REVIEW ARTICLE

RESEARCH ON THE GOVERNMENT MANAGEMENT SYSTEM OF LESHAN GIANT BUDDHA AND MOUNT EMEI

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ARTICLE DETAILS

Article History:

Received 21 December 2019
Accepted 28 January 2020
Available online 14 February 2020

ABSTRACT

Local governments play an indelible role in the process of world heritage protection. This paper attempts to explore the historical evolution of the development of Leshan Giant Buddha and Mount Emei and the current situation of local government management, so as to summarize some relevant experience of local government management for world heritage protection.

KEYWORDS

Scenic Area Management, Local Government, Management System.

1. INTRODUCTION

With the rapid development of heritage tourism, how to deal with the relationship between heritage protection and development is a long-term topic to be studied. World heritage is the most valuable remains of natural history and human history, and it is a precious and non-renewable tourism resources. The importance of its protection is self-evident. After a lot of basic research, this paper attempts to dig into the development process of scenic spots and the management mode of local governments, in order to gain some useful experience.

2. THE DEVELOPMENT OF LESHAN GIANT BUDDHA AND MOUNT EMEI

Located in the suburb of Leshan City, facing the central urban area of Leshan across the river, the scenic area of Leshan Giant Buddha is located at the intersection of Minjiang River, Dadu River and Qingyi River. It is now a national 5A tourist attraction. The main scenic spots of the scenic area are Leshan Giant Buddha, giant Sleeping Buddha, Oriental Capital of Buddhism, Wuyou Mountain, Mahao rock tomb, etc. The statue of Leshan Giant Buddha was built in the first year of the reign of Emperor Xuanzong of the Tang Dynasty (713 AD), and completed in the 19th year of Zhengyuan of emperor Dezong (803 AD), lasting for 90 years. On September 24, 1979, the Management Office of Leshan Giant Buddha at Wuyou was established to open the scenic spots, like Leshan Wuyou temple, to the public. On December 6, 1996, Leshan Giant Buddha was approved as "world cultural and natural heritage site" by UNESCO and officially listed in the "World Heritage List". On March 18, 1998, the Management Committee of Leshan Giant Buddha Scenic Area was established.

Mount Emei Senic Area is located in Emei City, Sichuan Province. It is the general name of Mount Da'e, Mount Er'e and Mount San'e. The scenic area covers an area of 154 square kilometers and its highest altitude is about 3000 meters. It is a very famous natural scenery tourist attraction and one

of the famous mountains for Buddhist culture dissemination. Mount Emei is rich in natural and cultural heritages, known as "geological museum", "plant kingdom", "animal paradise", "Buddhist paradise" and so on. There are four wonders in Mount Emei Scenic Area, namely the cloud sea, sunrise, buddha light and holy lamp. The main selected spots in the scenic area are Golden Summit of Emei, Wannian Temple, Qingyin Pavilion, Thin Strip of Sky, Fuhu Temple, etc. In December 1996, together with Leshan Giant Buddha, it was approved as "world cultural and natural heritage site".

3. THE GOVERNMENT MANAGEMENT SYSTEM OF LESHAN GIANT BUDDHA AND MOUNT EMEI

In the process of world heritage protection, local government departments have unshirkable responsibilities. Only with the guidance and support of local government management departments, can we better promote this protection work. Leshan Giant Buddha and Mount Emei have a long history of development and are world heritage-mixed properties. Both attach great importance to the management of scenic spots, in which the local government plays an indelible role. Scenic area management is mainly managed and operated by the scenic area management committee, a detached agency of the local government.

At present, Leshan Giant Buddha Scenic Area is mainly managed by the Management Committee of Leshan Giant Buddha Scenic Area, which has 19 organizations, mainly composed of the Party and Government Office, Bureau of Organization and Human Resources and Social Security, Finance Bureau, Tourism and Culture Bureau, Planning and Construction Transportation Bureau, Ticket Management Center, etc. In addition, there are 6 represented offices: Public Security Bureau, Industry and Commerce Bureau, Urban Management Team and Fire Brigade. Their main responsibilities are to publicize, implement and undertake the protection, utilization and unified management of the scenic area; formulate and organize the implementation of protection measures, cultivate and expand

Quick Response Code

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Website:
www.socvsoc.com

DOI:
[10.26480/svs.01.2020.01.03](http://doi.org/10.26480/svs.01.2020.01.03)

the tourism and cultural industry; build infrastructure and public facilities, and do a good job in safety emergency plan and other related maintenance and management work.

Mount Emei Scenic Area is managed and operated by the Management Committee, a county level agency of Leshan Municipal People's government. Mount Emei Scenic Area Working Committee of the Communist Party of China is the management organization of Mount Emei Scenic Area. It works together with Mount Emei Management Committee. At present, there are 18 public management units and 7 government-sponsored institutions. The setting of their organizations is basically the same as that of the Management Committee of Leshan Giant Buddha Scenic Area. The division of their labor and responsibilities of the organization are clear and in place. Each performs its own duties, and reasonably and effectively carries out the relevant operation work of scenic area protection, utilization and management.

4. SUGGESTIONS ON IMPROVING THE MANAGEMENT SYSTEM OF WORLD HERITAGE PROTECTION FOR LOCAL GOVERNMENTS

Throughout the development process of Leshan Giant Buddha and Mount Emei scenic areas and the management mode of local government, it can be found that only by taking local government management as the guidance and support, continuously strengthening legislation to lead the protection work, adhering to the principles of planning management and "protection first", can we solidly promote the sustainable development of the management of these two scenic areas.

4.1 Legislation leads the protection work and the protection awareness of local governments can be gradually improved

Thought is the forerunner of action. Only when ideology is in place, can we better guide the work of world heritage protection. Leshan Giant Buddha-Mount Emei scenic area has always been adhering to the basic concept of legislative protection and has always promoted the development of the scenic area around the concepts of world heritage protection and sustainable development. Under the guidance of "The Measures for the Protection and Management of World Cultural Heritage", the regulations on the protection of world cultural and natural heritages of these two scenic areas is implemented from January 1, 2020. The local government adheres to the principle of "protection first, scientific planning, strict management and sustainable utilization" in full combination with the local actual situation, which makes the regulations very targeted, operable and customized. Bringing heritage management and protection work into the orbit of rule of law is a great initiative of local governments to promote heritage protection work, which has taken a big step to achieve the goal of legislation leading protection work. However, there is still a gap, and the investment of funds and energy need to be continued increasing, in order to constantly urge local governments to improve the awareness of heritage protection.

It is a very important work to guide the heritage protection work by legislation. With the improvement of mass material and cultural level, the demand for tourism is increasing year by year. The local government has to continuously increase the investment in various protection efforts. It is supposed to rely on the laws and regulations and continuously increase the legal publicity of the protection of major media, so as to change the public's awareness of consciously protecting the world heritage. At the same time, the local government should first enhance the awareness of heritage protection, take the local government as the guide, and let the public consciously and actively participate in various heritage protection work. Meanwhile, it can also absorb some non-governmental organizations to participate in it, gathering forces from all parties and jointly promoting the world heritage protection to a new level, which will be more conducive to the integrity and authenticity of heritage protection, truly realize the laws and regulations leading the heritage protection work, and truly improve the protection awareness of local governments.

4.2 Adhere to the principle of management planning and stimulate the management effectiveness of local government

At present, Leshan is almost the first choice of Sichuan tourism, and there is an urgent need for its tourism development pattern to be scientifically planned and constructed. The top-level design of the local government is related to whether the heritage protection work can be implemented effectively. Only by continuously enhancing the management planning

consciousness of the local government, can the scientific and reasonable planning of the heritage protection work be truly realized. In recent years, under the guidance of the relevant spirit of the World Heritage Protection Convention and in combination with local laws and regulations, Leshan Giant Buddha Scenic Area Management Committee and Mount Emei Scenic Area Management Committee have put management planning and development in an important position, and gradually implemented the system of planning first, permission second and construction next. The construction plan without approval shall not be carried out. A strict management and control system shall be established, laying a solid foundation for the breakthrough effect of heritage protection.

However, there are still some problems and deficiencies in the process, which need to be improved to better stimulate the local government to improve the effectiveness of management work. For example, the scenic area management should be guided in detail under the framework of the master plan, so as to implement many other plans. In 1980, Mount Emei Scenic Area took the lead in the preparation of the first "Master Plan of Mount Emei Scenic Area" in the national scenic area. After that, due to various reasons, the specific plans could not be formulated in time, which led to the partial planning and construction of the scenic spot being put on hold, which is not conducive to the continuity of the scenic spot heritage protection work. Therefore, the local government should adhere to the principle of management planning, take the protection of non-renewable world heritage as the main core, establish the concept of harmonious and unified development of human and nature, timely update and formulate the detailed planning and development blueprint, guide the local heritage protection work, so as to highlight the management effect of the local government.

4.3 Adhere to the principle of "protection first" and reasonably optimize the heritage protection system

According to the data of the third national cultural relics census, there are 76 immovable cultural relics in Leshan Giant Buddha Scenic Area, more than 20 new cultural relics found before. There are 152 registered immovable cultural relics in Mount Emei Scenic Area, newly adding municipal cultural relics protection units. In addition, Mount Emei is rich in animal and plant resources and landscape resources. It is known that there are more than 3000 kinds of higher plants, 107 kinds of unique plants, 2300 kinds of wild animals, as well as the fantastic natural landscape and world-famous human landscape, which have very high scientific research value and protection significance. Based on this, the local government should adhere to the principle of "protection first" by developing in protection and protecting in development, and optimize the heritage protection system reasonably, so as to gradually realize the harmonious development of human and nature.

Therefore, the local government should take measures according to local conditions, adhere to the guiding ideology of resource protection first, and optimize the heritage protection system reasonably. It can gradually implement the system of classification and zoning protection, and effectively strengthen the protection of the living environment for animals and plants. At the same time, the farmland protection system should also be enhanced. Try not to occupy or less occupy forest land, implement a strict audit system for the occupied forest land, and strive to continuously improve the ecological environment of the scenic areas. In addition, as there are many types of local heritage to be protected, including cultural relics protection, static protection, and dynamic protection, the values of protection should also be gradually enriched in line with the changes in the content. Therefore, flexible and characteristic protection system should be adopted, in order to optimize the local heritage protection system step by step, promote the heritage protection management and devote contribution to the sustainable development of local scenic areas.

ACKNOWLEDGEMENT

This paper is supported by the 2019 project of Sichuan World Heritage popularization base, an excellent science popularization base of Sichuan Association of social sciences. It is a stage achievement of "Research on government management system based on the perspective of world heritage protection - Taking the management of Leshan Giant Buddha and Emei Mountain scenic spot as an example" (Project No.: YCKP1901).

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