

## WHV – Ripple Action : Lijiang World Heritage Study Tour Activity

### The Old town of Lijiang, China

### PROJECT DATES

Cultural property inscribed on the World Heritage List (1997)

01 June – 31 August 2025

**THE SITE** - The Old Town of Lijiang, which is perfectly adapted to the uneven topography of this key commercial and strategic site, has retained a historic townscape of high quality and authenticity. Its architecture is noteworthy for the blending of elements from several cultures that have come together over many centuries. Lijiang also possesses an ancient water-supply system of great complexity and ingenuity that still functions effectively today.

**OBJECTIVES** - The project aims to deeply explore the cultural value of the Old Town of Lijiang by leveraging the energy of returning university students and young volunteers. The project seeks to provide targeted heritage education, particularly for local youth, and to widely promote Lijiang's unique culture to the public. Ultimately, this initiative intends to inspire greater awareness and commitment to World Heritage preservation and to further the development of heritage conservation efforts.

**ACTIVITIES** - The volunteers will be involved in heritage education courses and community activities to ensure youth and residents understand the history, architecture, and folklore of the Old Town of Lijiang, enhancing their cultural identity. They will participate in cultural marketplace activities and promotional events to develop heritage conservation and cultural dissemination skills. The project also involves the use of online channels to promote the World Heritage site, engaging both local communities and the broader public.

**PARTNERS** – College of Architecture and Urban Planning, Tongji University; Communist Youth League Committee of Tongji University; Shanghai Guofeng Charity Foundation, Canva Design.

**World Heritage Institute of Training and Research for the Asia and  
the Pacific Region under the auspices of UNESCO (WHITR-AP)**

LIU Zhen

[z.liu@whitr-ap.org](mailto:z.liu@whitr-ap.org)

