An Inquiry into the Cultural Needs of Villagers in Poverty-Stricken Minority Areas  
——A Case Study of Hainan Province

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Abstract. Although the ethnic poor areas have rich ethnic cultural resources, they are facing the dilemma of economic and cultural backwardness. As an important driving force, cultural needs can lead the development of economy and society in poverty-stricken minority areas. During the process that cultural needs are met, local villagers manage to get rid of poverty and become rich, national characteristic culture pass on from generation to generation, and ethnic minority areas stay harmonious and stable. Under such background, taking the ethnic poverty-stricken areas of Hainan province as an example, this paper aims to study on how to meet and expand the cultural needs of the local villagers by playing the synergistic role of the government, market and society.

1. Introduction

As the sixth Plenary Session of the 17th CPC Central Committee pointed out, to build a well-off society benefiting billions of people, a colorful cultural life is as indispensable as a rich material life. Inhabited by many nationalities like Li, Miao, Zhuang and Hui, Hainan has abundant ethnic and cultural resources. However, due to historical, transportation and many other reasons, the economic and social development in ethnic minority areas is relatively backward, especially in the vast rural areas. The lack of material restricts the ability of villagers to meet and expand the cultural needs, and is not conducive to the excavation and development of the national cultural resources. The lack of culture has further hindered the inheritance and promotion of national culture, resulting in the disappearance of national culture, and the ethnic poor areas are caught in a vicious circle of economy and culture. Under this background, it has important reference value for the leap-forward development of the minority areas to explore the way of satisfying or expanding the cultural needs of the villagers, combining which with the inheritance and promotion of national culture, cast off poverty of ethnic poor areas and the harmony and stability of ethnic areas. To achieve it, the study on the characteristics and influence factors of the villagers’ cultural needs is indispensable.

2. An analysis on the mechanism of fueling the economic and social development of Ethnic Area based on cultural needs

The word “needs” means an objective mental tendency in which the organism feels certain "lack" and strives to be satisfied, and the object of cultural needs is cultural goods. Compared with the basic material needs, as a kind of spiritual needs, cultural needs come form a higher stage. Facing the plight of economic and cultural dual backward, the villagers of the poverty-stricken ethnic areas are eager for colorful cultural life, at the same time, they also have a strong desire to get rich by utilizing culture,
pass on the national culture and acquire national identity. Needs are the motivation for people to carry out activities, but how to translate it into a powerful driving force for the overall development of the economy and society in the impoverished ethnic areas, the process of function is called mechanism as follows (see Figure 1).

2.1. To promote poverty alleviation in ethnic areas
Cultural goods, as the carrier to meet cultural needs, includes both tangible products and intangible services, which is also a kind of special commodity, with both commodity attribute and social ideology attribute. Among them, commodity attribute is also called industry attribute and economic attribute. The minority poor areas have rich cultural resources, the needs or desires of local villagers to become rich is strong, in addition, the cost of labor is low. According to Heckscher Ohlin's neoclassical trade theory and David Ricardo’s comparative cost theory, with its unique resources endowment, minority areas have the comparative advantage of developing cultural goods and related industries. Therefore, based on adhering to correct cultural ideology, product attributes of cultural goods should be made full use, to excavate and develop cultural resources, and to realize its value maximization through market-oriented resource allocation. While satisfying the cultural needs of villagers in ethnic areas, it will promote local economic development and create more jobs. Moreover, with its strong industrial linkage and spillover effect, cultural industry, as the main force of the third industry, can stimulate the development of related industries and drive the demand for labor, further promoting the economic development of minority regions and absorb local villagers to employment.

2.2. To guide the inheritance of national culture
Local villagers are happy to accept the culture of minority nationality, for it's close to life, with a strong local flavor and ethnic characteristics. After a long period of exposure, ethnic cultural has been internalized into their daily activities and carry on from generation to generation through word of mouth. In fact, it is this strong needs or desires for their ethnic culture that has promoted the continuation of the national culture and carry forward it. The industrialization of national culture will bring along employment and income, as a result, the great economic value of rich cultural resources in ethnic areas will be further revealed, so that the needs or desires of cultural enrichment is transformed into the economic power to guide the protection, inheritance and development of national culture.

2.3. To achieve national harmony and stability
National culture, as the cultural foundation for the survival and development of a nation, is the accumulation and development of a nation in the process of long-term common production and life, and the reflection of the historical development of the nation. National culture is the soul of a nation and determines the overall behavior pattern of the nation. For individuals living in it, they play the role of identity, behavioral norms and value orientation, providing individuals with a sense of belonging, happiness and psychological support. Therefore, the process of meeting the cultural needs is actually a process of “seeking common ground”. Under the background of economic globalization and regional integration, ethnic culture is inevitably increasingly affected by foreign culture. In the collision and exchange between different cultures, the principle of respecting other cultures should be upheld. Guiding national culture "removing dross, taking its essence", “seeking common ground while reserving differences, and embracing all kinds of things”, and realizing the fusion of multicultures will certainly contribute to the harmony and stability of the nation.
3. Constraints of the cultural needs of ethnic minorities in Hainan
Hainan province has six ethnic autonomous counties, consisting of two Li and Miao autonomous counties and four Li autonomous counties. By the end of 2014, the total population of ethnic autonomous areas was 1.8004 million, including 0.9266 million of minority population, which account for 51.47% of the total. The main ethnic groups are Li, Miao, Zhuang and Hui, among them, the population of Li nationality accounts for more than 90% of the total population of the ethnic minorities. Compatriots living in the minority nationalities have formed some distinctive national cultures in the long process of common production and life, including Li and Miao traditional festivals, such as “the third of March”, Li and Miao folk songs and dances, traditional Li textile embroidery art, Li medicine, etc. With the development of economy and society, the cultural needs of villagers in ethnic minority areas, especially in ethnic poor areas, has shown their unique characteristics under the impact of modern culture and many other factors.

3.1. Economic income and cultural needs
Consumers’ behavior of purchasing or choosing any commodity is usually under a certain income constraint. According to economics, for normal goods, income and demand generally show a positive correlation. That is to say, low income will depress commodity demand. Moreover, according to Maslow’s “hierarchy of needs” theory, cultural needs will be constantly stimulated only when material needs are gradually satisfied. Due to historical reasons, the development of economy and society is
uneven in Hainan, and the ethnic areas are relatively backward. The average GDP of the 6 national autonomous counties in 2014 was 6.804 billion yuan, it is 25.624 billion yuan for the other 12 cities and counties, which is more than three times of the former. In terms of per capita disposable income of urban and rural residents in Hainan province, the average is 17476 yuan, and rural residents per capita disposable income is 9913 yuan. The corresponding values in minority areas are 12591 yuan and 8567 yuan respectively, among them, Baoting, Qiongzhong and Baisha even less than 8000 yuan for rural residents. Cultural commodities generally belong to normal goods, the insufficiency of personal disposable income makes the poor people in minority areas can’t afford the consumption of cultural goods after paying the basic necessities of life.

3.2. Leisure time and cultural needs
To some extent, people's cultural needs are accompanied with leisure. Generally speaking, with more leisure time, cultural needs become richer. Leisure can be divided into active and passive leisure, the former is the active choice behavior for the spiritual satisfaction after reaching a certain material life condition, reflecting the real needs for cultural activities. However, the latter is due to the backwardness of the economy and the lack of employment opportunities, corresponding to the passive cultural needs. Villagers are occupied with nothing, easy to be guided by unhealthy cultural information, thereby lowering the level of cultural needs. The economy of minority region is relatively backward in Hainan, and the proportion of agriculture in GDP accounts for more than 42.93%. Ledong Li Autonomous County, as one of the minority counties, comes up to as high as 61%. Moreover, agriculture in these areas retains a traditional mode of production and operation, with low marginal productivity of labour, unemployment and hidden unemployment are becoming the soil that breeds passive cultural needs.

3.3. Cultural infrastructure construction and cultural needs
Cultural infrastructure construction is an important support for building a regional cultural service system and an important means to enhance the cultural soft power. It is also a powerful guarantee and platform to meet the cultural needs of people. by 2014 the ethnic areas in Hainan province had established a total of 10 performing arts groups, 1 performing arts venues , 4 museums, 6 public libraries, 66 cultural centers (stations) , far below the average level of the province (Figure 2). The comprehensive population coverage rate of radio programs in ethnic areas is 94.70%, and that of TV programs is 93.29%, which is somewhat insufficient compared with the coverage rate of 96.49% and 95.47% of the province. With a proportion of 19.65% in population, the ethnic areas only take 4.43% in cultural legal entities. (as shown in Figure 3). The lack of cultural infrastructure in ethnic areas restricts the satisfaction of cultural needs of local residents.
3.4. Educational status and cultural needs

The influence of education on cultural needs can be divided into two aspects: direct influence and indirect influence. It will help the inheritance and development of national culture to carry out ethnic cultural education for ethnic minority villagers, which constitute the main body of the cultural needs. Through education, it will deepen the understand and identity of the national culture, strengthen and expand the cultural needs of the nation, which is the direct effect of education on cultural needs. Indirect influence is mainly to influence and change the villagers’ cultural awareness and preferences by making them accept more cultural education, on this basis, to enhance the level of villagers’ cultural needs. Education in ethnic areas is relatively lower, in terms of the number of Ethnic Primary School, junior high school and senior high school. Compared with that of the whole province of Hainan, the proportion is respectively 17.46%, 16.81% and 15.72%, lower than the corresponding population proportion. The backwardness of education will inevitably affect the training of talents in ethnic areas, and the shortage of qualified personnel has become the key factor to restrict the development of national culture and relative industries.

3.5. Foreign culture shocks and cultural needs

Hainan is a small island surrounded by water, and ethnic minorities are distributed in more remote rural areas. Nevertheless, with the continuous development of economic integration and information network technology, the barrier of geography has been difficult to resist the shocks of foreign culture. Compared with the traditional culture which reflects the relatively backward development level of
economy and society, modern culture represents the advanced productive forces, science and technology level and the modern way of life, and has great appeal for the villagers in ethnic impoverished areas especially the younger generation. Moreover, the further promotion of urbanization has also accelerated the agglomeration of population to towns, leading to the increasingly serious “hollowing out” in rural areas. Without paying attention to it, the question that who will inherit the national traditional culture will become more and more prominent, resulting in the running-off of national culture.

4. Ways to meet and expand cultural needs
The unique national cultural resources endowment constitutes the comparative advantages of the ethnic poor areas, while the vicious circle of economy and culture is the realistic predicament that they have to face. Focusing on the cultural needs of villagers, in order to break the current predicament, it will be a realistic choice to fully excavate and develop national cultural resources for achieving economic and social effects of cultural commodities, organically combining the process of meeting villagers’ cultural needs with that of poverty alleviation in ethnic areas, the promotion and inheritance of national characteristics culture, and the harmony and stability of ethnic areas. It can be discussed from several aspects such as government, society and market.

4.1. Support the public welfare cultural undertakings
What the cultural undertakings pursue is social benefits, its main feature is public welfare. There exists the dialectical relation between culture and economy, undoubtedly, the cultural undertakings will play an important role to the whole society in satisfying public cultural needs, in improving the ideological and moral level, and in guiding people to produce high-grade cultural needs, which should be attached great importance. In view of the weak public cultural infrastructure in ethnic impoverished areas, financial investment should be increased. Since the present financial revenue is tight, it is necessary to promote local economic development and increase local fiscal revenue through industrialization of ethnic cultures. In addition, to establish and perfect the “expression and response” mechanism of the cultural needs, strengthen the awareness of the main body of the villagers’ cultural participation, and ensure the seamless docking of the supply and demand of public culture. At the same time, investment in education, especially in basic education, should be added, to guide villagers to consciously resist “passive cultural needs”, and spontaneously raise the level of cultural needs.

4.2. Develop the business culture industry
The cultural industry pursues economic benefits, focusing on operating activities. Adhere to the correct ideology of culture, and on this basis, the full development of national culture industry is the key to crack down the vicious cycle of economic and cultural in poor ethnic areas. Ethnic areas generally have the comparative advantages of national cultural resources endowment, and there are different distinctive resources among different regions. Therefore, to develop the national culture industry, the principle of “overall arrangement but differential development” must be upheld firstly. That is to say, the overall planning should be made from the perspective of the whole province, whereas, the special planning should be made in accordance with the actual situation of each ethnic region, guiding all localities to excavate, condense and highlight their own characteristics, and avoiding waste of resources and repeated construction. Secondly, to promote the development of characteristic cultural industry with tourism as the platform. In other words, to realize the deep integration of cultural industry and tourism industry by Seizing the important opportunity of the construction of Hainan “international tourism island”, and thus expand the scale of national cultural needs. Thirdly, to strengthen international cooperation and implement the "going out" strategy. Specifically speaking, to give full play to the regional advantages of Hainan as an important node of the “maritime Silk Road in twenty-first century”, so as to enhance exchanges and cooperation with countries or cities along the route, reinforcing the export of cultural products and services while developing traditional commodity trade.
4.3. Encourage mass cultural activities
Whether it is to support cultural undertakings or develop cultural industries, the aim is always to meet the growing spiritual and cultural needs of the people. As the main body of cultural needs, the broad masses of villagers, by their own cultural activities, are bound to be more closely related to the real needs and are widely welcomed. The government should encourage the establishment of mass cultural activities. Firstly, by guiding and cultivating the villagers with expertise in arts and culture, excavating and supporting the successor of minority culture, so that they can give full play to their strengths and expertise, and become the leading role of rural ethnic cultural activities and literary arena. Secondly, mass cultural activities can display and restore the profound national culture in the form that people love to see and hear, so it has a strong appeal. By integrating mass cultural activities into the overall planning of tourism, it can combine the satisfaction of cultural needs of the local villagers and tourists with the growth of farmers’ income, resulting from the development of tourism industry. Stimulating the villagers to further tap the cultural resources, to innovate the cultural content and to enrich the cultural products, is also conducive to the inheritance and promotion of the national culture.

5. Conclusion
The tenet of cultural construction is to satisfy people's increasingly growing spiritual and cultural needs, due to many factors such as economy, education, cultural infrastructure construction and foreign cultural shocks, it was restricted that the promotion of cultural needs and the inheritance of culture in impoverished ethnic areas. Under such circumstances, government, society and market should work together, to deeply understand, excavate and stimulate cultural needs of local villagers, on this basis, to promote the leaping development of minority poverty-stricken areas. As a result, in the process of solving the problem of cultural needs, minority compatriots get to enhance national cohesion, achieve poverty alleviation, and pass on the excellent national culture from generation to generation in a better way.

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