Supplementary Information

Cultural continuity through change in a rural heritage town: Practice-generative cultural resilience in Youbu, China

Supplementary Figure S1. Selected field evidence of morning-tea operation and tourism-related adaptation in Youbu, April 2026



(A) Morning-tea street operating under rain shelters, showing street-edge use under wet-weather conditions. (B) Active on-site preparation and cooking of morning-tea foods, including steaming and frying within an open service setting. (C) Place-branded foods and drinks sold under the Youbu name, documenting product branding and commercial adaptation. (D) Photography-themed guesthouse/cafe in a historic building, documenting photography-related reuse within accommodation and leisure activity. (E) Modernised morning-tea storefront combining local foods with contemporary signage, menu display and retail presentation. Together, the panels document continued food production and street operation alongside product branding, commercial adaptation and tourism-oriented diversification during the April 2026 field visit. Field photographs, April 2026.

Supplementary Table S1. Longitudinal chronology and supporting evidence for major cultural and heritage developments in Youbu, 2009-2026

Period / date	Major development or observation	Supporting evidence	What the evidence establishes
2009 (planning horizon 2012-2022)	Preparation of the approval-submission draft of the provincial-level historic-cultural settlement conservation and utilisation plan for Youbu, together with systematic material-spatial and cultural-spatial investigation.	E01; E02	Provides the earliest systematic baseline for buildings, streets and lanes, waterways, bridges and landings, historic spaces, current uses and formally identified cultural references. The archive also records the translation of selected cultural content into sites, functions, themes and routes.
2010	Ancient-town infrastructure and environmental works were formally documented for the historic core and surrounding area.	E02; E01	Documents the scope of planned ancient-street works, municipal pipelines, Youbu Creek remediation and landscape construction, providing a dated project context for subsequent physical change.
3 Feb 2015	Morning tea is documented before its later tourism prominence as a recurrent early-morning local practice.	E03; E05	Documents early-morning vendors and tea drinkers, old-teahouse scenes, interaction with elderly local tea drinkers and a recurrent morning rhythm in which tea activity had largely dispersed by around 9 a.m.
29 Dec 2015	The first "Lang Jingshan Cup" national photography competition was announced in Youbu.	E04; E05	Provides a dated institutional marker for the growing organisation of photography-related cultural activity.
Nov 2017	A nationally exhibited photograph of Youbu tea drinker Zhang Baojin became a visible photography-related representation of local morning life.	E05; E04	Provides a dated public-representation node linking a local tea-drinker image with wider photographic circulation, supporting public visibility rather than a direct causal claim about tourism growth.
1 Dec 2019	The Lang Jingshan Photography Commune was formally unveiled, alongside the continuing development of photography-related venues.	E04; E05	Marks a shift from episodic photographic events toward a more permanent institutional presence in the town.
20-21 Oct 2020	The first Cross-Strait Image Culture Week, Lanxi Lang Jingshan session, was held in Youbu and new photography venues were unveiled.	E06; E04	Confirms an organised photography platform and the opening of the Image Lanxi Hall and Yongji Image Art Gallery, extending photography beyond individual visits and competitions.
27 May 2021	Municipal policy formally connected Youbu morning tea, photography and slow-life tourism development.	E07; E05	Officially identifies "网红早茶游埠古镇" within a slow-life tourism area and calls for catering, cycling and photography-related rural tourism clusters.
17 Dec 2022	The slogan "早点来游埠" was publicly documented and explicitly linked to the timing and food culture of morning tea.	E08; E07	Documents the public framing of the slogan and reports a morning-tea rhythm beginning around 4 a.m. and continuing toward noon.
30 Apr-1 May 2023	Holiday visitation reached peak levels and reservation / visitor-control measures were activated in the historic core.	E09	Reports more than 20,000 visitors in Youbu on 30 April and approximately 40,000 expected on 1 May, together with reservation-based visitor controls and saturation warnings in the historic core.
20 Jul 2024	Provincial public communication continued to foreground "早点来游埠" while describing tea-drinker routines and street-side morning use.	E10; E08	Confirms the continued public association of Youbu with morning tea, early opening and street-side use while retaining reference to local tea-drinking routines.
6 Dec 2024	A Xinhua field report documented continuing morning-tea preparation and street use together with photography and other local craft/service activities.	E11	Provides independent contemporary corroboration that the tourism identity remained connected to active food preparation, street use and continuing local productive/service settings.

Period / date	Major development or observation	Supporting evidence	What the evidence establishes
19 Dec 2024	The fourth Lang Jingshan Photography Art Week opened in Youbu.	E12; E06	Shows the recurrence of organised photography-related activity several years after the establishment of permanent venues and earlier events.
Apr 2026	Field photographs documented continuing morning-tea production and service, weather-adapted street use, place-branded products, modernised morning-tea retail and photography-themed accommodation/leisure uses.	E13	Directly documents an operative practice base alongside commercial and spatial adaptation: active cooking and steaming, covered street operation during rain, place-branded products, a photography-themed guesthouse/cafe and a modernised morning-tea storefront.
20 May 2026	Final weekday field observation provided the endpoint of the analytical period.	E14; E13	Confirms continuing active use of the morning-tea core under ordinary weekday and light-rain conditions at the end of the 2009-2026 reconstruction.

Evidence sources

E01. 《游埠镇浙江省级历史文化村镇保护与利用规划（2012-2022）》[Youbu Town Provincial-Level Historic-Cultural Settlement Conservation and Utilisation Plan (2012-2022), English title translation], approval-submission draft, prepared in 2009; planning text and accompanying drawings retained as study materials.

E02. Zhejiang Industrial Environmental Protection Design Research Institute. 2010. 《兰溪市游埠镇古镇基础设施建设项目环境影响报告书》 [Environmental Impact Assessment Report: Youbu Ancient Town Infrastructure Construction Project, Lanxi City]. World Bank document archive. https://documents1.worldbank.org/curated/en/181191468263107090/pdf/E24720v360CHIN00000000EMP0Sept08010.pdf

E03. Qianjiang Evening News. 3 February 2015. “前童怀古 游埠问茶 这个周末去身边的古镇逛逛” [Qiantong nostalgia, Youbu tea: visiting nearby ancient towns]. Archived by Sina News. https://news.sina.cn/gn/2015-02-03/detail-iawzunex9692506.d.html

E04. China News Service Zhejiang. 29 September 2022. “小镇纪实 | 光影如何绘就千年古镇新画卷？” [Town chronicle: how light and image drew a new picture for the ancient town]. https://www.zj.chinanews.com.cn/nwyj/2022-09-29/detail-ihcepanx0581639.shtml

E05. Zhejiang Daily / Zhejiang Online. 3 May 2021. “游埠古镇，新生于光影之间” [Youbu Ancient Town: renewed through light and image]. https://zjnews.zjol.com.cn/zjnews/jhnews/202105/t20210503_22477303.shtml

E06. China News Service. 23 October 2020. “两岸同胞共访郎静山故里 体验‘镜头下’的千年古埠风情” [Cross-Strait visitors to Lang Jingshan’s hometown experience the ancient town through the lens]. China Taiwan Network. https://www.taiwan.cn/xwzx/la/202010/t20201023_12302663.htm

E07. CPC Lanxi Municipal Committee and Lanxi Municipal People’s Government. 27 May 2021. 兰委发〔2021〕13号, 《兰溪市关于开展乡村振兴“6361行”高量推村代化的施意》. https://zjjcmspublic.oss-cn-hangzhou-zwynet-d01-a.internet.cloud.zj.gov.cn/jcms_files/jcms1/web3614/site/attach/0/1d5183308a5942ab8f3ac85b84834410.pdf

E08. Tianmu / Chao News. 17 December 2022. “‘早点来游埠’ 千年商埠的市井味就在一份烟火气的早茶里” [“Come to Youbu early”: morning tea and the market-town atmosphere]. https://tidenews.com.cn/video_detail.html?id=724193

E09. Zhejiang Online / Chao News. 1 May 2023. “‘五一’出游热度飙升 兰溪游埠单日接待游客达 4 万人次” [May Day visitor surge: Youbu receives up to 40,000 visitors in a day]. https://zjnews.zjol.com.cn/zjnews/202305/t20230501_25695141.shtml

E10. Zhejiang Publicity / Zhejiang Online. 20 July 2024. “浙江宣传 | 早点来游埠” [Zhejiang Publicity | Come to Youbu early]. https://zjnews.zjol.com.cn/zjxc/202407/t20240720_30418122.shtml

E11. Xinhua News Agency. 6 December 2024. “高质量发展调研行 | 浙江游埠古镇：摄影小镇里的人间烟火气” [High-quality development field report: everyday life in Youbu’s photography town]. https://www.news.cn/photo/20241206/061ec25cf0f64c6c8939d05a8fe1a921/c.html

E12. Chao News / Lanxi Integrated Media. 19 December 2024. “第四届郎静山摄影艺术周在兰溪游埠古镇启动” [Fourth Lang Jingshan Photography Art Week opens in Youbu Ancient Town]. https://tidenews.com.cn/news.html?id=2992122

E13. Field photographs, Youbu, April 2026. Selected images are reproduced in Supplementary Figure S1.

E14. Field observation and dated records, Youbu, 20 May 2026 (weekday morning, light rain).

Supplementary Table S2. Structure of the 2009 Youbu conservation-planning archive and its analytical relevance

Archive source. 《游埠镇浙江省级历史文化村镇保护与利用规划（2012-2022）》[Youbu Town Provincial-Level Historic-Cultural Settlement Conservation and Utilisation Plan (2012-2022), English title translation], approval-submission draft, prepared in 2009. The planning text and accompanying planning and survey drawings are treated as one integrated contemporaneous archive. Drawing numbers are used only as archive locators, not as analytical sample counts.

Analytical note. Across the archive, material and spatial elements are documented at comparatively high resolution through mapping, building-level classification, protection zoning, detailed architectural records and design guidance. Cultural narratives and practices are also present, but are more commonly translated into associated sites, themes, functions, display spaces and visitor routes. The archive provides much less systematic documentation of practitioners, practical knowledge, recurrent temporal organisation, and the social and economic relations through which practices were maintained. The contrast is therefore one of planning treatment and operational depth, not an absence of cultural recognition.

Archive component	Documented content used in this study	Form of planning treatment / representation	Analytical relevance	Archive locator (drawing IDs)
Overall settlement structure and historic spatial system	Historic settlement structure and the spatial relationships among buildings, streets and lanes, waterways, bridges, river landings and other historic spaces.	The settlement is represented as a mapped material-spatial system in which historic elements can be identified, related and connected to later conservation or design treatment.	Provides the earliest integrated spatial baseline for locating later cultural activity and physical change within the historic settlement.	Drawings 04-10, 19, 27-29: historical position, heritage distribution, land use and facilities, current business/use information, roads and lanes, other historic-cultural resources, spatial/functional organisation and landscape structure.
Individual-building inventory and detailed architectural survey	Building records distinguish age, structural type, physical condition, current use and property status; selected buildings receive detailed recording of constructional form, spatial arrangement, decorative features and architectural components.	Material heritage is differentiated at building scale by period, condition, form and use, allowing individual structures to be connected to conservation categories and later interventions.	Establishes the building-level baseline used to compare later material change and historical legibility, including the specific mid-twentieth-century building comparison.	Drawings 11-20: ownership, height, roof form, structure, age, townscape character, condition, heritage status and building evaluation. Drawings 31-48 and 50-52: typological, constructional, decorative, facade and entrance records.
Streets, lanes, waterways, bridges, river landings and other historic spaces	Historic streets and lanes, waterways, bridges, river landings and associated public or historic spaces are identified as distinct components of the old settlement.	These elements are spatially mapped and, where relevant, linked to historic narratives, conservation treatment or later public-space use.	Supports analysis of the material setting within which morning tea, photography-related activity and later tourism use developed.	Drawings 10, 19, 27, 29, 49, 53-54: street/laneway structure, historic spatial resources, protected historic environment, landscape system, street and road details, bridges and river landings, and historic wells.
Conservation classification, repair requirements and development control	Buildings and historic spaces are connected to conservation classifications, repair or maintenance requirements, and planning/design controls.	Material elements move through a comparatively explicit chain from survey and identification to classification and proposed conservation, repair or regulatory treatment.	Provides the empirical basis for comparing the detailed planning treatment of material-spatial heritage with the less detailed treatment of the operative organisation of living practice.	Drawings 16-18, 20-27: townscape evaluation, building condition/heritage status, overall building evaluation, heritage-protection planning and protection/control zoning. Drawings 28-29 relate these controls to broader spatial and landscape organisation.
Place-linked historical narratives, religion and custom-related references	The archive associates historical narratives and cultural meanings with identifiable places, including bridge-related histories or legends, Baoziting in relation to local wedding culture, and Buddhist culture associated with a temple site.	Cultural content becomes legible to planning principally through specific places, interpretive themes and proposed cultural functions.	Demonstrates that culture was present in the planning archive while clarifying the spatial form through which selected cultural meanings were recognised.	Drawings 28-30, especially the cultural-function/spatial-structure material and Drawing 30 (Intangible Cultural Heritage Display and Utilisation Plan), together with associated historical-cultural references in the planning text.
Commercial, craft and folk-cultural references	Commercial traditions, crafts and folk-cultural content are identified in relation to the historic town and linked to selected spaces or proposed visitor-oriented uses.	These cultural references are translated into thematic spaces, functions, interpretive content or route-based organisation rather than documented primarily through the day-to-day organisation of practitioners and production.	Supports comparison between the spatial translation of cultural content and the documentation of ongoing cultural practice.	Drawing 08 maps existing business/use types; Drawing 30 records intangible-cultural display/use planning; Drawing 51 records commercial frontages. These are read together with the relevant cultural references in the planning text.
Cultural functions, thematic spaces and visitor routes	Selected cultural references are carried forward into proposed functions, thematic spaces, interpretation and visitor routes within the planning scheme.	Culture is spatially positioned through location, function, theme and visitor movement, providing a planning mechanism for representation and anticipated use.	Supports the finding that the plan did not exclude culture; rather, it frequently translated cultural content into spatial and functional forms readily accommodated by planning.	Drawings 28-30, especially Drawing 30 (Intangible Cultural Heritage Display and Utilisation Plan), which translates cultural content into display areas, nodes, places and visitor routes.