

Research on Cultural Relics Protection and Development Strategies from the Perspective of Public Management: Taking Luxian County as an Example

Danmei Chen

School of Humanities and Management, Southwest Medical University, Luzhou 646100, China

Abstract: The protection of cultural relics is of great significance for inheriting and promoting excellent traditional Chinese culture, and promoting social development. With the acceleration of urbanization, strengthening the protection and development of cultural relics has become an important task for the government. The effective protection and utilization of cultural relics cannot be achieved without the strong guarantee of government actions and the joint participation of all sectors of society. Working together to protect cultural heritage enables it to be inherited and shine brightly. This article takes the protection and development of cultural relics in Luxian County as an example, based on public management theory, analyzes the current problems in cultural relics protection and development, and explores corresponding countermeasures.

Keywords: Public management; Cultural relics; Protecting development

I Overview of Cultural Relics in Luxian County

1. Overview

Luxian County, also known as “Dragon City”, is a “thousand year old county”, “hometown of Chinese Loong culture”, and “national advanced county in cultural relics work”. Its historical background is of great significance to the process of cultural development in China. There are currently 14135 cultural relics in the collection of various cultural relics in Luxian County, including bronze ware, calligraphy and painting, porcelain, stone carvings, and historical documents, of which 469 are precious cultural relics. There are currently 1209 immovable cultural relics and 87 cultural relics protection units in Luxian County. Among them, there are 21 ancient sites, 860 ancient tombs, 230 ancient buildings, 36 grotto temples and stone carvings, and 23 important historical sites and representative buildings in modern times.

For many years, Luxian County has focused on both archaeological rescue excavations and cultural relic protection. Not only has the archaeological achievements been fruitful, but decades of continuous cultural relic protection work has also continued their lives, making cultural heritage shine and become the most historically rich cultural business card of Luxian County.

2. The significance of cultural relics protection and development in Luxian County

Cultural relics are important witnesses of historical civilization and carriers of cultural inheritance. Carrying out cultural relic protection and development has enabled more people to have a deeper understanding of the local ancient human production and lifestyle, meeting the spiritual and cultural needs of the people, and has also played a promoting role in the archaeological culture of the Southwest region. Historical and cultural heritage is also an important tourism resource. Reasonable utilization and management of cultural relics can promote the development of cultural and tourism industries in Luxian County, expand employment, and promote coordinated economic and social development. However, in the current stage of cultural relic management work, there are still urgent problems and challenges that need to be solved.

II. The problems and challenges faced by the protection and development of cultural relics

1. The protection system is not perfect enough

Although Luxian County issued the Implementation Opinions on Further Strengthening the Safety of Cultural Relics in 2019, which effectively made up for the lack of targeted comprehensive cultural relic protection regulations, it only constrained the safety of cultural relics, did not involve development and utilization, lacked requirements for the classification and management of cultural relics, and did not elaborate on the legal responsibilities and punishment measures in the implementation of protection. As a result, there are still many details to be grasped in the process of solving specific problems with cultural relics. The management system is not perfect, there is no action guide, and leadership decision-making is arbitrary, which increases risks. Relevant cultural relics management personnel are also hesitant to do so, making it difficult to standardize management and restricting the effectiveness of cultural relics protection and development.

2. Lack of awareness of cultural relic protection

Due to the profound historical and cultural heritage of Luxian County and the large number of excavated cultural relics, it is difficult for relevant departments and funds for cultural relic protection to support the comprehensive work of cultural relic protection. There are numerous ancient tombs in Luxian County, with over 160 tombs in the Song Dynasty. There are many exquisitely carved cultural relics in the tombs. The management of ancient tombs by the state emphasizes protection, and cultural relic protection departments cannot actively excavate and excavate, resulting in passive protection measures such as backfilling often being taken when cultural relics are discovered and stolen. In the current cultural relic protection work, there are relatively small scope of involvement, few participants, and only professional personnel carrying out related work, resulting in low public participation. The protection of cultural relics requires the participation and support of the general public. Some people lack awareness of the importance of cultural relic protection and development, and there is even a phenomenon of destruction and abuse.

3. Insufficient effective utilization of cultural relics

Cultural relics are one of the important resources for the development of tourism industry. With the increasing demand of the people for a better life and the increasing demand for tourism, the development of cultural relics has also increased. In the process of cultural and tourism integration, there are problems of primitive and rigid protection and utilization methods, as well as low utilization rates of cultural relics. It is necessary to configure scientific and reasonable long-term planning to avoid improper development methods. The cultural relics in Luxian County are currently damaged, especially immovable ones, which are severely affected by weathering, floods, earthquakes, and other factors. They urgently need to be repaired and protected. However, due to the lack of advanced technology and equipment, it is difficult to timely and effectively protect some complex or difficult to repair cultural relics. At the same time, there is still a lack of cultural enterprises and brands with core competitiveness, and innovation capabilities need to be improved.

III. Theoretical Overview of Cultural Relics Protection and Development from the Perspective of Public Management

1. The ideas and methods of public management perspective in the protection and development of cultural relics

The perspective of public management is a method and theoretical framework for studying and analyzing public affairs. It focuses on issues related to the organization of the public sector, the formulation and implementation of policies, and the management and utilization of public resources. It emphasizes public interest, public values, and public participation, aiming to improve the performance and efficiency of the public sector and meet the needs of the public for public affairs. In the protection and development of cultural relics, the perspective of public management can provide some unique ideas and methods.

Firstly, the perspective of public management requires the government to play an important role in the protection and development of cultural relics, assume important responsibilities, formulate relevant policies, define the responsibilities and authorities of the government and relevant institutions, establish corresponding execution and supervision mechanisms to support the work of cultural relics protection and development. Secondly, from the perspective of public management, emphasis is placed on social participation and cooperation. By establishing diversified cooperation mechanisms, professional institutions, social organizations, and the public are encouraged to pay attention to and participate in the protection and development of cultural relics. Innovation and development of cultural relics protection and development are promoted through public-private cooperation, social capital, and other means. In addition, the perspective of public management also requires the integration of cultural relic protection and development with tourism development, urban development, education, etc., strengthening international cooperation and exchanges, emphasizing sustainable development, and achieving a win-win situation of economic and social benefits.

2. The Objectives and Principles of Cultural Relics Protection and Development from the Perspective of Public Management

(1) Objective

The goal of cultural relic protection and development from the perspective of public management is to ensure the originality, integrity, and sustainability of cultural relics, protect the unique value of cultural relics, enhance the cultural confidence and identity of the country, and promote economic and social development and cultural prosperity.

(2) Principles

One is the principle of comprehensiveness. The protection and development of cultural relics from the perspective of public management must comprehensively consider the impacts of culture, economy, society, environment, and other aspects, coordinate the interests of all parties, prevent abuse of power and resource waste, and achieve a win-win situation.

The second is the principle of synergy. From the perspective of public management, the protection and development of cultural relics need to strengthen the collaborative efforts of the government, professional institutions, social organizations, and the public to form a joint force and jointly promote the protection and development of cultural relics.

The third principle is long-term sustainability. From the perspective of public management, cultural relic protection and development must focus on long-term planning and strategies for cultural relic protection and development, avoid short-sighted behavior, maximize the potential of cultural relic resources, and ensure the sustainable utilization of cultural relic resources.

The fourth principle is innovation. The protection and development of cultural relics from the perspective of public management must encourage innovative thinking and methods, draw on advanced experiences at home and abroad, promote continuous innovation and internationalization, and meet the growing cultural needs of the people.

IV. Countermeasures and suggestions for the protection and development of cultural relics

The protection and development of cultural relics is an important part of the inheritance of ethnic culture. Based on the perspective of public management theory, the public sector should focus on the protection and development of cultural heritage, play an active role in the formulation and maintenance of rules, confirmation of goals, and establishment of good cooperative relationships among multi center governance institutions, and achieve scientific, promotional, and personalized management.

1. Establish a sound scientific management mechanism and achieve scientific management

One is to improve relevant regulations and policies. Explore and continuously improve the legal and regulatory system for the protection and development of cultural relics in practice, and introduce local regulations and rules according to local conditions, providing a basis for the implementation of various work related to cultural relics protection and development. On the basis of existing regulations and policies, specific contents such as departmental functional division, participation of public welfare institutions, and public participation should be supplemented, responsibilities and requirements should be clarified, and the safety protection network for cultural relics should be tightly woven.

The second is to improve the classification protection mechanism. Distinguish between the concepts of “movable cultural relics” and “immovable cultural relics”, classify and formulate regulations and methods for the protection and development of cultural relics, and refine protection and development regulations for numerous and unique cultural relics such as ancient tombs and dragon bridges.

The third is to improve the collaborative management mechanism. Establish a sound cooperation program, strengthen the collaborative cooperation between the government, professional institutions, social organizations, and the public, improve the linkage mechanism for cultural and sports promotion, finance, public security, procuratorial and legal departments, national land, housing and construction departments to protect and develop cultural relics, jointly build a strong defense line for cultural relics, and coordinate the interests of the government, market, and tourists.

The fourth is to improve the supervision and evaluation mechanism. Strengthen supervision and evaluation of the protection and development of cultural relics, prevent illegal and irregular behaviors, fully leverage the supervisory role of all sectors of society, especially the news media, timely identify problems and take corresponding measures to solve them.

2. Expand the publicity of cultural relics protection and achieve promotional management

One is to carry out regular legal education and publicity. Promote and explain the importance of cultural relic protection and relevant laws and regulations, distribute cultural relic protection brochures, use typical cases to remind the public to raise awareness of protecting cultural relics, actively report and expose behaviors that damage cultural relics, and jointly participate in cultural relic protection, so as to project social attention into cultural relic protection.

The second is to innovate ways of promoting cultural relics. By combining online and offline methods, cultural relics experts and TV producers are invited to produce cultural relics documentaries in Luxian County, increase knowledge about local cultural relics in primary and secondary school courses, hold various special exhibitions, seminars, and TV quizzes, popularize cultural relics protection and utilization related content based on new media platforms such as Tiktok, Weibo, WeChat, and increase publicity.

Thirdly, make good use of cultural relics to protect festivals. By utilizing important festivals such as International Museum Day, Cultural and Natural Heritage Day, and Legal Awareness Day, and leveraging the attention brought by these festivals, we aim to raise public participation and social awareness through the establishment of promotional display boards, playing promotional videos, and conducting knowledge competitions. Through educational and entertainment activities, we aim to enhance public participation and social awareness.

3. Reasonably developing cultural relics resources and achieving personalized management

One is to plan based on the long-term. The excavation, evacuation, and renovation of cultural relics require a significant amount of financial and energy resources. To ensure the rational development and utilization of cultural relics, it is necessary to strengthen top-level design, allocate scientific, reasonable, and long-term comprehensive planning. While pursuing cultural and tourism economic benefits, attention should be paid to cultural relic protection, and sustainable long-term development projects should be selected.

The second is to enhance technological innovation capabilities. To revitalize cultural relics resources, it is necessary to strengthen the technological innovation capabilities of cultural relics protection and development, introduce high-tech equipment to deeply explore the intrinsic value of cultural relics, and provide assistance for cultural relics restoration and display through technologies such as multi image 3D modeling and 3D printing. A key technological system for digital collection, processing, storage, and display of cultural relics should be established.

The third is to explore the formation of cultural relic brands. Emphasize cultural elements appropriately and control the degree of commercialization. Combining culture and tourism, exploring high-quality routes for cultural relics tourism, developing cultural relics IP images, and launching cultural and creative products with rich cultural relics connotations. Enhance interaction with tourists, enhance their understanding of cultural relics through cultural relic experience activities, and enhance their cultural identity while enhancing their entertainment functions.

V. Conclusion

Chinese civilization has a long history, and cultural relics and heritage carry the genes and bloodline of the Chinese nation. In the context of the new era, it is particularly important to inherit excellent traditional culture, protect historical and cultural heritage, and strengthen cultural confidence. From the perspective of public management, in the face of problems in the protection and development of cultural relics, it is necessary to improve the scientific management mechanism, expand the promotion of cultural relics protection, reasonably develop cultural relics resources, effectively carry out cultural relics protection and development work, and promote the inheritance and promotion of historical and cultural heritage.

Reference:

- [1] Jin Hu. Research and Reflection on the Construction of Yangjiang Culture from the Perspective of Public Management [J]. *New Chu Culture*, 2023 (10): 93-96.
- [2] Zewen Liu. Exploration of Protection Strategies for Immovable Cultural Relics [J]. *Popular Literature and Art*, 2020 (11): 44-45.
- [3] Li Zhou. Protection of China's Tea Cultural Heritage under the Background of Public Management [J]. *Fujian Tea*, 2022 (03): 201-203.
- [4] Xingyao Bu. Research on Government Functions in the Protection of Revolutionary Cultural Relics in S Province [D]. *Shandong University*, 2023.
- [5] Dan Zhou. Research on the Protection and Management of Immovable Cultural Relics in Zone A of Dalian City and Countermeasures [D]. *Liaoning Normal University*, 2022.