

Research on the Improvement of Farmer Entrepreneurs' Cultural Capital in Rural Tourism

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Abstract—Based on Bourdieu's cultural capital theory, this paper analyzes the cultural capital structure of farmer entrepreneurs, studies the interactive relationship between tourism development and the cultural capital of farmer entrepreneurs, and proposes the improvement strategy of the cultural capital of farmer entrepreneurs from the aspects of consciousness, institution, mechanism and technology.

Keywords—*cultural capital; farmer entrepreneurs; tourism development*

I. INTRODUCTION

"Cultural capital" originated from Marx's capital theory, it is the result of Bourdieu's non-economic interpretation, and has become the core concept of Bourdieu capital theory. Bourdieu's concept of "cultural capital" is a relatively broad concept, which refers to any tangible and intangible assets related to culture and cultural activities^[1]. In the study, he further subdivided cultural capital into three basic forms: physical form, objective form and institutional form^[2].

From the perspective of capital, rural material and non-material cultural resources that can support the entrepreneurial activities of farmers, enhance the cultural connotation of tourism products and meet the needs of tourists for rural tourism activities can constitute cultural capital. Cultural capital with local characteristics is the basis for rural tourism to be different from other forms of tourism, and also the basis for the survival and development of farmer entrepreneurs. Farmer entrepreneurs and cultural capital depend on each other and interact with each other. The related issues deserve further study.

II. COMPOSITION OF FARMER ENTREPRENEUR'S CULTURAL CAPITAL IN RURAL TOURISM

A. Physical Cultural Capital

The physical form of "cultural capital" refers to the cultural products, such as knowledge, upbringing, skills, tastes and sensibilities, which are acquired by the actors through family environment, school education and become part of the mind and body^[3]. The cultural capital of "body"

cannot be embodied and measured by the material entity. It can only be perceived by the object of capital bearing through careful observation and close contact. The "physical" capital needs a lot of time and money for the individual to obtain, and the "physical" form of cultural capital, which is relatively more open and fair, is not restricted by class. In rural tourism development, farmer entrepreneurs are mostly in the process of transformation from agriculture to tourism, and most of them lack enough physical cultural capital due to the relatively lack of cultural accumulation for a long time. In knowledge, education, skills, taste and other aspects, the farmer entrepreneurs are still in the accumulation and rise stage. However, on the intangible cultural heritage skills with local characteristics and national traditions, farmer entrepreneurs have unique advantages from daily life and become the basic capital of their entrepreneurship.

B. Objective Cultural Capital

The objective form of "cultural capital" refers to the object form of culture directly observed by the outside world, including books, antiques, paintings and other cultural tools. The objective form is closely related to the physical form, and "it requires the actor's physical cultural capital to be invested in the specific market, through the investment of money, time and knowledge"^[4]. The objective cultural capital of farmer entrepreneur is mainly represented by the cultural tools related to rural culture and their output, such as collectibles with local characteristics, unique intangible cultural heritage creation tools, and residential buildings with heritage value.

C. Institutionalized Cultural Capital

The institutional form of "cultural capital" refers to the public capital form that the individual's "physical" capital form is recognized by the group through the social system such as examination and qualification certification. It is also necessary to invest a lot of manpower, financial resources and time to acquire institutional forms of cultural capital. The education background, cultural atmosphere and the richness of cultural capital of families directly determine the ability and channel of individuals to acquire institutional

forms of cultural capital. The objective form of cultural capital provides a tool to help individuals realize the transformation of cultural capital from physical form to institutional form. Compared with urban areas, rural areas are relatively short of education resources in China, with generally low educational level of farmer entrepreneurs, weak professional training, and less opportunities for qualification certification, so the total amount of institutionalized cultural capital of entrepreneurs is relatively small. The weakness of rural areas in infrastructure, industrial opportunities, education environment and other aspects makes farmers with higher institutionalized cultural capital flow from rural to urban and blocks the flow of urban residents to rural areas, which further aggravates the loss of institutionalized cultural capital in rural areas.

III. THE INTERACTION BETWEEN TOURISM DEVELOPMENT AND FARMER ENTREPRENEUR'S CULTURAL CAPITAL

A. *Tourism Development Promotes the Farmer Entrepreneur Cultural Capital Upgrade*

The development of tourism relies on the rich local heritage in rural areas, including physical and non-material cultural forms such as architecture, landscape, folk customs and festivals. Rural residents are the carrier of local cultural capital, and they create and maintain unique local images. Farmer is the foundation of rural tourism development, and farmer entrepreneur is the foundation of rural tourism industry. Rural tourism mainly aims at seeking life experience different from the original place. Featured food, folk festivals, local architecture and other cultural resources constitute the main basis for rural tourism development. The unvalued cultural resources in ordinary villages have gradually evolved into cultural capital which can bring economic benefits to the villagers. The amount of cultural capital has become a key factor to determine the development potential of the village industry and the probability of the success of farmers' entrepreneurship. In order to meet the needs of tourists and better produce or operate rural tourism products, farmer entrepreneurs need to constantly improve their cultural capital to better cope with market competition.

In terms of physical cultural capital, the entry of tourism into villages provides opportunities for rural entrepreneurs to improve their economic income. Higher economic income enables them to have more ability and motivation to improve their quality to operate enterprises better and provide tourists with tourism services more in line with their needs. At the same time, the development of tourism has made the farmers' entrepreneurs attach more importance to the accumulation, to use of intangible cultural skills, and promoted them to constantly improve such cultural capital through learning and training. In the aspect of objectifying cultural capital, tourism development can promote the improvement of the quantity and value of cultural collections. In rural inn, local restaurant, handicraft workshop and other tourist reception space, the farmer entrepreneurs are more willing to use local and national characteristics of the decoration to decorate. Local

architecture will no longer be regarded as worthless and demolished, modern architecture instead becomes the target of localization transformation. In terms of institutionalized cultural capital, farmer entrepreneurs are increasingly aware of the importance of academic level and qualification certificates in new industrial opportunities -- especially in contrast to the large number of highly educated tourists, which prompts them to enhance their interest in institutionalized cultural capital. Relatively successful entrepreneurs have the ability to acquire or enable their children to obtain higher institutionalized cultural capital, thus improving their educational level and qualifications as a whole.

B. *Cultural Capital Increment Improves the Core Competitiveness of Farmer Entrepreneur*

Tourism development promotes the total amount of cultural capital and optimizes its cultural capital structure. At the same time, the optimization and upgrading of cultural capital objectively improved the management ability of farmer entrepreneurs, updated the tourism service concept, and promoted the upgrading of rural tourism products. The growth of the entrepreneur's cultural capital has made the farmer entrepreneur get rid of the traditional image cognition of "facing the loess and carrying on the back to the sky". The entrepreneur participates in the dialogue with the tourists as an equal, and provides the tourists with a harmonious relationship between host and guest.

The growth of the knowledge, connotation, taste and other physical cultural capital of the farmer entrepreneur is imperceptibly reflected in the products and services run by the entrepreneur, and fundamentally affect the cultural connotation and taste of the entrepreneurial project. Objective cultural capital grows to some extent due to the growth of physical cultural capital, such as the increase in quantity and quality of collectibles brought by the improvement of life taste. The collection with local and national characteristics, rural architecture, non-material cultural creation tools and other tourism products can provide farmers with high cultural connotation, thus forming a unique competitiveness different from that of low-cultural capital entrepreneurs. The improvement of physical and objective cultural capital promotes the farmers' entrepreneurs to consciously improve their educational level and qualification level, thus improving their entrepreneurial ability and software foundation.

Due to the lack of cultural tourism industry with low barriers to entry, capital of peasant entrepreneurs can be finished through labor services economy the primitive accumulation of capital, so early in the development of tourism, the cultural capital to the behavior of the farmer entrepreneur does not have apparent effect, "body" of cultural capital and "institutionalized" cultural capital are difficult to translate into economic capital of entrepreneurs. However, with the development of tourism, the importance of cultural capital is gradually revealed. Such as in some villages of ethnic tourism, with the village inn lodging hospitality industry competition intensifies, if the inn owner has a higher "body" of cultural capital is high, he can

decorate his inn with local materialized. The design of the inn layout makes more national culture grade, which makes the inn better than the other inns belongs to low culture capital host. Cultural capital affects the entrepreneurial performance of entrepreneurs in an implicit and indirect form, which is not only an unconscious cultural expression but also a conscious cultural improvement.

IV. THE STRATEGY TO IMPROVE THE CULTURAL CAPITAL OF FARMER ENTREPRENEURS

A. Enhance the Cultural Awareness of Farmer Entrepreneurs

Before tourism development, rural residents have no clear understanding of local culture and do not regard culture as the capital that can generate economic benefits. Some successful entrepreneurs may realize the importance of culture and influence other entrepreneurs, but it is still difficult to form a strong cultural atmosphere in the village as a whole. Farmer entrepreneur cultural awareness promotion needs efforts from the government and residents. On the one hand, the government through the propaganda education popularization culture on the importance of tourism development, increase farmer entrepreneurs take the initiative to use local culture consciousness; on the other hand, the farmer entrepreneurs should take the initiative to learn advanced experience, spontaneous promote cultural consciousness, in order to better complete tourism entrepreneurship.

B. Establish a Cultural Mutual Aid and Cooperation Organization

The government should provide a platform for farmers to learn from each other, communicate with other countries, and train themselves for improving their local culture skill. Such as the government to establish the villagers of cultural capital transformation mechanism of training and education, in order to popularize knowledge of ethnic culture and guide farms to entrepreneurs to transform cultural capital into the competitiveness of the tourism products. The specific measures include in local primary and secondary school courses in national culture, national culture training seminar, held a national tourism handicraft development training, etc.

C. Introduce a Mechanism for Encouraging Cultural Progress

Most of them have no motivation of self-learning or active learning. Government departments should introduce measures to promote and encourage rural entrepreneurs to improve their cultural capital. Such as through economic or institutional means to encourage villagers to use more national handicrafts decorative items in the home decoration, family decoration highlights ethnic cultural colors and patterns, so as to achieve the "physical" transformation of cultural capital. The "institutionalized" conversion of cultural capital is realized by establishing the authentication system of national cultural inheritor and issuing the certificate with certain admittance effect.

D. Research and Development of Culture Capital Optimization Technology

In the context of tourism development, local culture should be developed moderately to take its essence and adapt to the needs of modern society, while the foundation of local culture should be maintained. For example, local architecture is mainly based on civil structure, living comfort is relatively poor compared with modern architecture, but modern architecture may change the local image of countryside. Farmer entrepreneurs often do not know how to combine comfort and rural when improving living conditions. In this regard, the government and administrative departments should provide technical support for villagers to build more comfortable rural buildings. So the government and development departments should focus on four things: first, select and recommend traditional construction materials suppliers, or set up a special traditional materials supply department to recommend construction materials used by farmer entrepreneurs; Secondly, architecture, ethnology, history and other experts are invited to form an architectural design committee and organize several architectural design companies to design traditional residential buildings of different sizes and different types for residents to choose when building houses. Third, the establishment of national construction guidance training unit, to the film area of the construction unit to provide training and guidance, so that they master the traditional construction technology; Fourth, according to traditional materials, traditional technology, traditional style of housing construction to economic subsidies or honorary titles.

V. CONCLUSION

The study found that the three forms of cultural capital were all obviously reflected in the farmer entrepreneur, and had a profound impact on the farmer entrepreneur in terms of the entrepreneurial motivation, entrepreneurial ability and entrepreneurial efficiency. The entrepreneurial activity of farmers also objectively improves the total amount of rural cultural capital and optimizes its structure. The benign interaction between the two has become the foundation of sustainable development of rural tourism.

At the same time, the study in this paper still has some limitations, which is mainly reflected in the absence of empirical research on a certain practical case, and such research still needs to be strengthened in the future.

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