

Factor Analysis and Effect Evaluation of Poverty Alleviation through Innovative Culture in Characteristic Towns

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ABSTRACT

Poverty has always been a topic that goes hand in hand with human development. In order to get rid of poverty, people devote themselves to discussing poverty from many angles such as economy, society and culture. In China's rural areas, cultural factors, geographical environment, natural resources, demographic structure, economic base, social composition and other factors lead to "structural" poverty. Therefore, cultural poverty alleviation should pay attention to the following prominent problems: regional poverty and individual poverty, material poverty and cultural poverty, poverty transmission between generations. In the actual poverty alleviation work, the cultural poverty alleviation in poor areas also faces many challenges. Therefore, how to eliminate poverty through cultural poverty alleviation has increasingly become a research hotspot. Based on this, on the basis of sorting out the relevant theories of cultural poverty alleviation and combining the practices of cultural poverty alleviation at home and abroad, this paper carries out an empirical study on cultural poverty alleviation in typical regions. This paper attempts to explore the structural problems existing in cultural poverty alleviation in poverty-stricken areas, and to further optimize and improve the advanced practices of existing cultural poverty alleviation policies, so as to provide beneficial trial and practical reference for the cultural poverty alleviation work in the new era.

Keywords: *Cultural poverty alleviation; Culture of poverty; Cultural policy; Factor Analysis; Effect Evaluation*

1. INTRODUCTION

Danzhai Wanda Town is an ethnic style town with the history and culture of Danzhai as the core, based on the traditional characteristic buildings of Miao and Dong. The first phase of the town covers an area of 400 mu, with a construction area of about 50,000 square meters and a total length of 1.5 kilometers. It has become a national 4A level tourist attraction. As the core project of "Bao County poverty Alleviation" of Wanda Danzhai, Wanda Town provides direct employment and income opportunities for the poor in Danzhai on the one hand, and promotes the common development of local primary, secondary and tertiary industries through tourism on the other hand. The project has enabled the public to participate in industrial development, promoted the overall economic development of the county, and provided a strong guarantee for the stable development of Danzhai County and dignified sustainable poverty

alleviation. Based on the in-depth analysis of the poverty alleviation case of Wanda Town, this paper attempts to summarize the successful experience of cultural resources driving economic development to solve the poverty of residents.

2. HYPOTHESIS

Wanda's targeted cultural poverty alleviation in Danzhai involves not only money and goods, but also the active participation of enterprise leaders, the placement of excellent talents, the introduction of high-quality resources and the infiltration of enterprise business philosophy. Wang Jianlin, chairman of Wanda Group, visited Danzhai four times to promote the direction and ideas of poverty alleviation work. Southern District project Management Center, Planning Institute, enterprise culture center, cost, business management and other systems and department heads personally solve and coordinate danzhai problems; Wanda has set up five

companies in Danzhai, which are in charge of project construction, commercial management, hotel construction, hotel management and cinema line, and has mobilized more than a dozen project personnel from all over the country to danzhai for support. The firm belief in poverty alleviation and the scientific allocation of personnel truly achieve professional, efficient and accurate introduction of poverty alleviation resources. Based on the development status of Danzhai characteristic town, this paper aims to discuss and respond to the following questions:

A. Whether poverty can be solved through business development

B. What elements of characteristic towns are conducive to supporting poor residents?

C. What forms of business in characteristic towns are suitable for creating employment opportunities for the poor?

3. ANALYSIS ON THE FACTORS AND MODELS OF POVERTY ALLEVIATION THROUGH INNOVATIVE CULTURE IN CHARACTERISTIC TOWNS

1. Create jobs by combining various business forms

The operation and development of small towns need a lot of human resources. After the opening, Wanda will provide jobs through commercial management companies, hotels, cinemas, shops, sanitation, security, normal performing arts, parking lots, poverty alleviation tea gardens and other business forms. This directly created 1,255 stable jobs, among which 751 registered poor households, accounting for 59.84%, had an average annual income increase of 27,000 yuan.

(1) Normalize the employment of 142 poor people in performing arts

In the direct employment of small towns, the most characteristic is to attract employment through the normal performing arts. The regular performance will be performed by 80 Miao villagers from 2 p.m. to 9 p.m. every day in the small town, with the core projects of stepping drum dance, golden pheasant dance, door blocking wine, drum tower love song, performance parade, and bonfire fighting. Normal performing arts is a living cultural product to attract tourists in Danzhai. It makes use of the cultural characteristics of the town to create in-depth cultural experience and create a vibrant night economy.

Taking into full consideration the miao people's natural advantages of "dancing when they can walk, singing when they can talk", they can start their work quickly after simple training, so each performer can get a subsidy of 130 yuan per day. The program divides the whole county into four groups and performs in turn on a

weekly basis. This design gives full consideration to the geographical coverage of as many poor people as possible and provides more income opportunities for poor families. At present, the county has a total of 300 people from the benefit, including 142 poor households, each month can increase the income of more than 500 yuan. If you plan to perform for 8 months each year (from December to March due to bad weather), you are expected to earn more than 4,000 yuan per person per year.

(2) Jinhua Hotel employed 16 poor families

Jinhua Hotel, the only four-star hotel in Wanda Town, belongs to Wanda Group industry and recruited 16 poor people in Danzhai County. In addition, the hotel has built a bridge between industrial poverty alleviation and education poverty alleviation. Wanda promises that "50% of outstanding graduates of Wanda Vocational College can get employment in Wanda Hotels". This provides students in Danzhai County with the opportunity to work in the world's top 500 enterprises and increase their income. At present, Jinhua Hotel has helped danzhai Secondary Vocational School hotel management graduates to solve the employment of 22 people.

(3) Poverty alleviation tea garden employed 453 poor households

Danzhai Tea Garden for poverty Alleviation is a new public poverty alleviation project launched by Wanda Group. Based on the characteristics of local soil rich in selenium and zinc, "king of cancer, flower of life", the abandoned tea garden is fully utilized to further deepen the targeted poverty alleviation work of culture. The specific practices are as follows: Wanda Group and Guizhou Danzhai Shanshui Heritage Tea Travel Culture Co., Ltd. lease more than 2,000 mu of tea gardens in the county, and design the tea gardens as online H5 products for participants to visit, experience, subscribe and supervise. Participants can claim one mu of tea plantation (490 yuan for one row) for an annual investment of 4,900 yuan. Each mu of tea garden corresponds to one poor household. Poor households working in the tea garden can get 1,300 yuan of labor service income per mu per year, while participants can harvest good tea worth tens of thousands of yuan. Poverty Alleviation Tea Garden and Wanda Town are also in the same frequency resonance, linkage development, together with the launch of "tourism + experience + sales" tea travel experience activities. So far, the first phase of poverty alleviation tea garden has recruited 453 registered poor households from nearby villages to work. The annual income of 1,300 yuan from work is of great significance to improving the lives of poor households.

2. We will promote sustainable development through synergy between production and sales

Danzhai Wanda Town, as a typical representative of

small towns with cultural characteristics, drives the coordinated development of all elements of tourism industry including "food", "accommodation", "travel", "entertainment" and "shopping" as well as upstream and downstream related industries, bringing huge passenger flow to Danzhai. As of June 2019, the town has received more than 11 million visitors in total, with the maximum daily visitor flow reaching 126,300. The influx of huge tourist population gives more danzhai people, especially the poor registered people, more opportunities to fully participate in the activities related to the town, such as farming and breeding of agricultural by-products, handicraft making and so on, and share the fruits of development.

The core of the industrial-driven poverty alleviation mechanism of Wanda Town lies in the connection between production and sales. In other words, the consumption and sales of farming products, handicrafts and other related industries involved by the poor in Danzhai can be improved by relying on the leading enterprises of catering, shops and small and micro enterprises in the town. There are three ways of production and marketing connection: one is "shops + cooperatives/leading enterprises + poor households", the second is "leading enterprises + poor households", and the third is "cooperatives + poor households". The way of production and marketing is mainly through the sale of livestock and poultry, vegetables, fruits and other agricultural products and the sale of miao batik, silver ornaments, embroidery and other hand-made products, so as to increase the income of 4,704 poor households in the county.

(1) Poverty alleviation mode of shops + cooperatives + poor households

By the end of 2018, there were 339 shops in the town. Shops serve as a bridge between tourists and poor households. Products produced by poor households are continuously transported to shops in the town and consumed by tourists. The shops in the path of "shops + cooperatives + poor households" do not produce commodities or raw materials themselves, but need to purchase a large number of commodities and raw materials during operation. Taking the featured service industry as an example, 136 local featured restaurants in Wanda Town have signed agreements on direct supply of agricultural products with 81 village-level seed and breeding industry cooperatives in the county. The cooperatives drive poor people to participate in industrial development to increase their incomes. Taking agricultural products as an example, "Danzhai County Agricultural Specialty Hall" has settled in a total of 126 kinds of agricultural special products produced by 28 agricult-related enterprises and farmers' professional cooperatives, and has built bases in 75 villages of the county, all of which have signed purchase contracts with corresponding production cooperatives and farmers with

guarantee orders. Through cooperatives and 75 village industrial bases, As a result, 3,763 people from 1,142 poor households increased their incomes.

(2) Poverty alleviation mode of leading enterprises + poor households

Danzhai Wanda Town through investment, attracted 28 leading enterprises in poverty alleviation, such as National spring silver ornaments, governance and national silver ornaments. These enterprises have become one of the main forces directly driving the stable employment, income increase and poverty alleviation of poor households. Leading enterprises of poverty alleviation have opened stores in the town, such as Guichun Silver Jewelry has opened 3 jewelry stores in the town, with an annual turnover of 4 to 5 million yuan. By employing poor households and training them in skills, arranging them to engage in commodity sales, processing and production, the employed poor households can achieve employment and increase their income through labor. Starting from May 2018, Guochun Decided to pay out 30 percent of the profit margin to 83 employees. In addition to the 2,000-yuan salary after becoming a regular employee, about 60,000 yuan will be taken out as benefits and dividends every month. At present, with the help of the government, China Spring Silver ornaments is actively building a production base, the future will drive at least 400 poor households to achieve employment. At the same time, in order to ensure the normal operation of hundreds of people in the base, we can also help poor households to sell grain and vegetables, meat and eggs, food, etc.

(3) Cooperative + poverty alleviation model

The mode of "cooperative + poor households" refers to that participation in cooperatives directly drives the income increase of poor households. In this mode, cooperatives will also open stores in small towns, and form the way of "stores as the window, cooperatives as the production base" to drive the income of poor households. The difference between this model and the "shops + cooperatives + poor households" model is that the cooperatives do not need to use other people's shops to sell goods. Under the "cooperative + poor household" model, poor households can do farm work while making batik, bird cage and other commodities. Through flexible use of their own time, they can provide commodities for the cooperative and get corresponding piece-rate wages. For example, "Oubaolang Batik Professional Cooperative" pays 80, 120 and 300 yuan for each batik product, depending on the size, pattern beauty, difficulty, time and other factors. Take handicrafts as an example. The 52 specialty handicrafts shops in the town have products from 17 village-level cooperatives. Since its opening only one and a half years ago, the total sales of 52 shops have reached more than 25 million yuan, resulting in an average income increase of 3,998 yuan for 241 households and 800 poor people.

4. EVALUATION OF POVERTY ALLEVIATION EFFECT OF INNOVATIVE CULTURE IN CHARACTERISTIC TOWN

Wanda Town not only drives employment and income of poor households, but also diverts tourists to surrounding villages and towns. The tourism development path of "one point brings many places" is utilized to promote the development of tourism industry in surrounding areas. Kala Village, for example, is a vivid example of the radiation drive of Wanda Town. Attracted by the town, a large number of tourists come to Kala to experience birdcage weaving and taste farm food. Business is booming in Kala, making it the "back garden" of the town. Suddenly changed from the previous "relief village" to walk in the forefront of poverty alleviation leader, has become one of the county's rich villages. The development of Kala Village is not an isolated case. The 27 scenic spots and tourism villages around the town, including Quanshan Village, Jiajiao Village and Shiqiao Village, enjoy the tourism spillover effect of Wanda Town, and the continuous growth of tourists indirectly drives the poor people to increase their income and get rid of poverty.

With the successful operation of Wanda Town, the tourism industry in Danzhai has developed in a "blowout" way. With the rapid increase of tourists, it also drives the rapid construction of surrounding scenic spots. For example, Shiqiao Scenic Area in Danzhai County was rated as a national 3A tourist attraction on December 19, 2017, and Danzhai Wanda Town was rated as a national 4A tourist attraction on January 16, 2018. Danzhai County in one year to create 3A and 4A two star tourist attractions, changed the situation of no star tourist attractions in Danzhai County. In 2018, Danzhai Wanda Town was identified as "Provincial 100 Boutique Tourism Scenic spot Creation Project" and "Provincial 100 Tourism Scenic Spot Promotion Project", gradually integrated into the tourism ecology of Guizhou Province.

5. CONCLUSION

According to the study of cultural poverty alleviation in Wanda town, it is not difficult to conclude several elements of cultural poverty alleviation and its effect in the actual poverty alleviation work. Human capital of farmers, including education, health, rural medical variables have a significant impact on poverty alleviation. "Relief" poverty alleviation is difficult to meet the needs of farmers in the new era, the key to poverty alleviation lies in the capacity construction of farmers themselves. Among them, the improvement of human capital can significantly improve farmers' production and income-generating capacity, and avoid the vulnerability of material poverty alleviation. From the results of poverty alleviation policies, human capital related variables are the basis of influencing farmers' judgment of poverty

alleviation effect. Therefore, basic education, vocational and technical training and other educational services for poverty alleviation in the region, farmers have far-reaching significance.

At present, most poverty-stricken areas are still dependent and rent-seeking, so the use of poverty alleviation funds in public places may not significantly improve the effect and efficiency of poverty alleviation. Therefore, social supervision and supervision should be strengthened in future poverty alleviation work to avoid the diversion of poverty alleviation funds for other purposes. On the basis of market opening, market participation mechanism should be introduced and expanded to be used in the projects of poverty alleviation funds, which will help improve the effectiveness of poverty alleviation funds.

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