

Attaching Greater Importance to the Study of Management Issues of Ecological Environment Protection

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Abstract: Under the circumstance of the ecological product shortage and serious ecological environmental situation, realizing the harmonious development of man and nature is not only a technical problem, but an issue concerning many aspects of reform and innovation. It is the objective requirement of the ecological protection and environmental construction to establish and perfect scientific management system (or mechanism). In order to protect the ecological environment, a series of macroscopic and microscopic management policies and measures should be put forward and the implementation of effective supervision to form a new and scientific management system and code of conduct needs to be strengthened.

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With the coming of an epoch, people attach greater importance to the ecological environment protection problems. These problems are directly related to the rise and fall of a country or a region's survival.

China has clearly put forward the construction of ecological civilization, ecological environment protection as one of the most important tasks of social and economic development. In today's world, protecting the ecological environment has become the global consensus. People begin to re-examine their own social and economic behavior and processes. At the same time, they discuss the harmonious development of human society and ecological environment problems in terms of different perspectives. In this case, as the management scientific research workers, we should pay more attention to the research of ecological environmental protection management as an important content of management innovation whether it is from the perspective of macro management, or micro management; oriental management, or western management; or a combination of both eastern and western management development.

The harmonious development of human society and scientific development has a very close relationship with the condition of the ecological environment, which has influenced and restricted the progress and development of human society directly or indirectly (Zheng,2014). Before the agricultural revolution, due to small population and low level of productivity, the scope of the human life accounted for only a few of the earth's surface. At the same time, generally speaking, the human's influence on nature was also small, and could rely mainly on the natural

environment, giving priority to gathering and hunting for natural animals and plants. At this point, although there were environmental problems, they were not obvious, and were rarely reflected in the management scope. The earth's ecological system also had the enough ability to restore balance. But after the agricultural revolution, with the rapid population growth, the scope and degree of the people's influence on the earth's environment is increasing. With the development of the farming system, people have increased their power of utilizing and transforming the environment day by day. Corresponding environmental problems arise later. Due to the backward mode of production, the lasting destruction and deterioration of ecological environment not only affect people's production and life, but also affect the process of human civilization to a large extent.

The change of the ecological environment impacts on the development of human history tremendously. Ecological crisis is the biggest safety hazard to the human. A series of troublesome problems has been highlighted in the history of mankind, whose influence last till today. Such problems include the ecological damage caused by climate change, vegetation reduction, soil and water loss, land salinization and desertification, increasingly barren land, and frequent natural disasters. A large number of facts prove that the ecological environment change has profoundly influenced the development of human society. It is apparent evidence that the climate change since the 20th century cause severe losses and influence countries all over the world. Thus the management research to strengthen the research of ecological environment protection problems is not only very necessary but very urgent. Only in this way,

can management meet the needs of the development of new era, and the requirement of scientific development (Shen, 2014).

Management of ecological environment protection, from a practical point of view, is to adjust and modify people's behavior influencing the natural environment. That is to say, it refers to the adjustment and correction of social economic activities that are closely related to the ecological environment. It consists of the adjustment and correction of the relationship between human and nature, human to human relationship which is closely related to the ecological environment, and the natural ecological relationship (through the regulation of human behavior). Certainly, it is a complex and orderly process and project. As is known, most of the previous management research lacks in-depth discussion of the problems of ecological environment protection. There are mainly two factors. The first one is the lack of adequate understanding; the second one is that the knowledge of the management of ecological environment protection is either inadequate or scattered. The interdisciplinary research knowledge and ideological preparation are insufficient (Zhao, 2011). Nowadays, the ecological environment has become a very important and urgent problem, whose research depth and breadth develop increasingly. More and more people believe that the ecological environment is the dominate factor to determine human survival and development of the future. In this case, it is necessary to emphasize in-depth and extensive research of the issue from the perspective of management innovation, and put it into one of the important contents of management research and orientation. It will be a very meaningful study.

The study of management as an edge discipline between social science and natural science needs both social science methods, and the participation of natural science. The interactive relationship between human and its society and environment and its evolution regularity can be reflected comprehensively and essentially by absorbing and making good use of the achievements of many disciplines and human knowledge (Zhao, 2014).

Ecological environment protection includes many contents. According to the characteristics and rules of ecological environment protection administration, it is suggested to explore and deal with the major problems' long-term objectives, countermeasures, methods, and the target direction, the comprehensive evaluation and research of the ecological environment from the macroscopic perspective; in terms of the microscopic study, the constructing components of ecological environment such as climatic ecological and climatic resources, vegetation ecology and vegetation resources, water

ecology and water resources, ecology of the land and sea and land and sea resources, land ecology and land resources as well as a variety of natural disasters management, can be studied. On the other hand, the climate of respective periods and regions, biological resources development, mineral development, tourism development, the natural disasters' impact on the ecological environment and their management can also be covered. Through such research, people's activities and methods can be determined. Thus it can make people fully understand the objectivity of the ecological environment, draw lessons and experience from the impact of the ecological environment change on human society, and the patterns of behavior and action criterion can conform to the requirements of the scientific development. In this way, the ecological environment protection can become an indispensable content of human economic and social development.

To strengthen the research of management issues of ecological environmental protection, there are many things to do, such as "planning ahead". We really need a sound strategy planning of ecological environment protection. Various measures to protect the environment should be fully implemented. By reviewing and summarizing the development process of ecological environment protection and its experience and lessons, the ecological environment situation can be analyzed and future trends can be predicted. Furthermore, the relationship between the ecological environment change and the social and economic development, and the environmental problems caused by economic growth, population growth, urbanization, energy consumption, transportation development and other activities can also be analyzed. The causes of environmental problems and countermeasures can be analyzed and explored from production, circulation, consumption, trade and other economic development processes. Experience and rules can be drawn and learned by studying the understanding and dealing with environmental problems and promoting relationship between environment and economy coordination by nations of the world in the economic development of different stages. Opinions, goals, suggestion and countermeasures with advance, practicality and maneuverability can be put forward to speed up the construction of the process of resource saving and environment-friendly society, and so on. It is admitted that at present there are still many problems of planning, which need to be improved and strengthened.

In addition, it should be noted that the reality is not optimistic in the case of increasingly economic downward pressure. There are still a lot of places paying more attention to the local economic development, less attention to the environmental

protection. The traditional concept of scrambling for investment and projects, and one-sided pursuit of GDP growth has not been shifted fundamentally. There are still many enterprises eager for quick success and instant benefit, ignoring the environmental responsibility. Illegal construction and production, and the illegal discharge of pollutants occur frequently. Under the economic downturn impact and influence, a lot of places put ecological environment protection in the backward position with the multiple pressure of economic development, employment, social security and other practical problems. Some enterprises even put on a show without any real action. They try to find out all sorts of reasons and excuses, apparent lack of initiative and self-consciousness of strengthening management (Norton, 2010).

Take the prevention and control problems of river basin water pollution for an example. According to the investigation of the environmental protection department, although the positive prevention governance efforts are made, river basin ecological environment problems still exist. There is the trend of further pollution with high structural pollution. The construction of pollution treatment facilities lags behind, and the environmental law is often violated. The project implementation is carried out slowly. All these problems have not been solved thoroughly.

Take the forestry issues for another example. Although great achievements have been made in forestry construction in China, the situation is still not optimistic. The amount of forest resources is relatively insufficient, and the quality of them is not high with uneven distribution. The overall function is also very fragile. People expect mountains greener, waters cleaner and skies bluer with more livable environment. The task of the afforestation, the improvement of the ecological lags, and the forestry protection management is still arduous.

Soil and water loss problem is also very severe. The soil erosion area in China has increased gradually. Every year loss of topsoil causes huge environmental problems and economic losses. Together with other factors, a vicious circle has been formed with declining soil fertility. Here, in addition to natural factors, the human factors can't be ignored. Because of the poor management, many ecological problems such as soil and water loss, land pollution and the decrease of the underground water level have become startling.

The above problems embody that the management of ecological environment protection implementation also needs to step up efforts and strive. Prior to truly achieving the transformation of the economic growth pattern in our country, the contradiction between economic development and protecting the ecological environment will exist for a long time. It will be a difficult and complex long-term

task to realize "protection during the process of developing, and developing during the process of protection", which needs a huge effort. With the country attaching great importance to the environmental protection and the environmental protection department trying its best to push the development at the same time, how to use governance according to rules and regulations to strengthen management and eliminate the contradiction between local places and enterprises, will become one of the key factors to implement management of ecological environment protection.

The grim situation of ecological environment, though related to our own fragile ecological environment, is more caused by man-made destruction. The ecological dilemma should be confronted directly. "The situation will become smooth provided you manage." The management of the ecological environment protection problems should be paid enough attention, which needs to be dealt with in the long run. The system construction also belongs to the category of management, and the new management system should require all the social economic activities to take the ecological security problems into consideration. For that matter, enough and real understanding is needed to promote the building of ecological civilization and pave the road for the ecological environment management.

China attaches great importance to the protection of the ecological environment problems by putting forward a series of specific requirements. A balance should be obtained between maintaining ecological safety and the economic development. In management activities, on the one hand, promoting economic and social development is necessary; on the other hand, protecting and apparently improving the ecological environment is also compulsory. Only in this way can the whole society be guided onto the road of production development, wealthy life, and ecologically good civilization development. The heavy management research task includes the implementation of strict assessment system of ecological environment impact, ecological compensation system, strengthening the management of the ecological environment, energy conservation and emission reduction, strict implementation system of total amount control of pollutant. According to the requirement of the environmental capacity or control target, a series of countermeasures should be taken into consideration, such as strict control of pollutant emission and developing low-carbon economy with the economic development at the same time; improving the system of environmental monitoring and supervision; improving the environmental legal system; promoting the marketization of pollution control; improving the environmental economic

policies; exploration and utilization of effective economic measures to strengthen the ecological environment protection; strengthening international environment exchanges and cooperation, and so on.

Special attention should be paid to the new environmental protection law. On January 1st, 2015, China will implement the new revision of the environmental protection law. The new environmental protection law is regarded as “the most stringent environmental protection law in the history to be concerned”. It will make great emphasis on the ecological civilization to strengthen the system construction. It will make a great breakthrough from the aspect of effective implementation of security system with the transformation from a policy law to an implementation law. It will greatly strengthen the role and practical effect of management. It will be the great opportunity for strengthening management of the ecological environment protection.

With the changes of times and social development, the management of ecological

environment protection deserves enough attention as an important, complex and very hard task, and needs to be strengthened.

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