



2013 英國伯明罕大學鐵橋谷研究中心暨國立臺灣大學園藝暨景觀學系

「觀光與轉變中的文化資產價值：訪古以開創未來」 國際研討會

2013 年 4 月 5~9 日

**Tourism and the Shifting Values of Cultural Heritage:
Visiting Pasts, Developing Futures
International Conference, Taipei, Taiwan. April 5-9 2013**

論文徵稿須知

【研討會主旨】

文化資產不僅是引發人們對於國家社會認同感的符碼，現今更是全球觀光消費的主要吸引力。由於文化觀光的遊客多樣，參訪動機和旅遊行為也各異；且經營管理者對於文化資產所採取之保護、保存、展示及管理措施，往往也與參訪遊客需求不盡相符。這些問題都反應出人們對於文化資產的不同價值觀下，採取保守保存或是包裝開放等不同策略，進而影響文化資產的政策和政治活動，以及國際觀光業的動態。

本研討會希望能提供跨越不同學術領域的關鍵對話，徵求包括：人類學、考古學、藝術史、建築學、文化地理學、文化研究、民族學、民俗學、經濟學、歷史學、遺產研究、景觀研究、休閒研究、博物館研究、哲學、政治學、社會學、觀光研究、都市與空間計劃等各學術領域論文，共同研討文化資產的價值。探討如何在兼顧文化資產保存中，以整體社會的宏觀視野，尋找文化資產使用的張力和機會，探索文化資產如何在轉變中的價值觀「運作」。

【研討會日期及地點】

日期：2013 年 4 月 5~9 日

地點：國立中正紀念堂

【主辦單位】

英國伯明罕大學鐵橋谷研究中心 University of Birmingham - Ironbridge Institute

國立臺灣大學園藝暨景觀學系

【合辦單位】

聯合國科教文組織教席暨姊妹大學計畫網絡－文化觀光與發展

UNESCO UNITWIN Network "Tourism, Culture, and Development"

(法國巴黎第一大學 Université Paris 1 Panthéon-Sorbonne, French)

英國觀光與文化變遷研究中心 Centre for Tourism and Cultural Change, UK

國立臺北教育大學文化創意產業經營學系

國立中央大學客家學院





【研討主題】

歡迎所有探討關於觀光及文化資產關係的觀點。任何遺產相關的論文都是此次研討會之徵稿對象，例如：世界遺產、自然遺產、人造及都市遺產、殖民遺產、宗教遺產、遺產景觀、無形遺產、博物館遺產、食物遺產等等。研討主題包括：

- 瞭解遊客的遺址體驗－敘事、記憶與情感
- 闡述並傳達遺產的價值－包含複雜的觀眾
- 藉有形及無形資產建立認同感－挑戰傳統
- 以遺產為基礎的再生計劃－懷舊經濟
- 將過往歷史作為觀光消費的商品化過程－(反)傳統再造
- 衝突的遺產－權力、榮耀與取代
- 流動遺產－民族遷移、路徑與其根源

【徵稿須知】

1. 凡稿件與上述研討主題相關者，請於 **2012 年 10 月 5 日** 前繳交英文摘要 300 字。摘要文稿應包含：論文題目、作者姓名、服務單位、職稱、電子郵件信箱、摘要 300 字。
2. 研討會大會官方語言為英文，惟大會將安排中文場次。
3. 欲以英文發表者，請將英文摘要請投稿至 ironbridge@contacts.bham.ac.uk（詳見英文網站 <http://internationaltaipei2013.wordpress.com/>）。
4. 欲以中文發表者，請將英文摘要請投稿至 amychen568@gmail.com（摘要仍須以英文撰寫，註明中文發表），並標明信件主旨為「觀光與轉變中的文化資產價值研討會論文投稿」。
5. 論文摘要經研討會論文審查委員會審查，審查結果於 **2012 年 10 月 16 日** 公佈，審查合格之作者請依大會規定完成報名，並於研討會期間安排之場次到場進行發表。
6. 所有研討會參加者，請統一於英文網站報名（詳見英文官網 <http://internationaltaipei2013.wordpress.com/>）。
7. 大會當天不提供翻譯服務。

【中文聯絡方式】

中文網址：<http://www.hort.ntu.edu.tw/main.php>

聯絡單位：國立臺灣大學園藝暨景觀學系「觀光與轉變中的文化資產價值」國際研討會論文審查委員會

聯絡人：陳惠美助理教授、涂宏明先生

聯絡方式：10673 臺北市基隆路四段 138 號 臺大園藝暨景觀學系造園館

TEL：886-2-3366-9760 E-mail：amychen568@gmail.com

【英文聯絡方式】

英文網址：<http://internationaltaipei2013.wordpress.com/>

聯絡人：Professor Mike Robinson

E-mail：ironbridge@contacts.bham.ac.uk





Call for Paper

Tourism and the Shifting Values of Cultural Heritage: Visiting Pasts, Developing Futures

University of Birmingham – Ironbridge Institute
and
National Taiwan University

in association with
UNESCO UNITWIN Network – Tourism, Culture, Development
(Université Paris 1 Panthéon-Sorbonne)
and
Centre for Tourism and Cultural Change, UK

April 5-9, 2013, Taipei, Taiwan

The cultural heritage of nation states, regions and communities is not only seen as a marker of identity but is also, more than ever, open and projected for global consumption. Domestic and international tourists visit both their own pasts and those of others through a vast diversity of tangible heritage sites – buildings, monuments, museums, landscapes etc. – and also a variety of intangible heritage rituals and performances. But the motivations and practices of those which are involved in the protection, preservation, display and management of cultural heritage can, and frequently do, differ from tourists who metaphorically ‘visit’ the past and, the tourism sector which selectively packages the past in the form of heritage. Such divergences reflect the different values attached to cultural heritage and the different value systems through which heritage is filtered.

In this context, this conference seeks to examine both the tensions and opportunities in the processes of valuing and protecting cultural heritage and, in mobilising it for development purposes in the wider social sphere. We wish to explore how heritage ‘works’ in the context of shifting and mobile values and, the various ways in which tourism and tourists shape, embed and change the value of heritage in societies.

- How does the *doing* of tourism and the *being* a tourist, impact upon our understandings and appreciation of cultural heritage?
- How do our values regarding the past change?
- How do/should we communicate cultural heritage to tourists and society at large, in an age of immediacy, a time of multiple realities and in multi-cultural societies?

Such questions underpin the policies and politics of cultural heritage and the dynamics of international tourism.

The Conference aims to provide critical dialogue beyond disciplinary boundaries and we invite papers from all disciplines and fields including: anthropology, archaeology, art history, architecture, cultural geography, cultural studies, ethnology and folklore, economics, history, heritage studies, landscape studies, leisure studies, museum studies, philosophy, political science, sociology, tourism studies and urban/spatial planning.





We welcome perspectives on **all** aspects of the tourism and cultural heritage relationship. Papers dealing with all categories of heritage are invited – world heritage, natural heritage, built and urban heritage, colonial heritage, religious heritage, heritage landscapes, intangible heritage, museum heritage, food heritage etc. etc. Potential themes of interest include:

- Understanding tourist experiences of heritage sites – narrative, memory and emotion
- Interpreting and communicating the values of heritage – engaging complex audiences
- Identity building through tangible and intangible heritage – challenging traditions
- Regeneration programmes based on heritage – economies of nostalgia
- Processes of commodifying pasts for touristic consumption – (dis)inventing tradition
- Heritages of conflict – power, glory and displacement
- Mobile heritage – diasporas, routes and roots

Please send a **300 word abstract** of your paper with a clear title to ironbridge@contacts.bham.ac.uk as soon as possible but **no later than October 5th 2012**.

Please be sure to include your full contact details.

With best wishes

Professor Mike Robinson
Chair of Cultural Heritage
University of Birmingham

