

# CHINA CROSSROADS

Thursday, January 7<sup>th</sup>, 2021, 19:00 – 20:30

## A More Authentic Approach to Local Heritage Tourism in China

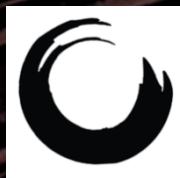
**Brian Linden**

Co-Founder

The Linden Centre

Heritage Hotel in Rural China

Center for Cultural Exchange and Preservation



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Authentic Storytelling from China

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Wooden Box | 9 Qinghai Lu close to Nanjing Xi Lu  
125rmb including drink ticket | FREE for members  
RSVP to Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org)



Brian will discuss the need for China to develop a more balanced approach to tourism development. He will speak about how Linden Centre sites incorporate and train local villagers, and how he has been able to leverage his approach to receive full funding from the government without taking on any private investment to-date.

[Brian Linden](#) is a Chicago native who began working in China as a CBS cameraman in 1984. In that time, he was involved in interviews with Chinese leaders (including Deng Xiaoping) and also played the leading role in a feature-length movie produced by the Beijing Film Studio. He completed graduate studies at the University of Illinois, the Hopkins-Nanjing Center, and Stanford. He worked on education investment and development projects in over 75 countries before returning to China in 2004 to become the first foreigner to preserve and redevelop a nationally protected structure -- now known as The Linden Centre. The Linden Centre now has seven similar projects throughout China. Each focuses on the preservation of the existing important historical structures while incorporating the villagers in the planning and management of the final product -- a heritage hotel. Consistently among the top-ranked in all of China, the hotels serve as the social enterprise component of Linden's business, which allows them to focus on the preservation of the social and cultural resources or "software" of the surrounding areas. Their model has been praised by the Chinese Ministry of Foreign Affairs, the U.S. Secretary of State, and hundreds of media and scholarly articles.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org).