

ABSTRACT - 4. CONTEMPORARY CHALLENGES IN HERITAGE DISCOURSE - A CRITICAL EXAMINATION OF THE STATE OF THE ART IN HERITAGE DISCUSSIONS, CONSIDERING THE EVOLVING PERSPECTIVES AND CHALLENGES THAT HAVE EMERGED SINCE THE INCEPTION OF THE VENICE CHARTER. EXAMINING THE RELEVANCE OF THE VENICE CHARTER IN THE CURRENT CONTEXT, WITH A FOCUS ON CHALLENGES POSED BY THE WESTERN DIVIDE BETWEEN NATURE AND CULTURE, THE GROWING IMPORTANCE OF METROPOLISES, SOCIAL INEQUITIES, THE ENVIRONMENTAL IMPACT OF HUMAN ACTIVITIES, DISASTERS AND CONFLICTS, AMONG OTHERS.

CONSTRUCTING A HERITAGE VALUE SYSTEM BASED ON COMMUNITY PARTICIPATION METHODS: A CASE STUDY OF ARCHITECTURAL HERITAGE SITES IN JINGDEZHEN

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The 1964 Venice Charter set forth fundamental principles and methodologies for global cultural heritage conservation. Since then, many experts and scholars have supplemented and carried forward its spirit. The 2005 Faro Convention first introduced the concept of "heritage community", emphasizing the social value and public impact of heritage. However, in heritage conservation practices, stakeholders often have significant disparities in their discourse power and influence due to social inequality factors, resulting in the value discourse of heritage being monopolized by the dominant planners, leading to a partial or distorted heritage value system.

This study focuses on Jingdezhen, a millennium-old ceramics capital of China that was inscribed on the World Heritage Tentative List in 2017. The research examines 38 architectural heritage sites located within Jingdezhen's historic urban area. These sites represent significant architectural heritage components integral to Jingdezhen's historical and cultural system, encompassing a diverse typology including temples, guild halls, shops, and residential dwellings. As crucial elements embodying the city's rich legacy, their investigation is central to understanding the depth and complexity of Jingdezhen's historical and cultural fabric.

It employs field research, oral history collection methods, historical map interpretation, literature analysis, and GIS technology. Firstly, this study explores the evaluation subjects and their demands, aiming to construct a heritage value system based on multiple discourses by integrating the Analytic Hierarchy Process (AHP) with Fuzzy Comprehensive Evaluation (FCE). Subsequently, an in-depth analysis is conducted on the architectural heritage sites that scored highly, involving field investigations and extensive interviews with community stakeholders. Detailed documentation and interpretation are provided regarding the historical transformations, structures, construction methods, decorative elements, social memories, and symbolic significance associated with these buildings. Finally, based on the research findings, the paper offers recommendations for the protection and reuse of architectural heritage in the historical urban area of Jingdezhen at various stages.

Palavras-chave: community participation; heritage discourse; value system; pluralist perspectives; heritage protection and reuse.