

How do people recognize a city? There are many examples of cities suffering a phenomenon called identity crisis. When these newly built cities or towns bereft of architecture or cultural heritage that distinguishes them from other places, people are unable to recognize them or have no emotional attachment with them. This is a problem for planners and urbanists who are struggling to adopt cultural resources and integrate social network in place making mechanisms. Place making process involves a collective effort to highlight a place's distinctiveness and aims to induce patronage to support place vitality. This is especially visible in tourism. Familiar forms of cultural heritage, which are readily observable but whose place making is not always apparent, such as Oscypek (smoked cheese) in Zakopane and Herbal tea in Guangzhou, can be considered to solve the serious identity crisis problem. These forms will also contribute to a holistic place making framework.

This project will focus on the functions of ICH in tourism place making via qualitative and quantitative methods with close attention to the cultural differences between places in the western hemisphere (Poland) and eastern hemisphere (China). Popular tourism destinations, Kraków (Poland), Zakopane (Poland) and Guangzhou (China) were chosen for this empirical work. Social media studies, expert consultation, questionnaire survey, and comparative analysis are designed to make a comprehensive place making framework. During this project, I will attempt to answer the following research questions: 1). What ICH types exist in the digital era in the selected Polish and Chinese cities? 2). How do people feel about ICH elements on social media? 3). What are the key indicators of a successful tourism place? 4). How does ICH influence people's cognition and behavior when visiting different places? 5). What is the role of ICH in tourism place making mechanisms in the selected Polish and Chinese cities? 6). What suggestions can be provided to help other tourism destinations create successful places via ICH?

Findings are expected to reveal the mechanisms behind how ICH influences tourism places and then compare its production in different cultures. Results will also inform practical implications to leverage the place making power of ICH in reproducing different destinations.