

Abstract

SPECIAL EVENTS:

Blue Economy for Business:
Building an East Asian Seas
Sustainable Business Network

Taoist Culture and Sustainable Development of Oceans



Sun Dong

Chairman

SanYa Dong Tian Park Development Co Ltd.

Dongtian Park is the first batch of Chinese 5A class tourist attractions located in the southwest of the Southern Mountains, forty miles from Sanya. The tourist area has been developed for many years with great achievements to learn from. At present, there have being more than 50 scenic spots, including ocean, mountain and rockscape, developed with millions of tourists received annually. During the process, the development of these scenic spots does not damage the environment and there is no obvious change arising in the ecological environment of these areas.

Through introducing traditional Chinese culture, Taoist thinking was incorporated into the development and construction of scenic spots. For example, there is an idea in Taoism that men follow the earth, the earth follows the sky, the sky follows the Taoism and the Taoism follows the nature. This thinking tells us that human beings should follow natural rules rather than renovate nature according to their own will. Under the guidance of such ideas, we focus on protection of nature in the developmental process of scenic spots with ecological balance as emphasis rather than maximization of unilateral economic benefits as principle.

According to these principles, Dongtian Park protects trees at the height of more than 10 cm. All our construction is built according to geological conditions in the mountain. We have perfect reclaimed water recycling systems. We also use garbage classification and adopt power-driven automobiles as the main traffic instrument in scenic spots, and adopt an ecological traffic network to protect passage of animals, and so on.

The publicity about protection of oceans is very important. We reinforce employees' awareness of social responsibility, and we have supporting education activities as well as publicity about ocean protection.

Dongtian Park also engages with NGO organizations like Blue Ribbon Ocean Association, which protects the ocean environment; publicizes implementation of policies and laws related to ocean environmental protection; improves national consciousness of ocean protection; establishes related ocean protection measures; and organizes and develops publicity, education and scientific research on ocean protection.

Dongtian Park cares about long term profits rather than short term economic benefits. In the process, we combine traditional culture with ideas of environmental protection and learn from the intelligence of ancient culture. Taking practice combined with practical experience in scenic areas, we have made great achievements in development of scenic spots.



THE EAST ASIAN SEAS CONGRESS 2015
16-21 November 2015 • Danang, Vietnam

Global Targets
Local Benefits

Setting the Sustainable Development Agenda for
the Seas of East Asia beyond 2015

About Sun Dong:

Sun Dong is the Chairman of the board of SanYa Dong Tian Park Development Co Ltd. Apart from being Chairman of the board; Sun Dong is also the President of the Blue Ribbon Ocean Conservation Society, and the President of the Sanya Tourism Association. In 2014, he also became a professional guidance teacher of Tourism Management Major of the QiongZhou University.