Remolding the Economic Value of the Cultural Heritage of Jining Iron Pagoda Temple

Xiaomeng Zhang
Tianjin University, Shandong Polytechnic College
e-mail address: mayermm@qq.com

Abstract. Through the analysis of the history and current status of the Iron Pagoda Temple, it is concluded that the economic value of the Iron Pagoda Temple as a cultural heritage in Jining is underestimated, and five suggestions for reshaping its economic value are proposed.

1. History of the Iron Pagoda Temple
Jining Iron Pagoda Temple is located east of Guhuai Road and north of Tieta Temple Street in Jining City, Shandong Province. According to the "Jining Zhili Prefecture Records": "The Zen Temple was built in the Northern Qi Dynasty" (that is, 560 AD). It was rebuilt and expanded in the Song Dynasty. In the four years of Chongning in the Northern Song Dynasty (that is, 1105 AD), it was built in the temple. Formerly known as Chongjue Temple, because of the iron tower in the temple, descendants commonly called it the Iron Tower Temple. On the eighth day of the fourth month of the lunar calendar, the annual incense meeting, then gentry celebrities and wealthy merchants in Jining and its surroundings will come to the temple to get incense and give money, and the city will be like a court. The heyday of the Iron Pagoda Temple is in Song Dynasty. It was originally left, middle and right three roads, covering an area of more than 30 acres. It was rebuilt many times in the Yuan, Ming and Qing Dynasties, and there are more than 80 pavilions. The Zen resort has a certain position in the history of Chinese Buddhism.

1.1. Historical events of Jining Iron Pagoda Temple:

1.1.1. In the fourth year of tongzhi (1865 AD), the temple of monk king was built in the east courtyard.

1.1.2. In the fifteenth year of Guangxu (1889 AD), a "Huiji Congee Factory" was attached to the temple.

1.1.3. In 1915, "Leshan hospital" was established in the backyard of the temple.

1.1.4. In 1921, the gate of the temple, the Iron Tower, the Heavenly Palace, the Grand Hall, the Monastery Hall, the Guandi Hall, and the Bell Tower were rebuilt.

1.1.5. In 1928, when the Fourth Division of the Second Army of the Northern Expeditionary Army was stationed in Jining, most of the Buddha statues in each hall were removed.
1.1.6. In 1938, the Japanese army invaded Jining and set up a fake police station in the west of the temple.

1.1.7. In 1940, the Jining County Government of Japan and Japan removed the plaque from the "Iron Pagoda Temple", and the wooden carved Maitreya Buddha statue was moved to Nancheng and changed to "Wucheng Wang Temple" until Japan surrendered.

1.1.8. After the founding of New China, the Hall of Great Heroes, the Iron Tower and Bell Tower were rebuilt.

1.1.9. In 1977, the Iron Tower and the Bell Tower were listed as provincial key cultural relics protection units.

1.1.10. In 1988, Jining Iron Tower was upgraded to a national key cultural relics protection unit, and at the same time it was renamed "Chongjue Temple Tower". It is now under the administration of Jining City Cultural Relics Department.

1.2. Iron Tower

The iron tower is located behind the former king hall. According to literature records: In the four years of Chongning in the Northern Song Dynasty, Chang, the wife of Xu Yongan, because of her husband’s wishes and funded the casting of the Iron Pagoda in Chongjue Temple (now the Iron Pagoda Temple). During the construction of the tower, due to successive years of war, the iron tower was only built for seven floors and was shut down without a casting roof. In the 9th year of the Wanli period of the Ming dynasty (that is, 1581 AD), it was initiated again by the leader of Jining Prefecture named Gong Mian and Mr. Xiao, who are raising fund and starting construction. And then the Nine-level iron tower was
The iron-cast tower has 9 floors, with a total of 11 floors including the tower base and the brake roof, with a height of 23.8 meters. There are four iron towers in the Song Dynasty in China, including the Yiwu iron tower in Zhejiang, the Yuquan temple iron tower in Dangyang, Hubei, and the Liaocheng iron tower in Shandong. The Jining iron tower is the tallest in the Song Dynasty in China. Like other ancient towers, the tower is a stupa, that is, a burial mound where the stupa is preserved or buried. The structure of the entire iron tower is rigorously laid out, perfectly upright, and spectacularly extraordinary, which fully demonstrates China's ancient superb smelting technology, construction level and creative ability of working people, and is China's precious cast iron art heritage.

2. The status of the Iron Pagoda Temple

2.1. Existing historical buildings

2.1.1. The Hall of Great Heroes. It was built in the Northern Qi Dynasty, Ming style, single eaves bucket arch, yellow glazed tile roof, decorated with a unicorn aquarium in the main ridge, two guardian magicians on both sides, decorated with kisses at both ends, vivid in shape. There are no statues in the hall and no rooms left or right in front of the hall.

![Figure 3. The Hall of Great Heroes.](image-url)

![Figure 4. The Tibetan Classics Pavilion.](image-url)

2.1.2. The Tibetan Classics Pavilion. Also known as the "Dharma Hall", it is located at the back of the Great Hall of Patriarchs. It used to be a place where Buddhist scriptures and monks' stories were stored.

2.1.3. The Bell Tower. It is built in a square structure, with a height of 17 meters, double-layer cornices, and shape of bottle decoration. The original giant iron clock of the Song Dynasty hangs in the building. The shape is simple, the sound quality is bright and thick, and the sound is more than 40 miles. Therefore, during the Wanli period of the Ming Dynasty, the three-letter plaque titled "Sound Yuan Building" by Gong Mian of Jining Prefecture was placed in the middle under the second floor eaves.

![Figure 5. The Bell Tower.](image-url)

![Figure 6. Details of the Bell Tower.](image-url)
2.2. Jining Iron Pagoda Temple is now an integral part of Jining Museum

The Jining Iron Pagoda Temple we saw today has no morning bells, twilight drums, no incense temple fairs, or even a separate temple, but a part of Jining Museum.

The Jining Museum was built in May 1985 and covers an area of 2.1 hectares. It is clearly stated in its introduction that the museum consists of an iron tower temple in the east and an antique building in the west. In the introduction of the attractions of its online museum, The temple and Bell Tower are introduced separately. The temple only introduces the iron tower and Bell Tower, and the Hall of Great Heroes, etc. are not mentioned.

Enter the gate of Jining City Museum from the west gate. After visiting the exhibition halls, go out the back gate. Behind the exhibition hall is the iron tower. Next to the iron tower is the "Canal Culture Stone Carving Corridor", the stone carving art forest is placed in the garden, the Canal Exhibition Hall next to it displays some materials for the construction of the Beijing-Hangzhou Grand Canal. Dozens of Qing Dynasty iron cannons were placed in the iron artillery promenade, which was used by Qing soldiers under the governor of Donghe who managed the Qing Dynasty's canal transportation.

It shows that the current tour function of the Iron Pagoda Temple is complex. Including museums, canal cultural exhibitions, iron cannon exhibitions, stone monument exhibitions, and sculptures and other pavilions. The main body of the tour has been changed to Jining Museum.

2.3. Emotional value of the Iron Pagoda Temple in Jining

Jining Iron Pagoda Temple is located in the very center of Jining Ancient City, carrying the most beautiful memories of the old Jining City. With the development of the city, the scope of the central area of the city is expanding, however, there are Jining City Organ Kindergarten, Jining Dongmen Elementary School, Jining Huojiajie Elementary School, Jining No.15 Middle School, Jining Canal Experimental Middle School all around this block, which are most sought after by parents, which makes the community a veritable school district house.

Because it has a variety of cheap and delicious food, it is a very famous snack street in Jining City. It has a strong atmosphere of life and convenient transportation. Through the management in recent years, the poorer sanitation conditions have also been improved.

Jining Iron Pagoda Temple and The Ancient Locust Tree, Taibai Tower, Zhugan Alley, Panjia Building, Lu's House, are the irreplaceable Jining memory.

3. Value remodeling

The above is a sorting and analysis of Tieta Temple from the historical cultural value and emotional value, that is, the intrinsic value of cultural heritage. In the research process, the relevant literature is scarce. We can find only few pictures in the Jining introduction books. Its external value, namely economic value, including direct use value and no use value, has not yet been explored. As a key cultural relics protection unit in China, Jining Iron Pagoda Temple is the tallest of the four iron towers remaining in the Song Dynasty. The economic value of its cultural heritage is far underestimated, and it should be rehabilitated as a key project to dig out economic value and give it the vitality of the new era. Suggestions are as follows:

3.1. Existing buildings continue to be protected, and the damaged parts shall be restored after assessment

Based on the emotional value and historical and cultural value of the Jining Iron Pagoda Temple, and considering the development of potential socio-economic value, it is recommended to protect the existing iron tower, the Bell Tower, The Hall of Great Heroes, The Tibetan Classics Pavilion and East Side Exhibition Hall. According to the specific conditions of the building, protective restoration needs to be carried out. The original site of the temple's gate, drum tower and other buildings will be restored after evaluation.
3.2. Respect the history of each stage of the Iron Pagoda Temple
Regarding cultural heritage, it is not possible to protect, preserve, and restore only a specific dynasty, or to protect the cultural heritage itself, and criticize the surrounding modern buildings. When it comes to protective restoration, the surrounding modern buildings are changed to cornices and painted with blue bricks and tiles. Not only is it easy to make the surrounding buildings nondescript, this kind of blind imitation is not a real respect for history.

The architecture of each era is formed by the development, economic foundation, and cultural accumulation of the current era. They all reflect China's growth on one side and should not be underestimated. Based on the present, every architectural work made in the spirit of artisan serves the contemporary, and may become a cultural heritage in the future, with its irreplaceable value.

3.3. Return to real life
Cultural heritage, if it is far from real life, is easily forgotten by the times and becomes a symbol that is difficult to pass on. The reason why Jining Iron Pagoda Temple is endowed with heavy emotional value is it has always lived in the real life of people, not as a scenic spot. It is also our current life that can add a thicker weight to the future of cultural heritage. Value, cultural heritage must return to real life in order to reproduce and maintain vitality.

If the drum tower is rebuilt, let the morning bells and twilight sound. The bells of the Song Dynasty can be put into a protective exhibition in the museum, but the bell and drum towers shall be fully utilized, just like the festival celebrations, even folk weddings and funerals can be widely announced. We can also combine the traditional culture makes bells and drums an element of ceremonies or celebrations, such as school attendance, school opening ceremony, adult ceremony, and graduation ceremony.

3.4. Gradually achieve sound financial development
The museum has been open for free since October 1, 2008. In the new media era, it should learn from the Forbidden City and build it through "professional operation team", "overall image packaging", and "cultural and creative product development". Propaganda through apps such as Yin and Kuaishou, and gradually realize benign financial development through venue leasing and cultural and creative product development.

At present, there are only 207 official Weibo fans in Jining Museum, which is not comparable to the 9.26 million people in the Palace Museum, but Jining City has a population of more than 8 million, which is huge in terms of the Jining market.

3.5. Three-dimensional development of cultural heritage
At present, the story line of the museum, canal culture, stone carving, iron tower, and The Bell Tower in the Iron Pagoda Temple are single. We need to sort out the timeline, dig deep into historical values, innovate cultural connotation values, and integrate "historical changes" through the connection of emotional values. Through the functions of "cultural tourism", "traditional art learning", "beauty food" and "cultural and creative products", the functions of "festivals", "social services" and "education and teaching" are undertaken to form a three-dimensional development framework for Jining's cultural heritage.

References
[1] Jiang Jixing. Iron Tower Temple in Jining City [J]. Urban and Rural Construction, 2008 (03): 79-80.
[2] Xia Zhongrun. A number of cultural relics were found in Jining Tower [J]. Cultural relics, 1987 (02).
[3] Tian Lizhen. The ancient temple-Chongjue Temple [J]. Knowledge of Literature and History, 1992 (11).
[4] Yu Wenyan. Discussion on the planning of cultural heritage-oriented downloading missing
historical block-Taking Jining as an example [J]. China Famous City, 2017 (12).
[5] Chen Wei, Hu bin. Framework study on theoretical system of historical and cultural heritage protection in China [J]. Interior design, 2012 (10).
[6] Yang Changming, Liang Liang, Yang Ye. Research on conservation and reuse of historical and Cultural Heritage [J]. Journal of Tianjin University (SOCIAL SCIENCE EDITION), 2007 (05).
[7] Ying Zhen. Economic analysis of urban historical and Cultural Heritage [D]. Tongji University, 2008.
[8] Wang Dongmei. Dialectical thinking on the protection and development of Chinese Cultural Heritage [D]. Sichuan Normal University, 2013.
[9] Han Xiao, Gong Xiaolei, Xu Lingyu. On the economic value in the evaluation of cultural heritage value [J]. Architecture and culture, 2016 (01)