

**Woo, Chun Kai**, National Taiwan University, Taiwan

**Tourism as the Cultural Governance: Jiangs, Mainland Tourist and the (de)politicization of Tourism**

Regarding tourism as cultural governance under the practices of the tourist gaze, this paper aims to discuss how tourism represents “otherness” and affects the identity negotiation and conflict in the context of cross-border mobility. On the principle of “shelving differences”, the ruling KMT government regards the visiting of Mainland Tourists as an economic opportunity for the cross-strait tourism development and depoliticizes the political controversy of “China” under the “Mainland Tourist” image. The relevant discourse about Mainland Tourist also stresses the its economic benefit to Taiwan, in order that it legitimizes the emergence of Mainland Tourist and the Cultural Resort of the Jiang which is regarded as the popular scenic spot for Mainland tourist. However, shelving differences cannot deal with the political controversy, only shift to Taiwan society and cause more disputes as well as the emotional response of the resistance within the society.