

# Analysis of the Influence of Ethnic Customs on the Economic Development of Ganzi Tibetan Areas

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**Abstract:** The article first defines the meaning of folklore and explains the folklore function. Secondly, the article takes the Ganzi Tibetan area in Sichuan as an example. From the analysis of the natural environment and social environment of the Ganzi Tibetan area, it is concluded that although the Ganzi Tibetan area has developed rapidly in recent years, the proportion of the three major industries is not coordinated, and the total economic development The level is low, the proportion of agriculture and animal husbandry is still high, and the economic benefits of agriculture and animal husbandry are growing slowly. Finally, the article analyzes the impact of folklore in the region on economic development and proposes to promote economic development.

## 1. Introduction

Ethnic customs are an important part of China's 5,000 years of Chinese culture. They contain the spiritual features of a region and an era, and also record the development of this era. The development of folklore may have a positive effect on the economic and social development of a region, but it may also have a hindrance effect. In the context of the current development of culture, it is necessary to study the era value and significance of folk culture. Based on this understanding, this paper takes ethnic customs as an entry point, analyzes the impact of economic development in Ganzi Tibetan areas, and proposes recommended measures.

## 2. National customs

The new institutional economics believes that the "economic system" used to define, standardize and coordinate people's economic activities and economic relations consists of two parts: "formal system (formal constraint)" and "informal system (informal constraint)." The informal system is "the rules that people gradually form in the long-term social life, such as customs, ethics, cultural traditions, values and ideologies, which are informally constrained by people's behavior." The informal system is divided into two types. Species are formed in the long-term development of society, with greater adaptability and inheritance; one is formed in a relatively short period of time, its scope of action is relatively small, and it is easy to change when conditions change.

### 2.1 The meaning of ethnic customs

To define the concept of ethnic customs, we must first define the custom. In our modern Chinese dictionary, custom refers to habits and customs; habits refer to behaviors, tendencies or social trends that are gradually developed over a long period of time and are not easily changed. Customs refer to the sum of fashion, etiquette, and habits that the society has formed for a long time. Ethnic customs are the way of life that the nation has formed in a certain natural environment and social environment for a long time. It is embodied in the production, living, eating, clothing, marriage, funeral, festivals, entertainment, etiquette, taboos, etc. of various ethnic groups. It reflects the historical traditions, psychological feelings, moral standards, and religious concepts of the nation to varying degrees.

### 2.2 The function of ethnic customs

Cohesion function. Customs are formed by long-term exchanges between people within a certain

geographical area. These customs are difficult to change as long as they are formed, even if it takes a long time to change. People live in the same custom environment for a long time, and members of society have a sense of identity with each other and play a role in condensing social forces. For example, in the late Ming and early Qing dynasties, it was because of the recognition of the Han nationality and the exclusion of foreign nationalities that the Han nationality spontaneously united, and various anti-Qing groups emerged in the early Qing Dynasty.

**Incentive function.** Customs contain certain social value orientations or behavioral evaluation criteria, which stipulate the basic norms that people should do and should not do. When people respect these customs, they will be affirmed and respected by society. Otherwise, they will be subject to Negation and condemnation. Therefore, certain customs contain an incentive function for people's behavior choices. It not only motivates people to make choices, but also gives people a choice of behavior with great spiritual motivation.

**Specification function.** Traditional customs are used as behavioral practices that have been passed down from generation to generation. Under certain conditions, they can function to regulate the behavior of members of society. Although the normative nature of the custom is not state-enforced, the traditional normative role of the custom is often manifested in the form of intangible representation of the past, such as the reverence of members of the society, or the ancestors. The "three norms and five regularities, three from four virtues" in traditional Chinese customs have played an important role in regulating and regulating the behavior of the people in Chinese feudal society for thousands of years. Even today, these traditions still restrict and regulate many people in some potential way. Thoughts and behaviors.

**Evaluation function.** Whether the behavior of human beings is reasonable, the scale of social evaluation is various, and for customs, it is a guideline for guiding and regulating people's behavior, so its evaluation function is self-evident, and This evaluation function is based on people's subjective judgments. However, because the customs of different regions are not the same, the evaluation criteria are not identical, and the evaluation methods and scope are relative. There is no absolute right or wrong. The characteristics of ideology in this range are well evaluated. Otherwise, it will be condemned by public opinion and cast aside by people. Therefore, people's behavior is a herd behavior under the constraints of custom.

### **3. The situation of economic development in Ganzi Tibetan areas**

#### **3.1 The natural environment for economic development in the Ganzi Tibetan area**

Ganzi Prefecture is located in the western part of Sichuan Province. It is located in the transitional zone between the highest step of China and the second-level step of the Yunnan-Guizhou Plateau and the Sichuan Basin. It is part of the western Sichuan Plateau in the northern part of the Hengduan Mountains, part of the Qinghai-Tibet Plateau, between 27°58" north latitude~ Between 34°20" and east longitude 97°22"~102°29", it is the transition zone from the western margin of the Sichuan Basin to the Qinghai-Tibet Plateau. The total area is 153,000 square kilometers. The state governs one county-level city of Kangding, 17 counties such as Luding and Danba, and 325 townships (towns).

**Topography and landforms** Ganzi Prefecture has the characteristics of high sorghum, high in the north, low in the south, deep in the middle, deep in the southeast, parallel in the mountains and rivers, rivers running from north to south, and geographical differences. The state's topography is divided into three types: the hilly plateau area, the alpine original area, and the high mountain gorge (deep) valley area, depending on the elevation of the terrain, the depth of river cutting and the characteristics of the surface.

The geographical latitude of Ganzi Prefecture belongs to the subtropical climate zone. However, due to the strong elevation of the terrain, the terrain is complex and deep inland, most of the regions have lost subtropical climate characteristics, forming a continental plateau mountain-type monsoon climate, complex and diverse, and geographical differences.

Ganzi Prefecture is located in the source area of the Yangtze River and the Yellow River. The

Jinsha River, the tributary Yalong River and the Dadu River in the upper reaches of the Yangtze River pass through 18 counties in the state. The drainage area is 146,100 square kilometers, accounting for 96% of the administrative area of the whole state. The area of the Yangtze River Basin is 8.5%. The total amount of water resources is 139.783 billion cubic meters, of which the total amount of water resources available is 88.18 billion cubic meters, and the theoretical reserves of water energy are 41.19 million kilowatts, accounting for 29% of the province.

### **3.2 Social environment for economic development in Ganzi Tibetan areas**

Population and ethnic distribution. At the end of 2014, the registered population of the whole state was 1,113,000, the resident population of the whole state reached 1,147,900, and the urbanization rate was 26.87%. There were Yi, Tibetan, Yi, Miao, Hui, Mongolian, Tujia, Yi and Manchu. 25 ethnic groups including Yao, Yi, Naxi, Buyi, Bai, Zhuang and Dong, with a total population of 900,000. Among them, the main ethnic Tibetans accounted for 78.4%. All ethnic groups are distributed throughout the state in a large-scale settlement.

Cultural and educational situation. There are 968 schools of various types in Ganzi Prefecture, including 356 kindergartens, 555 primary schools, 52 middle schools (including 49 general schools and 3 vocational schools), 1 special education school and 3 secondary specialized schools. 1 college for general higher education. There are 156,178 students enrolled in the whole state, including 97,314 primary school students, 88 special education schools, 42,097 ordinary middle school students, and 1,300 students in vocational middle schools. There are 12,243 full-time teachers in the state, including 1100 kindergarten teachers, 7118 primary school teachers, 3170 ordinary middle schools, 131 vocational middle schools, 20 special education schools, 289 medium-level professional schools, and 415 full-time teachers in ordinary higher education institutions.

### **3.3 Status of economic development in Ganzi Tibetan areas**

In recent years, the Ganzi Tibetan economy has achieved great development, but there is still a big gap compared with the average development level of Sichuan Province and the country. By 2014, the proportion of the three major industries is: 24.9:37.3:37.8, the total level of economic development is low, the proportion of agriculture and animal husbandry is still high, and the economic benefits of agriculture and animal husbandry are growing slowly.

## **4. The influence of ethnic customs on the economic development of Ganzi Tibetan areas**

### **4.1 Ethnic customs in the Ganzi area**

Apparel. The Tibetan costumes of Ganzi Tibetan Autonomous Prefecture form the custom of Kangba costumes with unique regional characteristics, commonly known as Kangzhuang. Kangba clothing, men's clothing is not much different, women's clothing differences are particularly typical, forming a regional style. The costumes are beautiful and vary slightly from region to region. People like colorful clothes, especially shirts with white, red, azure, peach, orange and other colors. The average man wears a short dress and wears a delicate knife and a fire chain. As the season changes, wearing a fox fur hat, wearing boots or long boots. There are two types of women's clothing: one is similar to men's clothing, but the length of the instep; one is a long-sleeved shirt, a vest with a vest, a colored ribbon on the waist, and a colorful apron. Women's headwear is more particular, or the color of the silk thread on the head, or a number of fine drapes behind, or combed on the head.

Diet. Tibetans have their own unique food structure and eating habits. Among them, ghee, tea, alfalfa, beef and mutton are known as the "four treasures" of Tibetan diet. In addition, there are barley wine and various dairy products. Tibetan food is divided into three categories: staple food, dishes, and soup. The taste of Tibetan food is light and peaceful, and many dishes, except salt and onion and garlic, generally do not put spicy spices. In terms of eating meat, Tibetans have more taboos. Generally only eat beef and mutton, do not eat horses, donkeys, succulent meat, especially avoid eating dog meat. The barley wine is directly brewed with green barley, and the degree is low, which is necessary for festive festivals. Butter tea is an indispensable drink for Tibetans in Tibet.

Festival. The traditional Tibetan festivals of the Zhushan Festival, also known as the Mufu Festival and the Jingshan God, are popular in the Ganzi and Aba Tibetan areas. Every year on the 8th of the lunar calendar, the Kowloon Leaf Water baths it, so it is also called the Mu Buddha Festival. On this day of the year, the people in the Ganzi Tibetan area are dressed in national costumes and gather to celebrate on the Happy Valley.

Marriage custom. Marriage customs vary from place to place, but the basic steps are roughly the same. If a pair of young men and women are interested in each other, they first resort to the Lama Living Buddha. If it is "Ji", the man or the woman asks his relatives or matchmakers to hold Hada and the gift to the other party to propose, accept Hada and the gift to agree, and immediately a gift from Hada is given, and it is also a gift. Subsequently, the parties negotiated the date of the engagement ceremony. At the engagement ceremony, the man or woman gives gifts and money to the other party, makes a marriage contract, celebrates the feast, and finally chooses the wedding day. On the day of the marriage, the relatives took the horse to the other party to pick up the new person. After welcoming newcomers, they arranged for a seat on the special cushion and began to offer Hada and wine to them. In the evening, the newcomers stepped into the bridal chamber, and the relatives toasted them again and sang blessing songs. May them be old and good-hearted. Within six months of marriage, both spouses will return to their homes for a few days. At this point, the entire wedding is over.

#### **4.2 The National Customs Promote the Economic Development of Ganzi Area**

Ethnic customs promote the development of characteristic national industrial economy. Ethnic festivals such as the Tibetan New Year, the Turning Mountain, and the Lantern Festival in the Ganzi Tibetan region attract a large number of tourists. Visitors also enjoy eating, shopping, accommodation, entertainment, etc. while enjoying the joy of the festive atmosphere. In addition, the Tibetan people who are mainly engaged in animal husbandry cannot live without barley wine and beef and mutton, which brings a lot of benefits to Tibetan families engaged in the catering industry. In addition to meeting the needs of their own people, Tibetan costumes and handicrafts are also loved by other ethnic groups and foreign tourists. Because in the daily life and major etiquette of the Tibetans themselves, Tibetan costumes are indispensable.

Ethnic customs reduce transaction costs. The regulation of the market by ethnic customs can greatly reduce the cost of the transaction, thus maintaining a good inertia for the operation of the economy. People often follow the customs of a region in the process of trading, negotiating, signing contracts and handling afterwards. It is reflected in the market that people confirm the effect of customs in regulating relations.

#### **4.3 National customs have hindered the economic development of Ganzi area**

Ethnic customs over-trusted the authority of the patriarch and lacked innovative thinking. The Ganzi Tibetans are absolutely obedient to the authority of the patriarch. The patriarch has an absolute position in the locality, and his authority cannot be challenged by anyone. The patriarch is generally a person who is regarded by the Germans and believes in Buddhism. When the Ganzi Tibetans marry, build houses, and pay ceremonies, the patriarchs will preside over them, and even rely on the decisions of the patriarchs in the decision-making of major events. This will lead to the closure of many Tibetan consciousness, the conservative conception, and the seriousness of relying on others' ideas, which seriously restrict the economic development of Ganzi Tibetan areas. The poverty of thought is mainly caused by the narrow coverage of education. Although there are government support in the area, the number of schools is increasing, but many children go to school and drop out of school to go to agriculture. The poverty of thought is caused by the poverty of education and the backwardness of education, and the poverty of education restricts the development of the economy.

Lack of production methods hinder economic growth. The Ganzi Tibetans who have been engaged in animal husbandry for a long time still rely on traditional production and management methods and small-scale family business models. They have not got rid of the traditional production and management methods of relying on the sky to raise livestock. As a result, the products have low

technological content, low added value, weak ability to withstand market risks and natural disasters, fail to achieve better economic benefits, and cannot enter the global market. The economic and industrial structure of Ganzi Tibetan areas is single, productivity is low, and the development of commodity economy is lagging behind. These have hindered economic growth. However, the region is rich in more than 800 kinds of medicinal plants such as ferrous and non-ferrous metals. These natural factors provide an opportunity for the development of the Ganzi region. However, due to the neglect of the rational organization of production factors, it is impossible to form a characteristic industry, resulting in an unreasonable industrial structure.

## **5. Suggestions for promoting economic development in Ganzi region**

### **5.1 Change the way of production and operation.**

It is necessary to modernize the production of animal husbandry and strengthen the management of the production, processing and transportation of livestock products. The development of community-based cooperative organizations, herders professional associations, pastoral supply and marketing and other intermediary organizations, the small production of thousands of households and the ever-changing market. It is necessary to change the traditional production methods in the past, from the unilateral development of the past to improving the scientific and technological content of the agriculture and animal husbandry industry, optimizing institutions, and improving product quality. This will enable the sales of agricultural and livestock products not only to meet the needs of the region, but also to Southeast Asia, South Asia and other regions.

### **5.2 Vigorously develop the national characteristic industry.**

First of all, we must actively develop the ethnic customs and beautiful natural scenery of the Tibetan areas and vigorously develop tourism in the region. We can integrate cultural customs such as music and dance with ethnic characteristics into the development of tourism in this area. This will not only attract a large number of tourists, but also promote the national traditional culture of the family. Second, we must carry forward folk products, establish handicraft industry clusters, and build their own national brands. The Tibetan people are hardworking and brave, so that they can improve their handicraft technology and introduce the first production technology and machinery to produce more folk ornaments. It also helps to create your own brand and drive economic development.

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