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Ecological Environment in Terms of Human Behavior

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Abstract In terms of human behavior, company and government policy, it is proposed that the ecological behavior of human being is the basis of influence on the ecological environment construction in Poyang Lake and measures to ensure the sustainable development of ecological environment in Poyang Lake.

Key words Human behavior, Construction, Ecological environment, Poyang Lake

Ecological behavior means that when people develops nature, one should protect and respect nature, devote to ecological environment construction and enhance the quality of ecological environment for economical, social and ecological benefits. As a result, the development of modern economic society will be based on the benign circulation of ecological system, and will effectively solve the contradiction between the demand of life, economy and social activity and the supply of ecological environment so as to realize the mutual advancement of human and nature^[1].

The primary human behavior can only fulfill the basic survival needs such as clothes, food and habitat, and is far from posing damage to nature. As time goes by, the living environment of human being changes and so is life style. People pursue immediate interests, ignore long-term interests, focus on economic benefits and give up social and ecological benefit, consume nature resources instead of cultivating nature which leads to deterioration of ecological environment^[2]. Poyang Lake, the first fresh water lake in China, is an essential ecological and functional protection area and the global key ecological area according to world nature fund, and carries many kinds of ecological function such as water conservation, climate adjustment and pollution degradation, *etc.* At present, the ecological system in Poyang Lake faces water pollution, soil erosion, sediment accumulation, deforestation, chemical pollution and illegal sand-collection. The seriously damaged coastal line, the narrowing geographical space, the privation of ecological diversity in Poyang Lake, disappearance of species and deteriorating ecology make the responsibility of protecting ecological environment more outstanding and urgent. The disturbance and destruction of improper human behavior is the main reason of deteriorating ecological environment in Poyang Lake. Therefore, the human behavior has great significance to the development of social seconomy, improvement of ecological environment, and realization

of harmonious development between human being and nature.

1 Influence of the main part of ecological behavior on the ecological environment in Poyang Lake

Arne Naess, the representative of deep ecology, concludes ecological crisis as the survival and culture crisis of modern society. He thinks that the origin of ecological crisis is in people's current value and behavior so that it is necessary to reform human value and behavior^[3]. Factors that influence the ecological environment in Poyang Lake include government, company and human people.

1.1 General human behavior It is said in Zhuangzi that if there are many people with bow and arrow, birds on the tree would cry; if there are many fishhooks in the tank, fishes would fly here and there; if there are many traps in the forest, beasts would be lost in terror. We can see our ancestors' wisdom from traditional ecological ethical angle to use and protect natural resources reasonably and only by guiding people to choose correct values and consumption behavior can we keep ecological balance.

The Book of History records that the basic necessities of life all come from nature. Nature, air and water to man is what water to fish. Protecting nature is to protect human being^[4]. The consumption of human being actually is to consume natural resources. As the highest product in nature, human being must restrain their behavior in the realization of its inherent value and becoming stronger, and advocate green consumption by building harmonious system. Marx said that human beings themselves are products of nature and people grow with the environment in which they live^[5]. The higher degree of self-realization, the more dependence on natural system, and so is stronger protection of natural system. We should relate resources with the life habit of all lives, instead of isolating nature. The satisfaction of basic needs determines the production and consumption of human being. The economic life standard that aims at improving life quality instead of advocating consumerism determines people's economical behavior^[6].

With the advancement of urban construction, life styles of more and more people changed, life condition improved, so is people's subconscious. People used to think that the natural resource is inexhaustible so they would exploit the nature to the ut-

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most possibility and ignore the pollution and damage to the environment. It is such vanity behaviors that pose great threat to local ecological environment and deteriorate the natural habit that people live in.

The cultivation of general consumption and life behavior determines the depth and width of ecological environment and lay basis for the ecology in Poyang Lake. People participate in ecological environment construction by receiving education on environment protection, choosing environment-friendly lifestyle, awareness of responsibility. As the scholar Xinyuan in Yuan Dynasty said in *Record of Narcissus*, a man named Quanzhen is humble and diligent and live a harmonious life with nature. Daoism will help people to understand that the pursue of material desire would make the relation among people, environment and society more tense. Daoism will change modern people’s ecological conscious and behavior conscious.

1.2 Ecological behavior of company According to statistics, the economic growth in China in recent 20 years depends on energy consumption and behind the GDP growth is industrial pollution. Such fast economic growth even gets support from government. In the economic activities like production, technological development

and service, companies produce product or provide services to meet market demand and to make profit. What most companies want is to maximize economic benefit. However, during this pursuing process, industrial garbage such as dust, sewage, noise, waste gas and various harmful radiations has been discharged and during operation process, product development, purchase, production, circulation and retailing might bring certain influence to the environment and even serious ecological destruction. The backward production technology and companies’ value make company the primary cause of environment pollution in China.

Why company would ignore environment safety while pursuing economic benefit is for following reasons. Firstly, the company only cares about its economic situation. Secondly, the company isn’t aware of its responsibility to society. Thirdly, there is little punishment in legal terms. The money-oriented concept has deviated from the natural development path. The current sustainable development in China is guided by development, society and intelligence, and the environment and survival system are stagnant (Table 1). The construction of ecological environment in Poyang Lake should no longer review the traditional industrial production mode and should focus on ecological construction.

Table 1 Comprehensive review of sustainable development in 2007

Region	Survival support system	Development support system	Environment support system	Society support system	Intelligence support system	Sustainable development
China	103.8	115.6	101.1	111.0	113.1	108.9
Jiangxi	107.0	113.8	112.2	110.5	109.4	110.6

Note: This text comes from *Sustainable Development Strategy Report* in 2010.

1.3 Government’s response Under the current environment evaluation policy and political and economic system in China, government at all levels has to should the responsibility of economic development and protection of ecological environment. Regional government can not coordinate the relation between economic growth and ecological environment protection. Especially after the implementation of tax policy, economic growth and financial income have become the basic aim to government. The local government and regional companies have same interest in certain aspects, so it is difficult for local government to take effective measures to crack down companies that destroy ecological environment^[7].

Some local governments try to boost economic growth by developing and covering industries that would cause moderate pollution and by ignoring pollution and not building infrastructure to improve environment^[8]. The ecological environment in every place is related to government’s policy. Laozi used to say that being nice to nature would be rewarded with longevity. The decision made by government holds together the nation and its people. Following natural rules and treating economic growth and environment protection properly is where the government responsibility lies.

2 Construction of ecological environment in Poyang Lake

30 years after the implementation of opening up and reform policy, people found that during the economic and ecological construction,

people, company or government is interdependent and inseparable. How to build ecological environment in Poyang Lake? We suggest that only by restrict government, company and public citizens’ behavior can we realize the balance among social development, resource conservation, and ecological environment.

2.1 Improving relevant laws Based on the current environmental laws, government should improve relevant policies and regulation of ecological environment. It is suggested that the government should strengthen its protection policy and establish evaluation mechanism and sound ecological environment protection mechanism. It is necessary to push forward international ecological cooperation.

2.2 Changing lifestyle and advocating green consumption The advocating of conservative and civilized consumption change illegal ecological behavior and the government guide people to choose green consumption and to encourage the use of recyclable product so as to realize feasible ecological consumption, sustainable green consumption and civilized lifestyle.

2.3 Strengthening ecological publication and developing ecological education The government should reinforce investment in ecological education, ecological protection and reform, and reflect the advantage and disadvantage of human behavior. People’s awareness of environment protection determines the ecological environment situation. The ecological education makes people shoulder the responsibility of environment. It is suggested to establish

ecological civilization self-discipline mechanism. The propagation of ecological behavior is citizens' opinion of enjoying green economy, beautiful environment and spacious room.

2.4 Changing companies behavior and creating ecological company

It is suggested to establish ecological companies that save raw materials, energy and water. Ecological companies would enhance prevention of industrial pollution and discharge pollution according to states' demand. Companies with outdated technology and burning pollution must be shut down. Ecological companies can get economic benefit in energy-saving and environment pollution and fulfill companies' responsibility of sustainable ecological environment.

2.5 Developing ecological agricultural and creating ecological garden

The construction of ecological environment in Poyang Lake should develop high-efficient ecological agriculture, promote low-carbon technology, develop recycle economy, eliminate outdated equipment and quicken the high-technological industry development. Given local reality, different soil, climate, environment and ecological systems shall be considered. It is suggested to carry out rural ecological construction vigorously and to build harmonious garden.

3 Conclusions

The construction of ecological Poyang Lake involves various aspects. The ecological construction needs efforts from all sides. The involvement of citizens, governments and companies indicates ecological recovery, environment treatment and reform of spiritu-

al, material and political civilization. Based on ecological rules and the contradiction between human being and nature, it is urgent to reform current behavior and lifestyle, to reinforce education and propagation of environment protection, and to plan scientifically. The aim is to make Poyang Lake an ecological economic zone where ecological civilization unites with economic development and people gets along with nature.

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