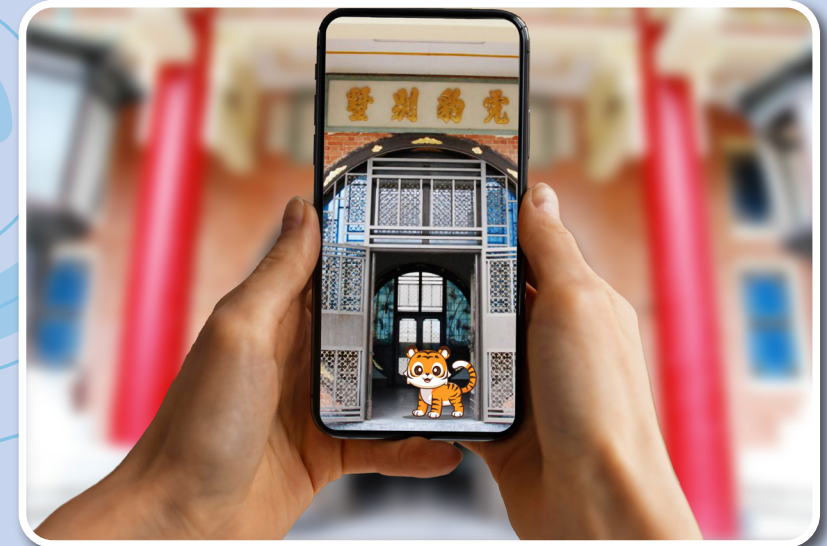


CULTURAL HERITAGE



Advancing Chinese Heritage Research

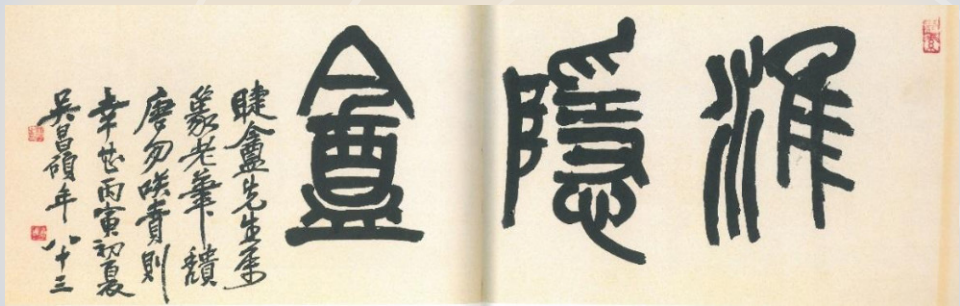
The Chinese Heritage Research Grant (CHRG), monitored by the Loke Kok Kuen Chinese Cultural Legacy Research Trust, provides support for research studies focused on Chinese heritage, aiming to build expertise within the university and foster connections with the broader heritage research community. It supports diverse areas such as intangible cultural heritage, material culture, digital heritage, and community engagement.



Projects funded by the CHRG include an examination of the interaction effect between anthropomorphized mascots and the expected use of AR applications at Chinese heritage sites, and found that combining these elements significantly enhances visitors' intention to visit. Additionally, research on the revitalization and inheritance of Chinese heritage games in immersive virtual environments revealed a strong positive correlation between game challenge design and user enjoyment, emphasizing the role of immersive experiences in cultural heritage appreciation.

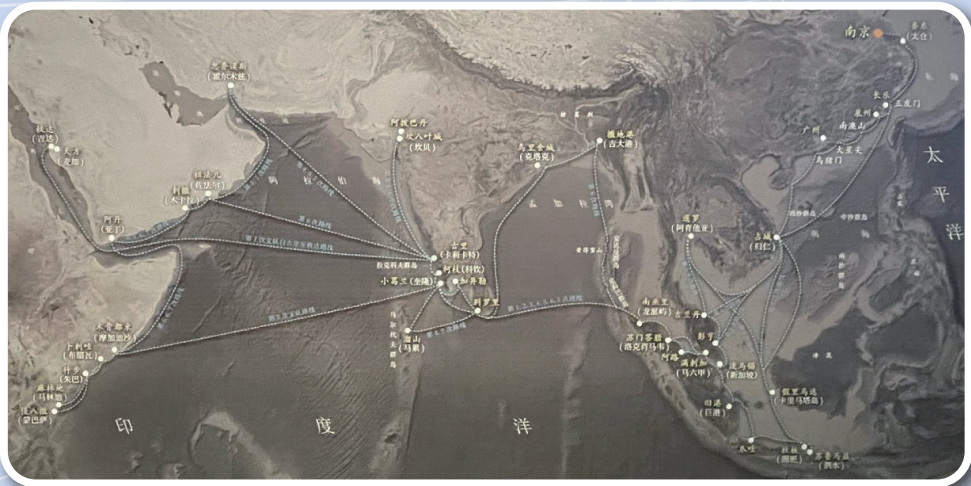
Further notable projects include an exploration of propaganda, nature, and agency in the transformation of Hangzhou's West Lake. These studies provide important data into the interactions between human planning and natural responses. They also explore cultural narratives about financialization and its influence on social behavior and values.





The CHRG also supports research on the evolving approach to nominating sites for UNESCO’s World Heritage List, focusing on the transition from the Silk Road to the Maritime Silk Road (MSR). The study highlights the shift from transnational collaboration to a localized, nationally-driven process for nominating MSR heritage.

These diverse research initiatives funded by the CHRG not only advance academic knowledge but also have significant societal impact. They contribute to the preservation and understanding of Chinese cultural heritage, strengthen intergenerational connections, and enhance cultural awareness.



Examination of interaction effect between anthropomorphised mascots and expected use of AR applications at Chinese heritage sites on intention of visits	Dr LEE Tin Yun Philip	Economics and Finance
A Study on the Activities of Cantonese Collectors in Shanghai (1870-1950)	Dr NG Ni Na Camellia	Sociology
Our Fading Folk Games: Revitalization and Inheritance of Chinese Heritage Games in Immersive Virtual Environments	Prof. LAU Kung Wong	Applied Data Science
The People’s West Lake: Propaganda, Nature, and Agency in Mao’s China, 1949–1976	Prof HE Qiliang	History
A study on dialogue between Mo-ism and School of name on ancient theories on psycholinguistics	Dr FU Wai	Counselling and Psychology
Financialization must be “tamed” - Chinese Values and Financialization in Hong Kong TV Heritage (1970s-2000s)	Dr TSANG Chung-kin	Sociology
Chinese Folk Religious Beliefs Exhibited by Hong Kong Declared Monuments	Dr PANG Suk Man	History
The Heritage as Method: World Cultural Heritage Making of the Maritime Silk Roads in China	Dr. XIE Jieyi	Sociology