

LESHAN GIANT BUDDHA: THE VALUE OF CULTURAL HERITAGE AND PROTECTION OF TOURISM RESOURCES



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Abstract

Research on the Leshan Buddha: Guidelines for promoting cultural tourism in Leshan, Sichuan Province, China. The study objectives are as follows: 1. To study the history of the Leshan Buddha in Chengdu, Sichuan Province, China. 2. To study the guidelines for promoting cultural tourism of Leshan monks in Chengdu, Sichuan Province, China. Leshan, formerly known as Jiazhou. It is a prefecture-level city administered by Sichuan Province. Located in central Sichuan Province. The southwestern Sichuan Basin at Leshan was placed under the control of Shu Province and was named Nan due to its location south of Chengdu. This was because it was part of the feudal culture prevalent during the Tang Dynasty. Buddhist culture is therefore inevitably influenced by economic infrastructure. During the Qin and Han dynasties Sichuan's economy has been developed. The Leshan Big Buddha Scenic Area should break free from its past traditions. The research found that the unit marketing mode waits for the release of confirmation, waits for customers. come to knowledge and understanding and actively use the Internet to develop the tourism network. Only the collection of cultural products for sale By relying on the Big Buddha of Le San as a center of tourism. of network and traditional marketing means marketing can give full play to the role of tourism advertising, achieve both online and offline, and achieve maximum results from tourism destination marketing. In addition, the scenic spot marketing department should use the characteristics of network marketing and high efficiency. Fully change the traditional marketing concept, expand the scope of your own network marketing.

Keywords: Leshan, Guidelines, promoting, cultural, tourism.

Introduction

The Leshan Giant Buddha, also known as the Lingyun Giant Buddha, is located in the south of Lingyun Temple on the east bank of the Minjiang River in the south of Leshan City, Sichuan Province, where it joins the Dadu, Qingyi and Minjiang Rivers. The 71-meter-high Maitreya Buddha is the largest cliff stone sculpture in existence in China. History: During the reign of Emperor Xuanzong of Tang Dynasty, Haitong presided over the construction of this Buddha statue. But after Mr. Haitong construction stalled. Now on the shoulders of the Buddha. The gatekeeper of the Haitong school, ten years later, rebuilt the statue as a sign of

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respect. With the help of Zhang Qiuqian, the two men gathered a large number of craftsmen to collect taxes from the court and speed up the construction of the Buddha statue. But again, the same. The work stopped again. Forty years later, with his salary, Wei Gao began to build the statue, which was finally completed during the reign of Emperor Dezong. After that, Leshan Buddhist Temple went through several construction and development, and finally built the Buddha statue we see today. Leshan Giant Buddha is a city that integrates humanity and natural environment. Leshan Big Buddha Temple to Lingyun Mountain, Wuyou Mountain, giant reigning Buddha as the main natural landscape. On the Minjiang River, Lingyun Mountain and Wuyou Mountain stand side by side. This giant Buddha statue has three peaks, Lingyun Mountain, Wuyou Mountain and Guicheng Mountain. The Temple of Reclining Buddha is more than 1,300 meters in straight length. Leshan Giant Buddha site mainly includes the Han tomb Mahaoyan, the flourishing Tang Dynasty Oolong Temple, the Tang Dynasty giant grottoes. The ancient temple is surrounded by trees, quiet and elegant. There is a "Eryatai" in the temple, is the famous scholar Guo Xueren in the Han Dynasty for; annotation place, so it is also called Most of the relics in Leshan Giant Buddha Area are representative of Chinese Buddhism. This giant Buddha, with all parts of its body in good proportion, fits perfectly with the statue art of the Tang Dynasty. It is not only the epitome of the development of Chinese history, but also the characteristics of Chinese Buddhism. Its shape and system features, reflects the Tang Dynasty "fat for beauty" ethos, but also reflects the Tang Dynasty history, humanity and culture. Leshan Buddha is integrated with landscape, temples and pagodas, forming a spectacle of "heaven" and This is one of the most prominent symbols of Chinese history and culture. Restoration brief introduction: Leshan Giant Buddha was listed as a national key cultural heritage in 1982. In 1990, the state appropriated funds to rebuild the statue and add additional equipment and services. In 2011, restoration work began to form the Leshan Giant Buddha tourist Attraction, together with the surrounding sites. It is rated as A 5 A scenic spot. A lot of projects have been developed, a lot of money has been invested, but a lot of projects, including money, materials, manpower, have been wasted. Cultural heritage is a kind of precious wealth left by history, which can be inherited and developed by people. At present, the existing cultural heritage resources of Leshan Giant Buddha have been marketed and commercialized in large quantities. Therefore, effective protection is an urgent problem to be solved.

Objectives

1. To study the history of the Leshan Buddha in Chengdu, Sichuan Province, China.
2. To study guidelines for promoting cultural tourism of the Leshan Buddha in Chengdu, Sichuan Province, China

Material and Method

In the study of Leshan Giant Buddha: The Value of cultural Heritage and Protection of Tourism Resources In order to construct the theoretical framework for this research, the researcher studied the literatures and researches documents concerning related to this study.

1. Literature review

In the study of Leshan Giant Buddha: The Value of cultural Heritage and Protection of Tourism The researcher has studied from research documents. Other related

documents as well as going to the area to collect field data To get the most accurate information.

2. Research Methodology

According to the research purpose, the author studies the following contents:

2.1 Content

The researcher follows the content and objectives of the research.

1 To study the history of the Leshan Buddha in Chengdu, Sichuan Province, China. To study guidelines for promoting cultural tourism of the Leshan Buddha in Chengdu, Sichuan Province, China

2.2 Research period

The researchers begin by identifying the research topic and continue the research from the approved paper outline to the present.

2.3 Research methods

In this study, researchers used qualitative research, literature survey, observation, interview, discussion and other methods to collect mobile phone data from documents and on-site data, and did data analysis.

2.4 Research areas

So that the research can solve the research problem and achieve the research objective, the researchers use the purpose selection method to select the research area. Leshan Giant Buddha Scenic Spot in Leshan, Sichuan Province. The criteria for selecting the research area of Leshan Giant Buddha Scenic Spot are as follows:

The study population consists of local people and foreign tourists in Leshan city. The local people in Leshan City

Researchers select specific methods by locating sample groups. The distribution is as follows:

1) Key information. Two people in all. To formulate and implement protection measures and management systems for Leshan Giant Buddha;s natural and cultural heritage; to be responsible for the investigation, evaluation, registration, protection and management of natural and cultural heritage resources in the scenic spot; to cultivate and expand tourism and cultural industries. To understand the development and historical value of relevant cultural heritage.

2) Usually, there are 6 people in total. They are researchers and other related staff of the Leshan Giant Buddha Scenic Spot Management Committee. To protect the resources and ecological environment of scenic spots and historic sites, and maintain their natural features and cultural landscape. Mainly live in scenic spots and offices, implement relevant policies, and timely respond to problems in scenic spots. Temporary information. Two people in all. They are tourists and local residents. The first choice for tourists and local people to travel during good weather or holidays.

3. Research methods

3.1 According to the integration of observers into the field, observation methods can be divided into participant observation and non-participant observation. The general situation of Leshan Giant Buddha scenic area was studied with the observers, such as the way of tourists visiting, the behavior of the protection personnel, and the observation of the damage of the visual Buddha body. In addition, researchers also conduct inspections and participate in activities with scenic area personnel.

3.2 Structured Interview and unstructured Interview Formal or informal conversations with subjects to obtain research data. The interviewees in this study include scenic area management personnel, restoration and protection experts, government personnel

and scholars. Interviews can be divided into structured interviews and unstructured interviews according to specific arrangements and Settings in different situations. The structured interview is mainly about the control of the questioner. It uses a certain pattern to set and record questions throughout the interview process. Unstructured interview is a very free interview mode, more flexible. It does not arrange uniform questions and questionnaires in advance, but it does focus on a topic or scope.

1) Structure is used to interview researchers of Leshan Giant Buddha Scenic Spot Management Committee to understand the history, identity, including protection mode and tourism development plan.

2) Unstructured is suitable for practitioners, cultural administrators, scenic spot staff who have a certain understanding of the history and stages of Leshan Giant Buddha Scenic Spot.

4. Research tools

This study adopts qualitative research as the main research method, supplemented by quantitative research. At the same time, based on data collection and fact observation, this method pays attention to process and structure analysis, and strives to obtain target field survey data for the research and interpretation of qualitative research objects.

5. Data collection

The study researcher collects data based on consistent information related to the purpose of the study and can answer the research questions according to the regulations. The data are collected as follows: Collect data from a file. To collect and study materials related to Leshan Giant Buddha cultural heritage protection and tourism development from relevant literature and documents. In addition, the history, social background, giant Buddha culture and protection methods of Leshan Giant Buddha cultural heritage are interpreted through the theories and concepts of cultural evolution, sociology and ecology. Questions are studied separately according to their contents through the research group secondary or secondary documents from government organizations, museums, private institutions, books, textbooks, newspapers, papers, term papers, and the Internet. Field collection data Information collected from the field of study. Discuss and listen to suggestions through participatory observation, non-participatory observation, structured interview (formal interview), unstructured interview (informal interview), in-depth interview and discussion.

5.1 Formal and informal interview with researchers of Leshan Giant Buddha Scenic Spot Committee Management Committee. It mainly starts from the historical value and cultural value of the heritage of Leshan Giant Buddha and other multi-dimensional aspects. Secondly, it discusses the aspects that need to be improved and how to build the tourism into an integrated tourism integrating health care, leisure and Buddhism through combining policies. It is committed to developing the surrounding economy and forming an economic chain with Leshan Giant Buddha scenic spot as the representative.

5.2 Conduct in-depth interviews with internal staff and maintenance personnel of the scenic spot through random sampling, and inquire about relevant regulations, methods and measures of cultural heritage protection, as well as how to develop the scenic spot and retain tourists for overnight travel.

5.3 Observation. Through field visits, observation of all aspects of the scenic area, as well as on the cultural heritage protection and tourism development of the introduction card, learn more information.

5.4 Discussion. Researchers work with conservators, visitors, conservators, managers, etc., to learn about the history and development of cultural heritage and tourism through consultation and conclusions on each area and research question. 2.3 Organizing and analyzing data In data processing, the information obtained from document research comes from domain data classified according to the purpose of the study. Now do this.

6. Obtain information from relevant documents (papers, journals, Internet, etc.).^{2.3.2} Information shall be collected from observations, interviews and surveys, Including survey data of field visits, chat records, communication transcripts, etc.

Verify the integrity of information collected from documents, observations, interviews, and field data collected from discussions. By checking accuracy using multiple checking methods, all data is reorganized and checked, and informants are consulted about the source and the reliability of the data, the researcher conducts a secondary check.

7. Presentation of data analysis results

In data analysis, researchers conduct data analysis according to the research purpose. Analyze data in the form of conclusions using data collected in documents and field data from observations, interviews and discussions. According to the collection concept as follows.^{2.4.1} Analysis of induction. Analytical induction originates from the field of quantitative research, and when it is applied to qualitative research, the field is clearly defined as “a method for collecting and analyzing data, as well as a method for developing and testing theories. This method has a long and controversial history. When some specific problems, questions or issues become the focus of research, researchers can adopt the path of analytical induction.

7.1 Provide reference for decision making. Part of the data analysis reports are timeliness, so the conclusions and suggestions obtained can serve as an important reference for decision makers in decision-making. Although most decision makers do not have the time to read the entire analysis report, the conclusions and commendations or other relevant chapters of the report will be heavily read during the decision-making process, and the results will be used to support the final decision. Therefore, analysis reports are an important source of secondary data for policymakers.

7.2 Meaning refers to people’s understanding of natural or social things, meaning given by people to objects and things, and spiritual content transmitted and communicated by people in the form of symbols. All the spiritual contents exchanged by human beings in communication activities, including intention, meaning, intention, cognition, knowledge, value, concept and so on, are in the category of meaning.

Results and Discussion

Research results

The researcher has conducted research according to the following research objectives

1. To study the history of the Leshan Buddha in Chengdu, Sichuan Province, China. Leshan Giant Buddha is not just a statue of Buddha, but a complete cultural landscape area integrating tourism, religion, culture, art and leisure. Leshan Giant Buddha is not only a sacred Buddhist site in Southwest China, but also a famous tourist and cultural attraction in Southwest China. It not only spreads the Buddhist belief, but also revitalizes the local economy and culture. The total length of the expressway from Chengdu to Leshan is 169 kilometers, while the distance from Leshan to Mount Emei is just over 30 kilometers, and visiting Leshan Giant Buddha and Mount Emei is a connecting point. As a result, Leshan Giant Buddha has become an important resource for local tourism and economic development. In 1962, the government set aside a special fund to overhaul the Buddha statue. In February 1982, The State Council designated Buddha as a national key cultural relic; In 1990, funds were allocated for more thorough repairs to the head of the Buddha; In December 1996, Mount Emei and Leshan Giant Buddha were recognized as World Natural and cultural Heritage sites by UNESCO and listed in the World Natural and Cultural Heritage List. Therefore, from today point of view, the historical significance and cultural value of Leshan Giant Buddha is more prominent, and it is particularly important to study and explore the historical and cultural significance of Leshan

Giant Buddha. He pointed out that China has the largest number of cultural relics in the world and is in the historical process of rapid urbanization, so there is still a long way to go in the protection of cultural relics. He stressed that Party committees and governments at all levels should enhance their reverence for historical relics, regard the protection of cultural relics as a scientific achievement view, coordinate the protection of cultural relics with social and economic development, fully implement the policy of emphasizing protection, first aid, rational utilization and strengthening management earnestly strengthen the protection of cultural relics and promote the rational and proper utilization of cultural relics. He emphasized that we should make use of cultural assets should In order to protect our cultural heritage resources, strengthen the work related to the declaration, protection and management of the dual natural and cultural heritage and the world cultural heritage, we should comply with the Operation Guide of the World Heritage Convention, the Convention for the Protection of the World Cultural and Natural Heritage and other relevant laws and regulations. It is necessary to protect the cultural heritage from the two aspects of perfecting the legal system and the working system. In the study of the protection of cultural heritage, natural and cultural heritage and the sustainable development of tourism resources, it is suggested to investigate the cultural heritage resources deeply and make research programs and plans for the protection of cultural heritage and the sustainable development of tourism resources. Strengthen the integration of nature and culture and protect the dual heritage of nature and culture; Collect and sort out cultural heritage resources and develop important cultural heritage on this basis; Strengthen the quality rating of cultural heritage scenic spots and build China excellent cultural heritage city; Cultural heritage demonstration areas should be built to integrate with folk culture. At the 19th National People Congress of China, Strengthening the protection and utilization of cultural heritage, protecting and inheriting cultural heritage was included in the report on cultural development. Only through the protection and inheritance of cultural heritage can the torch of the Chinese nation be passed on from generation to generation.

Leshan Giant Buddha is not only a sacred Buddhist site in southwest China, but also a cultural and tourist attraction in Southwest China. While promoting Buddhist culture and belief, it also plays a role in promoting local economy and culture, as well as the development of local economy and culture. The highway from Chengdu to Leshan is 169 kilometers long, while the highway from Leshan to Mount Emei is only 30 kilometers long, so you can visit Leshan Giant Buddha and Mount Emei one way. The historical development of Buddhism in Sichuan is diversified. Buddhism from the north, South and East manifests itself in theism, philosophy and religious movements. However, what is prominent in all regions is the carving of Buddhist and Bodhisattva statues with mountain themes. Today, stone carvings in Sichuan are still an important part of Chinese Buddhism. It is mainly characterized by large number, large size, complex type and large number of statues in the later period. With Leshan Giant Buddha as the apex, the distribution of Buddhist statues in Sichuan is a radial map. If the distribution of Buddhist statues in Sichuan is drawn in a radial way, Leshan Giant Buddha will be in the middle of the radial position, with Leshan Giant Buddha at the top. According to the current statistics of Sichuan tourist attractions, Leshan Giant Buddha and Mount Emei were jointly established in 1996. In 1996, Leshan Giant Buddha and Mount Emei became World Heritage sites, both cultural and natural. Culture is the landscape culture formed by Buddhist culture and Buddhist art. The position of Leshan Giant Buddha in the Buddhist history of Sichuan is a symbol of faith and a model of the magnificent type of statue in the history of Chinese Buddhist art. Leshan Giant Buddha Scenic Area, with the Leshan Giant Buddha as the core, has various human and natural landscapes such as Lingyun Nine Peaks, Giant Sleeping Buddha, Lidui Wuyou, Dongyan Scenic spot, Fengzhou Countryside, etc. It is a national scenic spot, a national 5A tourist spot and a world cultural and natural heritage spot. In recent years,

the scenic spot adheres to the principle of doing in practice and taking the lead, continuously implements the four major strategies speeds up the construction of the Bashu Cultural Tourism Corridor as the core area an important tourist destination in the world, and receives more than 4.2 million tourists annually. It has been honored as National Civilized Unit, Sichuan Golden Panda Award, Global sustainable tourism destination, and all-region tourism high-quality popular cultural scenic spot, achieving both economic benefits and brand image improvement. The Buddha Statue is built on a mountain, facing the confluence of Minjiang River, Qingyi River and Dadu River. It is currently the highest cliff stone carving in the world, known as One Buddha and one mountain Now the Leshan Giant Buddha, because of its huge size and high historical value, has become a tourist attraction for many tourists. We hope that as more and more tourists visit Leshan Giant Buddha, they can understand the historical significance and cultural value behind it.

2. To study guidelines for promoting cultural tourism of the Leshan Buddha in Chengdu, Sichuan Province, China

The protection and development of cultural heritage is of great significance. We should clearly recognize the importance of the protection of historical and cultural heritage, not only to protect the historical development process of the city and retain the memory of the city, but also as one of the important basis and opportunities for the progress and development of the city. The purpose of urban historical and cultural protection planning is to preserve people memories and historical information that constitute its cultural significance in the city. Cultural heritage is a precious non-renewable resource. With the acceleration of economic globalization and modernization, great changes have taken place in China cultural ecology, and the cultural heritage and its living environment have been seriously threatened. The general appearance of many famous historical and cultural cities (districts, villages, towns), ancient buildings, ancient ruins and scenic spots has been damaged. Illegal trade in cultural property, theft and smuggling of ancient sites and tombs have not been effectively controlled in some areas, and many precious cultural properties have been lost abroad. Due to overdevelopment and misuse, many important cultural properties have been lost or misplaced. The change of people environment and living conditions has accelerated the disappearance of ethnic and regional cultural characteristics in ethnic minority areas with rich cultural heritage. People understanding level of historical protection is generally very low, especially the awareness of some lack and fuzzy. Although in recent years many local governments have put cultural relics under protection. However, in some places, the preservation of the historic environment is seen as an obstacle to economic development, and heritage protection has not been actively incorporated into local construction plans. Both conservation and development need to be considered from a comprehensive and long-term perspective. After the founding of New China, especially after the reform and opening up, it was mainly funded by the local government to protect and repair Leshan Giant Buddha. After the Leshan Giant Buddha was successfully listed as a world heritage site, Leshan government attached great importance to the protection of the giant Buddha. The early restoration mainly focused on the Buddha body. Since 2000, attention has been paid to the rock area. Although it has been repaired and protected for many times, as a large immovable stone cultural relic directly exposed to the natural environment, the Buddha body still suffers from various erosion and damage, and the harm is still very serious. In order to fundamentally solve the safety protection problem of Leshan Giant Buddha, it is the general trend to build protection facilities of Leshan Giant Buddha. Starting the pre-research on protective facilities of Leshan Giant Buddha will also be a unique means to demonstrate and fulfill the commitment made when applying for the World Cultural Heritage, and to promote and publicize Leshan Giant Buddha to the world.

Discuss the results

To promote and remember your story is How to mention the source of an inheritance when the person of importance is not-to restore and keep track of various locations that can be carried out consciously It is important to preserve the past stories of most directors. and create a buzz to know about the heritage that is important only An inheritance can inherit most of the fruit in just half of it. It will help promote and achieve the idea. Two Micro and one officer" At the viewpoint, the public relations photography team internet star reporter and other abilities To support public relations and Viewpoints of various indoor scenic spots such as Sichuan Sichuan Province and Provincial Culture and Tourism Development Conference Health fair for tourism to plan public relations, public relations and marketing and Continuously expanding the tourism market To brand a tourist destination is extremely important. You can follow the emergence of new media on wechat, Weibo and other platforms. Including a short video platform and a platform for users to share. In order to popularize well-regarded brands on this basis, this article proposes a New tourism intellectual strategy based on improving tourism quality, such as relying Sometimes it is Seri Port" and International Tourism Island has it. Emphasis on the efficiency of There's a duty-free shop there. That's not it. for First option" After that, "return back New structure of Hailan is Both inside and abroad Leshan Big Buddha Scenic Area should break away from its traditional prominence. Unit-based marketing for waiting for customers Come to active knowledge and understanding of the Internet and network development. Company Marketing Drivers of Network Marketing and Surveys Marketing can provide information about tourism, both important and metals and the ultimate results of tourism marketing in In-depth visitor marketing department Network marketing and the evolution of traditional marketing concepts have discovered Expand the scope of network marketing stories

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