatial linkages between the production sites and their adjacent water and land transportation systems and ensure easy awareness of production transportation corridors</li> </ul>

Value Clues	Attributes		Management Objectives
	General Attributes	Specific Attributes	
Structure of the City C	C1 Features and ecological environment of the riverside city with mountains on the back and accessible through water and land transport	<ul style="list-style-type: none"> <li>- C1.1 City landscape with mountains and rivers in sight</li> <li>- C1.2 Ditches and the river system as bloodlines of the city</li> </ul>	<ul style="list-style-type: none"> <li>- O_C1.1 To maintain the landscape pattern and spatial form of the ancient city with the mountains at the back and facing the sea, to enhance spatial awareness of the ancient city with Qingyuan Mountain and Jinjiang River, and enhance the urban identification of Quanzhou with mountains and waters visible</li> <li>- O_C1.2 To protect the ditch system of the ancient city, maintain the bloodline connection between the water system in the ancient city and Jinjiang River, and enhance the hydrophilic vitality of the ancient city</li> </ul>
	C2 Overall layout and settlement pattern of the city with the integration of administration, commerce	<ul style="list-style-type: none"> <li>- C2.1 City development boundaries defined by city walls, moats and so on</li> <li>- C2.2 Fabric of road networks and blocks in the</li> </ul>	<ul style="list-style-type: none"> <li>- O_C2.1 To preserve the urban development boundaries that reflect the development, expansion and functional</li> </ul>

Value Clues	Attributes		Management Objectives
	General Attributes	Specific Attributes	
	and diverse cultures	<p>city</p> <ul style="list-style-type: none"> <li>- C2.3 Linkage between the component sites and the framework of city structure</li> </ul>	<p>integration of Quanzhou over the ages</p> <ul style="list-style-type: none"> <li>- O_C2.2 To preserve road networks and neighborhood layouts that reflect the transportation links and functional organization of Quanzhou City through the ages</li> <li>- O_C2.3 To enhance the spatial linkages between the component sites and urban arterial roads, water system and city walls, and to strengthen the overall expression of the structure of the city through the component sites</li> </ul>
Institutional Guarantee <b>I</b>	II A comprehensive seaport city with a complex of administrative, commercial, religious and cultural functions	<ul style="list-style-type: none"> <li>- II.1 Main functions and layout of Song-Yuan Quanzhou City</li> <li>- II.2 Awareness of the historical functions of the component sites</li> <li>- II.3 Identification of the component sites</li> </ul>	<ul style="list-style-type: none"> <li>- O_II.1 To enhance the overall awareness of integrated urban functions in Song-Yuan Quanzhou and awaken the urban historical memory about Song-Yuan Quanzhou</li> <li>- O_II.2 To enhance the expression of the</li> </ul>

Value Clues	Attributes		Management Objectives
	General Attributes	Specific Attributes	
			<p>historical function information of the component sites and strengthen the empirical evidence on the functions of the component sites in the Song-Yuan Quanzhou seaport city</p> <p>– O_I1.3 To enhance the identification of historical places around the component sites and maintain the urban development and historical continuity</p>
<p>Multi-cultural Communities</p> <p><b>M</b></p>	<p>M1 Traditional values and heritage spirit of Song-Yuan Quanzhou of cross-sectoral integrity, common prosperity and shared development</p>	<ul style="list-style-type: none"> <li>– M1.1 Inspiration of this heritage spirit for modern city development</li> <li>– M1.2 Contribution of bridges for transportation purposes to the development of coastal communities</li> <li>– M1.3 Continuing contribution of porcelain and iron industry traditions to local communities</li> </ul>	<ul style="list-style-type: none"> <li>– O_M1.1 To promote the inheritance of the development wisdom of Song-Yuan Quanzhou to benefit modern urban development and promote the integration of the spirit of the property into modern urban culture</li> <li>– O_M1.2 To maintain the interdependence between coastal traditional settlements and bridges and</li> </ul>

Value Clues	Attributes		Management Objectives
	General Attributes	Specific Attributes	
			<p>pass on the development wisdom of traditional settlements</p> <ul style="list-style-type: none"> <li>- O_M1.3 Continue to develop local porcelain and iron industries, promote the industrial upgrading of traditional industries based on the historical serial property, and promote the sustainable development of local society, economy and environment under the support of the serial property</li> </ul>
<p>Production Sites</p> <p><b>P</b></p>	<p>P1 The human-land interaction system and environmental characteristics reflecting porcelain and iron production</p>	<ul style="list-style-type: none"> <li>- P1.1 Human-land interaction in the area where porcelain and iron production sites are located</li> <li>- P1.2 The landscape environment in the area where porcelain and iron production sites are located and awareness of its functions</li> </ul>	<ul style="list-style-type: none"> <li>- O_P1.1 To maintain a balanced human-land relationship in areas where the porcelain and iron production sites are located, maintain the ecological function of the areas where the component sites are located, and reduce development pressure</li> <li>- O_P1.2 To maintain the environmental</li> </ul>

Value Clues	Attributes		Management Objectives
	General Attributes	Specific Attributes	
			features of mountains, rivers and valleys related to production in the areas where porcelain and iron production sites
	P2 A complete production system that reflects the scales, processes and technology characteristics of porcelain and iron production	<ul style="list-style-type: none"> <li>- P2.1 Overall layout and scale of porcelain and iron production in Song-Yuan Quanzhou</li> <li>- P2.2 Production processes revealed by the archaeological remains in the porcelain and iron sites</li> <li>- P2.3 Production technology and unearthed artifacts that characterize porcelain and iron production</li> </ul>	<ul style="list-style-type: none"> <li>- O_P2.1 To study and protect the overall layout and scale of the porcelain and iron production sites in Song-Yuan Quanzhou, and enhance the presentation of the whole picture of handicraft production in Song-Yuan Quanzhou</li> <li>- O_P2.2 To protect the porcelain and iron production sites revealed by archaeological work and strengthen research, interpretation and presentation of the production processes presented at the sites</li> <li>- O_P2.3 To promote the protection and public education of traditional process technology and excavated cultural relics,</li> </ul>



Value Clues	Attributes		Management Objectives
	General Attributes	Specific Attributes	
			and to promote the innovative development of the component sites
Transportation Network <b>T</b>	T1 River and coastal shorelines and water features that characterize the settings of bridges and docks	<ul style="list-style-type: none"> <li>- T1.1 Characteristics of waters where bridges are located and which waterways around docks connect to</li> <li>- T1.2 River and coastal shorelines that characterize the settings of bridges and boundaries of land where docks are located</li> <li>- T1.3 Spatial linkage between bridges and docks and other related surface features that reflects the location considerations</li> </ul>	<ul style="list-style-type: none"> <li>- O_T1.1 To maintain and enhance the water landscape where bridges and docks are located and the spatial linkages of waterways</li> <li>- O_T1.2 To maintain the river and coastal shorelines that present the features of bridge locations and the features of the land boundaries where docks are located, and to strengthen awareness of the location environments</li> <li>- O_T1.3 To maintain the spatial linkages and overall view of bridges and docks and other historic ports, significant landforms, and associated surface features</li> </ul>
	T2 Dock and shore	- T2.1 Linkage and functional inheritance of docks	- O_T2.1 To preserve the connections

Value Clues	Attributes		Management Objectives
	General Attributes	Specific Attributes	
	facilities reflecting water-land transfer means in the Song-Yuan period	with neighboring sea god temples and traditional settlements	between docks and the neighboring sea god temple and traditional settlements, and enhance awareness of port functions
	T3 Visual association between navigation tower and waterway	– T3.1 Visual corridors between the main sea route and Wanshou Pagoda and Liusheng Pagoda	– O_T3.1 To protect the visual associations between the main sea channel and Wanshou Pagoda and Liusheng Pagoda, and enhance the identification of Quanzhou Port