Traditional funeral culture and modern green ecological funeral construction

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Abstract. Modern green ecological funeral is a sign of the progress of human civilization, the development direction of China's funeral industry, and the only way of funeral transformation. In China, although the construction of modern green ecological funeral has made some achievements, there are still some problems. We need to strengthen publicity, create strong conditions, further improve the system, and gather the strength of the government, industry and the public to promote the vigorous development of China's modern green ecological funeral construction.

Keywords: Traditional funeral, modern green ecological funeral, collaborative governance

1. Introduction

Since the 18th National Congress of the Communist Party of China, the Party Central Committee and the State Council have further strengthened the construction of ecological civilization and incorporated it into the overall layout of "five in one" for coordination and promotion. The Fifth Plenary Session of the 18th Central Committee of the Communist Party of China put forward the concept of green development, which requires "adhering to green rich country, green benefiting people, and providing more high-quality ecological products for the people" [1]. In the field of funeral, there is an urgent need for ecological and green development. In recent years, in accordance with the requirements of ecological civilization construction, all localities have actively advocated and promoted land-saving ecological burial. The Ministry of civil affairs, the development and Reform Commission and other departments jointly issued the "guidance on promoting land-saving ecological burial" [2], promoting the green funeral reform of land-saving and ecological burial, encourage and guide the society to gradually understand, supporting and accepting the concept of ecological funeral and environmental protection, and choose green ecological funeral mode.

At present, the process of green and ecological funeral work in most areas of China is relatively slow. The usual way is to cremate first, and then implement it in the form of traditional burial. According to statistics, the construction amount of cemeteries in China reaches more than 20 million each year, which requires about 100000 mu of land. China is originally a country with relatively short of land resources. According to this progress, there will not be enough land to use after 10 years. There will not be enough land to use. In addition to the shortage of land resources, we also need to pay attention to the system construction, system construction, service management, and green and
ecological awareness of funeral work in the funeral industry. We still have a lot of room for development.

2. Traditional funeral culture
With the continuous development and progress of society, people's understanding of funeral customs is different from the original. There is a certain distance between the traditional funeral industry and today's life. Due to the change of people's understanding of funeral customs and funeral spirit, the current funeral industry is in chaos, mainly reflected in some deeply rooted funeral customs and irregularities Fan's funeral services in these two aspects. [3]

2.1. Deeply rooted funeral customs
In the traditional funeral customs, people are used to using some gold and silver jewelry for burial. People who follow this custom believe that the goods and services enjoyed by a person while he is alive should be continued to enjoy when he goes to another world after his death. Therefore, the living people will create a world out of paper, and take the objects made of paper to the other world where the dead live by burning them at funerals, so that the deceased can enjoy them in the other world, including houses, cars, money, paper people, etc. In order to fully express the living people's love and respect for the dead, people usually do a lot of funeral, and think that the more grand the funeral ceremony, the more can show the wishes of the born. Therefore, in the funeral ceremony, in addition to the funeral objects, it can be also reflected in funeral activities, such as organizing some banquets and entertaining guests. Taking the funeral customs of the surrounding villages and towns in Nanning, Guangxi as an example, according to the survey, in order to avoid regret when handling funerals, Taoists are usually invited to do so. They pray for the deceased to arrive at the paradise world as soon as possible through chanting sutras and so on. In addition, special bands will be invited to play music, which disturbs the normal life of the surrounding residents. In rural areas, on the day of the funeral ceremony, as most of the relatives of the deceased accompany the deceased to perform their filial piety, almost all the neighbors and villagers in the village will come to offer sympathy and help. They need to hold a banquet, and there are more than a dozen tables with complete meals, cigarettes and wine. These expenses of inviting Taoists, bands and banquets together are not a small sum of money. For an ordinary rural family, it will form a huge economic burden, so-called painstaking and laborious.

2.2. The funeral service industry is not standardized
The sale and management of cemeteries is the most important business of funeral services. The reason why there are many irregularities in the funeral service industry is that the high price cemeteries are the main embodiment. In addition to the price of living houses in a cemetery for 20 years, the price is much higher than that of a few thousand people living in a cemetery, which is even higher than that of a few thousand people living in a few years. People often associate the choice and sale of cemeteries with "filial piety". The more high-grade cemeteries are purchased, they show more filial piety to the deceased. Therefore, when purchasing cemeteries, many family members, in order to fully express their filial piety and let the deceased walk on the last journey, will buy more expensive cemeteries at their own consumption level, or even exceed their own consumption level, resulting in heavy debts. Although this kind of situation belongs to a kind of moral kidnapping, it will still play a positive role in increasing the price of cemeteries.

From the legal point of view, at present, our country is still in a vacuum in the aspect of tombs, there are different regulations in different places, the tombs market presents a state of extreme chaos, and even a phenomenon of monopoly in the tombs market. [4] Take the funeral home for example, the single charge has exceeded the financial ability of some families. In addition, there are funeral supplies such as casket and flowers, and funeral services such as bands. Some funeral parlors stipulate that these supplies and services can not be purchased separately. Funeral supplies in funeral homes also have a high profit margin. An urn can be sold for tens of thousands of yuan. Because of their busy work, funeral parlors have no time to take into account the emotional needs of many living people.
However, in fact, the most important thing to pay attention to in the funeral ceremony is the living people, who suffer great pain after losing their relatives and need more comfort. In the development process of funeral industry, we should change this situation. Because of the particularity of this industry, we should pay more attention to the living people and pay more attention to their emotional and psychological needs. Only in this way can we provide people-oriented service and experience.

3. The problems of carrying out green ecological funeral at present

3.1. The problem of illegal burying and burying is serious, and the supervision measures are weak
In rural areas with low economic and cultural level, most people still follow the way of burial, and do not implement cremation. When relatives die, they are often buried in coffins. This is also the reason why we can often see more casual burials in rural areas, whether in the mountains, hills, or Plains or land. According to statistics, the number of grave bags in China is increasing at a rate of more than 20000 per year, equivalent to about 600 mu of land. The old tomb bags have not been cleaned up, and the new ones will grow again. Moreover, with the use of more solid and gorgeous building materials, people often use reinforced concrete, marble, granite, etc [5]. When building new graves, which also increases the difficulty of cleaning. The random construction of cemeteries has caused great damage to the environment and occupied the arable land area. If it develops at this level, the land dispute between the living and the dead will become more and more prominent. In the streets of Nanchang, you can see coffin shops with booming business. In rural areas, the construction of public welfare cemeteries has a late start and poor effect. In addition, the lack of effective supervision and management makes the phenomenon of burying and burying without good governance.

3.2. The industry does not meet the requirements of the government and the public demand
The development of funeral industry often fails to meet the requirements of the government and people's needs. Through the investigation, we know that there are many problems in the funeral parlors currently in use due to the old age and other reasons. For example, the equipment used is not comprehensive enough, the facilities are relatively old, the funeral parlor space is insufficient, and it can not carry a large number of mourning activities. These funeral homes can not only meet the requirements of the government, but also can not meet the actual needs of people. The funeral equipment that needs cremation has the characteristics of large energy consumption, and needs to deal with the waste gas generated after cremation. However, most of the existing equipment do not have this treatment capacity, which on the one hand will lead to low work efficiency, on the other hand, the waste gas from cremation will cause certain adverse effects on the environment and the surrounding residents. In addition, some funeral parlors also carry out some feudal superstitious activities, which need to strengthen supervision and management. Most of the funeral home's work content is relatively simple, only simply complete the funeral ceremony of each step, through watching, bowing and other simple procedures to complete, can not comfort and counseling the bereaved's family members, nor can it meet the personalized requirements of different relatives, such as wake-up, catering and accommodation.

3.3. It is difficult for the public to change the old customs and the government to restrain them
Most funeral rites are passed down from generation to generation in the form of traditional customs. Therefore, after the death of some of the deceased, their families will set up a funeral hall in the community and set up altars in the streets and other public areas. With the funeral carts and teams setting off firecrackers and throwing paper money at will, as the atmosphere of keeping up with each other in funeral activities is becoming more and more intense, there will be some out of place bad habits in the city, which will seriously damage the environmental sanitation of public places, disturb the order of public places, and damage the civilized image of the city. In rural areas, because many people are still unable to accept the way of cremation, even if the government intervenes, they will also secretly bury again after the cremation, send funeral processions along the street, and burn a large
number of sacrifices. These behaviors not only undermine the social atmosphere, but also have a lot of adverse effects on the normal life of other residents.

3.4. The government, the industry and the public have not formed a collaborative governance situation

In order to develop the modern green ecological funeral industry, it is necessary for the government departments, the industry and the public to cooperate with each other to form a unified multi subject. As far as the current situation is concerned, there is no unity of strength among the three, instead, it is a relationship of mutual restriction, which leads to a certain amount of internal consumption and waste of resources, which further leads to the low efficiency of the implementation of green ecological funeral, and has not been better developed. The reasons are mainly reflected in the following three aspects:

First, there is no complete and effective funeral management mechanism, and it is difficult to coordinate and unify the work of various departments. The implementation of modern green ecological funeral needs to coordinate the work of many departments, including the land department, public security department, civil affairs department, industry and Commerce Department, etc. only by coordinating the management among these departments can we have a little improvement. However, the current situation is that only the civil affairs department is singing "monologue". For example, the problem of arbitrary burying and burying at will should involve the jurisdiction of the Department of land and resources. Because there is no corresponding coordination mechanism, it will be more difficult to deal with it only from the Civil Affairs Department, resulting in the treatment of funeral problems has not received good results. Therefore, it is very urgent to form a complete and effective management mechanism of wall burial to coordinate the work of various departments.

Second, there is a lack of supervision and management norms to help the government departments, and the quality of funeral services is low. According to the current situation of some funeral etiquette service companies in Nanchang, we can see that they are still following the way of feudal superstition, and do not combine well with the traditional filial piety culture of our country, which makes the service quality of funeral etiquette companies low, focusing only on procedural issues, not on the emotional experience of users. By strengthening supervision and management, when customers are dissatisfied with the service, reasonable suggestions can be put forward to improve the service quality and give full play to the role of supervision and management.

Third, the public's understanding of modern green ecological funeral is not enough, so we need to strengthen publicity. Due to the deep history of China's traditional funeral culture, under the influence of this culture, people will more or less have some idealistic understanding of the deceased. This feudal superstition has affected the funeral activities, which is very unfavorable to the promotion and implementation of the development of modern green ecological funeral. Therefore, we need to strengthen publicity, rationally treat funeral activities, and let more People understand the concept of green ecological funeral.

Only when the government, the industry and the public form a coordinated and unified situation, can we effectively promote the modern green ecological funeral and realize the effective governance of the funeral industry.

4. Measures of modern green ecological funeral construction

4.1. Modern green ecological funeral is the inevitable choice of funeral reform

Modern green ecological funeral is proposed to eliminate or reduce the impact of funeral activities on people's lives. It advocates not to occupy or as little as possible the land area, reduce the environmental pollution caused by funeral activities, and adopt some new environment-friendly funeral methods, such as ecological funeral and recycling funeral. [6] Ecological funeral includes tree burial, flower burial and sea burial to reduce environmental pollution; recycling funeral refers to deep burial of degradable bone ash box. Compared with the traditional burial, the most important feature of
these funeral methods is environmental protection. In addition to occupying as little land as possible, they can also promote the optimization of the ecological environment, save resources, and place love for relatives in a beautiful environment.

With the development of society and the progress of civilization, the concept of "green environmental protection, low-carbon life" has gradually entered the hearts of the people, and people's awareness of environmental issues is becoming increasingly strong, which puts forward higher requirements and standards for funeral industry and funeral activities. In the process of modernization, people should combine funeral activities closely with the natural environment to form a situation of people-oriented and harmonious coexistence between man and nature. The concept of modern green ecological cemetery came into being under such circumstances. It not only follows the materialist thought, but also solves the contradiction between the body of the deceased and the sustainable development of the environment, so that human beings can return to the embrace of nature after death.

4.2. Measures to comprehensively implement green ecological funeral

First of all, for China's current policies and systems related to the funeral industry, such as the guiding opinions on the implementation of land-saving ecological burial, we should strengthen publicity, and do a good job in the publicity of policies and systems through radio, television, newspapers, new media and other means, so as to make the policy spirit deeply rooted in the hearts of the people. On the basis of doing a good job in publicity work, we should also step up the implementation, put the construction of modern green ecological funeral into the planning, set a good goal, actively guide the establishment of various working mechanisms, ensure the effective development of specific work, strictly investigate and deal with illegal funeral services, strengthen supervision and management of funeral related products and services, and improve the funeral work comprehensively to promote the implementation of the rectification of funeral work [7].

Secondly, promote the development of modern green ecological funeral. Only by creating the conditions of green ecological funeral, can this low-carbon and environmental protection funeral way be promoted. This requires the construction of infrastructure as the starting point, and constantly develop funeral methods that meet the needs of the people and are accepted by the people. In order to save resources, improve environmental quality and benefit the people as the value guidance direction, we should treat funeral activities rationally, encourage people to change the traditional way of burial into environment-friendly ecological funeral and recycling funeral, so as to reduce the consumption of land. In addition, we should fully improve the quality of funeral service staff and carry out the concept that "funeral work is more about meeting the emotional and psychological needs of the living", so that the funeral work can serve the living people more, promote their own healthy development, and promote the harmonious development between man and nature.

Thirdly, through the continuous improvement of the system, we should eliminate the backward funeral methods. When carrying out funeral activities, we should advocate the social fashion of abiding by laws and regulations, civilization and thrift. We must not guide civilized, healthy, friendly and sustainable development of human beings at the cost of destroying the environment and disturbing the normal life of the surrounding residents. We should give full play to the leading role of Party members and cadres, take the lead in the reform of funeral activities and customs, comply with laws and regulations, do not set up spiritual sheds and burial halls in public places and areas, get rid of superstition, be simple and frugal, and actively dissuade the bad behavior of relatives and friends around them, create the culture and characteristics of funeral behavior, and develop green ecological funeral behavior through the binding force of laws and regulations.

Finally, we should pool the strength of relevant industries to create a green ecological funeral environment. From the perspective of the government, it is necessary to establish the relevant laws and regulations system, improve the supervision and management of the funeral system, grasp the implementation mechanism, guide the communication between relevant institutions, do a good job in infrastructure construction and strengthen publicity, and strengthen the cooperation of relevant departments. From the perspective of the industry, we should highly cooperate with the work of the
government, timely feedback and effective solution to the problems, improve the public facilities and conditions in the hardware, improve the service ability and service experience in the service aspect, effectively promote the removal of bad funeral habits as soon as possible, and encourage the public to accept the modern green ecological funeral mode as soon as possible. From the perspective of the public, abide by the laws and regulations, actively learn the concept of green ecological funeral, dare to start from their own, treat funeral activities rationally, and do not blindly compare. Establish a good funeral industry council to ensure effective communication between the governments, the industry and the public, timely feed back the public's suggestions and demands for green ecological funeral activities, and solve public problems in a timely manner. Finally, a good cooperation among the three will be formed to promote green ecological development and sustainable development.

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