The relationship between cultural diversity and regional economic development

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Abstract. Cultural diversity plays an irreplaceable role in a specific regional economy, but in many areas with the continuous influx of non-local population, the disappearance of the older generation of people, and the introduction of new ideas and new ways of life, resulting in the reduction of regional cultural diversity and even gradually disappearing with the passage of time. Nowadays, many ethnic minorities do not make reasonable use of their cultural advantages, which leads to the imbalance of economic development, and the low development of ethnic culture has aroused wide attention. Based on whether there is a good relationship between cultural diversity and regional economic development. This paper focused on cultural protection, dialect protection and social environment, raised and analyzed problems in accordance with the principle. According to the national conditions and the basic ideas of other countries or other regions, this paper made a deep analysis and discussion on the status quo, causes and solutions of the regional economic depression caused by the lack of regional cultural diversity in China, in an effort to achieve systematic synthesis and treat both symptoms and root causes.

Keywords: Cultural diversity, regional economic development, social environment.

1. Introduction

The development of the national economy and the diversity of national culture have mutual penetration and mutual promotion. Under reasonable adjustment, the two can reach a balance, which can improve the national economy to a certain extent [1]. The cultural diversity of ethnic minorities is reflected in many aspects, such as their unique dialect system, housing characteristics, and regional colors. Clothing features and food culture. However, at present, many ethnic minorities are separated from the local culture, and the characteristics and cultural diversity of ethnic minorities are not well protected, and their advantages are not fully utilized to attract more economies. In some areas, in the process of urbanization, a large number of people will flow into other areas, and cultural diversity will be lost. There are many calls for the loss of ethnic minority cultures and their cultural protection, mainly from the protection of dialects, costumes and traditional crafts. Few studies have been conducted on the impact and harm of cultural loss on economic development. At present, there is still controversy over the measurement method of cultural diversity. This paper will explain how to combine cultural diversity with regional economic development.

2. The Current Situation of Regional Cultural Diversity and Economic Development

Nowadays, with the gradual development of science and technology, many remote mountainous areas and places where ethnic minorities gather have also begun to fulfill the policy of rejuvenating the country through science and technology. Many houses with national characteristics and unique places for large-scale celebrations have been gradually moved to the ground with modernization [1]. Moreover, with the gradual rise of trade and globalization after the reform and opening up, a large number of non-residents have entered the country eager to obtain new business opportunities, which makes local residents lose their dialects unconsciously.

2.1. Changes in National Culture Brought about by Reform and Opening Up

Now, there are many examples of ethnic minority cultures gradually fading away in the collision with the modern economy. For example, for some ethnic minorities in China, with the pace of reform and opening up, people's economic conditions have become more and more prosperous, and more and more changes in the way of living abroad have made the original culture of ethnic minorities unable to meet the spiritual needs of ethnic minorities, or the original culture of ethnic minorities cannot adapt to the changed way of life [1]. Under such an effect, ethnic minority people will choose to abandon the culture that is not adapted to the existing way of life, and accept or absorb the culture that is adapted to the current way of life. After some minority cultures gradually fade out of people's vision, the original cultural form will deviate and even die out.

2.2. The Disappearing of National Dialects

With the popularization of Mandarin by the Chinese government, more and more people choose to speak Mandarin in social environments, resulting in a large loss of dialects. Nowadays, people are in an era of developed network information, the global economy is highly unified, and the scope of people's activities is no longer satisfied with the inherent space [2]. Nowadays, there are more and more scenarios for having a unified language for social cooperation, and the demand for the same language is rising with the progress of society. From the beginning when the country issued relevant policies to enforce it, to later when people spontaneously used a unified language, to now when many people can't speak dialects, dialects slowly disappeared around us [2]. This is the trend of economic globalization and the demand of social groups for the same language in the Internet era. The acceleration of regional urbanization is also the reason for the disappearance of dialects. Languages will change in the process of being used by different people [2]. Each person has his or her own habits of using words and constructing sentences, as well as different tones and tones. Whatever is outdated once people are aware of it, they try to get rid of it, and in any case, language always turns from a disadvantage to an advantage. In the process of urbanization, such examples are very common. Especially in today's rapid development of science and technology transportation networks, the communication and integration between the North and the South are everywhere. At the same time, Mandarin is used as the communication medium, and the language environment constructed in the invisible makes almost everyone strive to approach the language as the core measurement standard. As the prestige of standard language continues to improve, its influence on the surrounding dialects becomes more and more serious. From another point of view, no matter what reason, people who have left their hometown will hear a language completely different from their hometown when they come to a completely unfamiliar environment. At this time, people will feel a strong sense of rejection pushing them out in an invisible way. At this time, they often choose the language with a unified standard and put themselves in the position of the master, so as to obtain a psychological sense of identity. In his discussion of inter-dialect borrowing, Bloomfield wrote: "Standard speech 1 leads people away from regional and locational dialects. With the prosperity of the economy and the popularization of education, the masses close to it have become more and more extensive. Those who rise in social status take it as their adult language and pass it on only to their children: death becomes the native language of an increasing number of the upper class [3]."

3. Problems Faced by National Culture Under the Rapid Development of Modernization

The impact of foreign culture. The intensification of the modernization process will inevitably lead to the acceleration of the exchange and influence between minority cultures and foreign cultures.

3.1. Status of Ethnic Minorities in Modern Society

Under the background of cultural modernization, the national minority culture is in a very awkward situation. The total population of ethnic minorities in China only accounts for 8.49% of the total

population of the country, and the proportion of all ethnic minorities can be imagined [4]. The reality that the population occupies a minority inevitably indicates that the culture of ethnic minorities cannot enjoy a mainstream position in Chinese culture. Under the background of modern culture, it is easy for national culture to move towards the direction of cultural unification. It had a devastating impact on the diversity of culture and its enormous role in economic development.

3.2. The Role of National Culture on the Economy

Traditional regional culture is a regional cultural background with ethnic characteristics, which is formed by the public selection of several generations and hundreds or even thousands of years in a region [5]. It is the deepest foundation for the development of a region. It creates the social atmosphere of regional economic development, stimulates the internal vitality of local economic development, and plays a huge role in regional economic development. However, the blind pursuit of modernization leads to the loss of cultural diversity, which will only make the city more and more lacking in characteristics and vitality, and finally disappear at the end of the era, and the vitality of the economy and the city will fade with time.

3.3. The Preponderance of China's Ethnic and Cultural Diversity

Ethnic minority areas are rich in culture, language and ethnic characteristics, which are of great significance to the economic and social development of ethnic minority areas. Here are a few aspects of them. The first is resource advantages. The geographical location and natural environment advantages of ethnic minority areas, as well as rich intangible cultural heritage, provide important resource support for the development of a unique regional economy and tourism in ethnic minority areas. The second one is cultural inheritance. As an important part of China's cultural diversity, the culture and language of ethnic minority areas have important cultural value and significance. For regional economic and social development, cultural inheritance is the basis for maintaining regional uniqueness and characteristics. The third one is agricultural characteristics. Many ethnic minority areas rely on the traditional agricultural economy as the leading industry, and the unique farming techniques and rich grassland resources, and other environmental characteristics of ethnic minorities make farming, animal husbandry, and other agricultural fields have advantages. The fourth is diversified development. The characteristics of multi-cultural and multi-ethnic exchanges in ethnic minority areas provide conditions for diverse participation in regional economic and social development, attract more foreign investment and talents, and promote the rapid development of the regional economy. In general, the characteristics of ethnic minority areas are of great significance and contribute to their economic and social development [5]. At the same time, the development of ethnic minority areas is also closely related to the maintenance of national unity and multi-cultural development.

4. Suggestions

The difference in national culture is the unique resource of a nation and the advantage of a region. Each nation in our country has its own unique culture, which is the core competitiveness of the cultural development of the national area. Making recommendations on how to solve the problem of economic development combined with cultural diversity is important.

4.1. Use Culture to Attract Business Opportunities

The cultural industry, which mainly develops with press and publication, tourism and culture, and cultural entertainment, is a new economic growth point and a way for ethnic minorities to develop and get rich and can drive the overall economic development of ethnic minority areas [6]. In the course of development, groups in minority areas have formed their own unique lifestyle and values, and the level of development between ethnic groups and regions is not the same. Minority people have gradually formed their unique national culture through long-term struggle against the bad

environment. Various cultural characteristics such as dialects and costumes can be utilized to promote economic development through tourism, media (such as TikTok, live streaming and other short video platforms) and government policy support, so as to achieve the best state of mutual balance, mutual benefit and win-win cooperation.

4.2. Combinate Culture with Economy

Taking Shandong Qufu as an example, as the birthplace of the Yellow Emperor, the former capital of Shennong, the former country of Shang Yin and the hometown of Confucius, Qufu has rich tourism resources and strong cultural deposits. It is one of the first published historical and cultural cities in China, and it is also the first batch of outstanding tourism cities in China [7]. Vigorously promote the cultural tourism industry of Qufu County, point out the direction for the development and construction of Qufu County, and effectively improve the economic development of the county [7]. In other places, although they are in remote areas, such as the 56th ethnic group in Yunnan, they will combine the unique advantages of local dances and costumes and use the Internet to publicize and broadcast a large number of live broadcasts to get huge traffic and onlookers, open local theaters and sell special ornaments to achieve economic development, lead the ethnic group to become rich, and when the local culture gets more recognition from the outside world, they will continue to do so [8]. Naturally, more development opportunities can be obtained. The external publicity of regional culture should be combined with the local geographical and cultural development characteristics, on the basis of the original culture, combined with the development of the new era to make innovation, develop the regional characteristics of tourism scenery and cultural industries, attract more high-quality foreign investment, and introduce more development resources.

4.3. Use Specific Method to Assist in Combining Culture with Economy

Combining national culture with economic development can produce many positive effects. Here are some methods and practices that can help achieve this goal. For example, the cultural and creative industries. Developing and supporting cultural and creative industries is an important way to combine national culture with economic development [9]. Promote the development of related industries such as art, handicrafts, traditional music, dance, etc., by tapping and utilizing the uniqueness and creative potential of national culture. This can not only create economic value but also protect and pass on national culture. Cultural tourism, taking national culture as a tourism resource to attract tourists to experience and understand it. Through the development and promotion of national cultural tourism products, it can promote the development of the local economy, and improve the awareness and protection of national culture. Inheritance and innovation of traditional knowledge and skills, combining traditional national knowledge and skills with modern economic activities can create unique products and services. For example, the application of traditional herbal knowledge to the modern pharmaceutical industry, or the application of traditional handicraft skills to the field of modern design and production. Cultural education and training, strengthen the education and training of national culture and train more professionals and practitioners. By providing relevant education and training opportunities, innovation and entrepreneurship can be stimulated and economic development driven. Community residents are encouraged to participate and cooperate to protect and inherit national culture [10]. Through the organization of cultural events, exhibitions, and festivals to strengthen community cohesion and identity, and promote economic development and social progress.

To sum up, combining national culture with economic development requires the joint efforts of the government, enterprises, social organizations, and individuals. Through innovation, cooperation and sustained investment, a win-win situation can be achieved for the protection, inheritance and economic development of national culture.

5. Conclusion

The research explains the contradiction between economic and cultural diversity in many regions, the existence of which makes the regional culture unable to be protected and the economy unable to develop stably. In this respect, this paper analyzed and studied the status quo changes in many regions and the existing problems and discussed several typical Chinese cities that have developed by taking advantage of cultural advantages. This paper summarized the most suitable methods to use national characteristics to develop the economy, respectively, the use of Internet communication, and the cooperation between major enterprises and travel agencies, so as to achieve the ultimate goal of culture to promote economic development. This paper only discussed the perspective of cultural diversity promoting economic development and gave some solutions and ideas from the existing problems. But there are still some problems that will be ignored, for example, cultural standardization and homogenization. Under the tide of globalization, some cultures are being standardized and homogenized. A large number of international brands and media cultures are dominating the market, leading to the gradual disappearance of some local characteristics and traditional cultures. This trend can lead to a reduction in cultural diversity, limiting innovation and creativity for economic development. There are also cultural preservation and inheritance dilemmas. Some traditional cultures and intangible cultural heritage are facing the dilemma of protection and inheritance, and the impact of globalization and modernization makes some traditional skills and customs gradually disappear. This situation can lead to a reduction in cultural diversity, limiting innovation and identity in economic development. These are all problems that may exist in future development. In general, cultural diversity plays an important role in promoting economic development. In the future, researchers should pay more attention to and protect cultural diversity, and achieve economic prosperity and sustainable development by promoting cultural exchanges and cooperation.

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