

Analysis of the Elements of Rural Culture in Hainan Province in the New Era*

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Abstract—Hainan has the advantage of the tropical island area and the only gathering place of the Li people. Excavating rural cultural resources is of great significance to the construction of beautiful villages. This paper analyzes and summarizes the constituent elements of the four dimensions of rural culture, and studies five characteristics of Hainan rural culture in terms of geography, nationality, regionality, inheritance and innovation, four functions of value orientation, economic construction, leisure and entertainment, and behavioral norms, six major forms of expression and application practices such as history, landscape, leisure, diet, folklore and order, and provides enlightenment for building a model of socialist new rural culture construction in Hainan Free Trade Zone.

Keywords—new era; rural culture; constituent elements

I. INTRODUCTION

It is necessary to focus on building a well-off society in an all-round way, achieving socialist modernization and the great rejuvenation of the Chinese nation. The report of the 18th Congress of the Communist Party of China made a "Five-in-one" overall layout for promoting the cause of socialism with Chinese characteristics, namely economic construction, political construction, cultural construction, social construction, and ecological civilization construction. The report of the 19th Congress of the Communist Party of China stated that it is necessary to persist in building a socialist cultural power, socialism with Chinese characteristics has entered a new era, and the main contradictions of society have been transformed into the contradiction between the growing needs of the people and the development of unbalanced development. The need for a better life is manifested both at the material level and at the spiritual level. As an important measure of a good life, cultural development needs to meet people's needs for a better spiritual life at a higher level.

Rural culture is an important part of socialist culture with Chinese characteristics. Rural cultural construction is related to the cultural life of villagers and rural economic and social construction. It is an important measure to serve the implementation of rural revitalization strategy, build a well-off

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society in an all-round way, and improve overall national strength and national cohesion. General Secretary Xi Jinping inspected Hainan and proposed "to take the construction of Hainan International Tourism Island as a program, to develop a leap-forward development path, to create practical examples of socialism with Chinese characteristics, and to write a beautiful Chinese Hainan chapter." It is manifested in the comprehensive development of political, economic, social, cultural and ecological civilizations, the satisfaction of people's cultural needs, the improvement of population quality and the improvement of living standards. The construction of rural culture in Hainan is an important part of the construction of socialist Hainan.

II. RURAL CULTURAL CHARACTERISTICS

Rural culture is a culture that originates from the countryside and depends on the countryside, including all material and non-material achievements created by the peasants. Specifically, culture is alive in the daily life of the people of the fields and villages, reflecting the culture of the villagers' lifestyle and spiritual consciousness. Rural culture mainly includes material culture, spiritual culture, institutional culture and behavioral culture. The rural material culture is a realistic cultural product with material entities, including architectural culture and layout, economic development level, traffic accessibility, convenience of life, and market prosperity. The rural spiritual culture is the thinking activity and spiritual activity of the local villagers in the process of transforming and creating nature and society. The rural institutional culture reflects the relationship between individuals and others, individuals and groups, such as village regulations and agreements. Rural behavioral culture includes the living habits, ethnic customs, social interaction, civilization, fashion and so on. The characteristics of Hainan's rural culture are mainly reflected in:

A. Geography

The rural culture is based on the vast rural areas, and the countryside is the soil for its survival. It has a broad mass base, which is closely integrated with the daily life, production and leisure of the rural people. After leaving the village and the peasant masses, the rural culture ceased to exist. For example, the popular Danzhou voices in the Danzhou area of Hainan, through historical accumulation, artistic practice and

inheritance and innovation, have formed a rich tunes and unique styles, known as the “Southern Country Wonders”. Danzhou voices are sung in Danzhou dialect. If there is no local language interpretation and no local people interact, this art will disappear.

B. Nationality

Culture can reflect real social life in various forms. The ethnic groups have different forms, distinctive features and great differences. When this difference is reflected in the rural culture, it is the national character of rural culture. For example, the areca nut valley of Baoting County in Hainan, built in the form of cultural settlement tourism, shows the production and living customs of the unique ethnic minority Li nationality in Hainan. It is a typical Li village. Another example is the Li ethnic brocade in the Wuzhishan area and the Li ethnic ceramics in the Changjiang area.

C. Regionality

Rural culture is attached to the countryside. The basic characteristics of rural culture due to the difference in space are engraved with regional imprints under the influence of geography, politics, history, economy, technology, climate and other environmental factors, with significant regional characteristics and local flavor.

D. Inheritance

The development of human culture has historical inheritance and continuity. Rural culture has been passed down from generation to generation and has a certain "inertia", which has been widely recognized by the society. For example, in the vast rural areas of Hainan, the annual commemoration in memory of Lady Xian held from early January to March of the lunar calendar is a unique custom of Hainanese. It has a history of 1,300 years.

E. Innovation

With the development of the times, the rural culture has been continuously integrated and innovated, showing the cultural characteristics of the new period and having the remarkable characteristics of the times. Human development will produce a type of culture with typical characteristics of the times. Human evolution is accompanied by the inheritance of excellent cultural achievements, and is incorporated into its own cultural system, created on the basis of inheritance, and evolved into the cultural expression of the new era.

III. THE FUNCTION OF RURAL CULTURE

Rural culture is an important part of social life and the main body and core of the cultural history of farmers.

A. Value Orientation

Culture can condense, integrate, assimilate, regulate social group behavior and psychology, and is the glue that condenses society. The value orientation of rural culture is mainly reflected in the promotion of the development of rural spiritual culture. Rural culture restricts people's way of life with its unique value orientation and value standards, effectively

transforms backward culture, regional decay culture, and promotes rural spiritual civilization construction.

B. Economic Construction

The economic function of culture means that culture itself contains economic factors and has economic value, economic significance and economic benefits. Rural culture is the historical accumulation of peasant cultural creation, an important economic resource and productivity. Therefore, rural culture can be operated as an industrial economy and can be put into production as a cultural capital. The economic function of rural culture is mainly reflected in the promotion of the development of rural material culture. For example, in rural areas, technical farmers can be organized to develop handicrafts such as straw, paper-cut, and pottery, and to process, produce, and operate specialty cultural products.

C. Leisure and Entertainment

The entertainment function of rural culture has long existed and permeated in various forms. The popular cultural activities of the rural masses are an important way to meet the cultural and recreational needs of the peasants. The entertainment function of rural culture is one of the natures of rural culture, and it is a kind of representation of the direct participation, perception and externalization of the peasant masses.

D. Behavioral Norms

The normative role of rural culture refers to the long-term ideological education of the concept, which is formed by the conscious or unconscious learning, adaptation and identification of the peasants' long-term environment, including morality, law, ideal beliefs, customs regulations, village regulations and agreements, religion, etc. The normative function of rural culture is mainly reflected in the promotion of rural institutional culture and behavioral culture development.

IV. ANALYSIS OF THE TYPES AND ELEMENTS OF HAINAN'S RURAL CULTURE

A. Main Types of Hainan Villages

In his speech at the 30th anniversary of the establishment of the provincial special economic zone in Hainan, General Secretary Xi Jinping mentioned that Hainan “needs to develop rural tourism and create a boutique town that reflects the tropical customs”. Therefore, as an international tourist island and a free trade zone, the development of tourism with the advantage of rural cultural resources is one of the main measures for the revitalization of Hainan's rural areas. According to the regulations on village types in the Technical Guidelines for the Preparation of Village Planning in Hainan Province (Trial), according to the distance between the villages and the towns, the suburban villages and the suburban villages are mainly divided.

Due to its resources and industrial characteristics, suburban villages can focus on the development of rural tourism products such as farmhouse catering, homestay, farming experience, sightseeing and leisure, and develop rural tourism.

Villages far from the suburbs show some of their own characteristics because they are far away from the city. For example, there are species-type villages, fishing port-type villages and tourist-seeking villages. Villages far from the suburbs focus on developing agricultural resources and protecting the ecological environment, and promoting the protection of rural culture. This classification is divided into industries and has certain practical significance, but its limitations are also very obvious. With people's yearning for the original ecological local culture, the villages far from the suburbs are more complete due to the preservation of their own local culture, and the resource advantages of developing characteristic rural tourism are gradually emerging. With the accelerated transportation development in Hainan, the urban and rural roads have been greatly improved. The villages far from the suburbs and the suburban villages have gradually become the same in the industrial division of labor. The competitive advantage of the suburban villages is gradually becoming prominent.

B. Main Types of Rural Culture

The customs, building features, topography, traditional culture and social environment of the village residents directly reflect the cultural types of the villages in the area. Due to its special geographical location, climatic conditions and history, Hainan's rural cultural types are diverse, such as the hot spring culture of Lanyang in Danzhou and Nantian in Sanya, the fishing port culture and ship culture in Hainan coastal villages, the Li Miao national culture dominated by Li and Miao nationalities in the central and western regions of Hainan, the architectural culture represented by ship-shaped house in the villages of Qilou, Dongfang, Changjiang in Haikou, Wenchang, the red culture dominated by the Qiongya column and the village of the Red Women's Army, the ecological culture of Hainan that is accelerating the construction of beautiful villages and blooming everywhere, the rural industrial culture mainly based on the revival of woven embroidery, cast pottery, flower planting, agricultural production and rural tourism, the farming festivals that celebrate large-scale gatherings, celebrations or ceremonies with traditional festivals and periodicity. The type of village cannot determine the type of rural culture. There is no corresponding relationship between the two. However, when analyzing the type of rural culture and developing the rural cultural industry, the rural type factor must be considered to ensure accurate positioning.

C. Rural Cultural Expressions and Practical Application

It is necessary to excavate and organize the cultural elements of Hainan's villages, master the existing rural culture in Hainan, and provide decision-making basis for the protection and development of Hainan's rural culture.

1) Rural history: The rural cultural resources have accumulated with the development of the times, full of historical and cultural information, and deeply are branded by the times and history. Rural history is an important part of history and culture. It is an important medium for inheriting and recording history. It is a long-term heritage and has a high historical research value and reference value, such as

celebrities' former residences, historical buildings, ancient rare folk dramas and various cultural relics. It is necessary to excavate history and culture. Hainan has a red revolutionary history of "red flags have not fallen for 23 years". At the same time, it is a province where ethnic minorities such as Li and Miao live in Tibet. The historical and cultural resources are long and far-reaching.

At present, Hainan has developed related tourism projects around history and culture. Focusing on the former residence of Feng Baiju and the Hongqi Benli Village (Hainan No. 1 Community), Haikou City has developed a red classic day trip to Longlin Village and Jiale Lake. With the theme of highlighting red culture and green culture, Ding'an County combines the construction of the old Red Revolution with the construction of a new countryside to create leisure agriculture in Muruishan Mountain.

2) Rural landscape: The rural landscape that reflects the traditional cultural connotation is the most vital and soul. Rural landscapes and their traditional cultural resources can be used to develop high value-added rural tourism products. The development of rural landscape resources tourism should be based on the local natural and cultural characteristics, in accordance with the laws and scale of rural tourism development, maintain unique local characteristics, implement protective development, follow the principle of sustainable development, and achieve the coordination of natural original beauty and artificial beauty.

Taking industrialized agricultural parks, characteristic vegetable gardens, forest flower planting bases, fishery breeding bases, rural farmhouses, Nanyang buildings, fishing village fishing ports, and Li Miao cottages as rural tourism contents, Hainan develops tourism project with the theme of being close to nature and approaching nature to enable visitors to participate in labor and experience rural life, to meet the psychological needs of tourists close to nature.

3) Rural leisure: Leisure agriculture and rural tourism are new industries that promote agricultural quality and efficiency, drive farmers' employment and increase income, and stimulate domestic tourism consumption. They are a new growth point for agricultural and rural economy. Rural leisure tourism relies on rural cultural tourism resources. Visitors take leisure as the main tourist destination, staying in the tourist area for a period of time, and enjoying the local rural cultural landscape and tourism service projects. Rural leisure tourism is a new development of Hainan tourism. Farming culture, beautiful pastoral, ecological agriculture, and quaint villages are the basic elements of rural leisure culture.

Culture is an important factor in attracting tourists to participate in leisure travel, such as Hawaiian culture and Balinese culture. Hainan Island, which belongs to the island-type tourism and leisure destination, has more advantageous leisure tourism resources. Hainan's tropical climate resources are unique. Sunshine, sea, beach and air are world-class. The forest coverage rate of the island is 60.2%. The development of tropical high-efficiency characteristic agriculture is mature. The unique Li and Miao customs and regional culture are rich

and colorful. The transportation inside and outside the island is convenient for rural leisure tourism.

At present, Hainan Island has formed three leisure tourism gathering areas with typical representatives. They are the northern coastal areas of Hainan that reflect the typical urban leisure agriculture model. Hainan's central region is driven by tropical rainforest landscapes and high-grade scenic spots. The southern part of Hainan is a national leisure agriculture and rural tourism development with tropical natural scenery and splendid bed and breakfast culture.

4) *Rural diet*: The local flavor food produced in the vast rural areas has the original local flavor and is a green food that tourists love. Hainan's unique subtropical climate and mountain and sea resources are rich in food. Wenchang Chicken, Jiaji Duck, Dongshan Goat, Hele Crab, Lingao Piglets, Shishan Lamb, Qukou Seafood have become famous Hainan cuisines at home and abroad, such as Baoluofen, Lingshui Suanfen, Jinshan Jiandui, Coconut Rice, Zaopo Vinegar such as local snacks and various tropical fruits, that constitutes Hainan's unique food culture. In terms of food cooking, Hainan is self-contained, insisting on light, fresh and original cooking. It is delicious and nutritious, and is popular among domestic and foreign tourists.

5) *Rural folk custom*: The civil society life culture created by the majority of workers is a folk custom. Folklore is a heritage and phenomenon that has been created by the people and passed down to the people. Folklore and tourism can form a perfect combination. Tourists arrive at tourist destinations to experience a completely different cultural and ecological environment such as residence, food, music, dance, costumes and manners. Hainan has a unique ethnic customs, folk culture and history and culture.

For example, folk culture projects such as the folk Zhongqiuge festival and the mountain song tuning in the western part of Hainan are well known. The traditional culture of the Li and Miao nationalities in central Hainan is rich in content, strong in origin, irreplaceable and monopolistic. The folk culture projects such as Qionglou Yuyu Opera exhibition hall, Qiong Opera famous hall, ancient objects exhibition hall, folk craft street, and specialty food shops set up in Ding'an Wenbi Scenic area are relatively complete. "Li brocade" and "Island clothing", classical furniture, coconut craft and shell craft have formed an industry.

6) *Rural order*: Village regulations and agreements are a direct reflection of the level of spiritual civilization construction in villages and the essence of rural culture. The construction of rural spiritual civilization represented by village regulations and agreements has a positive role in maintaining village social order, public morality and folk customs. To develop rural tourism, it is far from enough to do a good job in hardware construction and environmental sanitation in scenic spots. It is also necessary to improve the service consciousness and overall quality of the villagers as a whole. Through the establishment of village regulations and agreements, the family domestic family is integrated into the

village regulations and agreements, and the family domestic that best reflects the socialist core values is included in the village rules and regulations, effectively improving the construction level of the rural civilization. For example, "Village Regulations and Agreements" in Meishe Village of Haikou City has played a very important role in the development of village style and rural tourism. The strong and simple folk customs that village regulations and agreements have shown makes visitors want to be liked.

V. CONCLUSION

The construction of a new socialist countryside is not only manifested in the improvement of living standards, but also in the overall development of politics, economy, culture, ecological civilization, the satisfaction of people's cultural needs, and the improvement of the quality of the population. The development of rural culture and industrialization in Hainan must adhere to the coordinated development of rural tourism development and traditional cultural protection, and the simultaneous development of cultural construction and ecological civilization village construction. It must adhere to the principle of coordinated urban and rural development and cultural innovation and cultural heritage. Through cultural supply to meet the needs of mass culture, cultural development promotes cultural protection, cultural innovation promotes cultural heritage, and cultural development establishes a civilized rural style.

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