

# **A Research on Peasants' Harvest Festival Promoting the Development of Rural Festivals: Content Analysis Based on Web Text**

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**Keywords:** Peasants' harvest festival, Rural festival, Rural revitalization, Network text

**Abstract:** Peasants' Harvest Festival is an event to show the great achievements of rural development, and to show the participation of the whole people in traditional Chinese farming culture. This paper takes 22 Wechat public articles with the theme of "Peasants' Harvest Festival" as analysis object, uses Excel, SPSS 20 and other softwares with content analysis method to carry out content analysis, studies the characteristics of local Peasants' Harvest Festival, and analyzes its significance and role in the development of rural festival. The results show that the event not only promotes the communication among farmers and the inheritance of farming culture, but also has a positive impact on the development of rural festivals and further promotes rural revitalization. Analyzing the role of Peasants' Harvest Festival in promoting rural festivals reveal the social value of Peasants' Harvest Festival in a deep level and provide further development for rural festivals.

## **1. Introduction**

There are many traditional festivals celebrating harvest in China, such as the Eight Aunt Festival in Hunan, the Dong Nationality's Cattle Washing Festival in Guangxi and the Hani Nationality's Rima Festival in Yunnan Province. Since 2018, Peasants' Harvest Festival has been officially established. As the first national festival for peasants, it has been widely recognized by all walks of life. On September 23, 2018, the first "Chinese Peasant Harvest Festival" came. All ethnic groups jointly participated in the festival and celebrated a bumper harvest. In addition to the main venue in Beijing, various provinces throughout the country have held various featured harvest celebrations, a scene of "rice flower fragrance in the rich year of dialect".

According to the statistics of the National Tourism Administration, at present more than 70% of urban residents in China tend to choose the surrounding rural tourist spots for weekend leisure and holiday trips. Rural festivals are also favored by the public because of their full display of regional characteristics. Peasants should adjust measures to local conditions, display new achievements in industrial development, display new rural features, attract tourists by carrying out popular farming activities. Tourists meet their physical and mental needs to relax and effectively promote the sharing of social resources and civilized achievements between urban and rural areas. This paper chooses 22 Internet texts such as "Peasants' Harvest Festival" as the theme of the Wechat public articles to analyze and summarize the forms, contents and atmosphere of the activities. The results show that Peasants' Harvest Festival is effectively combined with the local resources endowment, tourists and rural community residents participate highly, the promotion of rural festivals is obvious.

## **2. Research Summary**

With the success of the Yi Torch Festival and Nadamu Grassland Tourism Festival as the social, economic and cultural effects of the holding zone, the vast rural areas gradually realized the huge energy contained in the rural festivals and put them into practice. Scholar DAI Linlin (2013) analyzed the development trend of rural festival tourism, pointing out that the current research on rural festival mainly focuses on the social, economic and cultural impact of interpretation,

especially on economic and social impact, and the research scope is mainly based on specific cases of festival tourism hosting sites<sup>[1]</sup>.

Rural festivals help the public relieve the pressure of tense life, strengthen the unity of rural community organizations, ensure the progress and development of farming culture. Community residents have different perceptions of rural festivals. DAI Linlin and GAI shijie (2011) took two villages in the suburbs of Beijing as examples, to analyze and discuss the perception differences of the same kind of festivals between the residents of the two places, and to explore the impact differences of folk cultural rural festivals on different rural areas<sup>[2]</sup>. The cultural traceability of rural festivals helps to understand the inheritance of traditional culture. XIA Rixin (2015), a scholar, compares and analyses the Tujia Hand-waving Festival with the harvest festival in ancient China, combs the origin of the Hand-waving Festival and holds that the Hand-waving Festival, which originated in Tujia, is the harvest festival of Tujia<sup>[3]</sup>, it has played an important role in the inheritance of Tujia culture. Rural festivals have contributed a lot to narrowing economic development disparities among regions, optimizing industrial structure and promoting sustainable development of underdeveloped rural areas. As an important force to implement the strategy of rural revitalization, rural festivals are of great significance to accelerate the construction of new socialist countryside and the overall development of urban and rural areas.

Harvest festival is a festival held regularly by rural community residents to celebrate the harvest and inherit farming civilization. There are few studies on harvest festival at home and abroad. The naming of harvest festival in China is influenced by the region. Domestic scholars have discussed the structure and symbolic meaning of metaphor in the case of harvest festival in China, and analyzed its driving role in tourist destinations, such as Tibetan "Wanguo Festival"<sup>[4]</sup>, Tujia's "Hand-waving Festival"<sup>[3]</sup>, Tujia's "Hand-waving Festival"<sup>[5]</sup> and so on. Foreign studies focus on the life changes and promotion strategies brought about by the harvest festival from the perspective of rural communities. In earlier years, there were many case studies, such as the change of gifts brought by Kandela (2000) to patients during the harvest festival, and the changes brought about by the harvest festival to the lives of rural community residents<sup>[6]</sup>. Scholar Sung et al (2016) analyzed the behavior intention and satisfaction of tourists participating in harvest festival from the perspective of perceived value and perceived quality of tourists participating in harvest festival, and proposed that local communities should focus on improving the value and quality of destinations, so as to improve tourists' satisfaction and attract more tourists<sup>[7]</sup>.

Most of the existing studies focus on rural festivals in a certain place. Peasants' Harvest Festival is a special festival for peasants at the national level. By demonstrating the great achievements of rural reform and development, all localities attract tourists to participate in and effectively assist rural festivals. By using the method of content analysis, the paper makes a content analysis of 22 Wechat public articles with the theme of "Peasants' Harvest Festival", studies the characteristics of the festival in different places, and analyses its significance in rural festivals. The results show that the festival not only promotes the inheritance of farming culture, but also has a positive impact on the development of rural festivals and further promotes rural revitalization.

### **3. Research method**

#### **3.1 Content Analysis**

As an observational research method, the core of content analysis is a systematic research method which simplifies, compresses and categorizes numerous text contents. Through the recognition of text information features, the research conclusion is drawn. The research process mainly includes word frequency analysis unit and coding unit<sup>[8]</sup>. In this study, we used the Wechat public articles for Peasants' Harvest Festival to identify and classify the characteristics of the information. We used EXCEL, SPSS and other softwares to code and analyze the Wechat public articles for Peasants' Harvest Festival activities, and effectively analyzed the text data to draw conclusions.

### 3.2 Sample and data collection

In Wechat public Articles, we consulted the articles about the theme of Peasants' Harvest Festival in different channels, screened out the useful information for research, and excluded the text with the nature of advertising and pictures, videos and audio. The article started in September 2018, and the deadline was November 2018. After screening, 22 posts were selected as research samples. It includes 28 places such as Beijing, Chongqing and Zhejiang Province to celebrate the festival.

### 3.3 Research process

In this study, Excel was used to summarize the information of Wechat public articles, including the location, activity form, participants and so on. SPSS was used for word frequency statistics. In order to ensure the reliability of classification, two analyst categorized the disputed items separately on the premise of identical text analysis, and discussed the disputed items through negotiation. In the first process, 12 categories and 184 information points were sorted out, and the disputed items were unified in the second comparative coding project. After the completion of word frequency statistics, the main contents and forms of Peasants' Harvest Festival were analyzed by using categorized content, based on which the positive impact of the festival on rural festivals was analyzed.

## 4. Research Contents

### 4.1 Analysis on Main Activities of Peasant Harvest Festival

#### 4.1.1 Activity name

Harvest festival carried out all over the country are mostly under the similar name, such as the first "Chinese Peasants' Harvest Festival in Yu'an", the first "Chinese Peasants' Harvest Festival in Mengshan", and the first harvest festival in Wansheng Jingkai District. The event site not only shows the fruits of harvest, but also provides a stage for the presentation of rural culture, making full use of local resources and characteristics to achieve "double harvest" of material and cultural.

#### 4.1.2 Activity time

Most of the activities are held on the autumn (as shown in Table 1), and "Peasants' Harvest Festival" as well as in October and November next to September in some areas. During the duration of the activities ranging from one day to one month, different activities are held in the countryside.

Table1. Statistical Tables of Hosting Time of Peasants' Harvest Festival Activities in Different Areas

Activity time	Frequency statistic	Rate
September 17th	1	4.55%
September 19th	1	4.55%
September 20th	2	9.07%
September 21th	1	4.55%
September 22th	1	4.55%
September 23th	9	40.91%
September 27th	1	4.55%
October 9th	1	4.55%
October 14th	1	4.55%
October 15th	1	4.55%
October 23th	2	9.07%
November 27th	1	4.55%
Total	22	100.00%

#### 4.1.3 Activity form

Harvest is the theme of Peasants' Harvest Festival. There are various activities of Peasants' Harvest Festival in various places, such as summit forum, sports, folk performances, agricultural products exhibition, agricultural experience and so on. For example, in Congjiang County, Guizhou Province,

"rice, fish and duck" composite farming system and Xianghe series products exhibition; in Shenggayang Village, Inner Mongolia, held interesting games; in Qing'an County, Heilongjiang Province, held on-site mechanical harvesting competitions. Each characteristic form of activity shows the good style of harvest celebration, effectively stimulates the endogenous motive force of community residents, rallies all forces to support poverty alleviation, contributes to the industrial prosperity, promotes the integration of rural economy and the development of rural festivals.

#### *4.1.4 Activity theme*

The theme of Peasants' Harvest Festival is mostly combined with "nostalgia". For example, the theme of Peasants' Harvest Festival held in the square of Goqianya Scenic Area in Changsha Town is: I am a fortunate peasant, and the theme of Peasants' Harvest Festival celebrations held in Xifeng County, Guizhou Province is: sending nostalgia to Nanshan Mountain and celebrating the harvest by singing. Homesickness lays out a warm tone, relying on the inheritance of traditional culture, and the poetic theme tells the nice vision of developing new countryside.

#### *4.1.5 Place of activity*

The countryside is the main place for agricultural activities. In most areas of the text, the Peasants' Harvest Festival is held near the cultural activity center of the countryside, such as the cultural square. With the drum of "Harvest Festival", millions of peasants are imagining a better future in the field of harvest. There are also some areas relying on the resources of scenic spots in rural areas, such as Yushenggu scenic spot in Wenwei Town, Mengshan County, Guangxi, Shangrao Range, Jiangxi, etc. Scenic spots have greater attraction. The economic development of scenic spots with their surrounding areas is accelerating.

#### *4.1.6 Sponsor unit*

Villagers, as the masters of the countryside, are the core stakeholders of rural festivals. Peasants' Harvest Festival is a festival for the masses of peasants to celebrate the harvest together. Leading by relevant government departments and jointly with relevant departments, the activities are carefully organized and guided to enhance the influence of the activities, which reflects the important role of Peasants' Harvest Festival in inheriting agricultural civilization in the rich and solemn celebrations.

#### *4.1.7 Atmosphere at the event site*

Beautiful countryside is the heritage of history. Beijing's main venue "surrounded by a rural rice warehouse, as if entering the venue in a harvest village"; Mengshan County, Guangxi "the weather was very good, though a little hot, still unable to resist the enthusiasm of people, just arrived here to see the motorcade in the village"; Huicheng District, Guangdong "everywhere overflowed with Huizhou farmers happy harvest full." The festival atmosphere permeates the activity site, telling the joy of peasants' harvest everywhere, reflecting the value concept of respecting agriculture.

## **4.2 The Driving Role of Peasants' Harvest Festival "Promoting Travel through Festivals"**

As the "most beautiful symbol of China", the autumn sunshine in Xiaoling, it has evolved into a card for rural festivals, and many places have begun to learn the development form of "promoting travel through festivals".

### *4.2.1 Strengthen the exchange of stakeholders in rural festivals and jointly participate in the construction of rural festivals*

Peasants' Harvest Festival is very popular, and its role in promoting rural festivals is mentioned in various texts. In order to make the stakeholders of rural festivals fully aware of the importance of joint participation and form a good atmosphere for the development of rural festivals, the various activities carried out by local Peasants' Harvest Festival actively invite the higher administrative departments, journalists, experts and scholars to join in.

### *4.2.2 Promoting the Integration of Urban and Rural Areas and Building Civilized Rural Style*

There are rich treasures in the countryside. Rural people always have good qualities of diligence, simplicity, honesty, and willingness to help others. In the past, due to lack of brand influence, publicity channels and other factors, many high-quality agricultural products are difficult to reach urban consumers, and it is difficult to form a large-scale production system. The platform set up by

Peasants' Harvest Festival enables the rural community residents to contact with the urban residents directly, and provides a marketing channel for agricultural products. At the same time, the rural residents participating in the Peasants' Harvest Festival will improve their self-cultivation in terms of speech, behavior, service skills and market observation ability in the process of continuous learning in tourism service work. New socialist peasants create a brand-new civilized rural style.

### **4.3 Peasants' harvest festival promotes the development of rural festivals**

#### *4.3.1 Festival tradition mobilizes villagers' enthusiasm*

Since ancient times, our country has had the traditional custom of celebrating grain abundance and praying for national tranquility. Through folk performances, food tasting, skills competitions, picking experience, agricultural carnival and other activities, all regions share the joy of harvest. Establishing "Peasants' Harvest Festival" affirms the tradition of celebrating harvest from the national level, which is conducive to mobilizing villagers to devote themselves to the development of the festival, fully tapping local resources, displaying unique culture and promoting the development of rural festivals.

#### *4.3.2 Actively create country festival brands*

Peasants' Harvest Festival will be held everywhere. According to the characteristics of the festival and the holiday nodes, the local unique endowments will be actively explored and the thematic celebrations of farming with local characteristics will be held. For example, during the harvest festival in Liangfeng Village, Guanba Town, Wansheng, compared with activities such as scraping earth, picking vegetables and fruits, dancing bonfire and sacrificing ancestors, on the one hand, it shows the fruits of harvest and strengthens the confidence of villagers; on the other hand, it actively builds the brand of rural festivals with the help of the grand occasion of peasants' harvest festival.

#### *4.3.3 The economic benefits of Peasants' Harvest Festival help the development of rural festivals*

With the successive bumper harvest of agriculture in China, the income of farmers continues to grow, the modernization of agriculture is accelerating, and rural society remains stable for a long time. The popularity of leisure tourism has gradually become normal, and majority of urban residents also prefer to return to pastoral areas, and taste the needs of rural sentiment. Peasants' Harvest Festival is a festival established at the national level, and the public has a high enthusiasm for participation. The economic benefits created during the harvest festival lay a solid foundation for the steady development of rural festivals.

## **5. Results and discussions**

Peasants' Harvest Festival as an opportunity to show local natural resources and human resources in a rich form. The regular development of Peasants' Harvest Festival requires the sustainable and effective development of rural natural resources and human resources, in order to attract a steady stream of tourists. All kinds of resources increase synchronously, which provides rich material basis for the comprehensive development of rural festivals, and forms strategic alliance for solving the problem of "eating, living, traveling, traveling, purchasing and entertaining" of tourists.

### **5.1 Peasants' Harvest Festival needs "Internet +" greater empowerment**

On the eve of Peasants' Harvest Festival, Shigaze filmed a video about the Peasants' Harvest Festival in highland barley land to promote the festival and attract hundreds of tourists. Moreover, the "Internet +" helps to create distinctive brand of agricultural products to solve the problems of upstream agricultural products and information asymmetry in production and marketing.

Similarly, Taobao has given full play to the advantages of platform resource integration and launched a series of high-quality agricultural by-products, such as "lotus leaf tea" in Zhenping, Henan, and "Jimunai flour" in Xinjiang, to connect supply chain, logistics chain and distribution chain with "production-marketing docking of agricultural products". To achieve sales on production line, farmers can reduce the intermediate links in operation of agricultural products and get more

benefits. By embracing the new technology, the broad masses of compatriots have become innovators and beneficiaries in the field of modern agriculture. At the same time, creating online festival through big data, cloud computing, online user portraits and other technologies, which helps peasants to accurately understand the external demand, and adjust the supply structure of agricultural products timely, to provide products more consumer-friendly agricultural.

## **5.2 Construct the differentiation pattern and strengthen the brand impact of Peasants' Harvest Festival**

Rural festivals attach importance to the sense of experience and participation. Participatory activities help to enhance tourists' perception quality. For example, under the guidance of Miao compatriots in Liangfeng Village, Guanba Town, Wansheng, tourists follow the traditional way of Miao dancing around the bonfire to celebrate and wish auspiciousness. Tourists are more willing to participate in activities with local characteristics. At the same time, the brand of rural festivals are the internal factors that affect villagers' participation in the development of rural festivals. Villagers will actively participate in the Peasants' Harvest Festivals that can bring benefits to themselves. Therefore, with the help of unique geomorphological features and profound cultural connotations, the traditional farming culture and festival features are explored, and the differential pattern of local the festivals is constructed. This way will not only avoid the vicious competition of homogenization to a certain extent, but also form more tourist attractions and let tourists stay in the local area.

## **5.3 Perfecting the mechanism of villagers' participation and providing guarantee system for villagers' participation in Peasants' Harvest Festival**

As the owner of the countryside, the villagers are one of the main stakeholders of rural festivals. It is necessary to establish a fair participation and distribution mechanism so that the community residents will find a balance of interests in the development of tourism, and then produce a "psychological balance", which is the fundamental prerequisite for the harmonious and healthy development of rural festivals<sup>[9]</sup>. Through empowerment, community residents will benefit from festival, fully mobilize the enthusiasm of community participation in festival, and avoid contradictions or conflicts among community residents and other stakeholders. At the same time, the government should formulate relevant laws in time, establish information exchange mechanism and training mechanism of community participation in rural festival development, and establish the security mechanism of community participation in rural festival development. Only by introducing third-party forces, giving full play to their monitoring and evaluation mechanism, standardizing and guiding the economic behavior of stakeholders, can we resolve the growing contradictions among villagers and others. Optimize the mechanism of benefit distribution and compensation to improve the survival and development of vulnerable groups.

## **5.4 Replace Standard Products with "Customized Products + Services"**

Local areas have unique agricultural characteristics, combined with the characteristics of agricultural production methods, products and other elements, the broad masses of farmers to play a creative role in launching a series of harvest and saving products. In recent years, "products" have become more and more popular, and rural festivals are shifting from "products" to "services". At the same time, with the intensification of regional tourism competition, tourists gradually lose their attraction, and the focus of tourism marketing will be more on personal consumption<sup>[10]</sup>. "Customized products + services" emerged as the times require. Tourists enjoy folk activities and expect to participate in them personally. Just as the Miao and Gelao townships of Haokou, Wulong District held the most solemn "five toasts" ceremony at Tianjiazhai Gate to welcome guests, after tasting waxberry wine, tourists flocked to Tianbianzhai to "steal" melons, share the joy of harvest and participate in the bonfire night, and experience the characteristic boarding house. In tourism, tourists will deeply experience local farming culture through customized products and services. Continuous improvement of

customized products and services will help to enhance tourists' perception of rural festivals.

### **5.5 Developing the Peasants' Harvest Festival is conducive to the development of rural festivals and promoting rural revitalization**

In the first year of implementing the strategy of revitalizing the countryside, "Peasants' Harvest Festival" was established. In the activities of the "Peasants' Harvest Festival", the lively atmosphere of the rural festival activities was pushed to the extreme by strengthening and rendering the festive atmosphere. Taking the development of rural festivals as the entry point of rural revitalization and speeding up the process of rural modernization is in line with the reality of rural areas in China and has prominent practical significance.

## **6. Conclusion**

Peasants' Harvest Festival is a national festival with the special theme. It accelerate the development of rural festivals and gather strength to realize rural revitalization. The significance of this study is mainly to explore the characteristics of Peasants' Harvest Festival and the role of promoting rural festivals based on the content analysis of network texts, in order to inspire the sustainable holding of Peasants' Harvest Festival and fill some theoretical gaps in the development of domestic rural festivals. Limited by the small number of analysis texts, this study still has the following shortcomings: firstly, as the first year of the Peasants' Harvest Festival, there is no relevant paper to analyze its social effects, the views put forward by the article need to be further investigated. In theoretical research, there are still many blank spots to be excavated on the research of "Peasants' Harvest Festival", such as urban residents, rural community residence. What factors affect people's willingness to participate in tourism are lack of quantitative analysis, and the cooperative mechanism of relevant stakeholders jointly holding Peasants' Harvest Festival needs further analysis.

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