

A Study on the Path of Rural Revitalization in Area of Ethnic Groups Full of Diversity Cultures in Western China-----Set Yunnan Province as An Example

He Xiaobo

Yunnan University of Finance and Economics,
Kunming, P.R. China
hexiaobo921@hotmail.com

Abstract—The rural revitalization strategy is put forward in the 19th National Congress of CPC. The strategy is the reaction to rural decline. In current, the rapid urbanization enhances destitution of agriculture and decline of rural culture, and leads to many social problems as less rural people in villages, marginalization of agriculture and peasants in aging. The rural revitalization is a new important policy in new era for China. It has a distinct guide to solve the social problems and make the target come true. The following passage sets Yunnan province as an example which is full of cultural resources. On the base of analysis on the goal and connotation of rural revitalization strategy, it summarizes the traits and existed problems in practice of rural revitalization, and puts forward some paths for reference to realize rural revitalization.

Keywords—*rural revitalization, ethnic group cultures, resources diversity, development path*

Southwest of China is an area for national minorities to live together, and it is always the rural area in the border areas. The area has the distinct traits as numerous minorities, rich ethnic groups culture resources, natural diversity and agriculture diversity, which decide that the minority areas can go into a developed way of rural revitalization different from the ones in eastern China. Take Yunnan province as an example, according to the data from 2016 Blue Book for Yunnan Social Governance, its cultural industry adding value is 21, 44 and 60 billion dollars in 2005, 2010, and 2015. As a typical rich province in ethnic group culture resources, its cultural industry proportion is low, and the utilization ratio is also low. However, western areas of China has advantage in history, nature resources, ecology, agriculture and ethnic group cultures. Consequently, it is necessary and urgent to make the villager rich and developed on the road of rural revitalization.

In china, before putting forward the strategy of rural revitalization, China's scholars mainly focus their study on village instruction, village development or rural economy revitalization. Firstly, some scholars as Huang Jikun, Xiang Jiquan and Huang Zuhui put forward some basic and theoretical problems in agriculture and rural areas. Secondly, Chen Xiwen and Han Jun do research in China's current basic agriculture and rural social problems, especial the problems in urban and rural development. Thirdly, He Xuefeng, Zhang Yong and Pan Jiaen do the research in rural areas decline, rural revitalization, urban and rural contradictions, urban and rural imbalance and so on. The fourth, some sociologists

discuss social transformation, rural values, rural social orders in the course of rural revitalization. The fifth, in the perspective of example study, Wei Guanglong and Zhao Chen analyze some typical examples and summarize the results and successful enlightenment.

1. THE PROFOUND CONNOTATION OF THE RURAL REVITALIZATION STRATEGY

1.1 *The Background of Rural Revitalization Strategy*

As one of 7 strategies, rural revitalization is put forward in the 19th National Congress of CPC. It is held that in the report in 19th national congress, agriculture, peasants and rural areas are the essential event related to China's development and people's lives. They are the key work comparing with other work. In the report, the guide is put forward as flourish industry, good-living ecology, civilized rural cultures, effective governance and rich life. So agriculture and rural areas must be developed in priority in order to make agriculture and rural areas modernization come true.

At present, China also faces the important major strategy opportunities for development. Economy development is in new normal goals. Economic structure is optimized and economy increase is smooth and steady. Now China's agriculture, peasants and rural areas are developed in a new stage. For one thing, a large number of achievements have been got. Till 2016, the added value of agriculture is 6367.1 billion yuan and the proportion is 6.1%. The proportion of agriculture is amount to 8.6% in total. In 2016, rural area's Engel Coefficient was declined from 37.5% in 2012 to 32.2%. The income gap between the urban and rural areas is gradually declined to 2.72:1. Proportion of urbanization for rural villagers has been advanced 1.2%. In 2016, the population for rural villagers to transfer city-dweller was amount to 0.28 billion. Among them, 80000 million people were transformed to be city people, and 60000 million people were kept out of poverty steadily. According to 2010's standard, 3350 million people in poverty has been wiped off, and incidence rate of poverty has been reduced from 10.2% to 4% below. [1] Although the China has achieved a lot in agriculture, peasants and rural areas, many shortcomings exist, even new problems appear. Firstly, the comparative advantage of agriculture for peasants is declined. Secondly, more and more young people department from rural villages

and leave for city. So rural areas are lack of labors and vigour. At last, it is difficult for peasants to increase income.

1.2 *The Significance to Enforce the Strategy of Rural*

Revitalization

1.2.1 The Strategy of Rural Revitalization Is Helpful to Increase Great Vigour and Dynamic for Rural Areas.

Reform is the dynamic for development. Continuous profound reform is the dynamic to develop agriculture and rural areas. Supply reform and system of collective property rights are helpful to transform rural areas resource advantage into economic advantage. The strategy of rural revitalization can make more and more young villagers left for city before realize the great potential development. So the strategy can draw more university students and young villagers go back hometown in entrepreneurship, and keep talents for rural development.

1.2.2 The Strategy of Rural Revitalization can Contribute A Lot to Common Richness for Urban and Rural Villagers.

China's agriculture development is less comparing with industry and service industry. Its proportion in GDP is low. The difference and imbalance in education, medical affairs, consumption and employment is still large. So we should try best to make the basic public service equal. Meanwhile, various areas are different in natural resources. Economic bases, traffic condition, market openness and so on. The income differentiation is not only for the urban and rural villagers but also for various city-dwellers, rural villagers themselves and different social rank people. The enforcement for rural revitalization is the key to solve regional and whole poverty and contributes a lot to common richness for urban and rural villagers.

1.2.3 The Strategy of Rural Revitalization Is Helpful to Make Agriculture and Rural Areas in Modernization as Soon as Possible.

Agriculture modernization is one part of 4-modernization goals. It needs modern agriculture production and advanced science and technology to make agriculture modernization come true. It also needs to adapt to the changing market and economic rules. The enforcement of the strategy of rural revitalization can combine finance technology, information integrated and mix industry and service industry together. It is helpful to support traditional industries optimized and make agriculture and social service system sounded and come true as soon as possible.

1.2.4 The Strategy of Rural Revitalization Is Helpful to Enforce New Development Concept and Solve Social Difficulties in Rural Social Treatment.

Development is the absolute principle. It is the base and key to solve all social problems in China. New development concept means innovation, coordinate, organic, open and share. It fits China's situation and conditions. The strategy of rural revitalization can make the new development concept enforced and implemented well. On the base of market guide, agricultural production development needs to make good use of modern science technology and resources to protect ecological environment and increase agricultural profits and peasants' incomes. At last, agricultural production can be in the best stage in the comprehensive benefits of economy, society, and ecology.

1.3 *The Profound Connotation*

1.3.1 It Means More Flourish and Full Development in Agriculture and Rural Economy from the Expression as *Developing Production to Flourish Industry*.

No matter new and rural areas instruction or rural revitalization, the first task is to develop the level of productive forces and enhance economic base. Modern rural areas not only need developed agriculture but also developed non-agricultural system. So it needs to aim at the new changes in consumption and needs between urban and rural areas. Based on the development of leisure agriculture, countryside tour, rural e-commerce, modern food industry and so on, modern agriculture production system, management can be spread into the second and the third industry. Only the good fuse of these industries can rural industry system be promoted fully. [2]

1.3.2 It Needs Promoting Peasants' Income Increased Continuously and Ensuring Peasants' Living Level from the Expression as *Affluent Life to Rich Life*.

With the rapid development of peasants' employment and various incomes, rural education, medical affairs, provision for the aged and rural subsistence security system have been developed a lot. Peasants' income level and life quality have been improved a lot. In 2016, China's poverty population is left to 43.35 million which is amount to 4.5% of the total population. [3] It shows that according to international standard, it is possible to transform peasants' affluent life into rich life.

1.3.3 It Needs Promoting Sustainable Development of Rural Areas and Agriculture and Construction A Harmonious Modern Rural Village for Humans and Ecology from the Expression as *Tidy Rural Village to Good Living and Ecology*.

Ecological environment and living condition is not only the face to regard rural village but also an indeed standard to judge rural living quality. In current, some serious problems in agriculture and production as overdraft of resources and environment pollution have appeared more and more. It is urgent to develop organic agriculture and reduce pollution. The basic condition in food, living, transportation have been improved, comfortable living conditions and beautiful ecology also have been needed. To adapt the new change and tendency, it should play the need of good living and ecology in the main pursuit for rural revitalization in the future.

1.3.4 It Needs A New Sounded Rural Governance System Combined Law, Morality and Self-treatment Together from the Expression as *Democratic Management and Effective Treatment*.

As the deep adjustment of rural population structure and public community affairs, profit units and organization resources are becoming more and more serious. It is not enough to govern the whole rural villages by villagers' self-regulation and relations between village leaders and villagers themselves. So rural elementary basic work should be enhanced. According to the new change of rural social structure, it needs a new sounded rural governance system combined law, morality and self-treatment together.

2. THE PERFORMANCE FOR CULTURAL RESOURCES DIVERSITY IN SOUTHWEST ETHNIC GROUP AREAS---SET YUNNAN PROVINCE AS AN EXAMPLE

2.1 *Diversity of Ethnic Groups, Languages and Characters*

Yunnan has 25 domestic national minorities. Due to various ethnic groups, language diversity is an obvious trait, for almost each ethnic group has its own languages and characters. In 25 ethnic groups in Yunnan, besides Hui, Man,

Shui People use Han Language, all the other 22 minorities as Yi, Bai, Hani, Dai People and so on use 26 languages. Some minorities have 2 or more than languages. For example, Nu People have 3 languages as Nusu, Ayi and Rounuo languages. Jinpo People have 2 languages as Jinpo and Zaiwa. Even for the same ethnic group, because the living condition that ethnic groups have lived together over vast areas while some live in individual concentrated communities in small areas, the local language is formed so differently. [4] And also owing to the living condition, various ethnic groups' languages can be influenced largely and from various characters.

2.2 Diversity of History and Cultures

From the perspective of history and culture, Yunnan has a long history and flourish cultures which can show the whole process of human's social development. Yunnan's archaeology and discovery can display prehistoric culture of human beings. The most famous discovery are ape man in Yuanmou and dinosaur fossil in Lufeng. As a history of human development, Yunnan's social society, economy and culture development are so different before the founding of new China. Primitive commune system, slavery, feudal lord system, early capitalist system all have been existed in Yunnan history and cultures. Meanwhile these are also Presbyterian system, Mountain Officer System, Family Branch System and Chieftain System existed in Yunnan history and cultures.

2.3 Diversity of Religions

Ethnic groups' religions are full of diversity. 25 ethnic groups has their own religion and belief ranging from Buddhism, Taoism, Islamism, Catholicism and Christianity. Besides each ethnic group has its traditions religions such as the Orthodox Church for Naxi People and Bai People's village god. Meanwhile, animal worship, ancestor worship and totems worship are universal in people's farming and living.

3. PRINCIPLES FOR RURAL REVITALIZATION IN SOUTHWEST ETHNIC GROUP AREAS.

3.1 Coordinated Development for Urban and Rural Areas

Urban and rural areas are in an organic whole. Today, Yunnan province coordinates development as a key to solve rural and peasants' problems in order to advance integration between urban and rural areas. Now Yunnan is in the stage changing from tradition to modern agriculture. How to make industrialization transformed? Standard, appropriate scale and branding are essential. It needs technology and industry mixture to advance agriculture modernization, information and urbanization.

3.2 Principles of Characteristics

Yunnan has so many characteristics cultures. It is essential to choose and keep the characteristics cultural resources to explore. For example, Yunnan has various ethnic groups which have their own festivals and customs different from city culture. Water-splashing festival for Dai People, Flower Mountain festival for Miao People and Mu Nao Zong Ge festival for Jinpo People are the typical characteristics festivals. By the characteristics festival, not only tourism but also traditional culture can be kept well.

3.3 Principles of Diversity

Yunnan is rich in ethnic group cultures resources which are the most important advantage and dynamic for Yunnan's development. Rural revitalization needs making good use of the rich resources, which does not mean wiping the differentiation off and combining blindly. Indeed, the cultural diversity is the key power to draw other people and the domestic power to develop Yunnan itself.

3.4 Principles of Sustainability

Rural revitalization is a long and complex period system. Rural area is a whole community concept. The recover and rebuild for rural area's vitality is not a rapid and short period. Economy development is the most obvious and direct sign. However, some standards as political development, flourish culture, social construction and civilized people and so on are hard to evaluate. So rural revitalization does not only mean economic development but also a long development period for various elements in social community.

4. SOME PATHS FOR REFERENCE TO REALIZE RURAL REVITALIZATION IN SOUTHWEST ETHNIC GROUP AREAS

4.1 To Develop Characteristic Agriculture of Plateau Strongly in Yunnan

Yunnan's one of distinguish features is characteristic agriculture of plateau. The future direction for development method in Yunnan is to make good use of the advantage in natural resources and history to keep on agriculture developed. The way is absolutely good. So how to make the way go smoothly and steadily more? It needs new dynamic to cultivate for agriculture. Enhancing the reform of agricultural supply is an elementary way to build modern agricultural system.

4.2 To Construct Industry System of Ecological Economy.

Enhancing the construction of organic goods is one of the most distinguish features in Yunnan. The concept of organic good is firstly put forward after 18th National Congress of CPC. How to promote modern ecological and organic agricultural system is the most important advantage in Yunnan. So how to combine all the production elements to build organic agriculture and strong ecological province is a complex and long project which contains so many contents.

4.3 To Enhance the Innovation of Technology

Rural revitalization needs science, technology information toward countryside. The innovation of science and technology plays an important engineering role in rural development. Innovation needs platform to ensure the enforcement of policy. And also it needs the mixture of various production elements. Consequently, it should endeavour to consummate policy supporting system from the perspective of national level to promote dynamic transformation continuously.

4.4 To Build Famous Brand for Rural Village and Develop Village Industry

Yunnan owns some so distinguish cultural phenomena such as ethnic groups culture, ancient town culture, mountain and river culture, and local specialty culture. For example, in

local speciality culture, 18-strangeness in Yunnan is a typical case to make the local specialty culture in cultural packing. It is so good and make the local goods and culture spread more. So building famous brand for rural village indeed means to cultural promotion in goods. Only on this way, can the value of products be improved.

4.5 To Draw Skilled Craftsman and Talented Young People

Go Back Hometown.

Rural revitalization needs skilled person talents to build rural village. Due to the influence of urbanization, so many buildings and plants for rural construction is full of city traits rather than countryside characteristics. It is a pity. Rural development must be planned according to rural condition. In the past, some skilled craftsman and young people go into city for a job hunting in order to live better. So many university students are not willing to go back their hometown after their graduation, which is a waste for rural areas. So rural revitalization needs the talents go back hometown for entrepreneurship and lead other villagers rich at last.

All in all, the enforcement of rural revitalization is an important policy to solve rural problems in China. It is another development method for rural areas in new era according to national and provincial condition. It is necessary to call on all forces including government, families, collectives and folk organization to enhance their responsibility, urgent feeling, task emotion to contribute into rural construction and development. Only on these ways, can agricultural modernization, peasants' full development and full improvement for rural areas come true.

REFERENCES

- [1] Jiang Heqing, Development Mode for Reference in Enforcement of Rural Revitalization Strategy, [J] Journal of Agricultural Economy and Management, 2016(6).
- [2] Ye Xingqing, Summary in China's Rural Revitalization Strategy in New Era. [J] Reform, 2018(1)
- [3] Zhou Li, Li Yanyan, Wang Caihong, Fang Ping, Development of Industrial Integration and Sixth Industry in Rural Vitalization Strategy, [J] Research in Rural Vitalization Strategy, 2018(5).
- [4] Yang Wenshun, Te Mu, Research in Protect and Development for Ethnic Groups' Cultural Diversity in Yunnan. [J] Ethnic Groups' Journal in Heilongjiang Province, 2012(6)