

STRATEGIES TO IMPROVE FARMERS' WELL-BEING: A CASE STUDY
OF BAI MINORITY IN THE WASE TOWN,
DALI, YUNNAN, P.R. CHINA



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A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT
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THIS DISSERTATION HAS BEEN APPROVED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF DOCTOR OF PHILOSOPHY
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ชื่อเรื่อง	กลยุทธ์ในการพัฒนาความกินดีอยู่ดีของเกษตรกร: กรณีศึกษา ชนกลุ่มน้อยไปในเมืองหวาเซ่อ ตำบล มณฑลยูนนาน สาธารณรัฐประชาชนจีน
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บทคัดย่อ

การแสวงหาความเป็นอยู่ที่ดีไม่เพียงสิทธิของทุกคนเท่านั้น แต่ยังเป็นแรงผลักดันในการตระหนักถึงคุณภาพชีวิตที่ดีขึ้น การปรับปรุงในความเป็นอยู่ที่ดีของเกษตรกรในประเทศจีนอย่างต่อเนื่อง ไม่เพียงแต่การช่วยส่งเสริมการพัฒนาชนบทอย่างมั่นคงและกลมกลืน แต่เป็นหนึ่งในเป้าหมายหลักของรัฐบาลจีนอีกด้วย ดังนั้นจึงมีความสำคัญยิ่งในการศึกษาว่าปัจจัยใดมีผลต่อความเป็นอยู่ที่ดีของเกษตรกรและจะทำการปรับปรุงความเป็นอยู่ที่ดีของพวกเขาได้อย่างไร การศึกษานี้ได้เลือกเมืองหวาเซ่อ ตำบล มณฑลยูนนาน เป็นกรณีศึกษา โดยกลุ่มตัวอย่างประกอบด้วย เกษตรกรชนกลุ่มน้อยไป จำนวน 395 คน โดยการสุ่มแบบแบ่งชั้น มีการเก็บรวบรวมข้อมูลปฐมภูมิโดยการสัมภาษณ์แบบมีโครงสร้างเกี่ยวกับคุณลักษณะของเกษตรกร สภาพแวดล้อมความเป็นอยู่ ทำการวิเคราะห์ข้อมูลเชิงปริมาณ โดยใช้การวิเคราะห์การถดถอยเชิงพรรณนาและพหุคูณ นอกจากนี้มีการอภิปรายกลุ่มย่อยเพื่อกำหนดกลยุทธ์ที่เหมาะสม

ผลการศึกษา พบว่า คุณลักษณะของผู้ตอบแบบสอบถามส่วนใหญ่มีอายุ 47-65 ปี จบการศึกษาภาคบังคับ มีความเชื่อใน Benzhu ซึ่งเป็นเทพเจ้าท้องถิ่น มีสมาชิกในครัวเรือนมากกว่า 5 คน และมีรายได้ต่ำ อย่างไรก็ตาม พบว่ากลุ่มผู้ตอบแบบสอบถามมีความเป็นอยู่ที่ดีในระดับสูง ผลการวิเคราะห์การถดถอยเชิงพหุคูณแสดงให้เห็นว่า ปัจจัยสำคัญที่มีผลต่อความเป็นอยู่ที่ดีของผู้ตอบแบบสอบถามมีดังนี้ 1) ลักษณะทางปัญญา 2) สภาพแวดล้อมของการอยู่อาศัย 3) สภาพทางเศรษฐกิจ และ 4) ความพึงพอใจต่อนโยบายสาธารณะ ผลจากการสัมภาษณ์และการสังเกต พบว่าการพัฒนาอุตสาหกรรมเป็นไปอย่างเชื่องช้า กิจกรรมทางวัฒนธรรมมีน้อย และนิเวศวิทยาสิ่งแวดล้อมกำลังเสื่อมลง กลยุทธ์เพื่อการปรับปรุงความเป็นอยู่ที่ดีของชนกลุ่มน้อยไป ควรประกอบด้วย 1) มีการออกแบบกลยุทธ์ใหม่ 2) บ่มเพาะครูที่มีคุณภาพสูงสำหรับนักเรียนระดับประถมศึกษาและมัธยมศึกษา 3) สร้างระบบการบริการออกกำลังกายเพื่อสุขภาพ 4) พัฒนาเกษตรอัจฉริยะและการอุตสาหกรรมที่มีลักษณะเฉพาะ 5) จัดตั้งกลไกเพื่อให้เกษตรกรมีความกระตือรือร้นต่อการมีส่วนร่วมการตัดสินใจใน

การพัฒนาชนบท 6) พัฒนาอุตสาหกรรมที่เป็นมิตรต่อสิ่งแวดล้อมและฟื้นฟูระบบนิเวศน์ และ 7) ปรับปรุงระบบการบริหารขององค์กรรากหญ้าในชนบท สำหรับข้อเสนอแนะมีดังต่อไปนี้ 1) เกษตรกรควรสร้างทัศนคติเชิงบวกต่อการมีส่วนร่วมในการกำหนดนโยบายและการปรับปรุงรายได้ของตน และ 2) ควรมีการกำหนดนโยบายโดยผู้หน้าที่เกี่ยวข้องกับการกำหนดนโยบาย

คำสำคัญ : กลยุทธ์, คุณภาพชีวิตที่ดี, เกษตรกรชนกลุ่มน้อยไป, การพัฒนาชนบท



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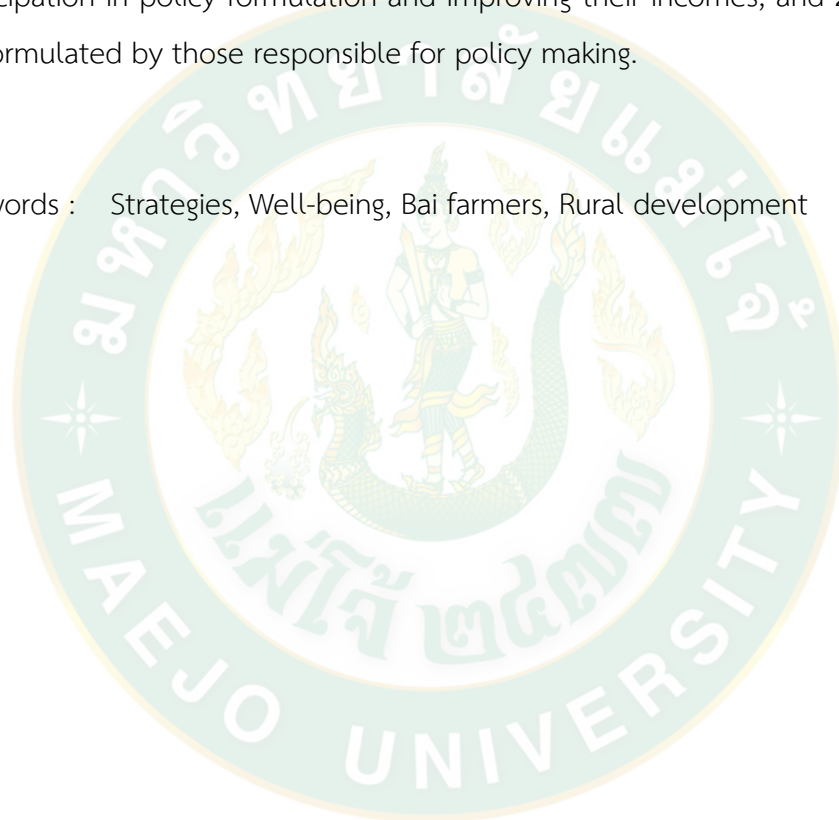
ABSTRACT

The pursuit of well-being is not only everyone's right, but also the driving force to realize the high quality life. Continuous improvement of the wellbeing of farmers in China not only helps to promote the harmonious and stable development of rural society, but also is one of the main goals of the government. Therefore, it is very important to study which factors affect farmers' wellbeing and how to improve farmers' wellbeing. The study was conducted in Wase town of Dali, Yunnan province, P.R. China with a total sample of 395 Bai farmer-respondents selected through stratified random sampling. Primary data were collected through structured interview involving Bai farmers' characteristics and the present situation of the Bai farmers' wellbeing. Descriptive and multiple regression analyses were employed to analyze the collected quantitative data, while small group discussions were carried out to formulate the appropriate strategies.

The results showed that most of the respondents were 47-65 years old, completed compulsory education. There is a belief in Benzhu, a local deity. There were more than 5 household members, and low incomes. However, it was found that the respondents had a high level of well-being. The results of the multiple regression analysis showed that the key factors affecting the well-being of respondents were as follows: 1) intellectual characteristics, 2) living environment, 3) economic conditions, and 4) satisfaction with public policies. The results from interviews and observations showed that the development of the industry is slow. There are few cultural activities, and environmental ecology is deteriorating. To The

strategies to improve the well-being of Bai ethnic minorities should consist of 1) designing new strategies; 2) nurturing high-quality teachers for primary and secondary students; 3) establishing a health fitness service system; 4) developing agriculture; 5) establishing mechanisms to enable farmers to actively participate in decision-making in rural development; 6) developing green industries and restore ecosystems; and 7) improving administration system of the rural grassroots organization. The recommendations are as follows: 1) Farmers should have a positive attitude towards participation in policy formulation and improving their incomes, and 2) Policy should be formulated by those responsible for policy making.

Keywords : Strategies, Well-being, Bai farmers, Rural development



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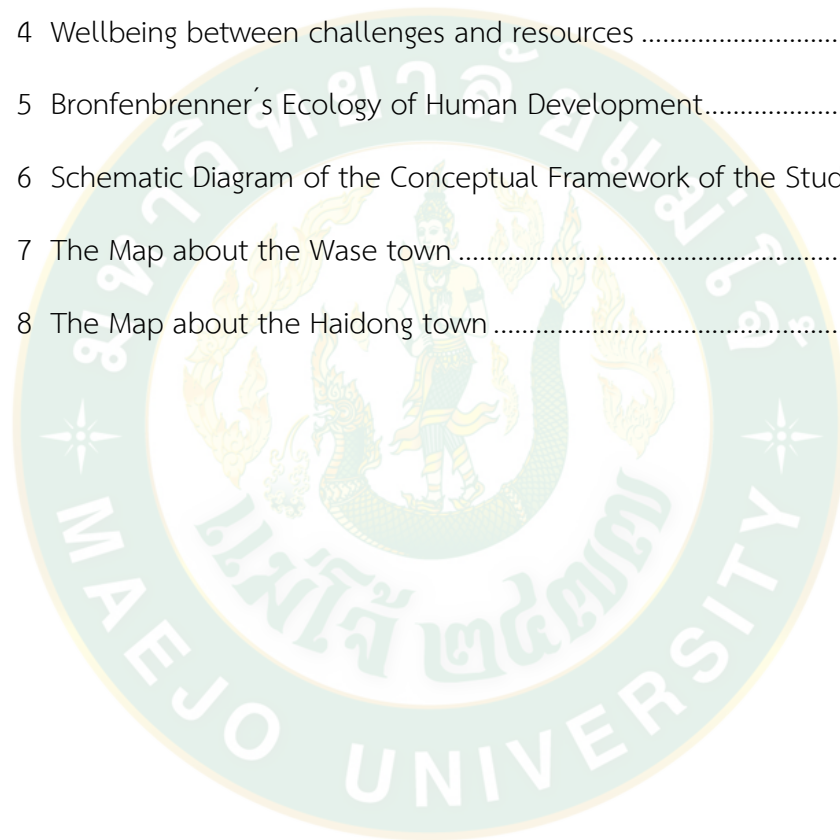
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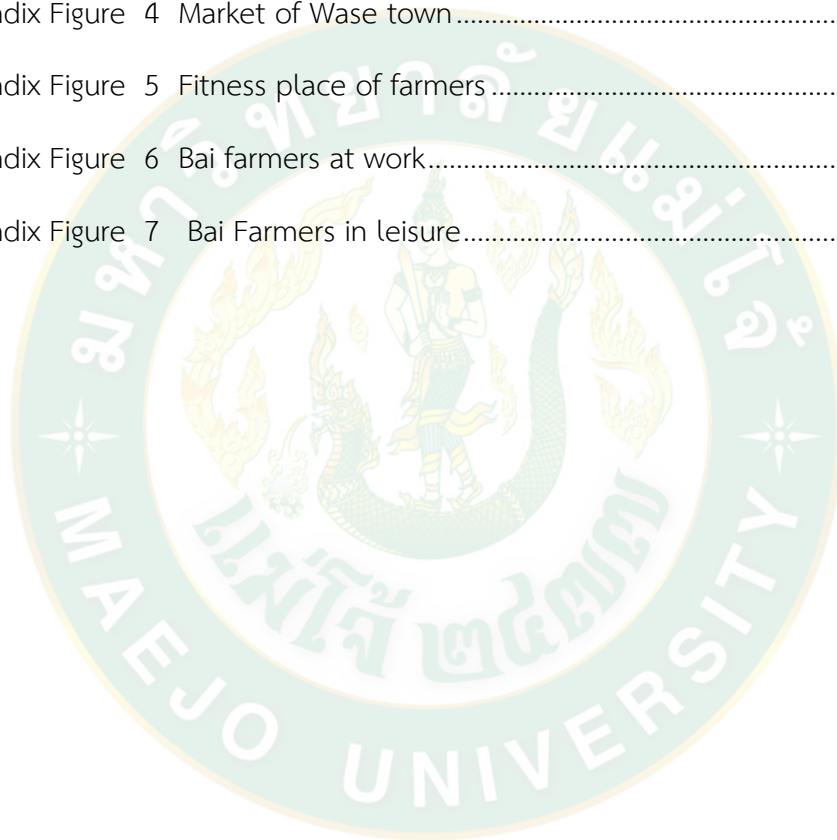
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CHAPTER 1

INTRODUCTION

Background the Research

China is changing

The pursuit of well-being is a fundamental right for every individual, and it serves as a driving force for realizing the value of life. In China, the continuous improvement of farmers' well-being not only promotes the harmonious and stable development of rural society but is also a primary goal of the government.

China has undergone significant changes since its revolution in 1949, particularly during the Maoist period. During this time, there were several major successes that significantly improved the well-being of the Chinese people. For instance, life expectancy rose from forty-one years at the time of independence to sixty-five years in 1978, when market reforms began. Similarly, infant mortality declined from 195 deaths before the first birthday per 1,000 births to 52 deaths, and the total fertility rate decreased to around 3 (Sachs, 2008).

The successes reflected various policy initiatives during the Maoist era, including major public health campaigns that reduced or eliminated the transmission of several infectious diseases. Additionally, the innovation of the barefoot doctor, a community health worker with basic training in essential health services, contributed to the improvement of rural health services. Furthermore, the government invested in basic infrastructure such as roads, power, drinking water, and latrines, which significantly raised the safety of the physical environment. Lastly, the introduction of high-yield crops during China's green revolution resulted in a significant increase in crop productivity (Sachs, 2008).

In those days, the Chinese government continued to focus on improving the well-being of its citizens, particularly those in rural areas. Through various policy initiatives and investments, the government aimed to promote social harmony, stability, and a better quality of life for all.

In 1982, the Communist Party of China introduced the concept of household contract responsibilities as part of its efforts to reform agriculture in rural areas. This system allowed farmers greater control over their own production and decision-making processes. The government worked to strengthen and fine-tune this policy, providing support for farmers to engage in diversified business activities, which led to widespread economic growth across the countryside.

As a result, millions of farmers were lifted out of poverty and improvements in rural infrastructure, such as roads, bridges, schools, and hospitals made life easier for rural residents. Additionally, advances in technology also helped increase crop yields, leading to higher income levels among farming households. With these changes came increased access to education, better healthcare services, and overall improvement in quality of life for many farm families. Overall, the implementation of household contract responsibilities played a significant role in helping China achieve the incredible feat of supporting so much of its large population through efficient use of limited resources (Dong, Zhiming, Yanzhao, & Al., 2011).

The introduction of the household contract responsibility system in 1982 marked a sudden shift away from collective ownership and towards private farming. Seven hundred million farmers found themselves responsible for working the land assigned to their households, rather than being subject to collectivization under communes. With the newfound ability to earn based on their own hard work and investment, farmers had powerful motivation to boost their yield, improving efficiency and productivity.

This transformation resulted in a surge of agricultural output, supplying plentiful provisions to both rural communities and cities alike. By prioritizing sustainable practices like crop rotation, soil conservation techniques, fertilizers, hybrid seed varieties, irrigation systems, and pesticides, farmers saw bountiful harvests, bringing wealth into their homes and villages. They invested in more land, livestock, and equipment to expand their operations or set up small enterprises that generated further income streams. These opportunities, driven by personal initiative and free-market forces, directly addressed historic imbalances between rural and urban standards of living. In all respects, the household contract responsibility

system delivered benefits to those who needed them most - ordinary farmers seeking self-improvement amidst difficult circumstances (Wang, Xiaoying, 1994).

In 1992, during Deng Xiaoping's southern tour, he declared that the development of private economy should be promoted (Fuqiang, 2013). As a result, local governments actively supported non-state-owned businesses to grow. For example, they offered tax relief, training programs, and even bank loans to facilitate entrepreneurship, particularly in rural regions where farmers faced financial challenges. Many peasants seized this opportunity and started their own family-based business ventures, generating additional income and bolstering their overall standard of living.

At the 14th National Congress of the Party, leaders officially established the Socialist Market Economic System. Throughout the following years, agricultural policies aimed at ensuring stable food supplies while raising farmer incomes. Measures included creating diverse marketing channels beyond state monopolies, increasing direct sales and exports of specialty produce and processed goods, implementing mechanisms for fair pricing and profit distribution, offering various types of insurance coverage, and promoting technical innovations such as precision agriculture. Such measures greatly enhanced the competitiveness of rural economies while protecting vulnerable groups and guaranteeing food security.

In 2012, President Xi Jinping presented the Five-in-one Strategy integrating economic, political, cultural, social, and environmental considerations into national development planning (Wu & Zhu, 2013). Specifically for agriculture, strategic goals centered on modernizing agricultural management systems via information technologies, scientific research and dissemination, effective resource allocation, improved legal frameworks, market regulation, public participation, and international cooperation. Rural residents stood to benefit from expanded access to knowledge, markets, financing, institutional capacity building, professional development, and remunerative return

The reforms had highly positive results. First, the rural farmers were given the freedom to leave the farm and begin to work in rural industry. Suddenly, Thousands of companies have been established. Second, international trade and investment

was liberalized, initially in specially designated free-trade zones, known as special economic zones (SEZs). Foreign investors saw moneymakers at hand. They brought in the foreign technology and capital to China to produce labor-intensive exports for world markets. Chinese workers flocked into the free-trade zones from the countryside. In effect, the liberalization of the farm sector freed up labor for the manufacturing export sector. Within a few years of the establishment of the free-trade zones, China began an export boom based on labor-intensive exports in garments, textiles, plastics, toys and electronics products. Within two decades, manufactured exports increased, from a few billion dollars in 1980 to more than 30 trillion dollars in 2018 (China State Council, 2019)

With the economical increasing, the demand of well-being is more. Previously, the principal problem in China was the contradiction the ever-growing material and cultural needs of the people and poor productivity. In the 19th national Congress of the Communist Party of China on October 18, 2017, it points that the principal problem in China has changed. It is the contradiction between the unbalanced and inadequate development and the people's ever-growing needs for a better life (Xi Jinping, 2017). The evolution of the principal contradiction represents a historic shift that affects the whole landscape and that creates many new demands for the work of the party and the country. A better life means a high quality of life and means the well-being. So it is very important to study the well-being.

For the farmers in China, at the early age, it is very important for the farmers to have the food to eat, to have the house to live and to have the clothes to wear. In order to improve the farmers' well-being, the government has put forward some policies and strategies. In 1949, the government carries out the Strategy of National Alleviation Poverty Plan to help the poor to get out of the poverty. In 1978, China had undertaken dramatic market-based reforms. Certainly, these reforms were achieving a spectacular success, helping to foster the fastest economic growth rates. And more and more the poor farmers have got out of poverty. In the 1980s and early 1990s, China's reforms had highly positive results. The rural farmers were given the freedom to leave the farm and begin to work in rural industry, known as township and village enterprises.

In 2001-2010, China government proposed the Outline of China's rural poverty alleviation and development (2001-2010). In 2013, it put forward up the Precise Alleviation Poverty Plan And by 2020, under the current standards of our country, the poor people in rural areas will reach the standard and out of poverty (Xi Jinping, 2017).

On December 29, 2005, in the 19th meeting of the 10th National People's Congress, it is decided to abolish the Agricultural Tax(Government of the People's Republic of China, 2006). The complete abolition of the agricultural tax in China means that the end of this traditional taxation that has lasted for two thousand years. And it reduced the burden on farmers. From the year of 2004 to 2019, The No. 1 Document of the Central Committee of the Communist Party of China always focused on the work of agriculture, rural areas and farmers. It reflects that the government cares for the farmers.

On the 19th National Congress of the Communist Party of China, it point that the main contradictions in our society have changed. The main contradiction in our society is the contradiction between the people's growing needs for a better life and the development of inadequate imbalances (Xi Jinping, 2017).

The Strategic Planning for Rural Revitalization was put forward by Present Xi Jinping in the party's 19th National Congress report on October 18, 2017. The report of the 19th National Congress pointed out that the issue of agricultural and rural is a fundamental issue. It is imperative to always solve the problem of "agriculture, rural and farmers" as the top priority. For the Strategic Planning for Rural Revitalization, it requirements developed industry, livable ecology, civilized rural style, effective governance and affluent life. (Xi Jinping, 2017).

The Chinese Dream is popularized after 2013 within Chinese society that describes a set of personal and national ethos and ideals in China and the Government of China (Mohanty, 2013). It is used by journalists, government officials, and activists to describe the role of the individual in Chinese society as well as the goals of the Chinese nation (Cha, 2007).

The drastic changes are happening. On the one hand, the income of the farmers is improving significantly; on the other hand, with the development of

reforms, the land, public infrastructure, life style, culture, religion of the farmers is changing. How to deal with these changes? How to make the Bai farmer to live in high-quality life? This is the target that this study wants to reach.

Tourism Industry is Impacting the Bai farmers' Life

Despite limited availability of farmland due to rapidly developing tourism industry in Wase Town (with an average farmland area per farmer at just 467 sq meters), some farmers have successfully diversified their sources of income through creative means. By incorporating elements of agrotourism, these agriculturists now enjoy greater financial stability and elevated quality of life. Examples include utilizing idle tracts to construct homely lodges for visitors, providing authentic farm-to-table dining experiences, or leveraging their deep understanding of local geography and customs to offer personalized sightseeing tours or seasonal festivals. The growth of such complementary activities serves two critical purposes: first, it helps to preserve traditional agricultural practices and culture, and secondly, it enables farmers to maintain their connection with nature and continue nurturing the lands which support not only themselves but also countless incoming travelers.

In the Wase town, farmland is scarce, and each farmer has the farmland no more than 467 m² (not included mountain)(Huang Xiaohe, 2018). With the tourism development, more and more farmers' life is changing. Some farmers not only engaged in planting and breeding, but also engaged in tourism. For example, some of them use their land to build the guesthouse to increase their income; some of them engaged in restaurant and services.

Policies Affect Farmers' Life

Government policies regarding land usage, environmental protection, water conservation, waste management, infrastructure investment, and other areas significantly influence farmers' daily routines and livelihoods. These regulations can both provide opportunities for growth and improvement while posing constraints and limitations. One notable example is the restriction on certain industrial activities within specified zones surrounding the Erhai Lake meant to curb pollution and

safeguard regional environmental sustainability. While this policy change may initially pose adjustment difficulties for affected farmers dependent on traditionally lucrative yet unsustainable industries, ultimately it paves the way towards healthier communities, safer working conditions, and better long-term prospects for future generations of producers and consumers alike. To ensure positive outcomes, responsible authorities must commit to active communication, robust enforcement, and targeted assistance programs tailored to meet individual needs so all stakeholders feel adequately supported throughout transitional periods brought upon by necessary changes in policy direction.

IT is changing the Bai minority farmers' Life

Although the Bai minority farmers have historically been heavily reliant on farming traditions, advances in technology, particularly digital tools and networks, have introduced new opportunities and challenges for farmers. Today, many Bai minority farmers utilize digital devices like smartphones and the internet to connect with friends and family members, conduct business transactions, learn about weather forecasts and crop yields, share best practices with peers, improve logistics coordination, expand market reach and customer base, and even seek medical advice during emergencies. This integration of Information Technology (IT) into Bai agriculture appears beneficial overall when considering factors that enhance productivity, reduce risks associated with isolated living arrangements, foster collaboration among neighbors and communities, and promote broader education. However, there remain concerns about potential negative consequences that stem from increased dependence on machines rather than hands-on cultivation methods passed down over centuries. As the integration of IT progresses further into Bai minority farmers' work and lifestyles, thoughtful balancing of past wisdom with present convenience will be essential for ensuring these individuals receive optimal benefits without compromising core values inherited from ancestors.

For a very long time, the Bai minority farmers mainly depended on farming culture. But nowadays, with IT development, more and more the Bai minority farmers have used IT to facilitate their life. Many Bai minority farmers' life depends

on the IT, for example, almost everyone has the smart phone, and everyone can link to internet. IT is changing the Bai minority farmers' life.

Urbanization is affecting the Bai Farmers

In these days, urbanization is accelerating in China. Many peasants come to the city and become the worker of the industries. Even in the village, there are more and more industries about the agriculture. And more and more farmers not only engage in the planting and breeding, but also engage in the service industries and manufacture t. With the development of the Urbanization, many changes are happening, and these changes have an important influence on the Bai farmers.

The Rural Revitalization Strategy

The rural revitalization strategy is the strategy put forward by Comrade Xi Jinping in the party's 19th National Congress report on October 18, 2017. The report of the 19th National Congress pointed out that the issue of agricultural and rural peasants is a fundamental issue concerning the national economy and the people's livelihood. It is imperative to always solve the problem of "agriculture, rural areas and farmers" as the top priority of the work of the whole party and implement the strategy of rural revitalization (Xi Jinping, 2017).

The report of the 19th National Congress of the Communist Party of China pointed out that to implement the strategy of rural revitalization, we must adhere to the priority development of agriculture and rural areas, and establish and improve the integration of urban and rural areas in accordance with the general requirements of industrial prosperity, ecological livability, rural civilization, effective governance, and affluent living.

Significant of the Research

The Bai is the fifteenth largest minority in China, mainly distributed in Yunnan, Guizhou, Hunan and other provinces, of which the Bai population in Yunnan Province is the largest, mainly concentrated in Dali, Yunnan Province. In addition, Sichuan and

Chongqing are also distributed. Compared with the Han nationality, the Bai people have different culture and Social customs and habits and development history, so studying the well-being of the Bai farmers, it can promote the development of Bai people. So the present study is significant to the following:

1. We understand the living conditions, culture, and values of Bai farmers, so as to better understand and protect the lives of Bai farmers and improve the well-being of Bai farmers;
2. Promote the development of rural areas in Bai areas and prosperity. By improving the well-being of Bai farmers, Bai farmers can better serve the rural revitalization and local economic development.
3. The research on the well-being of Bai farmers can also provide reference and reference for the research on the happiness of other ethnic minorities.

Research Questions

1. What are the current situation and characteristics of the Bai farmers' well-being in Wase town, Dali, Yunnan province, P.R. China?
2. What are levels of well-being and the factors affecting the Bai farmers' well-being in Wase town, Dali, Yunnan province, P.R. China?
3. What are the strategies that have existed real related to the Bai farmers' wellbeing?
4. How to redesign the strategies that can improve the Bai farmers' well-being?

Objectives of the Study

The general objective of this study is to describe the statue of the Bai famers' well-being and to find the factors that influence the Bai famers' well-being. After that, it is to analyze the relationship between the strategies that have existed and the Bai farmers' well-being. Based on this, it is to redesign strategies to improve

farmers' well-being. Specifically, the study was designed to answer the following objectives:

1. To describe the Bai farmers' characteristics and to investigate the present situation of the Bai farmers in the Wase town, Dali, Yunnan.
2. To analyze the levels of well-being and the factors affecting well-being of the Bai farmers in the Wase town.
3. To analyze the strategies that have existed and related to the Bai farmers' well-being in the Wase town
4. To redesign the strategies that can assist the Bai farmers in the Wase town to improve their well-being.

Scope and Limitation of the Study

The study confined itself to gathering of data among the Bai farmers in selected the Wase town, Dali, Yunnan province. Bai nationality is one of the minorities in China. It mainly distributes in Yunnan, Guizhou, Hunan and other provinces. Among them, the Bai in Yunnan Province has the largest population, and about 80% of the Bai in China live here. This paper chooses the Bai farmer in the Wase town, Dali, Yunnan as the research site, mainly reason is that Wase town is one of the main habitat and ethnic origin of Bai.

Data collection is based on the Bai farmers' ability in the Wase town to respond on the needed information. The study was limited to the extent the respondents provided accurate information and the improvement strategies that are formulated are based on the farmers' need to improve their well-being. Therefore, the conclusion of the study is particularly based on the experiences of the Bai farmers in the study site and may greatly vary with other county within Yunnan and in other parts of the country.

The researcher deemed it practical and economical to select some the Bai farmers in the Wase town, Dali, Yunnan using the site selection criteria in order to ensure that the elements would have had certain characteristics which are relevant to the study. The Wase's Bai population is only a small part of the overall Bai

population. It can't represent the whole Bai nationality. Furthermore, the study was limited to the Bai farmers who are owners or tenants land and the income is mainly come from the plant and breeding. So the conclusion of this study is only suitable to the Wase town.

Expected Results of the Study

The study expected to develop and come up with appropriate strategies that would benefit the Bai farmers' well-being:

1. Using various methods to understand the current situation of Bai farmers' well-being. The researcher will try to comprehensively understand the current situation of the Bai farmers' well-being through interviews, questionnaires and other methods.

2. To study the level and the influencing factors of the Bai farmers' well-being. The researcher will investigate the basic situation of the Bai farmers from the perspectives of Bai farmers' characteristics, the environment, social relationship, the ability to access the public infrastructure & service, the economy, satisfaction with public policy, after that, the researcher will find out the relationship between the variable with the Bai farmers' well-being.

3. To analyze the strategies that have existed and related to the Bai farmers' well-being. In this part, the researcher will analyze the existed strategies strengths and the weak, the opportunity and challenge.

Based on the research on the status quo and influencing factors of the Bai farmers' well-being, the researcher will redesign strategies and countermeasures to improve famers' well-being in Yunnan Province.

Based on the analysis of influencing factors of the Bai famers' well-being, and the strategies that related to the Bai famers' well-being, it is to redesign the strategies that can assist the Bai farmers in Wase town, Dali, Yunnan province to improve their well-being.

Operational Definition of Terms

In order to facilitate a clearer understanding of the concepts in this study, the following terms are defined either operationally or from their lexical definitions.

Well-Being

Well-being-it refers to the state of being happy, healthy, and prosperous. There are three main orientations in the study of well-being: subjective well-being (SWB), psychological well-being (PWB), and social well-being.

Subjective Well-Being

It refers to an individual's overall evaluation of his quality of life according to the standards set by him. Subjective well-being includes two basic components: life satisfaction and emotional experience.

Life satisfaction refers to an individual's cognitive evaluation of the overall quality of life, i.e. making a judgment on the overall satisfaction of personal life.

Emotional experience refers to the emotional experience in personal life, including positive emotions (pleasure, relaxation, etc.) and negative emotions (depression, anxiety, tension, etc.).

Subjective well-being consists of satisfaction with life, experience of positive emotions and lack of negative emotions. The higher people's satisfaction with the whole life, the more positive emotions they experience and the less negative emotions they experience, the stronger their subjective well-being.

Psychological Well-Being

Psychological well-being is based on the theory of realization, which holds that happiness includes not only happiness, but also the display of human potential. At present, the more popular one is the multidimensional model proposed by Ryff (1989). This model includes six psychological dimensions:

1. Self-acceptance refers to the good sense that people will try to maintain even if they are aware of their own shortcomings. High scorer in self-acceptance

refers to possess a positive attitude toward the self; acknowledges and accepts multiple aspects of self, including good and bad qualities; feels positive about past life. Low scorer in self-acceptance refers to feel dissatisfied with self. It is disappointed with what has occurred in past life.

2. Positive relationship with other refers to the warm and trustworthy relationships that the Bai farmers will seek to develop and maintain. High scorer about the positive relationship with other refers to the warm, satisfying, trusting relationships with others. Low scorer about the relationship refers to the bad relationships with others.

3. Environmental control refers to that individuals can change their environment to meet their needs and expectations. High scorer in environmental control refers to the sense of mastery and competence in managing the environment, controlling complex array of external activities, making effective use of surrounding opportunities, choosing or creating contexts suitable to personal needs and values. Low scorer environmental control refers to that the farmers has difficulty managing everyday affairs, feels unable to change or improve surrounding context, is unaware of surrounding opportunities, lacks sense of control over external world.

4. Autonomy refers to the farmers that seek self-determination and personal authority for maintaining their personality in the social environment.

5. Life goals refer to that farmers can find their own significance in various efforts and challenges, which is a necessary individual effort. High scorer in Life goals refers that the farmers have goals in life and a sense of directedness, feels there is meaning to present and past life, holds beliefs that give life purpose, has aims and objectives for living. Low scorer in Life goals refer that farmers lack a sense of meaning in life; have few goals or aims, lacks sense of direction; does not see purpose in past life; have no outlooks or beliefs that give life meaning.

6. Individual growth refers to that individuals maximize their talents and abilities, which is the core of PWB. High scorer in individual growth: has a feeling of continued development, sees self as growing and expanding, is open to new experiences, has sense of realizing his or her potential, sees improvement in self and behavior over time, is changing in ways that reflect more self-knowledge and

effectiveness. Low scorer in individual growth: has a sense of personal stagnation, lacks sense of improvement or expansion over time, feels bored and uninterested with life, and feels unable to develop new attitudes or behaviors.

Social Well-Being

Social well-being refers to the individual's self-assessment of the quality of the relationship with other people, the neighborhood, and the community (Corey Lee M Keyes, 1998). According to Keyes and Waterman (2003), social well-being includes five dimensions:

1. Social acceptance refers to the positive view and acceptance of others. Social acceptance is the construal of society through the character and qualities of other people as a generalized category. Society consists of a diversity of people, most of whom we will never know personally. Individuals who illustrate social acceptance trust others, think that others are capable of kindness, and believe that people can be industrious. Socially accepting people hold favorable views of human nature and feel comfortable with others.

2. Social realization refers to the evaluation of the potential and the trajectory of society. This is the belief in the evolution of society and the sense that society has potential that is being realized through its institutions and citizens. It is a challenge, however, to perceive growth and positive development in a world that does not automatically change or improve for all people. Healthier people are hopeful about the condition and future of society, can recognize the potential that resides in a collective, and believe the world can improve for people like themselves. In other words, it refers to the level of social comfort and confidence in the potential positive growth of society.

3. Social contribution refers to the evaluation of one's value to society. It includes the belief that one is a vital member of society, with something of value to give to the world. In other words, it refers to the individual's self-perception of social contribution, and other people think this contribution is valuable. Adults struggle to feel like and be valuable contributors to a world that does not value them equally or value them merely for being human.

4. Social coherence refers to the perception of the quality, organization, and operation of the social world and it includes a concern for knowing about the world. Innumerate events occur daily, some positive and others negative, some inexplicable and others predictable, some personal and others more distal. As such, another challenge is for people to strive to make sense of a busy, complex world. Socially healthy individuals care about the machinations of society and feel they can understand what is happening around them. Such people do not delude themselves that they live in a perfect world; they have maintained or promoted the desire to make sense of life. Social coherence is the analogous opposite of meaninglessness in life and involves appraisals that society is discernable, sensible, and predictable.

5. Social integration refers to the evaluation of the quality of one's relationship to society and community. People must try to cultivate a genuine sense of belonging in a world where they do not live their entire lives basking in the unconditional love of family or friends. Healthy individuals feel that they are a part of society. Integration is therefore the extent to which people feel they have something in common with others who constitute their social reality (e.g., their neighborhood) as well as the degree to which they feel they belong to their communities and society.

The Bai Minority

The Bai minority is the fifteenth largest minority in China, mainly distributed in Yunnan, Guizhou, Hunan and other provinces, of which the Bai population in Yunnan Province is the largest, mainly concentrated in Dali, Yunnan Province. In addition, Sichuan and Chongqing are also distributed.

The Bai religion refers to the Bai people worship their masters. The owner is the supreme social god of a village or villages. They are often respected as gods, virgin mothers, dragon kings, emperors, princes, ladies and lords. It is believed that people's life and death, food and clothing, daily life, and grain and livestock are all under their jurisdiction and shelter. Benzhu can be roughly divided into three categories: natural gods, tribal gods and heroic gods. Natural gods are mostly related to agricultural production, for example, dragon kings and dragon mothers. Among the

heroic gods, many are heroes who struggle for the people. As for tribal gods, they are the monarchs or ministers of Nan Zhao and Dali.

The Bai minority economy. The Bai minority economy is dominated by agriculture. The handicraft industry and commerce are relatively developed, and the production level is basically the same as that of the surrounding Han nationality.

The Bai farmer refer to farmers who live in rural and mainly rely on agricultural income.

The Factors Affect the Bai Well-Being

The Bai Farmers' Personality Characteristics

The Bai farmers' personality characteristics refer to the characteristics that the Bai farmers possess. These characteristics have important impact on the Bai farmers' well-being. It includes age, gender, education attainment, religions, marital status, occupation, health, household size, and so on. Education attainment refers to the highest level that the Bai farmers' attainment. Religions refer to the loyalty to the Bai religions. Occupation refers to the Bai farmers engaged in planting or breeding. Health refers to the status of the Bai farmers' health.

Environment Factor

Environment factor refers to the Environment that the Bai farmers lived in. It includes the location of residence, the surroundings of habitation, the status of community that the Bai farmer lived in, the culture and activities that the Bai farmer involved in, the industry that the Bai farmer involved in.

The location of residence - It refers to the place the Bai farmers live in. Some Bai farmers live in near to the highland; some are near to the Erhai Lake, some are near to highway.

The surroundings of habitation – It refers to the status of tidy and quiet of the Bai farmers' habitation. The tidy and quiet surrounding can make the farmers feel better.

The status of community that the Bai farmer lived in. - It refers to the safety, relationship.

The culture and activities that the Bai farmer involved in. – It is refers to the statues of Bai farmers that participant in the culture and activities that the community hold.

The industries that the Bai farmer involved in. It is refers that the work opportunity, the welfare that the industries provide.

The Bai farmers' social relationship refers to the relationship between the Bai farmers with the others. It includes relations with family members, the relationship with other people, and the relations with neighbors.

Economic factors refer to the Economic status of the Bai farmers. It includes individual income and expenditure, family income and expenditure.

The Abilities to access the Public Infrastructure & Service refers to the abilities that the Bai farmer can access the public infrastructure & service. In this study, it includes the abilities to access fitness place, internet, rural library and the road that connected home to town or to the highway.

Satisfaction with public policies mainly refers to the farmers' satisfaction about the public policies about the well-being. The strategies include planting and breeding policy, land policy, social policy, medical policy, education and employment policy, housing policy, tax policy, religion policy and so on.

Strategic Management

In the field of management, strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization's top managers on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization operates (Steiss, 2019)

Strategy is a high level plan to achieve one or more goals under conditions of uncertainty. Strategy is important because the resources available to achieve these goals are usually limited. Strategy generally involves setting goals, determining actions to achieve the goals, and mobilizing resources to execute the actions (Freedman, 2015).

Strategic implication is the process that managers or leaders put strategies into action, which includes designing, delivering, and support products; improving the efficiency and effectiveness of operations ; and designing an organization structure, control systems, and culture.

Strategic redesign is the process that managers or leaders redesign the strategies in order to achieve the objective.

Well-being Strategies refers to the strategies that implement on the community that the Bai farmers live to improve their well-being.

Community Development

Community development is a process where community members come together to take collective action and generate solutions to common problems. Community development seeks to empower individuals and groups of people with the skills they need to effect change within their communities.

Community Engagement refers to the farmer that belongs to the community involved in the community development through decision-making (Johnston and Taylor, 2018).

Community organizing refers to an approach that generally assumes that social change necessarily involves conflict and social struggle in order to generate collective power for the powerless (Lefevre, Kolsteren, De Wael, Byekwaso, and Beghin, 2001).

Rural Development

Village refers to the regional entity that was belong to the towns and managed by the town.it is including the territorial scopes of all villages belong to the town.

Rural development refers to the comprehensive construction and development, including political, economic and cultural aspects in rural areas.

CHAPTER 2

REVIEW OF LITERATURE AND RELATED STUDIES

This section surveys the literature on the context of the following: the Wase town, Dali, Yunnan province in China, which is the research site of the study. Concept of well-being; Well-being development in the Bai farmer; the theory of subject well-being; the theory of social well-being; the theory of psychology well-being; the factors that affect the well-being; the theory of community development; the theory of strategy management. These compilations of various literatures and literature citations will provide an in-depth, concrete, relevant, and sufficient foundation for the Bai farmers to enhance their well-being in the Wase town, Dali, Yunnan. And the well-being strategies will be formulated. The following are the review of literature and related studies:

The Wase Town, Dali, Yunnan Province in China

The Wase town, known as Luchuan in ancient times, is belongs to Dali City, Yunnan Province. It is an ancient agricultural town inhabited by Bai people. It is surrounded by mountains on three sides. On the west, it is the Erhai Lake. On the east, it is Jizushan, a Buddhist resort. On the north, it is Shuanglang town. On the south, it is Haidong town. The Wase has been an area of rice and fish since ancient times. Because of its unique geographical location, it has long been the land and water transportation center and trade center connecting the surrounding areas along the eastern coast of Erhai Lake. Its economy is active, culture is developed, and customs are strong. It is one of the places where Bai Nationality originated.(Huang Xiaohe, 2018). It has six administrative village committees,20 natural villages and 56 residential groups, with a total area of 106.80 km² and the altitude is 1974.6m.They are Wase administrative village, Haiyin administrative village, Guangyi administrative village, Kanglang administrative village , Dacheng administrative village, Gaoxing administrative village.

The Wase administrative village is about 15.26 km² with an attitude of 1974.6 m. The average temperature is 15 C and the annual drop of water is 1100 mm. It is suitable for planting rice, onion and other crops. There are 0.95 km² arable lands in this village, and each farmer is assigned the 466.67m² arable land. The village has 1629 households, with a total rural population of 9366, of which 8264 are engaging in agriculture. The farmers' incomes in this village mainly come from agriculture or service industries (BaiduEncyclopedia, 2021g).

The Haiyin administrative village is in the south of the Wase town, about 5 km away from the Wase town. It covers an area of 4.36 km² with an attitude of 1974m, and an average temperature of 15 °C. The village has 664 households, with a total rural population of 3366, of which 2480 are engaging in agriculture. The income in this village is mainly depending on fisheries, tourism and migrant workers (BaiduEncyclopedia, 2021e).

The Guangyi administrative village is in the center of the Wase town. It covers an area of 13.75 km², with an attitude of 1976m. And the average annual temperature is 15 °C. It is suitable for planting rice and beans and other crops. There are 1.5 km² arable lands; each farmer has 466.67 m² arable lands. There are 1567 households in the village, with a total rural population of 7511, of which 7144 are engaging in agriculture. (BaiduEncyclopedia, 2021d).

Dacheng administrative village covers an area of 46.2 km², with an altitude of 1980m. The average annual temperature is 15 °C. And annual precipitation is 1100 mm. It is suitable for planting rice, corn, broad bean and other crops. There are 2.4 km² arable lands and each farmer are assigned the 460 m² arable land. The village has 2352 households, with a total rural population of 11002, of which 6237 are engaging in agriculture (BaiduEncyclopedia, 2021b).

Kanglang administrative village has 1.67 km² arable areas. Each farmer is assigned the 460 m² arable lands. It is suitable for planting bean, tobacco and other crops. It has 11.20 km² of forest land. The village has 1146 households, with a total rural population of 5578, of which 5490 are engaging in agriculture. Farmers' income is mainly depended on industries and services. (BaiduEncyclopedia, 2021f).

The Gaoxing administrative village is about 5.65 km², including 1.5 km² forest land, 1.4 km² arable lands and 0.65 km² regular arable lands. The village has 477 households, with a total rural population of 2359, of which 1983 are engaging in agriculture. It depends on planting corn, rice, tobacco, shallot and other food and economic crops. The forest and fruit industry and animal husbandry also have development (BaiduEncyclopedia, 2021c).

Population

At the end of 2017, the total population is 39182 in Wase town. The total number of households is 7836, including 31600 agricultural population and 7582 non-agricultural population. The Bai population accounts for 80.65% of the total population (Huang Xiaohe, 2018).

Table 1 The situation of the Wase town

Name of village	The areas of the village (km ²)	The arable lands (km ²)	The numbers of household	The sources of income	The population	The agricultural population
Wase	15.26	0.95	1629	Planting, breeding and service industries	9366	8264
Haiyin	4.36	—	664	Fishing and service industries	3366	2480
Guangyi	13.75	1.5	1567	Planting, breeding and service industries	7511	7146
Dacheng	46.2	2.4	2352	Planting, breeding	11002	6237
Kanglang	—	1.67	1146	Manufacturing and service industries	5578	5490
Gaoxing	5.65	1.4	477	Planting, breeding	2359	1983
Total	—	—	7836	—	39182	31600

History and Culture

The Wase town has a long history and culture. Residential temples and scenic sites are well preserved. Many cultural relics have been excavated. After investigating the historical and cultural resources of Luchuan in 2000, led by the Dali Municipal Consultative Conference, it is concluded that Wase is the source of Bai culture in Dali. In fact, the Wase town is a religious and cultural center on the eastern coast of Erhai Lake, with a long history of various religious cultures. In the Wase, there are many religions. Benzhu is the unique religion of Bai. It worship the god that come from the Bai people. There also are many Buddhism temples in the Wase town. It was said that Jaye, the great disciple of Sakyamuni, traveled to the Kingdom of Lubai to spread Buddhism, lived in the Chongfu Temple in Dacheng Village. Therefore, Chongfu Temple is known as the ancestor temple, which is called in Bai language as "Douposai". In the peak period, there are dozens of monks in Chongfu temple. Most of the people in Wase are worship all the holy immortals and Buddhas all the year round.

The annual Bai people's "March Street" National Day in Dali has a long history. It is said that it originated from the Wase Shamo Temple in the Tang Dynasty, when Yang Ganzhen and Zheng Longwei fought for Mengjun City. On the seventh day of the battle for Yangzai City (now the ancient city of Dali), the battle ended with the victory of Qiaoyang Ganzhen in the south. After the founding of the Dali, Yang Ganzhen set the street to commemorate the victory. It was held every year from March the 15th to the 21st on the lunar calendar (BaiduEncyclopedia, 2021a).

Nine-year compulsory education is being implemented. And the standardization of compulsory education has developed in a balanced way. The public service system has been greatly improved. Villages have built the cultural activity rooms, rural library, basketball grounds, rural fitness facilities, and all of them are free. The government is going to strengthen the protection of cultural relics and promote the tourism culture market development.

The Economy of the Wase Town

In 2017, the total industrial output was 96.1 million Yuan; the total output of rural economy was 1.276 billion Yuan, an increase of 5%; the average net income of farmers was 7211.11 Yuan, an increase of 10%. The annual planting area is 1.82km², of which 1.29km² are for grain crops, and the total grain output is 12.551×10⁶kg. And the total income of tobacco for farmers is 8.364 million Yuan (Huang Xiaohe, 2018).

In 2017, according to the poverty standard, 112 poor households were added on the government list, and 100 poor households were out of poverty. Now 278 poor households and 1051 poor in the town are still on the poverty list. Government is cooperating with companies to help rural areas through the model of "cooperatives + enterprises (bases) + poor households". The government has paid the medical insurance, social security and personal insurance for poor households (Huang Xiaohe, 2018).

The Urbanization of the Wase Town

In nowadays, the strategy to promote the development of urbanization is put forward by government. In April 2014, Yunnan Province issued "The proposal for Promoting the Development of New Urbanization in Yunnan". This proposal puts forward the overall requirements for promoting the development of new urbanization features in Yunnan, improving the quality and level of urbanization development, breaking the urban-rural dual structure, and inheriting the urbanization development path of culture. The proposal insisted on starting from the basic conditions of Yunnan, focusing on improving the quality of urbanization, focusing on industrial support and increasing employment, focusing on promoting the construction of ecological civilization, paying attention to the coordinated development of urban and rural areas, paying attention to the inheritance of local ethnic culture, and orderly promoting the urbanization of agricultural transfer population. The rationalization of urban spatial layout, urbanization characteristics, modernization of infrastructure, equalization of public services, friendly living environment, integration of urban and rural development, and diversities of the culture have led to a new urbanization development path of Yunnan. It is required

to speed up the construction of open urban belts along the border, and to intensify history and culture by deepening and rationally utilizing Yunnan's rich ethnic culture. The famous towns should integrate traditional cultural elements, promote the combination of urban function enhancement and cultural relic's protection, and coordinate with the original natural and humanistic characteristics. The combination of the construction of a national culture and a modern urban system will be carried out in accordance with the natural environment and historical and cultural endowments of the localities, reflecting the regional differences and highlighting the diversity. Encourage and support ethnic autonomous areas to shape urban styles and architectural styles with regional characteristics and national characteristics, and create a number of cultural towns with rich historical heritage and distinctive characteristics of the times. In promoting the construction of beautiful and livable villages, it is required to develop the traditional village culture, formulate a list of traditional villages and houses protection, implement protection measures and capital investment, pay attention to living heritage, and display traditional architectural features. Actively carry out research and promotion of characteristic residential houses, strengthen the investigation of traditional residential construction techniques, inherit the local architectural culture, style materials and architectural techniques, and comprehensively promote the general map of residential houses suitable for local culture. Actively create beautiful and livable towns with beautiful scenery, ecological beauty, beautiful life and full functions.

In July 2016, Yunnan Province issued the "Implementation proposal on Deepening the New Urbanization Construction". The proposal includes the overall requirements, accelerate the implementation of new urbanization comprehensive pilot, comprehensively enhance urban functions, accelerate the cultivation of small and medium-sized cities and characteristic small towns, radiation-driven new rural construction, improve land use mechanisms, innovative investment and financing mechanisms, improve urban housing systems. It is required to proceed from the basic situation of Yunnan Province, in accordance with the "Five-in- One" (Xi Jinping, 2017) and the "Four comprehensive" strategic (Xi Jinping, 2017), firmly establish the development concept of innovation, coordination, green, openness and sharing, and

strive to embark on a “people-oriented, four-in-one synchronization, Yunnan's new urbanization model with ecological civilization and cultural heritage. In the development goals, it is planned that by 2020, the urbanization rate of permanent residents in the province will reach 50%; the number of newly registered urban popular is about 5 million in Yunnan. And about 2.5 million people will be urbanized in small and medium-sized cities and towns; and 1.5 million people will work in cities and towns.

But it is still some dilemma for urbanization. Some farmer want to be citizen but some do not. (Li Da, Hongxia, & Juncheng, 2015)

The Bai Farmers

Bai minority is mainly distributed in Dali, Yunnan Province. Dali is the original ancestral residence and main settlement of the Bai nationality. About 80% of the Bai nationality in China live here. In addition, there are Bai communities in Kunming, Lijiang, Nujiang, Diqing, Baoshan, Yuxi, Chuxiong, Wenshan and Lincang. There are also Bai nationalities in Zhangjiajie, Xiangxi, Bijie, Anshun, Liangshan, Sichuan, etc.

Table 2 The distribution of Bai population

Province	Yunnan	Guizhou	Hunan	Sichuan	Hubei	Guangdong	Others	Total
The Bai population (person)	1505644	187362	125597	7335	7173	5905	19014	1858030
Percentage of the total Bai population (%)	81.03	10.08	6.76	0.39	0.39	0.32	1.02	100

Data come from (BaiduEncyclopedia, 2021a)

The Bai economy mainly depended on agriculture. And handicraft industry and commerce are relatively developed, and the production level is basically the same as that of the surrounding Han nationality. In the Wase town, there are various kinds of the organization of agricultural producing such as individual, family farm, enterprise, and cooperative.

In the Wase town, most of Bai people are peasant. And their live is depending on the agriculture, handicraft industry and service industry. Nowadays, the Bai people that engaged in agriculture mainly are the old, women and the disability. Most of the young and vigorous peasants are outside for worked. In this study, these who go out all the year are not in the scope.

Theories of Well-Being

What is a better life or well-being, what factors influence it, whether it can be promoted and how to attain it? These issues are all contemporary questions appealing to wide range of professionals. Some philosophers insisted that well-being was concerned with people's happiness. Some insisted that it was a human virtue. Some thought that it was a subjective feeling. Some thought it was an objective condition. And others thought that it came from the intellectual curiosity or in the interests of gaining insights to garner and develop appropriate intervention. Administrators were more concerned how to develop the well-being and integrate into public policy design. The general public are interested in that how and what they can do to enhance their quality of life (University, 2015).

The Historical Background to Well-Being Research

It is necessary to know the historical background of the well-being. The study of well-being can be traced back to more than two thousand years ago. At that time, western philosophers began to explore the meaning and essence of well-being. According to the development trend of western well-being theory, it can be divided the research of western happiness theory into three stages.

The first stage was the period of slavery in ancient Greece and Rome. Influenced by religion at that time, the study of well-being in early western philosophy was more focus on the divine simplism. The eudaimonia (well-being) in ancient Greek meant that God preferred someone (Department of Philosophy in Peking University, 1961). The theory of well-being in this period can be divided into two main categories: one is the theory of well-being based on the principle of pursuing happiness. In this theory, it holds that well-being is associated with people's real life and material interests, and well-being is coming from the happy psychological experience. Solon (Feng Jun-ke, 2011) pioneered the study of "happiness ethics". He studies happiness from the angle of material life. He believes that human happiness is restricted by God and is bestowed by God. Who "has the most material wealth and keeps it until the day of death, and then dies peacefully" can "wear the title of happiness". Democritus, as the earliest representative of naturalistic happiness theory in the history of western ethics, believes that all human activities are aimed at pursuing happiness and reducing pain. It is the ideal of human beings that live in a happy state and avoid suffering as much as possible (Miao Li-tian, 1998). Based on the world outlook of atomism, Democritus proposed that "happiness and misfortune live in the soul". He believes that happiness is well-being, which includes both physical and spiritual happiness. Epicurus inherited and developed Democritus's thought. He believed that the purpose of life was to pursue happiness and enjoy happiness (Miao Li-tian, 1998). He said, "Happiness is the purpose of life; happy is the highest good in nature; all our choices are based on happiness; our ultimate goal is to be happy (Zhou Fu-cheng, 1964). The other is the theory of asceticism which regards "abstinence" as the moral criterion, also known as the theory of realization. According to realists, happiness is a process of self-satisfaction, self-struggle and self-realization. Happiness is the content of well-being, but it can't be regarded as the criterion of well-being (Ren Hai-yan, 2012). Aristotle (Feng Xiaohong, 2019) believes that "the summum bonum is happiness", and it has the characteristics of self-sufficiency. As for the way to achieve happiness, he believes that virtue is the first factor. And practice is the specific way to achieve happiness, and meditation on life is the highest standard to achieve happiness. Plato

(Wang Yanling, 2018) holds that the core element of well-being is the virtue of justice, which is the realization of the virtue of all parts of the soul and contains other virtues inherently. It is a truly happy person that pursues the highest kindness and to acquire the knowledge of kindness. Therefore, the virtue of justice is the core element of well-being.

The second stage is the period of the feudal society. The status of religion in this period is unshakable. People's destiny depends on God to choose and decide. It is called the darkest period in western history. Religious happiness becomes people's belief. Religion teaches people to find the door of happiness from God (Du Yupeng, 2007). This is the era of belief.

The third stage is the period of modern capitalism. It is beginning at the 14th century. In this period, thinkers began to awake human's consciousness and oppose the religious well-being that comes from the middle Ages. They pointed out that well-being was not in the "kingdom of heaven", but in the human world, not in God, but in human being. It emphasizes that satisfying the individual desire in real life is the most basic requirement of human beings in the modern capitalist period. Feuerbach pointed out that "life itself is happiness", "The exploring of human beings is also the exploring of happiness", "and everything that belongs to life belongs to happiness". "I'm just a mortal. I just want the happiness of mortals", Bitrak declared. Erasmus denounced the theory of religious well-being. He said, "The well-being that Christians strive to pursue is just madness and folly. I really can't understand why you define a person who lives according to his identity, education and nature unfortunate (Gao Qinghai, 1990). With the continuous improvement of philosophical theory, the theory of well-being has become more and more perfect. Locke pointed out that all the all human spiritual activities have the tendency to pursue happiness, so it is human's nature to pursue happiness and avoid suffering. The pursuit of well-being gradually resorts to pursuit of utilitarianism. The principle of utilitarianism has become the criterion of happiness and the happiness has evolved into egoism happiness. Rousseau believed: "Because everyone has a special responsibility to safeguard themselves, the first important responsibility is and should be to continue

to care about our lives In order to survive, we must love ourselves, we must love ourselves more than anything else (Zhou Fu-cheng, 1964).

For the well-being, there are two approaches. One is the hedonic tradition, which accentuated constructs such as happiness, positive affect, low negative affect, and satisfaction with life (Diener et al., 1999; Mechanic, 1969); another is the eudaimonic tradition, which highlighted positive psychological functioning and human development (Rogers, 1961; Ryff, 1989; Waterman, 1993).

However, despite of the differences in approach, most researchers now believe that well-being is a multi-dimensional construct (Ed Diener & Tov, 2014). Consequently, the diversity of dimensions has created a “confusing and contradictory research base” (Pollard & Lee, 2003).

The Definition of Well-Being

For the well-being, there are many people to definite it. The most famous representative is the American economist Paul A. Samuelson (1981) that studies it from the economic perspective. He thought that well-being was determined by the utility (the usefulness of matter) and the realization of human desires. Well-being is positively related to utility and negatively related to desire (Juan & Chen, Tao, 2007).

After this, some economists find that sometimes, even if the income increased, the well-being probably still keep in the same level. Specially, the income had increased, but the well-being is reduced, that is, “Easterlin Paradox” (Yu, Chuangang, 2009) . In other words, the increase in income does not necessarily lead to an increase in well-being. In order to the Eastlin paradox, some well-being economists such as Seligman, Kahneman and Kruger gave new explanations and proposed the Comparative Theory. They believe that people well-being depends mainly on the comparison with the living conditions of other people at the same level, not the level of their actual living standards.

The well-being that sociology believes is a kind of happiness. A. Comte (1907), the founder of classical sociology, believes that the acquisition of happiness depends on our systematic and comprehensive understanding and understanding of the world we live in, especially for those things that humans can influence or change (Sumner,

1996). The sociologist E. Durkheim believes that "social anomie" reaches a certain level will reduce social well-being. In his view, disorder, confusion and other disharmony phenomena in modern society are anomie. It is also believed that any positive social change that is conducive to social progress has the potential to reduce social well-being, and non-modern and anti-modern will help to increase happiness (Oru, 1983). Another well-known sociologist, G. Simmel, believes that the personality of a person shaped by a social system will affect the formation of subjective well-being. Well-being is closely related to personality. To a certain extent, well-being is a kind of individuality, which is a relative goal (Simmel, 1950).

The famous British sociologist H. Spencer discusses the issue of maximizing happiness from the perspective of human society. "In his book "Social Statics", he pointed out that well-being is a social composition, and maximum well-being comes from society itself. The standard of well-being will vary according to times, nations and classes. Personal well-being means both enjoying the happiness of the present life as much as possible, as well as the expectation of a better life in the future, and on the society at the time (Spencer, 1851).

The Constitutes of Well-Being

An early attempt to define well-being was Bradburn's classic research on psychological well-being (Mechanic, 1969). His work marked a move away from the diagnosis of psychiatric cases to the study of psychological reactions of ordinary people in their daily lives. His discussion stemmed from his interest in how individuals coped with the daily difficulties that they faced. Bradburn highlighted that the psychological health was the primary importance variable. He linked this to Aristotle's idea of eudaimonia, which is now more commonly translated as well-being. Aristotle believed that is the principle goal of all human actions. The majority of Bradburn's research focused on the difference between positive and negative affect. His model specified that: an individual will be high in psychological well-being when he has an excess of positive over negative affect and will be low in well-being in the degree to which negative affect predominates over positive (Mechanic, 1969).

Although Ryff (1989a) criticized that Bradburn's work was not defining the basic structure of psychological well-being, but was an emphasis on positive and negative affect has been central to the work of Diener and Suh (1997). They believed that: subjective well-being consists of three interrelated components: life satisfaction, pleasant affect, and unpleasant affect. Affect refers to pleasant and unpleasant moods and emotions, whereas life satisfaction refers to a cognitive sense of satisfaction with life (Diener and Suh, 1997: 200).

Ryff (1989) identified the aspects that constitute well-being: autonomy; environmental mastery; positive relationships with others; purpose in life; realization of potential and self-acceptance. More recent research has made different emphases on what well-being is: ability to fulfill goals (Kirkwood, Bond, May, McKeith, & Teh, 2014); happiness (Pollard & Lee, 2003) and life satisfaction (Ed Diener & Suh, 1997). However, most of researchers have focused on dimensions or descriptions of well-being rather than on definitions (Christopher, 2011).

30 years ago, Shin and Johnson (Shin & Johnson, 1978) were more closer to defining well-being by stating that it is "an assessment of a person's quality of life according to his own chosen criteria".

The World Health Organization defined quality of life as an individual's perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns. It is a broad ranging concept affected in a complex way by the person's physical health, psychological state, personal beliefs, social relationships and their relationship to salient features of their environment (The WHOQOL Group, 1998).

Emerson (1985) and Perry (1995), who believed that well-being stems from individuals' perception of their current situation and their aspirations, were also emphasis on achieving goals. However, a problem with the term "quality of life" is that it is used interchangeably with "well-being" in a variety of disciplines. Stratham and Chase (2010) argue that the well-being has enabled psychologists to "de-medicalise" health. Consequently, Herzlich (1975) considered that it was necessary to separate quality of life from illness. She explained that health could be viewed in both a positive and negative light. Firstly, it can be seen as "No disease". Indeed, she

discussed that individuals might not notice health until something affects it. Herzlich proposed that health can be seen in a positive light “one is fully aware because of one’s feelings of freedom and of bodily and functional well-being”. Herzlich also believed that it was inadequate in terms of defining healthy people just by identifying a “No disease”. Furthermore, she suggested that it may be useless to try to treat health as a single concept. Forgeard and colleagues (2011) propose that some researchers have preferred to ignore the multifaceted nature of well-being and equate it with one construct (often life satisfaction), leading to the unfortunate omission of other important aspects of well-being.

Consequently, it seems that overemphasizing quality of life does not sufficiently help us define well-being. Indeed, she insisted that quality of life appears to be a dimension of well-being rather than an all-embracing definition.

In the past few years, the positive functioning of quality of life has attracted increased attention. Rogers (Rogers, 1961) discussed well-being in terms of “the quality of life”. He believed that everyone worked hard to be a “fully functioning person” who could constantly learn, trust his own organization, have increasingly life experience, and leads an existential life. His thought has partly influenced Ryff and Singer (2013) so when they develop the core dimensions of psychological well-being (PWB), they thought that it included self-acceptance; purpose in life; environmental mastery; positive relationships; personal growth; and autonomy.

Research in this area has been undertaken by Keyes (2002, 2009), who views mental health as a syndrome of well-being symptoms. The work of Keyes has led to the use of the terms ‘flourishing’ and ‘languishing’ as scientific concepts, rather than as philosophical ideals, as they had been previously presented (Griffin, 1986; Hursthouse, 1999; Nussbaum, 2001; Sumner, 1996). Keyes’ work had a direct influence on the formulation of “a well-being manifesto for a flourishing society” by Shah and Marks (Marks & Shah, 2004). This rather uplifting and encouraging document highlights that one of the key aims of any democratic government should be to promote the good life: a flourishing society, where citizens are happy, healthy, capable and engaged – in other words with high levels of well-being. The manifesto goes on to clarify what Shah and Marks consider well-being to be: Well-being is more

than just happiness. As well as feeling satisfied and happy, well-being means developing as a person, being fulfilled, and making a contribution to the community. Shah and Marks consider that: Well-being is more than just happiness. As well as feeling satisfied and happy, well-being means that, as a person, he was to develop, to be fulfilled, and to make a contribution to the community (Marks & Shah, 2004). Instead, it is proposed that well-being should be considered to be a state – “a condition of a system in which the essential qualities are relatively stable” (Reber, Allen, & Reber, 2001)

The term “flourishing” has now become synonymous with the positive psychology movement. Indeed, Gable and Haidt (2005) explain that positive psychology is the study of the conditions and processes that contribute to the flourishing or optimal functioning of people, groups, and institutions. Seligman (2011) concentrates on elements of well-being which he believes are a set of building blocks for a flourishing life: Positive Emotion, Engagement, Relationships, Meaning, and Accomplishment (PERMA)

The Dynamic Equilibrium Theory of Well-Being

This theory was originally proposed by Headey and Wearing (1989) and suggested links between personality, life events, well-being and ill being. Headey and Wearing (1991, 1992) believed that, for most people, most of the time, subjective well-being is fairly stable. This is because stock levels, psychic income flows and subjective well-being are in dynamic equilibrium. The continued aim of Headey and Wearing's research has been to understand how people cope with change and how their levels of well-being are affected. They propose that a change in well-being occurs only when, due to external forces. Consequently, Headey and Wearing propose a definition of well-being in which well-being is shown, as depending on prior equilibrium levels of well-being and of life events, and also on recent events. This reflects their framework for analyzing subjective well-being (SWB), which considers the relationship between stocks and flows:

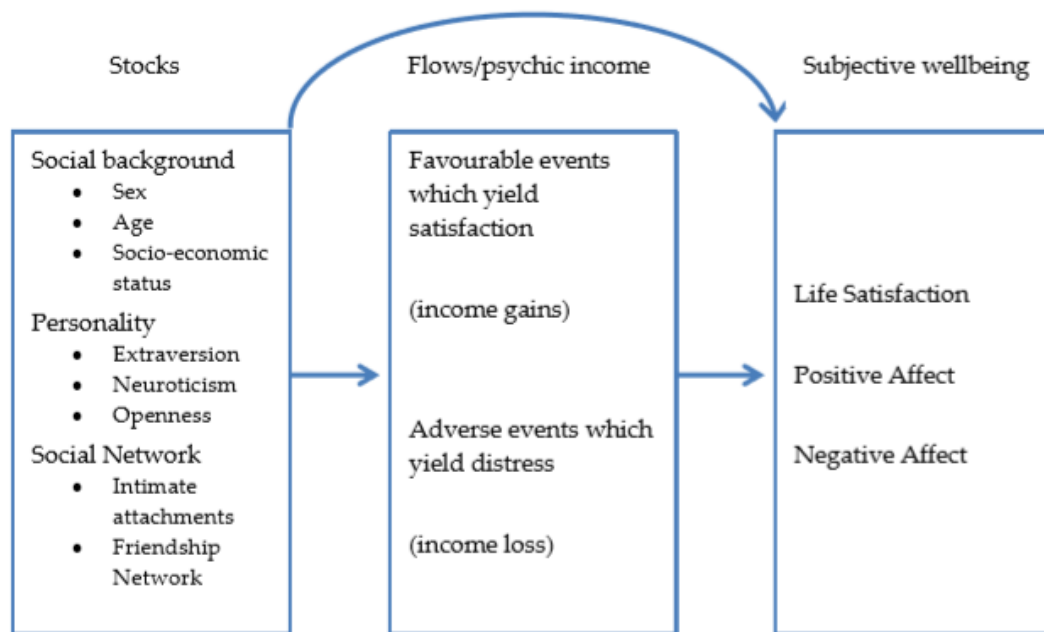


Figure 1 Headey & Wearing's stocks and flows framework

In this model, Headey and Wearing (1989; 1991) proposed that differences between individuals in terms of SWB are due to “stable stocks” (otherwise known as stable personal characteristics). As a result of stable stocks each person has a level of subjective well-being which represents his/her own ,normal “equilibrium level”. Stocks are drawn upon to deal with specific life experiences (“flows”) so that satisfaction is enhanced and distress is diminished. Consequently, it is more appropriate to regard subjective well-being as a fluctuating state rather than a stable trait.

Cummins' Theory

Cummins' theory (2013) focuses on the strength of a challenge and how this affects the level of SWB. In this theory, the term equilibrium has been replaced by homeostasis; and the term life events with the term challenge:

This includes a derived set-point range (70 to 80 points) that was determined by previous research undertaken by Cummins (1995; 1998). The emphasis of the model is the role of homeostasis in defending the set point of SWB. The model tries to demonstrate different phases denoted by the letters 'a' to 'c'.

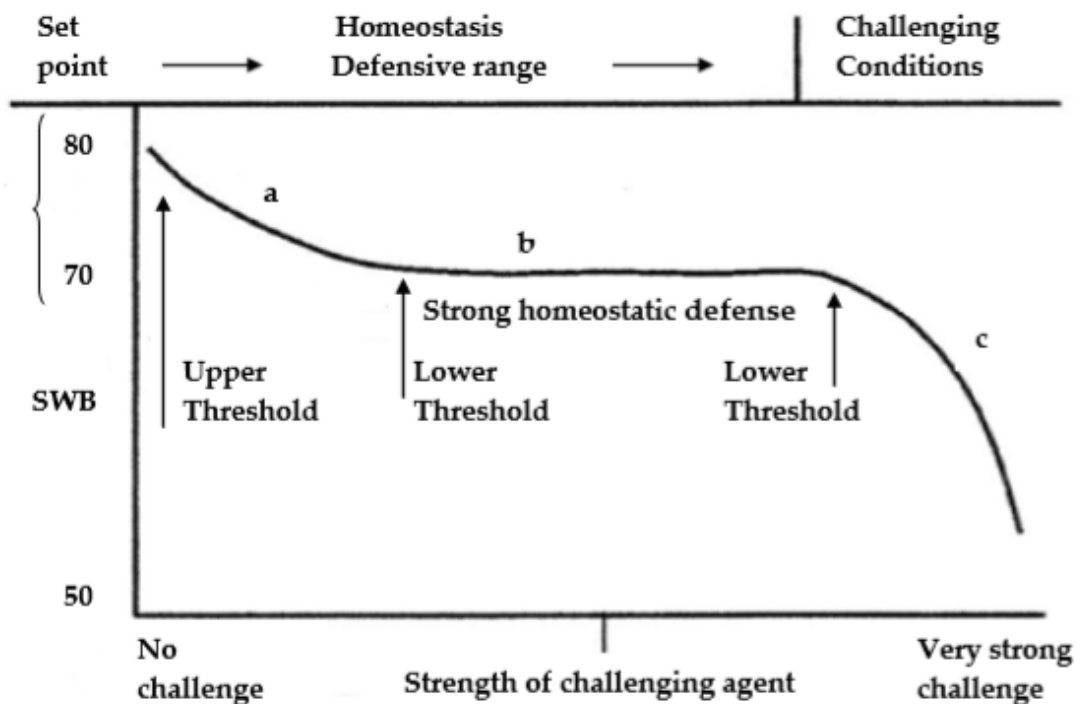


Figure 2 Cummins' Changing Levels of SWB

1. When an individual experiences no challenge, SWB stays at the set-point.
2. When an individual experiences mild challenge, the level of SWB will vary slightly within the set-point range (Phase a).
3. Phase b signifies where SWB is prevented from decreasing below the set point, due to the strong homeostatic defense.
4. Phase c signifies a situation where the challenge is too strong for homeostasis to manage. SWB would now fall sharply.

Consequently, it would seem appropriate that any definition of well-being centers on a state of equilibrium or balance that can be affected by life events or challenges.

Resources and Challenges Model of Well-Being

Each individual develops relevant skills or resources to cope with the challenges they face. This balanced rationale between skills and challenges has been central to Mihaly Csikszentmihalyi's concept of 'flow' (2000)-- the state in which people are so involved in an activity that nothing else seems to matter (Csikszentmihalyi, 2002), which in turn leads to happiness. The original model assumed that enjoyment would happen when the strength of challenge and skills were both very low as well as when they were both high, as demonstrated in the following diagram:

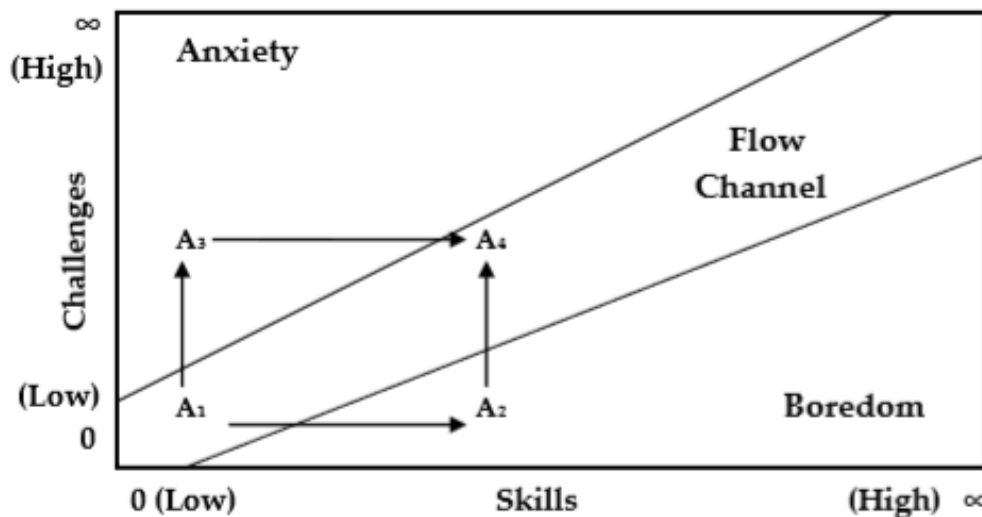


Figure 3 Demonstration of the relationship between challenges and skills

However the new model predicts flow only when challenges and skills are relatively in balance (Csikszentmihalyi, 2002).

Although this theory is not directly linked to well-being, it reflects dynamic equilibrium theory in terms of challenges that an individual faces and in terms of how well-being is a fluctuating state. It also links to Cummins' idea of a homeostasis defensive range in terms of the resource pool that Hendry and Kloep discuss (Hendry & Kloep, 2002)

Rachel Dodge(2012) has focused on three key areas: the idea of a set point for well-being; the inevitability of equilibrium/homeostasis; and the fluctuating state between challenges and resources. Consequently, we would like to propose a new definition of well-being as the balance point between an individual's resource pool and the challenges faced:



Figure 4 Wellbeing between challenges and resources

This works just as Kloep, Hendry and Saunders (2009) described: Each time an individual meets a challenge, the system of challenges and resources comes into a state of imbalance, as the individual is forced to adapt his or her resources to meet this particular challenge. In essence, stable well-being is when individuals have the psychological, social and physical resources they need to meet a particular psychological, social and/or physical challenge. When individuals have more challenges than resources, the see-saw dips, along with their well-being, and vice-versa.

Multi-Levels to Well-Being

Well-being should be understood in multiple levels simultaneously. Cowen's (1991) and Prilleltensky et al. (Nelson & Prilleltensky, 2010; Prilleltensky & Prilleltensky, 2007) proposed that well-being should go beyond the personal and intra-psychic, and require divergent solutions across different levels. Cowen (Cowen, 1991) explicated that wellness exists not as an either-or-not, but along a continuum and can be nurtured or inhibited by external circumstance. In addition, wellness depends on many aspects of life so that it cannot be solved by any simplistic

solution, but only by comprehensive strategies targeting various levels. Cowen specifically highlighted several sources of influence which had a tremendous impact on peoples' wellness: (a) the family context in which a child can naturally develop through their infancy ; (b) educational experience;(c) significant social setting or mediating structure in which people interact with one another; and (d) larger society.

In the promotion of wellness, proposed several concepts (competence, resilience, social setting modification and empowerment) to be explored in more depth, so that more understanding and subsequent intervention targeting different key sources of influence can be obtained.

Prilleltensky further argued that well-being is deeply embedded in the social environment including family, community and society (Nelson & Prilleltensky, 2010; Prilleltensky & Prilleltensky, 2007). In their words, well-being is not either personal, organizational, or collective, but the integration of them all. For any one of these spheres (personal, organizational, or collective) to experience well-being, the other two need to be in equally good shape (Prilleltensky & Prilleltensky, 2007). Thus, to understand well-being through a holistic perspective, Nelson and Prilleltensky (Nelson & Prilleltensky, 2010) suggested the personal (such as self-esteem, independence), interpersonal (having a supportive relationship and freely engaging in society) and collective levels of well-being (able to acquire the community resources).

Prilleltensky and Prilleltensky (Prilleltensky & Prilleltensky, 2007) explained that without the contribution of persons who have optimism, self-efficacy and an equal sense of purpose, social groups cannot function properly. Similarly, people cannot flourish without an immediate environment that is stimulating, respecting, affirmative and reflective, as well as a broader society that is resourceful, fair and free of corruption. In other words, to enable people to be optimistic, having self-efficacy, determination and personal growth, at the personal level, an enabling organizational structure and a community with justice is necessary, if not a must.

A multi-level research paradigm, inspired by Urie Bronfenbrenner's (1979) ecological model of human development, can thus provide a timely, although not definitive, starting point to approaching the phenomenon and complex of well-being

and to understanding the complexity of field relationships, factors and influences multi-level analysis can engage with (figure 5):

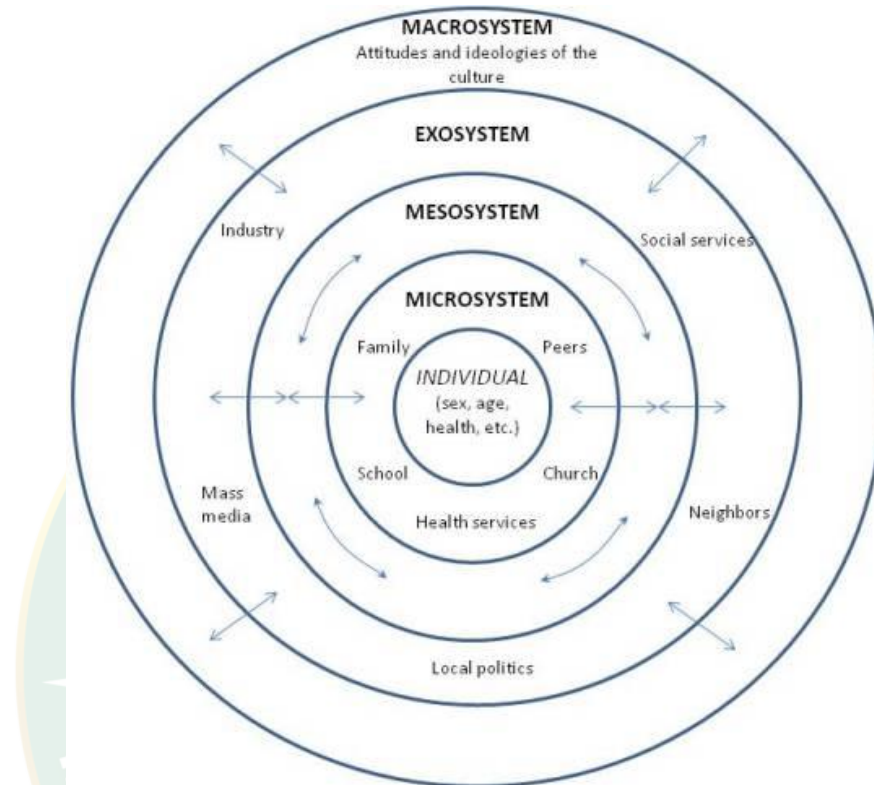


Figure 5 Bronfenbrenner's Ecology of Human Development

A multi-level understanding of well-being highlights the mediating role of immediate settings, experiences, organizations or communities (Ng & Fisher, 2013). This matches with QOL research focusing on organization (Sirgy et al., 2006) and community social indicators (Dluhy & Swartz, 2006). In view of the fact that more citizens have increasingly less trust towards government and bureaucracy, Berger and Neuhaus (1977) suggested that a mediating structure is needed to stand between individuals and larger institutions, in order for social policy to be more socially conducive and less detached from the realities of individual and community life. In other words, immediate settings can help in mediating between micro and macro aspects of life where the functionality of organizations determines the extent of impact of a megastructure upon the individual. Understanding how mediating

structures work in relation to well-being, therefore not only sharpens our understanding towards well-being, but also provides us with ideas for the brokerage of new interventions.

Lastly, a multi-level understanding of well-being signals the importance of the inter-relationship between person and environment. As Biglan, Flay, Embry, & Sandler (2012) advocate, we have to support and foster a nurturing environment to promote human well-being. Such environments minimize biologically and psychologically toxic events, sooner promoting and reinforcing prosocial behaviors, limiting potential occurrences of problem behaviors, and fostering psychological flexibility. In epidemiological studies, the famous Whitehall studies of British civil servants (Marmot and Wilkinson, 2005) likewise demonstrated the impact of social hierarchy on ill health. Berkman and Glass (2000) illustrated how social networks have a direct impact on population health by providing social support; mutual influence; engagement opportunities; close personal contact and resources, and material goods. Diez-Roux called for bringing back “context” to epidemiology (1998), and suggest using multilevel analysis to uncover the complexity and reciprocal relationships between factors operating at different levels (2000). A wide range of studies also show that social relations matter in health and well-being. Helliwell and his colleagues (2002; 2004) also substantiate that community well-being (manifested in higher social capital) is strongly linked to SWB. Baumeister and Leary (1995) and Kahneman (1999) ascertained that humans have a fundamental need to belong and that good interpersonal relationships are conducive to health and subjective well-being. Thus, all these findings have shown that different facets of well-being are not separate, but closely related.

Strategic Management

Strategic management is concerned with the overall positioning and direction of an organization and can be seen as a vital management activity of concern to managers at all levels. Modern management practices provide more opportunities than in the past for managers to be involved with the strategy of their organizations. Strategy can be developed through a process and through planning, although there is a difference between strategies and planning. A strategy to ensure total quality management is an important factor in meeting the Bai farmers and the community's needs. At the same time, the function of manager is to provide organizational management and control (Hannagan & Bennett, 2007).

Strategic management consists of decisions and actions used to formulate and implement strategies that will provide a better way between the organization and its environment to enable it to achieve organizational objectives. It is concerned with establishing a competitive advantage, sustainable over time, not simply by tactical maneuvering, but by taking an overall long-term perspective (Hannagan and Bennett, 2007). Strategic management consists of charting the overall long-term course of the business and it is an ongoing process (Kay, Edwards, & Duffy, 1994).

The planning should be initiated by the operator/manager of the community. In some cases, this process could involve an operator/manager, but for most community the manager and other members of the family involved with management should be involved in the planning. In strategic planning, the process is as important as the final outcome. Getting the whole management team involved is critical. Strategic planning with typically close-knit farmer cannot be done in isolation from other members, particularly when goals are set for the community. The following are the steps in Strategic Planning as illustrated in figure 2-6 (Castle, Becker, & Smith, 1972) (Castle et al., 1972):

1. Define the Individual or Community Mission, vision, goal. The mission statement defines the purposes of the individual or community and answers the question, "What well-being are we in?" Defining the Individual or Community's mission forces the manager to carefully identify the public products and services

toward which the government and society's public products and services are oriented.

Establish Objectives. Goals, which are the more general, long-term desires of managers, clarify the community's purpose. Objectives should translate the mission into concrete terms; should be quantifiable and straightforward statements. The objectives should be chosen in such a way that they contribute to attainment of the goals identified in Step 1. Each objective has two characteristics: (1) it can be measured, and (2) there is a given time in which to accomplish it. This allows managers to evaluate progress in implementing the plan.

2. Analyze the organization's external environment to identify opportunities and threats. Every community faces uncertainties, threats, and opportunities that are beyond its control. It is important in this step that the managers understand the economic, social, and technological forces that will affect the Bai farmers. Combine the data gathered to determine the threats and opportunities the community might encounter in the planning period. In the community, for the Bai farmers, if they find that when they go out for work and can be more satisfied with himself/herself, maybe the Bai farmers will go.

3. Analyze the organization's internal operating environment to identify the organization's strengths and weaknesses. The quality and quantity of resources within the control of the manager is the first part of this assessment. Many farms have an unrealistic view of their own resources and operation because they do not compare themselves to others in the same business. The process of providing candidate answers to these questions forces the manager to recognize that every community is constrained in some way by the internal environment its physical resources as well as its human skills and abilities.

4. Select strategies that build on the organization's strengths and correct its weaknesses in order to take advantage of external opportunities and counter external threats. These strategies should be consistent with the mission and major goals of the organization. They should be congruent and constitute a viable business model.

The community selects a strategy (an alternative or a combination of alternatives) that will enable the managers to achieve the desired objectives. After evaluating alternatives, it may be discovered that the original objectives are not feasible. Therefore, the managers may have to move back and select new objectives or reformulate combinations of alternatives. An alternative is seldom likely to be superior to all other alternatives for attainment of each of the goals of the manager and his or her family. In this sense, the process of strategic planning should be recognized more as an art than a science.

5. Implement the strategies.

The task of analyzing the organization's external and internal environments and then selecting appropriate strategies constitutes strategy formulation. Strategy implementation involves putting the strategies (or plan) into action. This includes taking actions consistent with the selected strategies of the community at the business, and functional levels; allocating roles and responsibilities among managers (typically through the design of organization structure); allocating resources (including capital and money); setting short-term objectives; and designing the organization's control and reward systems.

Community Development

Community Development is a process where community members come together to take collective action and generate solutions to common problems. Community development seeks to empower individuals and groups of people with the skills they need to effect change within their communities.

There are many approaches of community development, such as grassroots approaches (bottom-up) and top-down approach; or from expert approach to multiple approaches and inner approach; and from conflict to technical help, self-help and empowerment approach. However, Conyers (1986) classified community development into three types based on the approach - "top-down", "bottom-up" and "partnership". In top-down approach of community development, main activity of development is initiated by the government or authority. In fact, in this approach

everything is managed by government, and the community's members are passive. The top down approach emphasizes central planning. Meanwhile, the bottom-up approach to community development is initiated and managed by the community for the community. Government and service providers play merely a supportive role as facilitators and consultants. In other words, the active role in the process of development is played or initiated by the community itself. When the development attempt is combined or initiated by both the government and the community, it is called the partnership approach of community development.

Each approach can be applied in different ways and in different condition of community. When people are able to define their own problems and having ability and capacity to solve it through organizing and participating themselves, the bottom-up approach of community development could be developed. According to Finger (1994), the bottom-up approach emphasizes community participation, grassroots movements and local decision making. It argues that community participation and grassroots initiatives which promote participatory decision making and local self-reliance ultimately pay dividends (Panda, B, 2007). But, when people are lack of ability and capacity to make and to take action in developing their community, government and agency concerned should take over the process of development in some period of time in order to upgrade their awareness, knowledge and skill, thus the top-down approach of community development could be developed. The partnership approach of community development could be initiated when an attempt of government authority united with those of people to promote better living for the whole community with the active participation of the individuals of community. However, community development is much closer to bottom-up or change from the below rather than the other approaches.

Rural Development

According to Smith et al (1989), rural development is often overlooked by farmers, agribusiness groups, and agricultural policymakers. When things are going well on the farm, these agricultural groups express concern over the well-being of the rural community. But when farm prices drop or the weather turns dry, attention will quickly be refocused on more immediate concerns. Rural development seems to be forever buried in the back of farmers' minds, well behind the primary concerns of production and prices and even the issues of pollution, conservation, and structure. This may not be the proper ranking on a farm policy agenda, and certainly it is not an appropriate position in the minds of farm managers. Rural development should be a primary concern of all farm managers.

Mercado (2002) pointed out that rural development should focus immediately on two objectives of development: increased productivity, essentially and specifically through the process of industrializing the rural economic structure; and a system of property relations, of which the fruits of development are to be shared widely and equitably i.e., economic development and social justice.

A symbiotic relationship (Smith et al., 1989) between farmers and community should be the goal of rural community leaders trying to shape their communities and of policymakers trying to implement legislation that is beneficial to society.

Dodge et al. (Dodge et al., 2012) thought it is essential that rural development be recognized as a multi-level process. The first level is that of the global interrelations between agriculture and society. It is clear that there has to be a realignment of agriculture to meet the rapidly changing needs of our society. The era when cities merely expected the surrounding countryside to supply them with cheap food is over. Today, there are new needs and expectations (Ploeg et al., 2010). Second, we have to consider that rural development means a new developmental model for the agricultural sector. Until the early 1990s, scale-enlargement, intensification, specialization and, within some sectors, a strong trend towards industrialization were the parameters that circumscribed developments in the agricultural sector. The rural exodus precipitated by declining farm numbers and a

sharp drop in employment opportunities was seen as the inevitable outcome of this model. To put it briefly, rural development can be seen as the search for a new agricultural development model. It is impossible and undesirable to refer to rural development as a new 'blueprint,' but the understanding of what elements should comprise this new model are emerging fast. It is remarkable that in many rural development experiences creating cohesion between activities, not only at farm level but also between different farms or farms and other rural activities, appears to be a crucial, strategic element. Particularly important are the (potential) synergies between local and regional eco-systems, specific farm styles, specific goods and services, localized food-chains and finally, specific social carriers and movements. The centrality of synergy to rural development appears to embody a model of agricultural development that is fundamentally different to the modernization paradigm. Third, rural development can be operationalized at the level of the individual farm household. At this level, rural development emerges as a redefinition of identities, strategies, practices, interrelations and networks. Sometimes this redefinition rests on a historically rooted but marginalized cultural repertoire. In other situations it is based on highly 'market-oriented' responses that embody a general or partial reconceptualization of what farming should be in the context of the new ties emerging between town and countryside. Here the issue of synergy reappears. How, why, to what extent and under what conditions can the way in which activities are combined in a rural enterprise positively affect costs, benefits, risks and prospects? The co-ordination and allocation of family labor between different (agricultural and non-agricultural) activities in the plurative farm household is an important source of synergy.

Fourth, rural development should be defined at the level of the countryside and its (economic) actors. We can conclude that it is not only at the level of the inter-relationship between society and agriculture, but also at the level of the countryside as a well-defined social and geographical space, that new forms of articulation are to be developed (Lowe et al. 1995). The 'rural' is no longer the monopoly of farmers. Within the framework of rural development new forms and mechanisms for co-ordination and conflict management must be developed. This

will become increasingly important as new forms of farm-based rural development activities emerge and different actors compete for access to opportunities and resources in new arenas such as rural tourism and nature and landscape conservation. Five, there is the level of policies and institutions.

In China, the theories of rural development include the theory of new socialist countryside, theory of rural urbanization, theory of urban-rural integration.

1. The theory of new socialist countryside

(1) Increase farmers' income and welfare security, and stimulate domestic demand. This view holds that, in the short run, the state investment in rural infrastructure construction can stimulate the development of labor-intensive industries and increase farmers' employment and income. At the same time, it can stimulate domestic demand. In the long run, in order to solve the peasant problem fundamentally, we must encourage the transfer of rural labor force into cities. In order to solve the employment problem of peasants entering cities, we must vigorously develop labor-intensive industries and give full play to the comparative advantage of cheap labor in China.

(2) Establishing a new mode of farmer cooperative. Wen Tiejun (2006) believes that the most important thing is organizational and institutional innovation. By cooperative, the farmers can effectively cope with the market. Ye Xiangsong (2006) and others believe that the specific path of building a new socialist countryside should be the "Agricultural Federation" model.

(3) Reform of policy and system. Guo Jiezhong (2006) believes that the way of new countryside lies in reflecting and reconstructing the current rural policy system and its value.

(4) Development of rural industrialization. Bai Yongxiu (2008) believes that industries are the carrier of the construction of new socialist countryside, and the construction of new countryside should also be carried out around this carrier.

2. Theory of Small Town Development

(1) It is to develop the small towns and make it as the connecting point between rural areas and large cities. Wen Tiejun (2000) believes that the development of small towns can connect the urban and rural markets better and

faster, and rapidly promote the development of rural secondary and tertiary industries, thereby absorbing a large number of surplus rural labor force, alleviating the contradiction between the large number of rural people and the small amount of land, thus promoting the improvement of the efficiency of agricultural scale and the growth of farmers' income, and at the same time alleviating the pressure of population expansion in large and medium-sized cities .

(2) Small Towns Promote Rural Modernization. Through industrial development, the local employment opportunities and personal income will be increased, and agricultural labor force will be transferred to industry. Increases in income and population have increased the demand for the development of local products and services, thus attracting funds and enterprises to develop local products and services (Zhong, 1994).

(3) Theory of Urban-Rural Integration. From the perspective of urban-rural relationship, sociological and anthropological hold that urban-rural integration is a relatively developed city and relatively backward countryside, breaking the barriers of separation, gradually realizing the flow and optimum combination of production factors, promoting the rational distribution of productive forces between cities and countryside, integrating urban and rural economic and social life closely and coordinating development, gradually reducing to difference between urban and rural areas and makes the city and the countryside merge into one (MA, 1995).

Related Study

Researches Abroad

For the well-being, there are many people to study it. The most famous representative is the American economist Paul A. Samuelson (1981) that studies it from the economic perspective. He thought that well-being was determined by the utility (the usefulness of matter) and the realization of human desires. Well-being is positively related to utility and negatively related to desire (Juan & Chen, Tao, 2007). After this, some economists find that sometimes, even if the income increased, the well-being probably still keep in the same level. Specially, the income had

increased, but the well-being is reduced, that is, "Easterlin Paradox" (Yu, Chuangang, 2009) . In other words, the increase in income does not necessarily lead to an increase in well-being. In order to the Eastlin paradox, some well-being economists such as Seligman, Kahneman and Kruger (1999) gave new explanations and proposed the Comparative Theory. They believe that people well-being depends mainly on the comparison with the living conditions of other people at the same level, not the level of their actual living standards. A.Comte (1996), the founder of classical sociology, believes that the acquisition of happiness depends on our systematic and comprehensive understanding and understanding of the world we live in, especially for those things that humans can influence or change. The sociologist E. Durkheim (1983) believes that "social anomie" reaches a certain level will reduce social well-being. In his view, disorder, confusion and other disharmony phenomena in modern society are anomie. It is also believed that any positive social change that is conducive to social progress has the potential to reduce social well-being, and non-modern and anti-modern will help to increase happiness (Orru, 1983). Another well-known sociologist, G. Simmel (1950), believes that the personality of a person shaped by a social system will affect the formation of subjective well-being. Well-being is closely related to personality. To a certain extent, well-being is a kind of individuality, which is a relative goal. The famous British sociologist H. Spencer (1851) discusses the issue of maximizing happiness from the perspective of human society. "In his book "Social Statics", he pointed out that well-being is a social composition, and maximum well-being comes from society itself. The standard of well-being will vary according to times, nations and classes. Personal well-being means both enjoying the happiness of the present life as much as possible, as well as the expectation of a better life in the future, and on the society at the time.

For the farmers' well-being, Sunderlin etc. (2001) was conducted on 1,050 Indonesian households to understand the effects of the Asian economic crisis on the well-being of small farmers. The main findings are that most farmers perceived themselves as worse of during the crisis than before, challenging the claim that farmers with export income would be better and forest clearing by farmers increased

significantly during the crisis to expand rubber holdings and other tree crops, with the aim of increasing future income security.

For the farmer's well-being and the community development, Calkins & Ngo (2010) investigates whether cocoa cooperatives can improve the productivity, incomes, and well-being of producers. Information was gathered from focus groups, survey questionnaires, and anthropometric measurements in the two major producing countries, Côte d'Ivoire and Ghana, and subjected to both quantitative and qualitative analysis to test seven hypotheses about the possible benefits of cooperatives. Results showed that cooperatives did have a positive impact on the income, health, and well-being of producers, and these benefits also spread to the surrounding community.

Lyons et al. (2016) examine whether psychological well-being and resilience are linked to participating in particular kinds of rural community. It found that significant links between particular group characteristics and individual psychological well-being and resilience, and it is suggested that the characteristics of the group that an individual participates in are strongly tied to that person's well-being outcomes. Multivariable analyses revealed two significant independent factors. First, psychological well-being was greatest among those who participated in groups without a hierarchy, that is, equal-status relationships between members. Second, resilience was greater among those who reported having a sense of influence within a group.

For the relationship between the rural development and well-being, David Bathrick (1998) describes the almost revolutionary changes that have taken place in the economic arena in recent years. This is a story of paradigm shift, where government-led economic growth through the 1970s gave way to the increasingly market-led growth we see now. The emergence of the market in the context of globalization has meant the reduction of biases against agriculture; an emphasis on flexible responses in the production of goods and services; strengthened links between local, national, and international economies; greater integration of different sectors of the economy; and increased importance of the private sector. Kai (2016) argue that rethinking the purposes of education, particularly within rural contexts,

may help not only to more clearly articulate a sensible rural education policy, but, in the process, more clearly articulate broader rural development policy.

Xiang (2015) investigates the impact of tourism development on the subjective well-being of rural women in the suburban area of Jinan city, Shandong, China. Both qualitative and quantitative research methods were used to collect empirical data from rural women. According to the study findings, tourism development has reshaped rural Chinese female villagers' daily lives and enhanced their subjective well-being in the context of urbanization, land loss, and land use regulations in China's rural areas.

Researches in China

Lou Linli (2009) establishes the marginal happiness from the perspective of demand, finds out the well-being loss that exists in real life but cannot be clearly recognized by people. Through the marginal happiness and marginal utility function, it is theoretically analyzed the well-being loss caused by people's cognitive psychological bias. It found that the loss of happiness is mainly caused by demand under the guidance of cognitive psychology. In SWB, dominant factors play a greater role than recessive factors.

Tan Lei (2016) argued that maintaining the social justice can improve the public well-being evidently. Based on this, he proposes that with the economic development, more attention should be paid to social justice in order to affect public well-being and enhance the overall public well-being.

Du Liqin et al.(2007) analyze the influencing factors of farmers' subjective well-being. The results show that: 1. There is no difference in the influence of gender on subjective well-being; with the increase of age, the level of subjective well-being of peasants shows a gradual downward trend in general; the level of subjective well-being of married and unmarried people is significantly higher than that of widows and divorcees; with the continuous improvement of educational level, the level of subjective well-being of people is constant. The level of farmers' subjective well-being will be affected by occupation. 2. The subjective well-being of the people in good economic condition is obviously higher than that of the people in poor

economic condition. 3. The subjective well-being of peasants without chronic diseases is significantly higher than that of those with chronic diseases. The subjective well-being of hospitalized peasants is significantly lower than that of non-hospitalized peasants.

Yan Duanxiang (2012) analyzes the rural development mode of Anji, and thinks that it is very important for farmers' well-being to develop an ecology-based, agriculture as the root, industry linkage, synchronization of three modernizations community.

Shi Jiguang (Jiguang, 2017) argued that the development of agricultural tourism is not only to meet the needs of tourists, but also to pay attention to the well-being demands of rural residents.

There are few studies on the well-being of Bai farmers. According to the survey conducted by the Happy Dali Research Team (2012), the farmers' satisfaction with well-being has reached more than 70% on the whole, but new needs and expectations have also been raised in many aspects. The survey shows that the current impact on people's well-being is mainly in four aspects: first, income and distribution, second, social security, third, basic public services, and fourth, the ecological environment.

In order to improve the Bai farmers' well-being, Yin Jianye(2012) believes that we should focus on industrial support, accelerate economic development. He Hua (2013) believes that we should promote the overall development of urban and rural areas, and build a harmonious relationship between urban and rural in Dali. Yu Wuhong (2013) believes that we should adhere to sustainable development, strengthen the construction of ecological environment in Dali. A comfortable environment can enhance Bai farmers' sense of well-being. Liu Chaoqin (2019) believes that we should focus on improving people's livelihood, improve people's living standards. Only by realizing that the farmers in Dali have high quality education, Stable income, medical care and housing, will the people's lives become richer and happier. Wang Lirong (2021) thought that we should improve the level of social civilization. The Bai farmers' well-being is not only reflected in material wealth, but also in the spiritual wealth. Du Tao (2012) thought that peace and harmony are

the support and guarantee for the well-being. And we should promote social harmony and stability, and build a fair and just principle.

Conceptual Framework of the Study

Since the reform and opening of China, its' economy has developed rapidly, the people's living standards have been increasing, and material wealth has increased rapidly, especially GDP. However, with the live standard that are getting better and better, the farmers well-being does not seem to grow inevitably. According to the Wang Jinhua (2010), the national happiness index of China in 1990 was 6.64 (1 to 10 scale), fell to 6.60 in 2001. That is, the rapid growth of the material wealth has not increased the happiness of the people. Happiness is an indicator of the comprehensive measurement of people's well-being. The well-being of the people can also reflect the degree of harmony of the society. Therefore, in the context of building a harmonious society, studying the well-being has become a necessary subject.

To investigate the factors affecting the well-being of Bai farmers, it is necessary to determine the factors that affect the well-being. In China, the following describes the indicators of several different research institutions and scholars to measure the well-being.

Cheng Guodong (2005) believes that evaluation system of well-being should be composed of six elements: political freedom, economic opportunity, social opportunity, security, cultural values and environmental protection. Xing Zhanjun (2005) believes that the well-being should include a live experience; mental experience; social experience; growth progress experience; target value experience; self-acceptance experience; physical health experience; mental balance experience; interpersonal adaptation experience; family atmosphere experience.

Liang Jie (2007) believes that the factors affecting the well-being are mainly the level of social development, historical and cultural background, individual social position, personal living conditions and expectations and their realization.

Wu Jing (2008) studies the well-being from six aspects: healthy life, job security, living environment, social environment, life satisfaction and happiness. Healthy life includes personal attitude, life and leisure, family relationship, friendship, and physical health; job security includes work occupation, income remuneration, and social security; living environment includes housing conditions, living environment, convenience of living, and Facilitating; the social environment includes social justice, government efficiency, and ecological environment; Happiness includes life expectation, income expectations, and job expectations.

According to the research needs, this study classifies the factors that affect the Bai well-being into six aspects. And figure 6 illustrates the conceptual model showing the attributes or components that are associated to the outcome of this study which is well-being as the Bai farmers' philosophy to enhance the quality life.

Well-being is affected and influenced by the following factors: the Bai farmers' characteristics; Environment; social relationship; The Ability to Access the Public Infrastructure & Service; The Economy; Satisfaction with public policy.

The Bai farmer's characteristics include the following aspects: gender, age, education, region, health, occupation, household-size, value, intimacy, ethic, creativity, confidence, life goal, autonomy. In fact, the personality affects the well-being of Bai from the inside aspect. And the gender, age, education and so on are affect the well-being of Bai from outside aspect.

Environment factors include: the location of habitation, the surroundings of habitation, the neighbors that the Bai farmer lived with, the community that the Bai farmer lived in.

For different household, the location of residence is difference. Some households are closer to the highway, the market, healthcare center and so on. Some households are far away from the highway, market and healthcare center. This maybe has some influences on the well-being of Bai farmers. The surroundings of habitation maybe have some influences on the well-being of Bai farmers. Generally, the neat and quiet environment makes people happy. The neighbors that the Bai farmer lived with is a very important. The Bai people are a hospitable minority, and good neighbors can shape a harmonious environment. The community that the Bai

farmer lived in is very important too. Policy, public facilities services and people's relationship in community have an important impact on people's well-being.

The Ability to Access the Public Infrastructure & Service: fitness place, internet access, rural library, market road, health care center. In nowadays, the Bai farmers are care of the quality life. For most of the Bai farmer, all of these infrastructure and service are important.

The Economy factors include: individual income, individual expenditure, household income, and household expenditure. For the Bai farmers, the income and expenditure are one of the most important indicators. The income and expenditure include the individual and the household.

Satisfaction with public policy include: economic policy, medical Policy, education and employment policy, housing policy, land policy, tax policy, and religion policy. The institutional factors affect the Bai farmers' economic, medical, education and employment, house, land, tax and religion.

For this study, it divided the well-being into three parts. The first one is the subject well-being. And it can be reflected by the life satisfaction of the Bai farmers. The second one is the psychological well-being. And it can be reflected by self-acceptance, good relationship with others, environment control, autonomy, life goals, individual growth. The last one is social well-being. And it can be reflected by social integration, social coherence, social acceptance and social actualization

In order to improving the Bai farmers' well-being, it is very important to analyze the existed strategies. The existed strategies include Income improvement strategy, environmental governance strategy, industrial development strategy, public service strategy. Based on this, the study will redesign strategies to improve well-being.

As presented in the previous sections, these indicators affect the Bai farmers' of well-being. Farmers' statue which can be described in terms of Farmers' perception towards community influences the dependent variable since this pertains on how the whole unit as a purposeful entity works to achieve strategic goals as an efficient way for Bai farmers to improve their level of well-being. Specifically, the community constitutes the following components: the goals and values of the

community system should arise as a purposive entity for quality life, social goals for resource conservation and personal goals held by the farmers themselves reflecting significant harmonious relationship within the organization for community development; the managerial subsystem constitutes the efficient role of the community governor who sets goals in developing long and short term plans, harmonizes relations between all the subsystems and the various environmental elements relevant to the community. For the community system to function effectively, its governor must pay close attention to integrating processes that provides good leadership, carry out effective decision making, ensure that there is a flow of requisite information both for management purposes and to keep others informed, and implement control mechanisms to guide improving of the well-being.

These aforesaid attributes will be evaluated to determine their intensity of influence or impact on the dependent variable. On the other hand, the appropriate strategies play a vital role in order to come up with a plan towards a collective vision that may eventually improve well-being of the Bai farmers. The formulation of the strategic plan will be based entirely on the results of evaluation of the independent variables. Ultimately, the formulated strategies may intend to guide the Bai farmers improving their well-being

The aim of the concept model is to enhance well-being and for community development; strengthening farmers well-being to achieve community goals for quality of life.

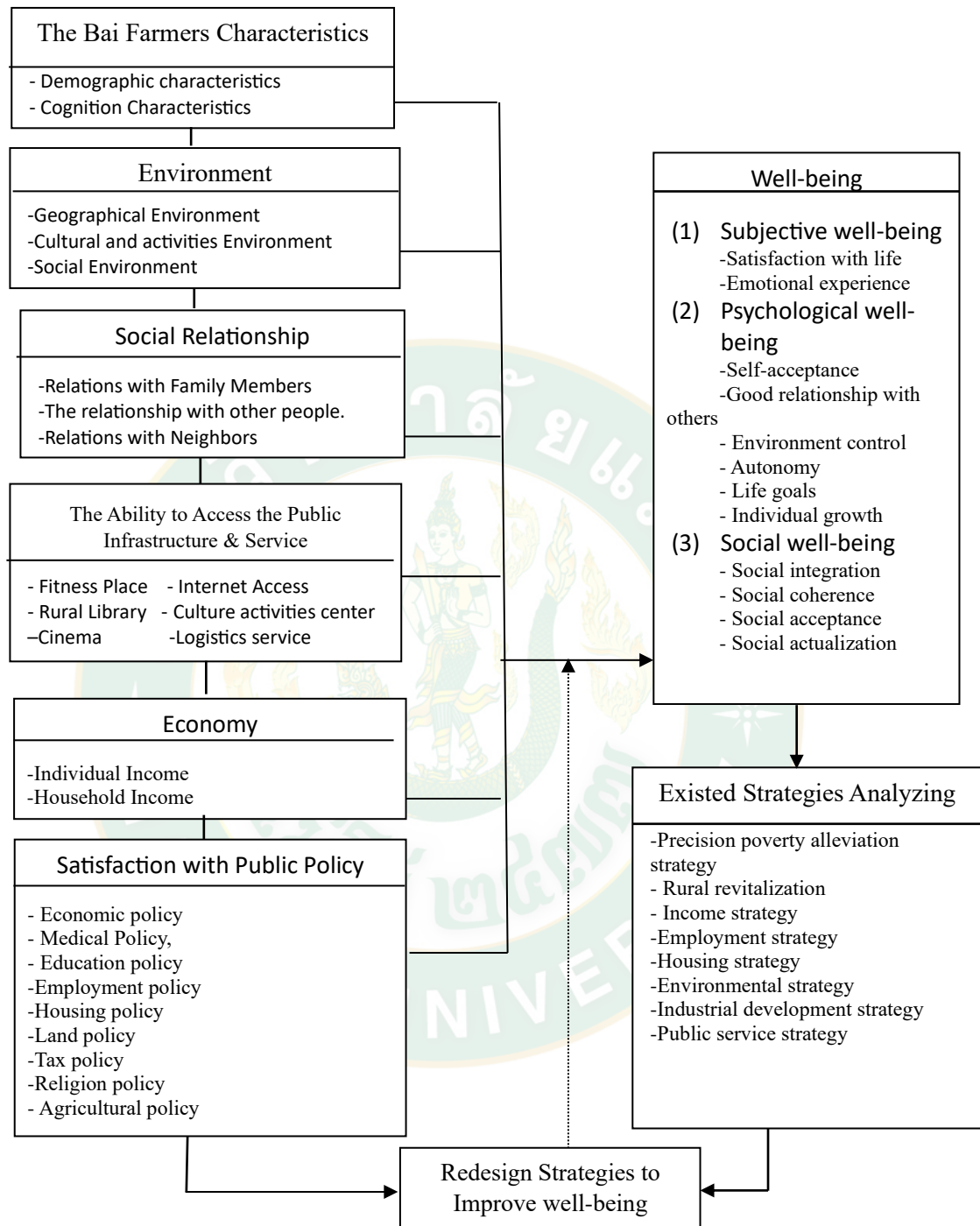


Figure 6 Schematic Diagram of the Conceptual Framework of the Study

CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents a rationale for the approach to research as used in this study (philosophical assumptions) and was described in detail the way it was conducted (research process). It is intended to inform the readers why this approach to research is to be chosen as appropriate to the issue that was investigated involving a rigorous process of investigation. This section also provides information about the locale of the study, sampling procedure, and statistical treatment of the data.

The most pertinent philosophical assumptions of the study which relate to the underlying epistemology which guides the researcher for the validity of this research will be based on the principles of positivist research and phenomenology. Myers (2002) emphasized that positivist research generally assumes that reality is objectively given and can be described by measurable properties which are independent of the observer (researcher) and his or her instruments. Positivist studies generally attempt to test theory, in an attempt to increase the predictive understanding of phenomena with utilization of deduction and objectivism approaches in research. Maggs-Rapport (2001) stressed that phenomenology is a research design that assesses information based on the principle that reality is made up of independently perceivable and understandable objects and events and not of anything dependent on human consciousness and interpretation. Phenomenology is said to give information a more humanistic interpretation. Berger and Luckman (1991) cited that phenomenologist believe that the world is a social construct and that the researcher is a part of what is being observed. Their research is developed through inductive reasoning and focuses on understanding complexity, meaning, and specific contexts, or as Eater-Smith et al. (2012) describe “to appreciate different constructions and meanings that people placed upon their experience”.

The above principles are closely connected to the situation of the present investigation where the researcher attempts to evaluate and analyze the existing

well-being practices and formulate strategies suited for the Bai farmers in the Wase town, Dali, Yunnan, China to enhance well-being by using both quantitative and qualitative methodology.

Location of the Study

The study selects the Wase Town, Dali as the research site. The total population of the Wase town is 31920, of which the agricultural population is 30323, accounting for 95%; the non-agricultural population is 1596, accounting for 5%; the Han nationality is 319, accounting for 0.8%; and the Bai is 31600, accounting for 99% (Huang Xiaohe, 2018).

The Wase town is one of the areas where Bai culture and tradition are well preserved in Dali. Their architectural style, living customs, marriage customs, funeral customs, diet and living customs, national costumes and religious beliefs all have strong local cultural characteristics. The Bai people here mostly wear traditional Bai costumes. Most of the people communicate with each other in Bai language. The Bai traditional customs are maintained, such as diet, living habits, weddings, funerals, marriages and so on. The people generally believe in Buddhism and worship the unique ownership of the Bai nationality. Each village has its own temple. Every wedding, funeral, and new year's festival, people go to the temple to offer sacrifices and pray for blessings.

The Wase town was selected to be the research site because it has the original characteristics of Bai minority. It is also the key area for the construction of Happy Dali. And it is accessible to the researcher.

The research site just show as the follows:

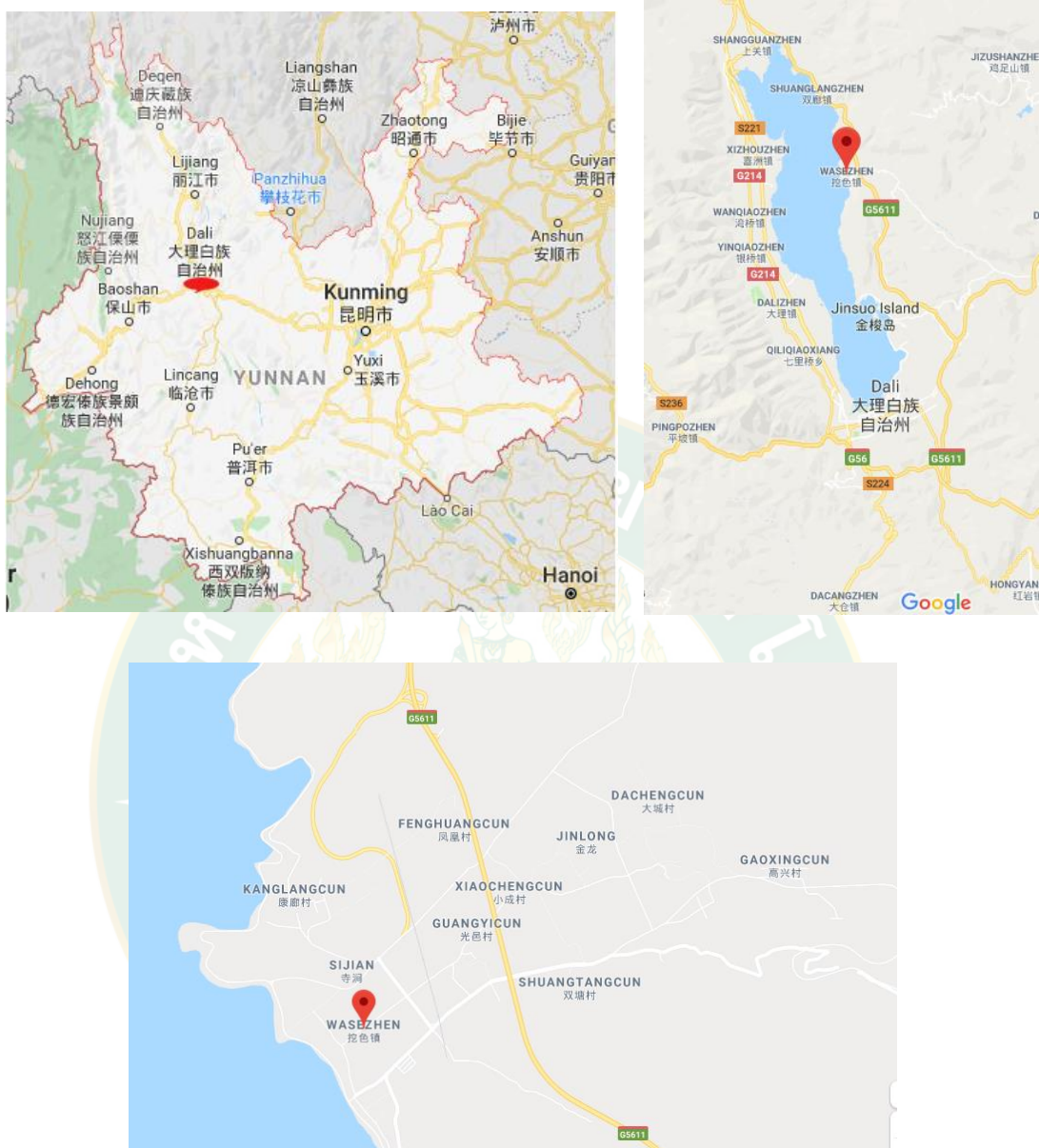


Figure 7 The Map about the Wase town

Research Method

Considering that the study is to analyze the Bai farmers' well-being situation, affect factors, the relationship between the existed strategies and the Bai farmers' well-being and redesign the strategies to enhance of the Bai farmers' well-being, the research design to be applied will be both qualitative research and quantitative methods.

Qualitative Research Method

According to Myers and Avison (2002), qualitative research methods were originally developed in natural sciences to enable the researcher to study social and cultural phenomenon. And it helped researchers understand people and the social & contexts within which they lived. Some examples of qualitative methods are listed as follows: in-depth interview, questionnaires, and focus group interviews. And these methods will be used in this study.

Qualitative Research Method is used for objective1, objective3, objective4. The primary data were based on interview and the questionnaires in selected Wase town.

In-depth Interview

In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation.

In-depth interviews can help this study get the detailed information about the Bai Farmers' well-being. Interviews are often used to provide context to other data and offering a more complete picture of what happened in the program and why to happen

In-depth interviews should be used in place of focus groups if the potential participants may not be included or comfortable talking openly in a group, or when you want to distinguish individual opinions about the community. They are often used to refine questions for future surveys of a particular group.

The Advantages and Limitations of In-Depth Interviews

The primary advantage of in-depth interviews is that they provide much more detailed information than what is available through other data collection methods, such as surveys. They also may provide a more relaxed atmosphere in which to collect information—people may feel more comfortable having a conversation with you about their program as opposed to filling out a survey (Boyce & Neale, 2006).

In this study, it is use the In-depth interviews to study objective 1, 3, and 4. The interviewees include members of the village committee, officials from the town government of Wase, and farmers. Among them, there are 2 members of the village committee in one village, 12 people in six villages; 2 government personnel and 3 experts, totaling 17 sample.

The interview schedule aimed precisely to answer the objectives set on the premises of the elements related to the Bai farmers, which could be used as the basis for redesign the strategies to improve the Bai farmers' well-being. The interview schedule consisted of the following main components :

1. The Bai farmers' characteristics
 - A. Demographic characteristics
 - B. The Bai farmers' cognition characteristics
2. Environment
 - A. Geographical environment
 - B. Cultural environment
 - D. Social environment
3. The Activity

Access the public infrastructure & service
4. The economy
 - A. Individual income
 - B. Household income
5. Social Relationship
 - A. Relationship with family members
 - B. Relationship with neighbors
 - C. Relationship with other people.
6. Strategy
 - A. Income improvement strategy
 - B. Environmental governance strategy
 - C. Industrial development strategy
 - D. Public service strategy

7. Attitude
 - A. Satisfaction with public policy
 - B. Satisfaction with environment
 - C. Satisfaction with strategy

The Interviewees included two village committee members and three farmers in each village, two experts, and two government officials and the total number of samples interviewed is 34 people. This study was undertaken from June 20, 2018 to December 31, 2022.

Participant Observation

In order to collect data and understand a social phenomenon or problem, a sociologist actually becomes a part of the group they are studying. During participant observation, the researcher works to play two separate roles at the same time: subjective participant and objective observer. Sometimes, though not always, the group is aware that the sociologist is studying them.

The goal of participant observation is to gain a deep understanding and familiar with a certain group of individuals, their values, beliefs, activities and way of life. Often the group in focus is a subculture of a greater society, like a religious, occupational, or particular community group. To conduct participant observation, the researcher often lives within the group, becomes a part of it, and lives as a group member for an extended period of time, allowing them access to the intimate details and goings-on of the group and their community.

The strengths of participant observation include the depth of knowledge that it allows the researcher to obtain and the perspective of knowledge of social problems and phenomena generated from the level of the everyday lives of those experiencing them. Many consider this an egalitarian research method because it centers the experiences, perspectives, and knowledge of those studied. This type of research has been the source of some of the most striking and valuable studies in sociology.

Some drawbacks or weaknesses of this method are that it is very time-consuming, with researchers spending months or years living in the place of study. Because of this, participant observation can yield a vast amount of data that might be overwhelming to comb through and analyze. And, researchers must be careful to remain somewhat detached as observers, especially as time passes and they become an accepted part of the group, adopting its habits, ways of life, and perspectives.

In this study, participant observation is used for objective 1 and objective 3. This study was undertaken from June 20, 2018 to December 31, 2022

Quantitative Research Method

The goal of quantitative research methods is to collect numerical data from a group of people, then generalize those results to a larger group of people to explain a phenomenon. Researchers generally use quantitative research when they want get objective, conclusive answers.

The quantitative research method is used to analyze the levels of well-being and the factors affecting well-being of the Bai farmers in the Wase town.

Questionnaires

Questionnaires are a research instrument that consist a set of questions that aims to collect information from a respondent. These typically are a mix of close-ended questions and open-ended questions. The long form questions offer the ability for the respondent to elaborate on their thoughts.

On the basis of interviews, in this study, the questionnaires are used to investigate the factors and the strategies that affect the well-being of Bai. The questionnaires include the 6 parts. The first part is the information about the Bai farmers' characteristics. The second part is the information about the environment that the Bai farmers live in. The third part is the information about the farmers' social relationship. The fourth part is the information about the ability to access the public infrastructures and services. The fifth part is the Bai farmers' economic. The sixth part is the information about the farmers' attitude to the public policies. The seventh is

the information about the strategies that have existed in the Bai farmers' community. The last part is the information about the attitude that the Bai farmers feel about the well-being.

To study the factors that affects the well-being and the strategy to improve farmers' well-being, all of the above-mentioned research method. This study will choose the farmers in Wase town as a case study.

The objectives of this study will be explained as follow:

Objective 1: To describe the Bai famers' characteristics and to investigate the present situation of the Bai farmers in the Wase town, Dali, Yunnan.

This study will complete this objective through questionnaires and in-depth interviews. The questionnaires and interviews provided mainly include the following aspects.

The Bai farmers' characteristics

Include demographic Characteristics and the Bai farmers' Cognition Characteristics. The detail can be seen from the table 3.

Table 3 The questionnaire and the corresponding indicator about the Bai farmers' characteristics

Variable	Question	Indicator
A. Demographic Characteristics		
Part I		
Gender	Q1	The gender of the Bai farmers
Age	Q2	The age of the Bai farmers
Educational Attainment	Q3	The level of education of the Bai farmers
Marital status	Q4	The marital status of the Bai farmers
Occupation	Q5	The planting, breeding, or fishing that the Bai farmer engaged in
Religion	Q6	The religions of the Bai farmer
Health	Q7	The body statue of the Bai farmer
Household size	Q8	The house size that the Bai farmer live in
B. The Bai farmers' Cognitions Characteristics		
Part II		
Useful to Society	Q9	I am a person who is useful to society.
Integrity	Q10	I am a person of integrity
Honest	Q11	I am an honest person.
Hardworking	Q12	I am a hardworking person.
Warm	Q13	I am a warm person.
Responsible	Q14	I am very responsible for my job.
The ability of deal with the family	Q15	I can handle my family well.
The ability of deal with the neighborhood	Q16	.I can handle the neighborhood well.
Desire to farmer	Q17	I like the job of farmer
Expectations for the future	Q18	My life will be better and better.

The environment that the Bai farmers live in

Table 4 The questionnaire and the corresponding indicator about the environment that the Bai farmers live in

Variable	Question	Indicator
The clean and tidy of living environment	Q1	The environment of the place that is clean and tidy in our village.
The safe of living environment	Q2	The living environment is safe in our village.
The culture that the Bai farmer involved in	Q3	There are often public cultural activities in our village.
The industries	Q4	The Industries in the village are developing rapidly.
The ecology	Q5	The ecology has been greatly improved in our village.

Table 5 The questionnaire and the corresponding indicator about the Bai farmers' social relationship

Variable	Question	Indicator
Relationship with Family Members	Q1	Have a good or bad relationship with family members.
Relationship with Neighbors	Q2	Have a good or bad relationship with neighbors.
The relationship with other people.	Q3	Have a good or bad relationship with other people.

Table 6 The questionnaire and the corresponding indicator about the ability to access public infrastructures and services

Variable	Question	Indicator
Fitness Place	Q1	There are many fitness places in our village.
Cinema	Q2	There is a cinema in our village.
Culture activities center	Q3	There are ethnic culture activities center in our village.
Religious facilities	Q4-Q5	There are ethnic religious facilities in our village. I often use the religious facilities in our village.
Internet	Q6	I often surf the Internet by the mobile phone.
Rural Library	Q7-Q8	There are the rural Library in our village. I often go to the rural library in our village.
logistics service infrastructure	Q6	There are logistics service infrastructure in our village.

Table 7 The questionnaire and the corresponding indicator about the Bai farmers' economy

Variable	Question	Indicator
The annual Income of family	Q1	The Bai farmers' annual income of family
The main source of family income	Q2	The main source of family income

Reliability and validity of Research

In order to test the reliability and validity of the sample, Haidong Town was selected as the pre-test sample in this study. Haidong town is located on the East of Erhai Lake, Wase town is in the north, With an area of 128 square kilometers, the town has 8 village committees, 32 natural villages with a total number of 5879 households (5194 agricultural households and 685 non-agricultural households) and a total population of 23084 (including 22129 agricultural and 955 non-agricultural).

Haidong is a traditional agricultural township inhabited by Bai minority in semi mountainous area.

Haidong town is connected with Wase Town, with similar geographical location, population structure and industrial structure. Therefore, it is reasonable to choose Haidong as the pre-test research site. After pre-test, its Cronbach alpha is 0.92, which proves that the designed variable has high reliability and validity. After the pretest sampling, the study was conducted the Wase Town, Dali, Yunnan Province in China.



Figure 8 The Map about the Haidong town

Objective 2: To analyze the level and the factors affecting the Bai famers' well-being.

In this study, for the well-being, it is select the well-being as the independent variable, and Bai farmers' characteristics, environment, social relationship, the ability to access the public infrastructure & service, economic, satisfaction with public policy as variable.

According to the results of existing research and related theories, the Bai farmers' well-being is expressed as follows:

$$WB_i = f(x_1, x_2, x_3, x_4, \dots, x_i) + \epsilon_i$$

WB_i represents the *i* Bai farmers' well-being. $x_1, x_2, x_3, \dots, x_i$ represents the variables affecting the Bai farmers' well-being; ϵ_i is a random perturbation term. The factors that affect the Bai farmers' well-being include: the Bai farmers personality factors, the economy factors, institutional factors.

In this study, the well-being include subjective well-being, psychological well-being, and social well-being. In order to know more information about well-being, they were studied separately as dependent variables.

Objective3: To analyze the existed strategy which assist the Bai farmers in the Wase to improve their well-being.

In this part, both qualitative and quantity research methods are used. Use the questionnaires to analyze the relationship between the strategy which has existed and the Bai farmers in the Wase. And use in-depth interviews to find that the problems that it exists. The existed strategy includes income improvement strategy, environmental governance strategy, industrial development strategy, public service strategy.

Table 8 The questionnaire and the corresponding indicator about the strategies that has existed and related to the well-being of Bai farmers

Variable	Question	Indicator
Poverty alleviation	Q1	I am satisfied with the poverty alleviation strategies.
Rural revitalization	Q2	I am satisfied with the rural revitalization strategies
Environmental governance	Q3	I am satisfied with the environmental governance strategies
Industrial development	Q4	I am satisfied with industrial development strategies
Public infrastructure & service		I am satisfied with the public service strategies

The outline of the in-depth interviews

1. What do you think are the deficiencies in promoting local targeted poverty alleviation?
2. What do you think are the deficiencies in promoting local rural revitalization?
3. What do you think are the current problems in promoting local environmental governance?
4. What do you think are the current problems in promoting local industrial development?

Objective4: To redesign the strategies that can assist the Bai farmers in the Wase town to improve their well-being.

Use the participant observation and in-depth interviews. This study will redesign the strategies with the local farmers (3 farmers /village), village committee members (3 village committee members /village), 1 government officers, and 2 experts that come from Yunnan agricultural university. Participatory observation is mainly to participate in the work and life of Bai farmers and experience their true feelings. The in-depth interviews are mainly composed of local farmers, village committee members, government officers, and experts. The interview outline is as follows:

1. What should we do to improve the well-being?
2. What should the government do in order to improve the farmers' well-being?
3. What should enterprises do in order to improve the farmers' well-being?

Data Analysis

According to the research objective and research methods of this study, the key information will be gathered from primary data resources by using questionnaires, in-depth interview, and focus group interview. Some secondary data will obtain from government and the public information release.

The data will be obtained from respondents of Bai farmers to answer the objectives 1,2,3 and 4 and analyze the data collected from answers of questionnaire, in-depth interview to help us know the factors affecting the Bai farmers' well-being.

Sample Procedure

In the Wase town, there are Wase administrative village, Haiyin administrative village, Guangyi administrative village, Kanglang administrative village, Dacheng administrative village, Gaoxing administrative village. In the Wase town, the population of Bai is 31600 people. And the Bai farmer in every village has some original characteristics, hence, the selected sample size of every village is the same.

The actual total sample size of the respondents was calculated using Taro Yamane formula with 95% confidence level. Yamane (1967) provides a simplified formula to calculate sample size. The formula is given as:

$$n = \frac{N}{1 + Ne^2}$$

where: n = sample size

N is the population size = 31600

e is the level of precision (sampling error) = 5% or 0.05

$$n = \frac{31600}{1 + 31600 * 0.0025}$$

$$n = 395$$

From the formula, it is calculated that the sample size is 395.

In order to measure the variable, it divided five levels by the mean score. It can be seen from table 9.

Table 9 The level that divided by the means score

Mean Scores	Criteria
Score 1.00-1.80	Very low level
Score 1.81-2.60	Low level
Score 2.61-3.40	Moderate level
Score 3.41-4.20	High level
Score 4.21-5.00	Very high level

The study includes qualitative research and quantitative research methods in the research process. Qualitative research mainly includes case study, in-depth interview, focus group interview, participant observation method to collect the original data. The quantitative research is to analyze the affect factors. In the data collecting process, the questionnaire was designed. Based on the analysis of situation of the Bai farmers' well-being, the affect factor and the existed strategies, it is to redesign the strategies to improve the Bai farmers' well-being.

CHAPTER 4

RESULTS AND DISCUSSION

This chapter presents the findings of the study focused on designing and formulation of improve strategies for Bai farmers in the Wase town, Dali Prefecture, Yunnan Province, China. The presentation of the results follows methodologically based on the objectives of this study. Preliminary investigations were made on the farmers' characteristics and their current status of well-being in the Wase town. Such was followed by the determination of the farmers' level of well-being. Factors related to well-being were determined using the linear regression analysis. The existed strategy which assist the Bai farmers to improve their well-being in the Wase town, Dali, Yunnan are analysis in interview schedule technique and in depth interview to gather the data and other pertinent information needed. The redesign the strategies that can assist the Bai farmers in the Wase town to improve their well-being are using the interview schedule technique to gather the data and other pertinent information needed. Frequency distributions, percentages, mean, and standard deviations (stdev), multiple regression analysis were used in the presentation of results and discussion.

The Current Situation of Dali City

Geographical overview

Dali City is situated within the western region of Yunnan Province, lying between coordinates 99°58'-100°27'E and 25°25'-25°58'N. To its east lie Binchuan County and Xiangyun County. On its southern frontier, one finds Weishan County and Midu County. Its western boundary is shared by Yangbi County. Lastly, to the north lies Eryuan County and Heqing County. Encompassing 1,815 square kilometers, the terrain comprises the Yuan Mountains to the east, the Ailao and Cangshan Mountains forming a natural barrier to the south, and Erhai in the center. At an elevation of approximately 4,097 meters, Cangshan Yuju is the highest peak amidst the triad of

mountains. The length of Erhai Lake stretches 40.5 kilometers from north to south, with widths ranging from 3 to 9 kilometers, featuring an expanse of 252.19 square kilometers and a maximum storage volume of 2.794 billion cubic meters. Annual precipitation averages around 851.9mm, with temperatures hovering at 16.1°C. Sunshine duration reaches upwards of 2,398.2 hours each year (Dali Yearbook, 2021).

Notable deposits found across the area consist mostly of non-metallic resources but contain lower quantities of metallic minerals. Key mineral types include but are not limited to gold, iron, manganese, copper, nickel, cobalt, platinum, palladium, arsenic, fluorite, marble, lime (Dali Yearbook, 2021).

Dali possesses abundant reserves of non-metallic minerals, while metallic minerals are comparatively scarce. Chief among these resources are precious substances like gold, iron, manganese, copper, nickel, cobalt, platinum, palladium, as well as less valuable materials such as arsenic, fluorite, marble, limestone, silica sandstone, tuff, basalt, clay, and volcanic debris. Specifically, there exist 132 million cubic meters of marble reserves and limestone accounts for 57 km², containing 1.16 billion cubic meters worth of this material. Agriculture remains integral to the local economy, with farmers focusing on crops including rice, wheat, maize, along with various produce and edible greens. (Dali Yearbook, 2021)

Administrative Region

Dali governs 10 towns of Xiaguan, Xizhou, Dali, Haidong, Wase, Wanqiao, Yinqiao, Shuanglang, Shangguan, Fengyi, Taiy. There are 111 village committees, 1156 villagers' groups, 31 community residents' committees and 421 residents' groups. (Dali Yearbook, 2021)

Population

By the end of 2019, the total registered resident of the city was 645350, with a total number of 220786 households. The total resident population is 689300. The urbanization rate of permanent residents is 69.55%. There are 317580 men and 327770 women in the city. The urban population is 370913 and the rural population is 274437. 5683 people were born in the year with a birth rate of 8.86‰. And 3223

people died with a mortality rate of 5.02‰. In this year, the natural population increased by 2460, with a natural population growth rate of 3.83 ‰. (Dali Yearbook, 2021)

Nationality and religion

There are Bai, Han, Yi, Hui and other ethnic groups living in the city. In 2019, there will be 439203 Bai people, accounting for 68.06% of the total population; 158278 Han people, accounting for 24.53%; 20289 Yi people, accounting for 3.15%; 1869 Hui people, accounting for 2.86%. There are Buddhism, Taoism, Islam, Christianity and Catholicism in the city. There are about 150000 religious citizens, including 65000 Buddhist, 14000 Islamic, 4000 Christian, 100 Catholic and 66900 Taoist. (Dali Yearbook, 2021)

Main economic indicators

In 2019, the city's GDP reached 46.794 billion Yuan, an increase of 3.6%. The added value of the primary industry was 2.315 billion Yuan, an increase of 4.8%. The added value of the secondary industry was 15.586 billion Yuan, down 2.9%. The added value of the tertiary industry was 28.893 billion Yuan, an increase of 8.1%. The proportion of agriculture, manufacturing and service industries is 4.9:33.3:61.8. In 2019, the city's total financial revenue was 6.074 billion Yuan, a year-on-year decrease of 3.41%. The general public budget revenue was 3.752 billion Yuan, an increase of 3.02%; In the general public budget revenue, the tax revenue was 3.204 billion Yuan, an increase of 8.8%; The general public budget expenditure was 8.035 billion Yuan, an increase of 26.4% In 2019, the investment in fixed assets of the whole society reached 24.809 billion Yuan, a year-on-year increase of 5.41%. (Dali Yearbook, 2021)

Agricultural economy

In 2019, the total agricultural output value was 3.476 billion yuan, a year-on-year increase of 4.7%. Among them, the output value of planting industry is 1.876 billion Yuan; the output value of forestry is 184 million Yuan, the output value of

animal husbandry is 1.224 billion Yuan, and the output value of fishery is 73 million Yuan. In 2019, the total output value of agriculture, forestry, animal husbandry and fishery in the whole year will be 3.476 billion Yuan, the total output value of agricultural product processing will be 18.044 billion Yuan (including tobacco and individuals). The leisure agriculture achieved a revenue of 1.693 billion Yuan. At the end of 2019, the cultivated land area is 34540 hectares, the planting area of crops in Dali is 21606.67 hectares, the planting area of vegetables is 5293.33 hectares, the planting area of fruits is 2593.33 hectares, the planting area of flowers is 1846.67 hectares, and the planting area of traditional Chinese medicine is 3200 hectares. In 2019, there are 14364 hectares of grain. There are 5169 hectares of summer grain, including 629 hectares of wheat; 1033 hectares of barley, 2746 hectares of broad beans and 741 hectares of potato. And there are 9195 hectares of autumn grain, including 3168 hectares of rice, 5321 hectares of corn, 494 hectares of potatoes and 141 hectares of soybeans and other miscellaneous beans. In 2019, the total output of wheat was 9708 tons, with a year-on-year increase of 1.86%. The total output of beans was 12980 tons, a decrease of 8.39%; The total output of potato was 4767 tons, an increase of 35.35%; The total output of rice was 29378 tons, a decrease of 33.9%; Corn accounted for more than 57.8% of the total area of autumn grain, with a total output of 42016 tons, a decrease of 5.15%; The total output of potato was 2470 tons, an increase of 4.35%; The total output of soybean and other miscellaneous beans was 693 tons, a decrease of 51.57%; The output of fruits is 34000 tons, the output of vegetables is 296000 tons, the output of sericulture is 202.1 tons, the output of tea is 126 tons, and the output of flowers is 42.61 million. (Dali Yearbook, 2021)

Objective 1: To describe the Bai farmers' characteristics and to investigate the present situation of the Bai farmers in the Wase town, Dali, Yunnan.

In objective 1, the study will do:

1) To describe the Bai farmers' characteristics. By the investigating, it will investigate the Bai farmers' characteristics from demographic characteristics and cognition characteristics

2) To investigate the present situation of the Bai farmers. By analyzes the present situation of the Bai farmers, it will get more information about the Bai farmers' well-being.

The Bai farmers' characteristics

The Bai farmers' characteristics include demographic characteristics and cognition characteristics. The demographic characteristics include age, gender, Place of residence, education, marital status, occupation, faith, health, and household-size. And the Bai farmers' cognitive characteristics generally refer to Bai farmers' mental processes involved in acquiring knowledge, understanding information, making decisions, solving problems, perceiving and interpreting stimuli, etc.. These cognitive processes work together to shape the Bai farmers' thoughts and experiences

By studying cognitive characteristics we can gain insight into how Bai farmers' think, learn, adapt and behave under different circumstances. It is very important for describe the Bai farmers' characteristics for well-being study.

Demographic characteristics

1) Age of Respondents

Table 10 shows the average age of respondents are 53.35 years old. The minimum is 16 years old and the Maximum is the 81 years old.

Table 10 Age of Respondents

Value label	Frequency (f)	Percentage (%)
0-18 years old	10	2.53
19-37 years old	64	16.26
38-46 years old	150	37.97
47-65 years old	140	35.44
>>= 66	31	7.85
Total	395	100
Mean	53.35	
STDEV	24.70	
Min	16	
Max	81	

Among these, 10 people are between 0-18 years old and it accounts for 2.53%; 64 people are between 19-37 years old and it accounts for 16.26%; 150 people are between 38-46 years old and it accounts for 37.97%, 140 people are between 47-65 years old and it accounts for 35.44%; 31 people are more than 66 years old and it accounts for 7.85%.

Through interviews and table 10, we know that local Bai farmers are mainly composed of people over the age of 47-65. It obviously shows that young farmers were reluctant to live in village and to be a farmer.

Chen qianheng (2014) believe that due to the weak public infrastructure and industries, many young people are unwilling to stay in the countryside.

2) Gender of the Respondents

From the table 11, it shows that there are 202 men and 193 women among the respondents, of which 51.14% are men and 48.86% are women. The proportion of men and women is similar.

Table 11 Gender of the Respondents

Value label	Frequency (f)	Percentage (%)
Female	193	48.86
Male	202	51.14
Total	395	100.0

According to the interview, the village is mainly inhabited by the elderly, women and children. Men generally go out to work during the slack season and return to work during the busy season.

3) Place of residence

The respondents there are 155 people living along the road, accounting for 39.24%; there are 35 people living around the market, accounting for 8.86%. There are 142 people living along the Erhai-lake, accounting for 35.95%. There are 25 people living on the hill, accounting for 6.33%. And there still are 38 people living in elsewhere. The more detail can see from table 12.

Table 12 The place where the farmers live in

Value label	Frequency (f)	Percentage (%)
Around the road	155	39.24
Around the market	35	8.86
Around the lake	142	35.95
On the hill	25	6.33
Other	38	9.62
Total	395	100.0

4) Education level

In China, it implements nine years of free compulsory education. Among these farmers, 52 people are under primary school, accounting for 13.16%; 64 people graduated from primary school, accounting for 16.20%; 176 people graduated from middle school, accounting for 44.56%; 88 people graduated from high school, accounting for 22.28%, and 15 people graduated from University, accounting for 3.08%. The more detail can see from table 13.

Table 13 Education level

Value label	Frequency (f)	Percentage (%)
Under primary school	52	13.16
Primary school	64	16.20
Middle school	176	44.56
High school	88	22.28
College	15	3.08
Total	395	100.0

The table shows that the education level of farmers in the Wase town is mainly middle school and high school education. Compared with the cities, Zang dungang (2016) believes that the education level in rural areas is relatively low.

5) Marital status

In the respondent, there are 103 people are single, accounting for 26.08%; And 292 people are married, accounting for 73.92%. Among these single, some are too young, some are too poverty, and some are widowers or widows. The more detail can see from table 14.

Table 14 Marriage status

Value label	Value	Frequency (f)	Percentage (%)
Single	1	103	26.08
Married	2	292	73.92
Total		395	100.0

6) Occupation

Among the Bai farmers surveyed, 152 were engaged in planting, accounting for 38.48%; there are 4 people engaged in animal husbandry, accounting for 1.01%; 51 people are engaged in business, accounting for 12.91%; there are 44 people engaged in tourism, accounting for 11.14%. The more detail can see from table 15.

Table 15 The occupation of the Bai farmers

Value label	Frequency (f)	Percentage (%)
Planting	152	38.48
Husbandry	4	1.01
Trade	51	12.91
Tourism	44	11.14
Others	144	36.46
Total	395	100.0

By the interview, we found that due to the impact of the epidemic, the number of farmers engaged in tourism and trade decreased significantly. In addition, due to environmental protection, many places prohibit breeding that pollutes the environment. Therefore, fewer and fewer people are engaged in animal husbandry

7) Faith

The people in the Wase town are inclusive. The table 16 shows that there are 122 farmers who believe in Marxism, 145 farmers who believe in the local Benzhu, 62 farmers who believe in Buddhism, 23 farmers who believe in Christianity and 43 farmers who believe in Islamism. The more detail can see from table 16.

Table 16 The faith of the Bai farmers

Value label	Frequency (f)	Percentage (%)
Marxism	122	30.89
Benzhu	145	36.71
Christianity	23	5.82
Islamism	43	10.89
Buddhism	62	15.70
Total	395	100.0

8) Health

Among the respondents, most farmers think they are in good and very good health, 160 and 189 respectively, accounting for 40.51% and 47.85%; A few farmers think they are in poor health and very poor health, 5 and 2 respectively, accounting for 1% and 2%; there are 39 farmers that consider their general body condition are average, accounting for 13%. The more detail can see from table 17.

Table 17 Health status of the Bai farmers

Value label	Frequency (f)	Percentage (%)
Very poor	2	0.51
Poor	5	1.27
General	39	9.87
Good	160	40.51
Very good	189	47.85
Total	395	100.0

9) The member of household

Among the respondents, there are 8 households with a population of less than 3. There are 34 households with a population of 3 and 63 households with a population of 4; 106 households with a population of 5. There are 184 households with a population of more than 5. The more detail can see from table 18.

Table 18 The member of household

Value label	Frequency (f)	Percentage (%)
1-2	8	2.03
=3	34	8.61
=4	63	15.94
=5	106	26.84
<5	184	46.58
Total	395	100.0

As can be seen from the table 18, in rural areas in the Wase town, the population of most families is more than 5, generally Grandpa, grandma, husband and wife and two children live together.

10) Cognitive Characteristic

By Likert scale, this study assessed the cognitive characteristics of famers across several dimensions including being useful to society, having integrity, honesty, diligence, warmth, sense of responsibility, ability to manage personal relationships, and enthusiasm towards work.. Through measurement, it is found that the cognitive level of farmers is 4.1319, which is at a high level. The more detail can see from table 19.

Table 19 the Cognitive Characteristic of Bai farmers

Questionnaire	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	\bar{X}	Level
1. I am a person who is useful to society.	4 1.01%	4 1.01%	143 36.20%	112 28.35%	132 33.42%	3.92	High
2. I am a person of integrity.	0 0	0 0	52 13.16%	134 33.92%	209 52.91%	4.40	Very high
3. I am an honest person.	0 0	0 0	104 26.33%	168 42.53%	123 31.14%	4.05	High
4. I am a hardworking person.	4 1.01%	4 1.01%	49 12.41%	155 39.24%	183 46.33%	4.29	Very high
5. I am a warm person.	4 1.01%	2 0.51%	46 11.65%	135 34.18%	20 52.66%	4.37	Very high
6. I am very responsible for my job.	4 1.01%	6 1.52%	63 15.95%	132 33.42%	190 48.10%	4.26	Very high
7. I can handle my family well.	4 1.01%	3 0.76%	79 19.75%	164 41.52%	146 36.96%	4.13	High
8. I can handle the neighborhood well.	8 2.03%	13 3.29%	70 17.72%	159 40.25%	145 36.71%	4.06	High
9. I like the job of farmer.	23 5.82%	30 7.59%	109 27.59%	126 31.90%	107 27.09%	3.67	High
10. My life will be better and better.	4 1.01%	7 1.77%	92 23.29%	119 30.13%	173 43.80%	4.14	High
Total	$\bar{X} = 4.1319$ S.D=0.8909					High level	

From the above table, it can be seen that the dimensions of farmers' cognitive characteristics are at a high or very high level. Exploring potential reasons behind these results, one possibility could be that the sample group consists primarily of middle-age to older farmers' respondent who possess more developed perspectives

on education, exposure to informational sources, interests, practical experience which contributes positively to their scores.

11) The environment that Bai live in.

The environment that Bai live in include the clean and tidy, safety, public cultural activities, industries development, ecology. The result is as follow:

Table 20 The environment that Bai live in

Questionnaire	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	\bar{X}	level
1. The environment of the place that is clean and tidy in our village.	8 2.02%	14 3.54%	59 14.94%	185 46.84%	129 32.66%	4.05	High
2. The living environment is safe in our village.	8 2.02%	3 0.76%	38 9.62%	181 45.82%	165 41.77%	4.25	Very high
3. There are often public cultural activities in our village.	30 7.59%	35 8.86%	129 32.66%	111 30.92%	90 22.78%	3.50	High
4. The Industries in the village are developing rapidly.	38 9.62%	49 12.41%	111 30.92%	126 31.9%	71 17.97%	3.36	Moderate
5. The ecology has been greatly improved in our village.	31 7.85%	30 7.59%	93 23.54%	143 36.2%	98 24.81%	3.63	High
Total	$\bar{X} = 3.7549$ S.D=1.1080					High level	

From the table 20, we can know that the means of environment that Bai live in is 3.7549, and it is on high level. It is show that farmers think the environment is good.

12) The social relationship

The social relationship about the Bai farmers include the relationship between family member, neighbors and farmers. The detail is as follow:

Table 21 The social relationship between the Bai farmers

Questionnaire	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	\bar{X}	level
1. There is a good relationship between family members in our village.	4 1.01%	23 5.82%	62 15.70%	170 43.04%	136 34.43%	4.04	High
2. There is a good relationship between neighbors in our village.	8 2.03%	12 3.04%	100 25.32%	156 39.49%	119 30.13%	3.93	High
3. There is a good relationship between the local farmers in our village.	4 1.01%	12 3.04%	111 28.10%	160 40.51%	108 27.34%	3.90	High
Total	$\bar{X} = 3.9561$		S.D=0.9031		High level		

From the table 21, the means of the social relationship about the Bai farmers is 3.9561, and it is on high level. It is show that the social relationship about the Bai farmers is good.

13) The ability to access basic public infrastructures and services

The basic public infrastructures and services is include fitness places, cinema, ethnic culture activities center, ethnic religious facilities, internet, rural library and logistics service infrastructure. The detail is as follow:

Table 22 The ability to access basic public infrastructures and services

Questionnaire	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	\bar{X}	level
1. There are many fitness places in our village.	70 17.72%	75 18.99%	97 24.56%	81 20.51%	72 18.23%	3.03	Moderate
2. There is a cinema in our village.	219 55.44%	86 21.77%	31 7.85%	41 10.38%	18 4.56%	1.87	Low
3. There are ethnic culture activities center in our village.	66 16.71%	49 12.41%	129 32.66%	87 22.03%	64 16.20%	3.09	Moderate
4. There are ethnic religious facilities in our village.	35 8.86%	58 14.68%	100 25.32%	79 20.00%	123 31.14%	3.50	High
5. I often use the religious facilities in our village.	106 26.84%	78 19.75%	93 23.54%	41 10.38%	77 19.49%	2.76	Moderate
6. I often surf the Internet by the mobile phone.	32 8.10%	34 8.10%	49 12.41%	87 22.03%	193 48.86%	3.95	High

Table 22 (Cont.)

Questionnaire	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	\bar{X}	level
7. There are the rural Library in our village.	222 56.20%	25 6.33%	62 15.70%	57 14.43%	29 7.34%	2.10	Low
8. I often go to the rural library in our village.	226 57.22%	47 11.9%	53 13.42%	44 11.14%	25 6.33%	1.97	Low
9. There are logistics service infrastructure in our village.	105 26.58%	38 9.62%	89 22.53%	103 26.08%	60 15.19%	2.94	Moderate
Total	$\bar{X} = 2.8003$		S.D=1.4943	Moderate level			

From the table 22, we can know that the ability to access basic public infrastructures and services is on moderate level in general. According the statics, cinema, rural Library facilities and library services are on the low level. And fitness places, ethnic culture activities center, religious facilities services are on the moderate level. All of them are needed to improve.

Economy

1) The annual income of family

Among the respondents, the annual Income of 63 household are between 0 - 21000 Yuan. 104 households are between 21001 - 40000 Yuan; 80 households are between 40001-60000 Yuan; 74 households are between 60001- 80000 Yuan; 74 households are more than 80000 Yuan. The more detail can see from table 23.

Table 23 The annual income

Value label	Value	Frequency (f)	Percentage (%)
0 – 21000 Yuan	1	63	15.95
21001-40000 Yuan	2	104	26.33
40001-60000 Yuan	3	80	20.25
60001-80000 Yuan	4	74	18.73
>=80001 Yuan	5	74	18.73
Total		395	100.0

From the table 23, it can be seen that the income of Bai farmers is mainly between 21001-40000 Yuan, which also shows that the income of most farmers is poor.

2) The main source of family income

Among these respondents, there are 91 people that the main source of family income is mainly from agriculture, 41 from renting the house to tourist, 120 from going out to work, 36 from tourism and 107 from others. The more detail can see from table 24.

Table 24 The main source of family income

Value label	Frequency (f)	Percentage (%)
Agriculture	91	23.04
Rend house to tourist	41	10.38
Income earned by additional employment	120	30.38
Tourism	36	9.11
Others	107	27.09
Total	395	100

It can be seen from the table24 that the main income of these farmers is no longer mainly from agriculture, and more people's main income earned through additional employment opportunities. Due to the impact of the epidemic, tourism, one of the main sources of income in the past, has also declined rapidly.

2) The main expenditure of household

Among these respondents, 53 people think that they mainly spend on building houses in income. 90 people think that they mainly spending on buying food; 54 people think that they are spending on healthcare; 121 people think that they are spending on education; 77people think that they are spending on other things. The more detail can see from table 25.

Table 25 The main expenditure of household

Value label	Frequency (f)	Percentage (%)
Building house	53	13.42
Food	90	22.78
Health care	54	13.67
Education	121	30.63
Others	77	19.49
Total	395	100

As can be seen from the table, the most people think that they mainly spend on education. It shows that farmers pay more attention to children's education and spend a lot of income. Although nine-year compulsory education has been popularized in China, children still spend a lot of money on training in various interest classes and remedial classes.

Attitude to the public policies

The public policies mainly include economic policies, health care policies, education policies, employment policies, housing policies, land policies, tax policies. The attitude of Bai farmers to the public policies is as follow:

Table 26 Attitude to the public policies

Questionnaire	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	\bar{X}	level
1. I am satisfied with nowadays economic policies.	47 11.90%	32 8.10%	161 40.76%	105 26.58%	50 12.66%	3.20	Moderate
2. I am satisfied with nowadays health care policies.	24 6.08%	26 6.58%	129 32.66%	153 38.73%	63 15.95%	3.52	High
3. I am satisfied with nowadays education policies.	0 0	0 0	129 32.66%	178 45.06%	88 22.28%	3.90	High
4. I am satisfied with nowadays employment policies.	51 12.91%	29 7.34%	179 45.32%	91 23.04%	45 11.39%	3.13	Moderate
5. I am satisfied with nowadays housing policies.	51 12.91%	36 9.11%	158 40.00%	98 24.81%	52 13.16%	3.16	Moderate
6. I am satisfied with nowadays land policies.	47 11.90%	46 11.65%	140 35.44%	106 26.84%	56 14.18%	3.20	Moderate
7. I am satisfied with nowadays tax policies.	31 7.85%	31 7.85%	154 38.99%	92 23.29%	87 22.03%	3.44	High
8. I am satisfied with nowadays religion policies.	28 7.09%	19 4.81%	152 38.48%	128 32.41%	68 17.22%	3.48	High
9. I am satisfied with nowadays agricultural policies.	36 9.11%	37 9.37%	124 31.39%	132 33.42%	66 16.71%	3.39	Moderate
Total	$\bar{X} = 3.3789$		S.D=1.1112		Moderate		

From table 26, it can be seen that satisfied with nowadays economic policies, housing policies, employment policies, land policies, agricultural policies are on low level. This also means that these policies need to be adjusted and improved.

Objective 2: To analyze the levels of well-being and the factors affecting well-being of the Bai farmers in the Wase town.

In objective2, the study will do:

1) To analyze the levels of Bai farmers' well-being. The farmers' well-being includes subjective well-being, psychological well-being and social well-being. The survey is used for gathering information and data of Bai farmers' well-being.

2) To analyze the factors affecting the Bai farmers' well-being. Base on the collected data, by multiple linear regression, it will analyze the factors that affects subjective well-being, psychological well-being and social well-being. At last, it will analyze the factors that affects the Bai farmers' well-being from a macro perspective.

The levels of well-being

The Bai farmers' well-being includes subject well-being, Psychological well-being and Social well-being.

1) Subject well-being

Subjective well-being can be measured by satisfaction with life and emotional experience. The current situation of Bai farmers' subject well-being is shown in the following table 27:

Table 27 Subjective well-being

Questionnaire	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	\bar{X}	Level
Satisfaction with life							
1. I sleep well.	16 4.05%	18 4.56%	61 15.44%	140 35.44%	160 40.51%	4.04	High
2. I am very satisfied with my health.	4 1.01%	21 5.32%	105 26.58%	124 31.39%	141 35.70%	3.95	High
3. My physical condition is enough to support the work.	8 2.03%	11 2.78%	106 26.84%	125 31.65%	145 36.71%	3.98	High
4. I have time for regular exercise.	38 9.62%	39 9.87%	83 21.01%	130 32.91%	105 26.58%	3.57	High
5. I am quite satisfied with my living environment.	11 2.78%	28 7.09%	87 22.03%	153 38.73%	116 29.37%	3.85	High
6. I am very satisfied with the social situation.	12 3.04%	20 5.06%	155 39.24%	124 31.39%	84 21.27%	3.63	High
Emotional experience							
1. Exercise can make me happier.	20 5.06%	23 5.82%	80 20.25%	134 33.92%	138 34.94%	3.88	High
2. I'm never afraid to talk to strangers.	21 5.32%	12 3.04%	89 22.53%	126 31.90%	147 37.22%	3.93	High
3. The negative news in the society makes me feel unhappy.	15 3.80%	61 15.44%	140 35.44%	77 19.49%	102 25.82%	3.48	High
4. Things are carried out according to the law and there is no need to bribe.	16 4.05%	49 12.41%	100 25.32%	95 24.05%	135 34.18%	3.72	High

Table 27 (Cont.)

Questionnaire	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	\bar{X}	Level
5. As long as we try hard, we can change our social status and realize the dream.	4 1.01%	27 6.84%	129 32.66%	111 28.10%	124 31.39%	3.82	High
6. The gap between the rich and the poor in today's society will not affect my mood.	27 6.84%	36 9.11%	150 37.97%	99 25.06%	83 21.01%	3.44	High
Total			$\bar{X}= 3.74575$	S.D=1.12314			High

It can be seen from the above table that the \bar{X} of farmers' subject well-being is 3.74575 and the S.D is 1.12314. This shows that the subject well-being of Bai farmers is at a high level and the majority of Bai farmers enjoyed life. However, it is also showed that the \bar{X} of the subjective well-being just close to 4, not very high, there is still a lot to be improved.

2) Psychological well-being

Psychological well-being can be measured by self-acceptance, good relationship with others, environment control, life goals, autonomy and Individual growth. The current situation of Bai farmers' psychological well-being is shown in the following table 28.

Table 28 Psychological well-being

Questionnaire	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	\bar{X}	Level
Self-acceptance							
1. I can do what I'm good at every day, and my work is full of energy.	4 1.01%	15 3.80%	162 41.01%	125 31.65%	89 22.53%	3.71	High
2. I can finish my work easily without any pressure.	16 4.05%	27 6.84%	128 32.41%	131 33.16%	93 23.54%	3.65	High
3. I am very satisfied with the wealth of myself or my family	46 11.65%	33 8.35%	145 36.71%	120 30.38%	51 12.91%	3.25	Moderate
Good relationship with others							
1. I can get necessary support and help from the committee.	54 13.67%	27 6.84%	156 39.49%	95 24.05%	63 15.95%	3.22	Moderate
2. When I have difficulties in my work, my colleagues will help me.	18 4.56%	19 4.81%	124 31.39%	142 35.95%	92 23.29%	3.69	High
Environment control							
1. The management system of my village is open and fair	40 10.13%	33 8.35%	105 26.58%	146 36.96%	71 17.97%	3.44	High
2 I am proud of my village and will recommend it to my friends.	43 10.89%	33 8.35%	103 26.08%	130 32.91%	86 21.77%	3.46	High
3. I have enough money to do what I want to do.	61 15.44%	91 23.04%	106 26.84%	104 26.33%	33 8.35%	2.89	Moderate

Table 28 (Cont.)

Questionnaire	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	\bar{X}	Level
Life goals							
1. Compared with the labor I paid, I think my income is reasonable	32 8.10%	57 14.43%	108 27.34%	116 29.36%	82 20.76%	3.40	Moderate
2. I am very satisfied with my professional life now	20 5.06%	40 10.13%	130 32.91%	115 29.11%	90 22.78%	3.54	High
3. I think every family must have at least one house of their own.	4 1.01%	7 1.77%	83 21.01%	129 32.66%	172 43.54%	4.16	High
Autonomy							
1. I can control my money reasonably.	12 3.04%	34 8.61%	112 28.35%	143 36.20%	94 23.80%	3.69	High
2. My (my family) income can guarantee my basic life now.	7 1.77%	24 6.08%	115 29.11%	138 34.94%	111 28.10%	3.82	High
Individual growth							
1. I can achieve my own career planning	41 10.38%	49 12.41%	137 34.68%	95 24.05%	73 18.48%	3.28	Moderate
2. I will make enough money in the future for me and my family to travel properly after work.	12 3.04%	41 10.38%	105 26.58%	120 30.38%	117 29.62%	3.73	High
Total	$\bar{X} = 3.502904$ S.D=1.147499				High		

It can be seen from the above table that the \bar{X} of farmers' psychological well-being is 3.502904 and the S.D is 1.147499. This indicates that the psychological well-being of Bai farmers is at a high level. And we can calculate the \bar{X} of Self-acceptance, good relationship with others, environment control, life goals, autonomy and Individual growth is 3.54, 3.46, 3.26, 3.70, 3.76, 3.52 respectively. That is showed that the environment control is at the moderate level.

3) Social well-being

Social well-being can be assessed by social integration, social coherence, social acceptance, and social actualization. In this study, social Integration refers to a farmer's degree of connectedness to other individuals or groups within society. It includes having meaningful relationships and feeling part of a community. Social coherence is related to farmer's ability to work together towards common goals and values. This dimension involves shared beliefs, and cultural practices that unite individuals into a harmonious whole. Social acceptance concerns how accepted and valued farmer feel in their social environment. Social actualization relates to personal growth and fulfillment through social interactions and experiences. It encompasses realizing one's potential by pursuing meaningful life projects, nurturing strong bonds, developing skills, contributing to society, and finding purpose and meaning in relationships.

The current situation of Bai farmers' social well-being is shown in the following table 29.

Table 29 Social well-being

Questionnaire	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	\bar{X}	Level
Social integration							
1. I have good friends.	12 3.04%	0 16.96%	67 16.96%	141 35.70%	175 44.30%	4.18	High
2. I often contact with relatives or friends.	8 2.03%	16 4.05%	68 17.22%	165 41.77%	138 34.94%	4.04	High
3. I'm getting along well with my kids.	8 2.03%	4 1.01%	73 18.48%	148 37.47%	162 41.01%	4.14	High
4. I get along well with my lover's parents.	15 3.80%	4 1.01%	75 18.99%	149 37.72%	152 38.48%	4.06	High
5. I get along well with my wife.	18 4.56%	4 1.01%	87 22.03%	143 36.20%	143 36.20%	3.98	High
Social acceptance							
1. When I am in trouble, my friends and family will give me great care and help.	4 1.01%	4 1.01%	84 21.27%	152 38.48%	151 38.23%	4.12	High
2. As for me, My interpersonal relationship has played a positive role.	8 2.03%	8 2.03%	95 24.05%	165 41.77%	119 30.13%	3.96	High

Table 29 (Cont.)

Questionnaire	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	\bar{X}	Level
Social coherence							
1. My wife and I have basically the same values.	18 4.56%	4 1.01%	115 29.11%	138 34.94%	120 30.38%	3.86	High %
2. My family life has increased my happiness index.	0 0	0 0	104 26.33%	203 51.39%	88 22.28%	3.96	High %
3. I don't worry about the learning and growth of my children.	47 11.90%	16 4.05%	87 22.03%	157 39.75%	88 22.28%	3.56	High
4. I'm satisfied with my social relationship.	16 4.05%	7 1.77%	108 27.34%	178 45.06%	86 21.77%	3.79	High
Social actualization							
1. My career has given me the social status I want	20 5.06%	58 14.68%	147 37.22%	104 26.33%	66 16.71%	3.35	Moderate
2. We can change our social status and realize the dream.	4 1.01%	27 6.84%	129 32.66%	111 28.10%	124 31.39%	3.82	High
Total			$\bar{X}=3.9685$	S.D=0.9637			High

It can be seen from the above table 29 that the \bar{X} of farmers' social well-being is 3.9685 and the S.D is 0.9637. This indicates that the social well-being of Bai farmers is at a high level. And the \bar{X} of the social integration, social acceptance, social coherence, Social actualization is 4.08, 4.04, 3.79, 3.585 respectively.

From the Table 27-29, we can know that the means of subjective well-being, psychological well-being and social well-being are 3.74575, 3.502904 and 3.96847 respectively. The means of the total of the well-being is 3.705787 and it is at high level.

The factors affecting Bai farmers' well-being

Bai farmers' Well-being is influenced by numerous factors across multiple domains. In this study, cognitive characteristics, living environment, social Relationship between farmers, the ability to access the public Infrastructure & service, economy, satisfaction with public policies will be studied

(1) The Bai Farmers Characteristics

The Bai Farmers Characteristics include the demographic, and the cognitive. The demographic includes age, gender, and the place where the famers live in, level of education, marriage, faith and etc.; Cognition is the understanding of oneself includes the being useful to society, honest, hardworking and believe the life will be better and better.

(2) Living environment

In the living environment, it mainly includes cleanliness, safety, cultural activities, industrial development, ecology, etc.

(3) Social Relationship among farmers

Social relations include relations with family members, neighbors and local farmers.

(4) The ability to access the Public Infrastructure & Service

The public infrastructure in the village includes fitness venues, cultural activity facilities, rural libraries, internet, logistics, etc.

(5) Economy

The economic factors that affect farmers' well-being include family income and income source.

(6) Satisfaction with Public Policy

The policy factors that affect farmers' well-being include, economic policies, health care policies, education policies, employment policies, housing policies, land policies, tax policies, religion policies and agricultural policies.

Multiple linear regression

The multiple regression analysis was employed to find out the extent of contribution of the independent variables namely: the Bai farmers' characteristics, environment, social Relationship, the ability to access the public infrastructure & service, economy, satisfaction with public policy. The purpose is to determine the factors related to well-being, which examines the relationship between one dependent variable and one or more independent variables.

Multiple regression analysis represents a logical extension of two variables regression analysis. Instead of a single independent variable, two or more independent variables are used to estimate the values of a dependent variable (Gupta, 1990).

In this study, we will regard the Bai farmers' characteristics, environment, social Relationship, the ability to access the public infrastructure & service, economy, satisfaction with public policy as independent variable; and regard the subjective well-being, physical well-being, social well-being, and overall well-being as independent variables to conduct regression.

Subjective well-being multiple regression analysis

Table 30 show the subjective well-being multiple regression. From the table 30, it can be seen that Based on the multiple regression model, the coefficient of determination R^2 and adjusted R^2 which are 0.64 and 0.63 respectively, represent the predictor of the explanatory variables which account that 64 % variance in the dependent variable which indicate strong relationship among the variables and this implies the appropriateness of the model. Because, the regression coefficient (R) value of 80 % indicates high relationship between dependent variable (farmers' level of subjective well-being) and the six predictors of explanatory variables, such as Bai farmers' faith, cognition characteristics, living environment, Ability to Access the

Public Infrastructure & Service, economic conditions and satisfaction with public policy.

Table 30 The factors related to subjective well-being

Independent Variable	Non standardized coefficient		Standardized coefficient	t	Sig.
	B	S.E.	Beta		
Constant	0.92	0.27	0.00	3.40	0.001**
Bai farmers ' characteristics					
A. Demographic characteristics					
(1) Age	0.03	0.03	0.03	0.81	0.418
(2) Gender	0.05	0.06	0.03	0.91	0.364
(3) The place where the Farmers live in	-0.01	0.02	-0.02	-0.52	0.606
(4) Level of education	-0.02	0.02	-0.04	-0.90	0.366
(5) Marriage	-0.03	0.04	-0.03	-0.68	0.496
(6) Faith	0.09	0.03	0.11	2.80	0.005**
Cognition Characteristics	0.29	0.05	0.25	5.39	0.000**
Living Environment	0.25	0.05	0.28	4.91	0.000**
Social Relationship	0.04	0.05	0.04	0.74	0.458
Ability to Access the Public Infrastructure & Service	-0.36	0.07	-0.21	-5.06	0.000**
Economy conditions	0.12	0.03	0.14	3.39	0.001**
Satisfaction with Public Policy	0.16	0.05	0.18	3.22	0.001**
R 0.80 R Squared(R ²)	0.64	Adjusted R squared(R ²):			0.63
F:	30.33	Sig.			000**

* = significant at 0.05 level
 **= significant at 0.01 level

From Table 30, the following conclusions can be drawn:

1) The Bai farmers' faith is positively significant with their subjective well-being at 0.001 level. When farmers have faith, the subjective well-being is relatively high. It is because that faith can influence Bai farmers' subjective well-being by shaping beliefs, outlooks, behaviors, communities, and relationships.

2) The Bai farmers' cognition characteristics are positively significant with their subjective well-being at 0.001 level. Cognitive characteristics Cognition includes thoughts, beliefs, attitudes, perceptions, and interpretations about oneself, others, and situations. These factors directly affect how individuals experience life and interact with their environment. Positive cognition leads to an upward spiral, boosting well-being, while negative or distorted cognition decrease their well-being.

3) Living Environment is positively significant with Bai farmers' subjective well-being at 0.001 level. Living environment encompasses all aspects of the physical surroundings where individuals dwell. A conducive living environment fosters positive emotions, improves health outcomes, reduces psychological distress, increases resilience, and facilitates social integration. In contrast, poor environmental conditions might trigger adverse effects on subjective well-being through stressors like noise pollution, crowding, crime, lack of basic necessities, or environmental hazards.

4) Ability to access the public Infrastructure & service is negatively significant with Bai farmers' subjective well-being at 0.001 level. Access to public infrastructure and services has been found to have a strong association with many facets of well-being, including income levels, employment prospects, health outcomes, safety, security, and overall standard of living. When these resources are readily available, people can live, work, learn, play, and engage with society more easily and comfortably. However, with the improvement of Bai farmers' access ability, the requirements for accessing these public Infrastructure & service are becoming increasingly high, and therefore they are becoming less and less satisfied. Hence, the ability to access the public Infrastructure & service is negatively significant with Bai farmers' subjective well-being.

5) The Bai farmers' economy conditions is positively significant with their subjective well-being at 0.001 level. Income plays a vital role in determining Bai farmer's subjective well-being as it serves as a measure of material wealth and financial capacity, providing access to essential goods and services needed for survival and prosperity. Bai farmers with higher incomes generally enjoy greater benefits due to their increased purchasing power and ability to invest in their own future, leading to enhanced living standards, improved health, expanded opportunities, and overall satisfaction with life. Conversely, those struggling financially may face obstacles to meeting fundamental needs, encounter challenges in obtaining medical attention, education, safe shelter, nutrition, and other essentials required for maintaining good health and well-being. Additionally, low earnings often translate into uncertainty, anxiety, frustration, sadness, isolation, and depression. Hence, it comes as no surprise that studies consistently show a direct link between higher incomes and higher levels of subjective well-being among Bai farmers.

6) The Bai farmer's satisfaction with public policy is positively significant with their subjective well-being at 0.001 level. Satisfaction with government policies represents the extent to which individuals believe that their government officers are addressing important issues impacting daily lives, implementing effective programs to advance social goals, respecting farmers' rights. Adequate policies contribute positively to subjective well-being through fostering trustworthy institutions, developing industries, promoting stability, delivering valuable public goods/services, guaranteeing equal opportunities, they enable Bai farmers to experience better living standards, stronger community ties, less anxious minds, and happier spirits, thereby boosting subjective well-being.

Psychological well-being multiple regression analysis

From table 31, it can be seen that the coefficient of determination R^2 and adjusted R^2 which are 0.69 and 0.68 respectively, represent the predictor of the explanatory variables which account that 69 % variance in the dependent variable which indicate very strong relationship among the variables and this implies the appropriateness of the model. Because, the regression coefficient (R) value of 83 %

indicates high relationship between dependent variable (farmers' level of psychological well-being) and the five predictors of explanatory variables, such as Bai farmers' marriage, cognition characteristics, living environment, economic conditions and satisfaction with public policy.

Table 31 The factors related to Psychological well-being

Independent Variable	Non standardized coefficient		Standardized coefficient	t	Sig.
	B	S.E.	Beta		
Constant	0.28	0.26	0.00	1.11	0.269
Bai farmers 'characteristics					
A. Demographic characteristics					
(1) Age	0.01	0.03	0.01	0.26	0.792
(2) Gender	-0.03	0.05	-0.02	-0.58	0.565
(3) The place where the Farmers live in	0.01	0.02	0.01	0.50	0.725
(4) Level of education	0.04	0.03	0.06	1.50	0.134
(5) Marriage	0.19	0.07	0.11	2.93	0.004**
(6) Faith	-0.03	0.02	-0.05	1.33	0.185
Cognition Characteristics	0.22	0.05	0.19	4.27	0.000**
Living Environment	0.18	0.05	0.21	3.83	0.000**
Social Relationship	0.01	0.04	0.01	0.30	0.768
Ability to Access the Public Infrastructure & Service	0.06	0.04	0.07	1.38	0.169
Economy conditions	0.16	0.03	0.19	4.81	0.000**
Satisfaction with Public Policy	0.29	0.05	0.32	5.98	0.000**
R 0.83 R Squared(R ²)	0.69	Adjusted R squared(R ²):			0.68
F:	36.03	Sig.			000**

* = significant at 0.05 level
**= significant at 0.01 level

From table 31, the following conclusions can be drawn:

1) Marriage is positively significant with the Bai farmers' psychological well-being at 0.001 level. Marriage plays a vital role in Bai farmers' psychological well-being by offering emotional support, companionship, intimacy, and a sense of belonging. Being married has been shown to reduce stress, increase self-esteem, improve mood, promote mental health, lower rates of depression. It provides a stable framework for individuals to cope with struggles and setbacks more effectively than single individuals, thus contributing to greater psychological well-being.

2) Cognition characteristics is positively significant with the Bai farmers' psychological well-being at 0.001 level. Positive cognition characteristics like optimism, coping efficacy, mastery, self-efficacy, gratitude, mindfulness, and wisdom tend to lead to higher levels of psychological well-being among Bai ethnic minority farmers, who face unique challenges due to their agricultural lifestyle and geographical location. These cognitions help develop resiliency, enhance problem-solving skills, build self-confidence, increase motivation, and foster an appreciative attitude towards life's blessings, leading to improved mental health outcomes.

3) Living Environment is positively significant with the Bai farmers' psychological well-being at 0.001 level. Clean water supply, safe streets, and good transport links form part of a wholesome living environment that contributes positively to the psychological well-being of the Bai ethnic minority farmers. Satisfying basic needs reduces worries about survival, allowing farmers to focus on personal growth, building fulfilling connections with others, and pursuing purposeful activities, leading to increased well-being.

3) Economy conditions is positively significant with the Bai farmers' psychological well-being at 0.001 level. High income enables access to better housing, nutrition, educational opportunities, healthcare, leisure activities, and resources to manage daily stresses. Having enough money promotes financial security and stability, alleviating anxiety over unexpected expenses and material wants. For the Bai ethnic minority farmers, income affects their ability to invest in their land or business ventures, which can improve productivity, generate additional

income streams, and provide long-term job satisfaction. Hence, high income contributes toward positive psychological well-being.

4) Satisfaction with Public Policy is positively significant with the Bai farmers' psychological well-being at 0.001 level. Satisfied with government actions leads to trust in policymakers and lowers perceptions of unfair treatment, reducing frustrations caused by perceived inequality.

Social well-being multiple regression analysis

From table 32, it can be seen that the coefficient of determination R^2 and adjusted R^2 which are 0.72 and 0.71 respectively, represent the predictor of the explanatory variables which account that 72 % variance in the dependent variable which indicate strong relationship among the variables and this implies the appropriateness of the model. Because, the regression coefficient (R) value of 85 % indicates high relationship between dependent variable (farmers' level of social well-being) and the seven predictors of explanatory variables, such as Bai farmers' faith ,cognition characteristics, living environment, social relationship, ability to Access the Public Infrastructure & Service, economic conditions and satisfaction with public policy . In addition to these, there is also a constant that has a significant impact on it

Table 32 The factors related to social well-being

Independent Variable	Non standardized coefficient		Standardized coefficient	t	Sig.
	B	S.E.	Beta		
Constant	0.67	0.22	0.00	3.06	0.002**
Bai farmers 'characteristics					
A. Demographic characteristics					
(1) Age	-0.02	0.02	-0.04	-0.99	0.321
(2) Gender	-0.11	0.05	-0.08	-2.30	0.222
(3) The place where the Farmers live in	0.00	0.02	0.00	-0.07	0.942
(4) Level of education	0.01	0.02	0.02	0.57	0.568
(5) Marriage	0.02	0.06	0.02	0.44	0.663
(6)Faith	0.06	0.02	0.10	2.79	0.005**
Cognition Characteristics					
Living Environment	-0.12	0.04	-0.16	-3.05	0.002**
Social Relationship	0.15	0.04	0.19	4.02	0.000**
Ability to Access the Public Infrastructure & Service	-0.14	0.04	-0.19	-3.39	0.000**
Economy conditions	0.17	0.03	0.23	6.24	0.000**
Satisfaction with Public Policy	0.38	0.04	0.49	9.39	0.000**
R 0.85 R Squared(R ²)	0.72	Adjusted R squared(R ²)		0.71	
F:	40.40	Sig.		000**	
* = significant at 0.05 level					
**= significant at 0.01 level					

From Table 32, it shows that:

1) The Bai farmers' faith is positively significant with the Bai farmers' social well-being at 0.001 level. Bai farmers' faith provide hope, meaning, comfort, guidance, and a supportive network. Faith helps individuals handle difficult situations and maintain morality within society. Among the Bai ethnic minority, traditional

religious practices emphasizing ancestral veneration and respect for nature may play a vital role in shaping social values and connecting farmers to their shared heritage. Such cultural ties strengthen relationships between members of this rural community. By fostering spiritual harmony and unity, faith nurtures societal cohesion. Thereby, the Bai farmers' faith is positively significant with the Bai farmers' social well-being.

2) Cognition characteristics is positively significant with the Bai farmers' social well-being at 0.001 level. Cognitive characteristics like optimism, self-efficacy, resilience, emotional regulation, and gratitude help the Bai farmers approach life challenges with confidence and adaptability. These qualities enhance problem-solving abilities, build stronger interpersonal bonds, and reduce stress levels, ultimately improving social well-being.

3) Living Environment is negatively significant with the Bai farmers' social well-being at 0.001 level. This is a relatively abnormal phenomenon, possibly mainly because the better the environment, the higher the villagers' demands, so it presents a negative correlation.

4) Social relationship is positively significant with the Bai farmers' social well-being at 0.001 level. Strong social connections among members of the Bai farmers sustain their sense of belonging and trust, providing critical support during hardships while enhancing opportunities for collaboration in agricultural production or income diversification.

5) Ability to access the public infrastructure & service is negatively significant with the Bai farmers' social well-being at 0.001 level. It seems abnormal. But becomes clearer upon examination of specific factors. As farmers gain improved infrastructural access, they likely encounter new challenges requiring additional more time and/or expenses. Enhanced access increases the possibility of participating in leisure activities farther afield, and it creates scheduling conflicts, and time constraints that detract from Bai farmers' social well-being.

6) Economy condition is positively significant with the Bai farmers' social well-being at 0.001 level. Income influence on self-esteem and dignity. Better income provides resources facilitating self-actualization and achievement of desired goals

while mitigating uncertainties posed by poverty, leading to improved sense of security and control over destiny. Hence, when income is high, the Bai farmers' social well-being is also high.

7) Satisfaction with public policy is positively significant with the Bai farmers' social well-being at 0.001 level. Effective policies improves agricultural production environment, leading to higher revenues and better livelihoods. Policy effectiveness strengthens trust in authorities, fostering a sense of belonging and participation encouraging continued engagement and collaboration towards shared objectives, promoting social harmony. Hence, when satisfaction with public policy is high, the Bai farmers' social well-being is also high.

The well-being multiple regression analysis

It is very important to analyze the well-being of Bai farmers as a whole. The results of multiple linear regression are as follows.

From table 33, it can be seen that Based on the multiple regression model, the coefficient of determination R^2 and adjusted R^2 which are 0.71 and 0.70 respectively, represent the predictor of the explanatory variables which account that 71 % variance in the dependent variable which indicate very strong relationship among the variables and this implies the appropriateness of the model. Because, the regression coefficient (R) value of 84 % indicates high relationship between dependent variable (farmers' level of well-being) and the four predictors of explanatory variables, such as Bai farmers' cognition characteristics, living environment, economic conditions and satisfaction with public policy.

Table 33 The factors related to The total of well-being

Independent Variable	Non standardized coefficient		Standardized coefficient	t	Sig.
	B	S.E.	Beta		
Constant	0.09	0.27	0.00	0.35	0.724
Bai farmers 'characteristics					
A. Demographic characteristics					
(1) Age	-0.01	0.03	-0.01	-0.19	0.853
(2) Gender	0.04	0.06	0.03	0.71	0.477
(3) The place where the Farmers live in	-0.01	0.02	-0.01	-0.38	0.706
(4) Level of education	0.03	0.03	0.04	1.00	0.318
(5) Marriage	-0.13	0.07	-0.07	-1.80	0.073
(6) Faith	0.03	0.02	0.05	1.38	0.167
Cognition Characteristics	0.30	0.05	0.24	5.57	0.000**
Living Environment	0.16	0.05	0.24	46.25	0.002**
Social Relationship	0.05	0.05	0.05	21.00	0.317
Ability to Access the Public Infrastructure & Service	-0.08	0.04	-0.09	-1.85	0.650
Economy conditions	0.22	0.03	0.24	36.25	0.000**
Satisfaction with Public Policy	0.36	0.05	0.39	17.29	0.000**
R 0.84 R Squared(R ²)	0.71	Adjusted R squared(R ²):		0.70	
F:	38.91	Sig.		000**	

* = significant at 0.05 level
**= significant at 0.01 level

From the table 33, it can see that:

1) Cognition characteristics are positively significant with the Bai farmers' well-being at 0.001 level. Positive cognitive characteristics like optimism, self-efficacy, resilience, emotional regulation, and gratitude help the Bai farmers approach life challenges with confidence and adaptability. These qualities enhance problem-

solving abilities, build stronger interpersonal bonds, and reduce stress levels. Hence, cognition characteristics are positively significant with the Bai farmers' well-being.

2) Living Environment are positively significant with the Bai farmers' well-being at 0.001 level. The safety, comfort, and convenience of the environment have a significant impact on the well-being of Bai farmers; Green spaces, charming landscapes, community facilities, and stable social networks can help improve overall life satisfaction. Therefore, improving the living environment helps to improve overall well-being.

3) Economy conditions are positively significant with the Bai farmers' well-being at 0.001 level. It indicates that financial resources play an important role in shaping Bai farmers' perceptions of well-being.

4) Satisfaction with public policy is positively significant with the Bai farmers' well-being at 0.001 level. Appropriate policies have a significant impact on the lives of Bai farmers and their well-being.

Conclusion

The results of objective 2 show that:

- 1) The levels of Bai farmers' well-being is on high level.
- 2) There are many factors that affect the Bai farmers' well-being. Through regression analysis, Bai farmers' cognition characteristics, living environment, economic conditions, and satisfaction with public policy are significant with them.

Objective 3: To analyze the strategies that have existed and related to the Bai farmers' well-being in the Wase town

Present situation

In order to improve farmers' well-being, there are currently some strategies as follows: poverty alleviation strategy, Rural Revitalization Strategy, ecological environment protection strategy, industrial development strategy, public facilities and service construction strategy, income strategy. In this survey, 395 questionnaires were distributed in six villages. In addition, each village selected one village leader

and three farmers (one young, one middle-aged and one elderly) to conduct interviews.

The Poverty alleviation strategy

For the poverty alleviation strategy, the survey show that 15.44% were very satisfied; 37.22% were satisfied, 32.91% is neutral, and 11.65% were dissatisfied; 2.78% is very dissatisfied.

Table 34 Satisfaction to the poverty alleviation strategy

Questionnaire	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	\bar{X}	Level
the Poverty alleviation strategy	61 15.44%	147 37.22%	130 32.91%	46 11.65%	11 2.78%	3.50	High

In the interview, secretary of Haiyin Village said: “in the process of poverty alleviation, many poverty farmers have benefited, their houses have been rebuilt, their incomes have been improved, and the problems have been solved” (Yang Zhineng, April 12, 2020). However, some farmers also reported that there are so many resources for the poor that many farmers are trying to apply to become poor. If they become a poor, there are too many resources for them, and they will have no worries about food and clothing.

The rural revitalization strategy

For the rural revitalization strategy, "Very satisfied" accounts for 15.95%; "Satisfied" is 30.89%; "Neutral" is 34.68%; "Dissatisfied" is 9.62%; and "Very dissatisfied" is 8.86%. Compared with the poverty reduction strategy, the satisfaction of the rural revitalization strategy is slightly lower.

Table 35 Satisfaction to the rural revitalization strategy

Questionnaire	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	\bar{X}	Level
The rural revitalization strategy	63 15.95%	122 30.89%	137 34.68%	38 9.62%	35 8.86%	3 35	Moderate

According to the interview of secretary of Haiyin Village, “this is mainly because the rural revitalization has just started, and the benefits for farmers have not yet emerged” (Yang Zhineng, April 12, 2020).

The ecological environment protection strategy

In recent years, despite the continuous development of the rural economy and the continuous improvement of the living standards and consumption levels of farmers, environmental pollution has become increasingly serious.

The reasons for these phenomena are: first, farmers also lack the ecological awareness of green environmental protection, resulting in a dirty and messy rural environment. Second, the rural environmental protection infrastructure is not perfect, there is no good sewage system, and the construction of public environmental protection facilities is relatively backward. Third, the development of tourism, the influx of many foreign tourists, lots of waste cannot be effectively treated. Fourth, farmers in pursuit of higher production, excessive use of pesticides, causing great pollution to the land.

According to the survey of the quality of water, "Very satisfied" accounts for 3.11%, "satisfied" is 27.28%, "Neutral" is 45.32%, "Dissatisfied" is 19.02%, and "Very dissatisfied" is 4.8%. According to the survey of the village sanitation, "Very satisfied" accounts for 1.12%, "Satisfied" is 13.14%, "Neutral" is 52.8%, "Dissatisfied" is 27.42%, and "Very dissatisfied" is 5.49%. According to the survey of transportation, "Very satisfied" accounts for 1.44%; "Satisfied" is 17.55%; "Neutral" is 51.63%, "Dissatisfied" is 24.5%, and "Very dissatisfied" is 4.21%. According to the survey on the security in the place of residence, "Very safe" accounts for 2.42%, "Safe" accounts for 42.19%, "Neutral" accounts for 43.74%, and "Insecure" accounts for 5.53%, "Very insecure"

accounts for 3.21%. According to the survey on the comfort of the habitation, "Very comfortable" accounts for 2.88%, "Comfortable" is 26.81%, "Neutral" is 59.39%; "Uncomfortable" is 8.1%, and "Very uncomfortable" is 2.78%.

Table 36 Satisfaction to the ecological environment protection strategy

Questionnaire	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	\bar{X}	Level
1. Quality of water	12 3.11%	108 27.28%	179 45.32%	75 19.02%	19 4.8%	3.00	Moderate
2. The clean of the Village	4 1.12%	52 13.14%	209 52.80%	108 27.42%	21 5.49%	2.76	Moderate
3. The security of the Village	10 2.42%	167 42.19%	173 43.74%	22 5.53%	13 3.21%	3.28	Moderate
4. Residential comfort	11 2.88%	106 26.81%	235 59.39%	32 8.1%	11 2.78%	3.18	Moderate
Total			$\bar{X} = 3.05$	S.D=0.9131			Moderate level

It can be seen that the respondents in the questionnaire are generally satisfied with the four indicators of water quality, village sanitation, transportation, and the comfort of the habitation, while those who are not satisfied also account for nearly a quarter, indicating that there is still a certain gap between the urban and rural. The proportion of Bai farmers who feel insecure about their habitation are high, indicating that people are not satisfied with social security.

In the interview, Mr. Duan that comes from Wase administrative village said: "In order to protect the environment, many cash crops, such as garlic, are not allowed to be planted. Only rice and other crops that will not pollute the Erhai Lake are allowed to be planted, but the income from planting these crops is low" (Duan Zhaoqing, April 12, 2020). Mr. Zhao that come from Wase administrative village said "the environmental protection strategy prevents the area around the lake from engaging in the breeding industry. In the past, the income can be increased through the breeding industry, but now there is no income" (Zhao Zaodong, April 13, 2020). According to the interview of secretary of Haiyin Village, Yang Zhineng said: "In the

short term, the environmental protection strategy does have a negative impact on the income of farmers around the lake, but in the long term, the Erhai Lake is the pearl of Dali. With the protection of the Erhai Lake, the tourism and related industries will be better developed, which will better stimulate the local farmers' income” (Yang Zhineng, April 12, 2020).

Industrial development strategy

It mainly focuses on agriculture, breeding and tourism in the Wase town. For the Tourism strategy, 13.42% are very satisfied; 19.87% are satisfied, 27.34% are neutral, 9.87% are dissatisfied; and 29.49% are very dissatisfied. Due to the impact of the COVID-19, Dali strictly controls the spread of the epidemic, which is very dissatisfied with farmers who depend mainly on tourism. Mr. Zhao that come from Wase administrative village said: “Due to the strict control caused by the epidemic and environmental protection, very few people have come to Wase town for tourism in recent years” (Zhao Zaodong, July 21, 2021).

Table 37 Satisfaction to the industrial development strategy

Questionnaire	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	\bar{X}	Level
Industrial development strategy	53 13.42%	78 19.87%	108 27.34%	39 9.87%	116 29.49%	2.28	Low

According to the interview, the development of other industries in the town is relatively slow except tourism, which also leads to the majority of young people going out to work. Zhang Ming that comes from Guangyi administrative village said: “In recent years, there is no pillar industry in their village, and their land is also under centralized management. Many 60-year-old old farmers in the village are in good health, but now they have nothing to do for the enterprises in outside do not accept people over 60 years old. In the past, they could still farm and raise pigs or engage in

tourism-related industries at home, but now they have nothing to do (Zhang Ming, April 12, 2020). From the survey, we know that:

1. The development of industry is slow

Due to the impact of the epidemic, environmental protection, backward agricultural production technology and other issues, the development of rural industries is low, and many industries are still mainly relying on nature. This also leads to the income of local farmers is low. And only the old, the weak, the sick and the disabled farmers will stay here to engage in agricultural production.

2. Structure of industry is single

At present, most of the rural areas in the Wase town are still dominated by agriculture and tourism, and other industries are developing slowly. In recent years, due to the impact of the epidemic, the tourism industry has been depressed, and farmers mainly rely on agricultural income to live. The young people go to cities to work. For the lack of labor, many rural lands are not cultivated, resulting in a more unitary rural industrial structure. The agricultural modernization lags behind, and farmers' production technology lags behind, resulting in weak disaster resistance of crops and low income of agricultural products, which cannot add new vitality to the development of rural agriculture.

3. The level of farmers' education is generally low

Due to the low level of social and economic development in rural areas, which leads to the scarcity of educational resources in rural areas, and the material needs of farmers are not met, there is no time to take into account the spiritual pursuit. Farmers spend more time on work and have no more energy and desire to learn. So far, the education level of farmers is generally low, most of them are at the level of primary school and junior high school, the education level of senior high school is relatively small, and the education level of university is even less. This cultural development situation has seriously hindered the further development of rural areas in China, and is a prominent problem in the realization of rural agricultural modernization.

Rural development needs talents as intellectual support, whether in the process of agricultural production or in the process of management, high-quality

talents are needed for production and management. Because in order to enhance agricultural competitiveness, China needs to introduce new technologies and adjust the agricultural industrial structure, which requires high-quality technical personnel, scientific researchers and managers to enter the management and operation of agricultural production. Without the support of talents, rural construction will be difficult to enter a new stage of development. However, at this stage, the development of rural areas is imminent, and the scarcity of talents has become a problem that cannot be ignored in the current process of agricultural modernization. The level of education in rural areas is relatively low, and it is even more difficult to retain those high-quality talents. Therefore, we need to absorb local rural residents into agricultural production, and improving the cultural level of rural areas has become a link that cannot be ignored to improve farmers' well-being.

Public facilities and service strategy

According to the survey on fitness places, "Very satisfied" accounts for 1.27%, "Satisfied" accounts for 14.68%, "Neutral" accounts for 41.87%, "dissatisfied" accounts for 36.43%, and "very dissatisfied" accounts for 5.75%. According to the survey on the public cultural center, "very satisfied" accounts for 1.45%, "satisfied" accounts for 10.28%, "Neutral" accounts for 37.28%, "dissatisfied" accounts for 28.20%, and "very dissatisfied" accounts for 6.73%.

Table 38 Satisfaction to the public facilities and service strategy

Questionnaire	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	\bar{X}	Level
Fitness places	5 1.27%	58 14.68%	165 41.87%	144 36.43%	23 5.75%	2.69	Low
Public cultural center	6 1.52%	71 17.97%	186 47.09%	111 28.10%	21 5.32%	2.82	Low

It can be seen that the rate of dissatisfaction with the two indicators of public fitness and exercise venues and public cultural venues accounts for one third, indicating that the supply of cultural and sports facilities is insufficient, and the organization of various mass cultural and sports activities is not enough.

Through interviews, some farmers said: "We did not know where the public infrastructure was built, what it was used for, and how to apply for it" (Farmers, April 12, 2020). There are also some farmers who believe that these public infrastructure and services are not suitable for themselves and cannot be used.

From the survey, we know that cultural activities is not rich. With the continuous development and progress of rural society, the needs of farmers in all aspects are also increasing. At this stage, cultural and recreational activities have been unable to meet the daily needs of farmers. Compared with urban areas, the development process of rural areas is relatively slow. Rural areas lack cultural and entertainment places, cultural and entertainment facilities are relatively scarce, farmers' lifestyle and entertainment are relatively monotonous, and the way of activities is relatively simple. After busy farming, rural residents mostly choose to play mahjong for entertainment, which may lead to the prevalence of gambling for a long time. At the same time, due to the low level of education in rural areas, the children in the village lack rich after-school activities. They can only spend more time at home watching TV and playing mobile phones, and get lost in the online world. Even if the village committee organizes everyone to participate in cultural and recreational activities, the participation of farmers is not high, and finally, cultural and recreational activities and farmers' lives will be separated from each other.

Education strategy

According to the survey on whether we can enjoy fair and adequate basic education, we believe that "Yes" accounts for 33.1%, "Neutral" accounts for 56.88%, and "No" accounts for 9.74%. According to the survey on the adequacy of continuing education resources, "Very sufficient" accounts for 1.36%, "Sufficient" is 19.33%, "Neutral" is 42.97%, "Insufficient" is 30.29%, and "Very insufficient" is 3.53%. According

to the survey on whether the employment training can meet the needs, "Yes" accounts for 5.49%, " Neutral " accounts for 44.6%, and "No" accounts for 48.71%.

Table 39 Satisfaction to the Education strategy

Questionnaire	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	\bar{X}	Level
We can enjoy fair and adequate basic education	45 11.39%	86 21.78%	108 56.88%	39 6.5%	116 3.24%	2.28	Low
The adequacy of continuing education resources	5 1.36%	76 19.33%	170 43%	120 30.37%	14 3.54%	2.76	Moderate
The employment training can meet the needs	9 2.28%	13 4.56%	176 44.56%	140 35.44%	52 13.16%	2.42	Low
	$\bar{X}=2.4867$		S.D=0.9131		low		

It can be seen that the general public is satisfied with the enjoyment of fair education, which shows that the educational reform implemented in recent years has achieved remarkable results. In terms of the resource allocation of continuing education, the overall feeling is that it can basically meet the needs, but "Insufficient" also accounts for 30.29%, indicating that the resource allocation of continuing education cannot meet the needs of the masses. It can also be seen from the satisfaction of employment training that the people's satisfaction with employment training is relatively low, which means that on the one hand, the employment training is carried out less, even if the training is carried out, the pertinence is not strong, and the training content and effect are far from the needs of the people.

Income strategy

According to the survey of current income level, "Very satisfied" accounts for 1.64%, "Satisfied" 14.5%, " Neutral " is 43.51%, "Dissatisfied" is 31.62%, and "Very dissatisfied" is 8.27%.

Table 40 Satisfaction to the Education strategy

Questionnaire	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	\bar{X}	Level
Satisfied with your income	6 1.52%	60 15.19%	172 43.54%	125 31.65%	32 8.1%	2.70	Moderate

It can be seen that the respondents are not satisfied with the income situation as a whole and their actual income still has a certain gap with their wishes, which shows that promoting employment and making every effort to increase the income of urban and rural residents is the primary task of the construction of happy Dali.

**Objective 4: To redesign the strategies that can assist the Bai farmers
in the Wase town to improve their well-being**

In order to redesign the strategies for improving the Bai farmers' well-being in Wase town, small group discussion is used. The group consists of one village committee member, three farmers (one for the elderly, one for the middle-aged, and one for the young), two experts, and one government official. Before discussion, the information on local resources and assets available within the village that could be leveraged to address identified issues is gathered. Examples might include natural resources such as forests or rivers, cultural practices, skills/expertise of community members etc. Then, Using this information to brainstorm, the strategy that has an important impact on the well-being of Bai villagers should be designed, and the goal should always be to promote the overall well-being of all farmers. These strategies include increasing Bai farmers' income strategies, educational strategies, public infrastructure and services strategies, industrial development strategies, farmers' participation strategies, ecological environment strategy, Organization construction strategies.

Increasing Bai farmers' income strategies

1) Promote employment

Strengthen labor cooperation and promote farmers' transfer of employment. We will support and standardize the development of new forms of employment, promote entrepreneurship to drive employment, encourage more workers to achieve employment through independent entrepreneurship, and increase the income of the agricultural population locally.

Promote employment. We will do a good job of registering farmers for employment, unemployment and job hunting. We will implement entrepreneurship programs such as the farmers' training project and the farmers' entrepreneurship project to absorb more farmers' employment.

2) Improving the farmers' income

Improving the farmers' income through multiple channels, raise the income of low-income groups, and expand the middle-income groups. We will promote the reform of the rural property rights system and explore effective ways to realize the capitalization of rural resources, asset capitalization and capital shareholding.

Educational strategies

We should give priority to the development of education, reform the school dominated by the government, strive to improve the level of school, promote the high-quality and balanced development of basic education, and improve the level of access to pre-school and high school education. Promote the common development of public and private education, comprehensively improve the quality and level of education, and build a high-quality education system.

1) Cultivate high-quality teachers for junior middle school and primary school

It need to cultivate high-quality teachers for junior middle school and primary school and to give preference to rural schools in the evaluation and employment of teachers' professional development, and encourage excellent principals and excellent teachers to move to rural and weak schools.

2) Promote the high-quality development of all kinds of education at all levels.

Improve the inclusive and high-quality level of preschool education. Accelerate the development of preschool education, and implement a number of preschool education projects by building new kindergartens, adding kindergarten classes in primary schools, transforming kindergartens with idle school buildings, supporting state-owned enterprises and institutions to run kindergartens, collective kindergartens, and supporting inclusive private kindergartens. We will spare no efforts to promote the construction of the "one village, one kindergarten" project, build a public service system for preschool education and a scientific education protection system that covers urban and rural areas and has a reasonable layout, and promote

the development of preschool education from universal access to universal benefit to universal benefit and quality. By 2025, the three-year gross enrollment rate of preschool education will reach more than 92%.

3) Promote the balanced development of compulsory education.

Actively strive for the national and Provincial Compulsory Education Award and subsidy policies, continue to increase the investment in compulsory education projects, implement a number of major projects for the balanced development of compulsory education, continue to improve the school running conditions, strive to narrow the school running differences between urban and rural areas, between schools, and between regions, and promote the balanced development of compulsory education from basic balance to high-quality balance. We should regularly control dropout and ensure school attendance, improve the consolidation level of compulsory education, promote the development of urban-rural integration, and promote greater equity in education. We will further standardize private education. We will improve special education and promote full coverage of education for school-age disabled children and adolescents. Improve the quality and level of education in ethnic areas. Improve the popularization level of high school education. We will implement the high school education popularization and quality improvement plan led by the county No. 1 middle school, and support and standardize the development of private ordinary high schools.

Through the construction, reconstruction and expansion of ordinary high schools and other ways to expand training capacity, improve education quality, solve the degree gap of ordinary high schools in the whole Prefecture, speed up the standardization and information construction of high school education, continue to improve the conditions for running high schools, and form a diversified and distinctive pattern of general high education. By 2025, the gross enrollment rate of senior high school will reach more than 94%, and senior high school education will be fully popularized.

Public infrastructure and services strategies

We will improve the public health and fitness service system for all, substantially improve health, significantly improve health equity, and enhance the health and well-being of the people.

It need to build a national fitness service system, widely carry out national fitness activities, strengthen the construction of fitness facilities accessible to the farmers, implement national fitness projects such as national fitness centers, sports parks, social football fields, fitness trails, and promote the opening of public sports facilities to the farmers. Pay attention to cultivating teenagers' Sports Hobbies and sports skills, promote and popularize football, basketball, volleyball and other sports, strengthen competitive sports, and constantly expand the team of high-quality sports talents. Attach importance to the development of sports for the elderly and strengthen the construction of sports organizations for the elderly. We will build a modern public sports service system that covers urban and rural areas, has a reasonable structure, sound functions, and is practical and efficient, so that the people can enjoy public sports services fairly, nearby, and conveniently, the basic rights and interests of sports life are effectively guaranteed, and the physical quality of the whole people is further improved.

It need to improve the level of public cultural services, improve the guarantee mechanism for the free opening of public cultural service facilities, and promote the standardization and equalization of public cultural services. We should adhere to government leadership, social participation, downward focus, joint construction and sharing, improve the public cultural service system, and improve the coverage and applicability of basic public cultural services. Build a digital public cultural service platform and resource sharing platform to realize the networking of public cultural service information. Promote the deep integration of media, create new mainstream media, and implement the all media communication project.

We will increase the construction of comprehensive cultural centers in villages, and build more village cultural rooms and rural bookstores. We will do a good job in the creation of cultural masterpieces and mass cultural activities, create masterpieces that are influential throughout the country and the province every

year, and carry out public welfare literary and artistic performances in communities, factories, squares, etc. with financial subsidies. We will actively encourage farmers to run their own culture and support the construction of farmers' cultural complexes and cultural activity squares where cultural activities can be carried out nearby. Carefully organize social cultural and artistic creation, actively carry out group cultural brand activities, widely carry out mass reading activities such as reading traditional classics, vigorously promote the development of various forums (schools) into a system and wide coverage, and promote the construction of a learning society.

Industrial development strategies

Industrial prosperity is an important foundation for Rural Revitalization and a prerequisite for solving all rural problems. Industrial development is very important to improve the well-being of Bai farmers. Only when the rural economy is developed can all aspects of rural construction be gradually improved.

In order to develop the rural industries in the Wase town, we must recognize the actual situation, change the traditional industrial structure, transform single production into diversified production, form a systematic industrial chain, optimize the agricultural industrial structure, and transform agricultural advantages into economic advantages.

1) Develop smart agriculture

Every development of agriculture is the development process of productive forces from backward to advanced civilization, and the transformation and optimization of the internal structure of agriculture from low-level to high-level. This process is inseparable from science and technology. Every rapid development of science and technology will create new development opportunities for the development of agricultural modernization.

Vigorously carry out training on science and technology, so that science and technology can be valued in agricultural development. We can organize agricultural scientific and technological personnel to provide targeted guidance to farmers, set up agricultural science and technology websites, set up science and technology

service hotlines, and actively answer questions for farmers. Or set up training courses in agricultural science and technology to arouse farmers' interest,

It is very necessary and feasible for farmers to participate in such interaction. All regions should invest in science and technology according to local conditions based on the natural conditions of the region. Provide correct guidance and services according to the requirements of farmers, and enhance agricultural

The ability of the people to increase their income and transform science and technology into productive forces. With the increase of farmers' income, their self-confidence will increase.

2) Develop characteristic and advantageous tourism industries

Characteristic and advantageous industries refer to industries or industrial clusters with originality, strong comparative advantages and competitive advantages. Characteristic industries, as the name suggests, are distinctive, special and not easy to be imitated. This particularity mainly comes from the uniqueness of its natural environment, such as special geological landforms and resource endowments. This uniqueness cannot be changed by human will, so it is not easy to be imitated. Characteristic industries are not equal to advantageous industries. The most important thing of advantageous industries is to have development potential. These industries are in line with the market development trend, in the rising stage of development, and have competitive advantages, which can stand out from many industries. To sum up, when a

In order to successfully achieve this goal, we should support rural areas to vigorously develop tourism industries with distinctive rural characteristics, transform local resources advantages into industrial advantages. Governments at all levels and relevant departments should take effective measures to strengthen guidance and provide truly useful services to farmers to develop tourism industries.

3) Developing rural excellent culture industry

A successful rural cultural industry, on the one hand, needs to follow the market rules and have development prospects as other industries; On the other

hand, it meets the requirements of rural social development and realizes the strategy of industrial differentiation according to the unique cultural resource wealth of the countryside. The rural characteristic cultural industry is mainly embodied in the form of agricultural farming, folk art activities, agricultural tourism, etc., and its connotation is consistent with the rural land.

The Wase town is one of the origin and gathering places of the Bai nationality, inheriting more traditional culture of the Bai nationality. In the history of the Bai people, farming has been the main task. Therefore, it has a long farming culture. Therefore, building the farming culture of the Bai people and combining it with tourism is an effective means to promote local development.

Farmers' participation strategies

Farmers' participation in decision-making and rural development is an important factor to enhance farmers' well-being.

First, we should increase compulsory education, strive not to let a child drop out of school, and successfully complete the nine-year compulsory education.

The second is to strengthen the training of farmers, strengthen the comprehensive quality and vocational skills of existing farmers to carry out all-round training, improve their own learning ability, and carry out autonomous learning.

The third is to establish a mechanism for farmers to actively participate in rural construction decisions. Let farmers have more say and decision-making power in the development of their villages.

The forth is to enrich rural cultural activities. According to the local traditional characteristics and folk customs, township governments can establish cultural activities with rural characteristics to meet the spiritual and cultural needs of rural residents. At the same time, according to the needs of local economic development, we can also establish folk cultural teams, encourage folk cultural associations to innovate cultural service methods and channels, and actively carry out art performances to the public; Farmers can also be encouraged to actively participate in cultural activities, mobilize the enthusiasm of rural residents, independently enrich rural cultural life, and meet their spiritual needs. While carrying out cultural activities,

we should also strengthen the supervision and management of rural cultural activities, train and guide relevant personnel, and ensure that such activities become popular rural culture in a real sense.

Ecological environment strategy

First, the government should listen to the opinions of the farmers, pay attention to the environment problems that farmers are most concerned about, and think about what farmers think. It should not only solve the current problems of rural environmental improvement, but also reasonably solve and consider the follow-up management problems. It should maintain rural characteristics, retain homesickness memories, and promote sustainable development.

Second, we should let more farmers participate in the policy decision to improve the rural environment, to correctly dispose of garbage, to build a sewage system, to correctly dispose of sewage and dirty water, so as to ensure that the environment inside and outside the rural house is clean and tidy.

Third, it need to vigorously develop rural green industries, so as to reduce the damage to the rural ecological environment, and strengthen the support for rural ecological environment governance and resource development and construction. In terms of development mode, we should reform the system of rural ecological construction, turn the monotonous environmental governance to the combining ecological environment construction and harmonious China Construction, and finally protect the rural ecological environment.

Forth, in order to protect the stability of ecosystem, ecosystem restoration should be carried out. The village should be regarded as a unit to promote greening and beautification. Comprehensively innovate the governance and management mode of major rivers and lakes in rural areas, comprehensively pay attention to the prevention and control of water pollution and do good work in management, promote the comprehensive renovation of river basins, and continuously prepare the environment of villages in river basins.

Fifth, it should encourage farmers to use organic fertilizers and strictly control chemical fertilizer pollution. We should establish and improve the exit mechanism

for heavily polluting enterprises, innovate science and technology, eliminate backward technology, purify heavily polluting industrial enterprises, and prevent and control the transfer of urban pollution to rural areas. Implement pollution management and land restoration measures for the degree of soil pollution, environmental risks, and its impact scope, so as to realize environmental management and network full coverage management, so as to completely and effectively protect the rural ecological environment and effectively strengthen farmers' satisfaction.

Organization construction strategies

The rural grass-roots organizations is very important to the realization of Rural Revitalization. If a region wants to develop well, it needs to have the right leaders as the leadership benchmark to solve the problems existing in rural construction and meet the demands of farmers, it is necessary to do the following:

First, it need to improve the administrative ability of rural grass-roots organizations, improve the ideological consciousness of grass-roots workers, form a working consciousness of serving farmers, and effectively protect the fundamental interests of farmers. It mainly focuses on the ideological guidance of leaders in the organization, strengthens the cohesion of grass-roots organizations, and actively leads the general public to devote themselves to rural construction.

Second, it should strengthen the training of grass-roots leaders, build a cadre team that serves the farmers and effectively protects the rights and interests of farmers, and enhance the comprehensive quality of grass-roots leaders through regular education and training, so that rural construction can be carried out in an orderly manner.

Third, it should train farmers in accordance with their aptitude. According to the characteristics of different regions, put forward targeted training programs, and scientifically arrange the training content. By education and training, let farmers understand nowadays policies, learn agricultural technology, fundamentally improve farmers' scientific and cultural quality, and enhance the self-management and administrative ability of grass-roots party organizations.

CHAPTER 5

SUMMARY, CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS

This chapter comprises summary, conclusion and the implications of the study. It summarizes research methodology including the findings of the study. The final section provides implications of the study and recommendations for local government, policymakers and Bai farmers with suggestions for future research.

Summary

This study aimed to analysis factors affecting farmers' wellbeing in the Wase town, Dali, Yunnan, P.R. China the Bai in Dali, and on this basis, put forward strategies to improve farmers' wellbeing. This study investigated the basic situation and wellbeing status of farmers by investigation and interview. The factors affecting farmers' well-being are analyzed by regression method. Then this research analyzes the existing strategies to improve well-being, finds out the existing problems, and puts forward improvement countermeasures.

Specifically, the study was designed to answer the following objectives:

1. To describe the Bai famers' characteristics and to investigate the present situation of the Bai farmers in the Wase town, Dali, Yunnan.
2. To analyze the levels of well-being and the factors affecting well-being of the Bai farmers in the Wase town.
3. To analyze the strategies that have existed and related to the Bai farmers' well-being in the Wase town
4. To redesign the strategies that can assist the Bai farmers in the Wase town to improve their well-being.

The survey method of research was utilized to answer objectives 1 and 2 which focus on the descriptive aspects of the farmers' characteristics, farmers' current status of wellbeing and the strategies that have existed and related to the Bai farmers' well-being. Regression analysis is used to analyze the factors that affect happiness, including farmers' characteristics, living environment, social relations, public infrastructure, economic conditions, and public policies.

The Wase town is an ancient agricultural town inhabited by Bai people. The last stage involves random sampling from six villages in an average way to select the required number of small farmers from the selected samples, so that the total sample size is 395 from the total of 31600 population

Data were collected through utilization of interview schedule that composed of structured questionnaires and unstructured interview as the main research tool to identify the Bai farmers' characteristics, environment, social Relationship, the Public Infrastructure & Service, economy of Bai farmers, public policy, the strategies that have existed and related to the Bai farmers' wellbeing, the present situation of the Bai farmers' well-being in the Wase town in Dali, Yunnan Province. Descriptive statistics were used to describe the obtained data and multiple regression analysis was utilized for social sciences to determine the predictor variables influencing the farmers' level of wellbeing.

To ensure content validity, the research tools were given to 3 experts in the field of social science. The experts were requested to give their opinion & suggestion on relevancy, accuracy and appropriateness of the items. Their opinions, suggestions were noted by the researcher and did the necessary corrections to improve the questionnaires for refinement and modifications before it was subjected to pretest to 30 Bai farmers for try out in the Haidong that which is similar to the Wase town. The questionnaires were also translated to dialect as suggested by the experts so that the researcher and the enumerators could communicate effectively to the target respondents.

The researcher applied the corrected questionnaires to pretest with 30 Bai farmers that were not part of the sampling group, such those in the Haidong. The overall Cronbach's alpha values for questionnaires were above 0.90 which implies

that all items/questions in each case appeared to be worthy of retention indicating good internal consistency of the items/questions in the scale. Therefore, since all alpha values for the cases were above the criterion of 0.7 which indicates that the selected scales were appropriate for measurement, thus the researcher considered and retained all items for the Likert-type scales.

In order to obtain the data, the researcher hired 5 young enumerators from Yun Nan agricultural University who were trained on how to conduct the actual interviews with Bai farmers and were assigned to specific locations in all selected sample village (Wase administrative village, Haiyin administrative village, Guangyi administrative village, Kanglang administrative village, Dacheng administrative village, Gaoxing administrative village.) and Bai farmers

The obtained data was analyzed based on the objectives of the study by using descriptive statistics to describe the variables in the study. Multiple regression analysis was employed to determine the predictors (independent variables) related to wellbeing.

Small Group Discussion was also conducted to identify the issues that the strategies have existed and related to the Bai farmers' well-being in Wase town, Dali.

For the objective1, this research finds that:

1. Local Bai farmers are mainly composed of people over the age of 38. It obviously shows that young farmers were reluctant to engage in rice farming activities.
2. The village is mainly inhabited by the elderly, women and children. Men generally go out to work during the slack season and return to work during the busy season.
3. Most of farmers are living around the road or around the Erhai Lake.
4. The education level of farmers in the Wase town is mainly nine-year compulsory education.
5. There are 103 people are single, accounting for 26.08%. Among these single, some are too young, some are too poverty, and some are widowers or widows.
6. Most of farmer are engaging in planting.

7. The younger people in the Wase town mainly believe in Marxism; the older ones believe in the Benzhu which is their local god.

8. Most people think they are in good and very good health.

9. In rural areas in the Wase town, the population of most families is more than 5, generally include grandpa, grandma, husband and wife and two children.

10. The cognitive level of farmers is 3.75, which is at a high level.

11. The income of Bai farmers is mainly between 21001-40000 Yuan/year (about3000-5000\$), which also shows that the income of most farmers is poor.

The present situation of the Bai farmers' well-being is that:

1. The means of the total of the well-being is 3.705787 and it is in high level.

2. It can be seen when Farmer believe he is useful to society and his life will be better and better, he is in well-being.

3. They think that ecological protection has affected their income and reduced their well-being.

4. Bai farmers pay more attention to family harmony, which is very important for well-being. For them, neighborhood relations and villager relations have no significant impact on well-being.

For the objective2, it finds that:

The primary data collected through interview schedules and questionnaires with Bai farmer respondents were used as dependent and independent variables for the regression analysis. Based on the line regression model, the coefficient of determination R^2 and adjusted R^2 which are 0.713 and 0.707 respectively, represent the predictor of the explanatory variables which account that 71.3% variance in the dependent variable which indicate the appropriateness of the model. Because, the regression coefficient (R) value of 0.844 or 84.4 % indicates high relationship between dependent variable (farmers' level of well-being) and the four predictors of explanatory variables, such as Bai farmers' cognition characteristics, living environment, economic conditions and Satisfaction with public policy in the analysis have significant ($p \leq 0.05$) regression coefficients Thus, the regression model can be written as follows:

$$Y=0.24*X_1+0.24*X_2 + 0.24* X_5 + 0.39*X_6$$

Where: Y = Bai Farmers' Level of well-being, X_1 = Bai farmers' cognition characteristics, X_2 = Living environment, X_5 = Economic conditions, X_6 = satisfaction with public policy.

From the regression model, it can be seen that Bai farmers' cognition characteristics, living environment, economic conditions and Satisfaction with public policy are very important for well-being.

For the objective3, it finds that: The development of industries is slow and the structure of industries is single. The level of farmers' education is generally low; Cultural activities is not rich; Ecological environment is worsening.

For the objectives 4, In order to improve the Bai farmers' well-being, it is very important for increasing the Bai farmers' income. It puts forward up with that: Promoting employment and increasing farmers' income through multiple channels.

As for the Educational strategies, it put forward up with that: Cultivating high-quality teachers for junior middle school and primary school; promoting the high-quality development of all kinds of education at all levels; Promoting the balanced development of compulsory education.

As for the public infrastructure and services strategies, it put forward up with that: It need to build a national fitness service system; It need to improve the level of public cultural services.

As for the Industrial development strategies, it put forward up with that: developing the smart agriculture and characteristic industries.

As for the Farmers' participation strategies, it put forward up with that: Don't let a child drop out of compulsory education school; Strengthening the training of farmers; Establishing a mechanism for farmers to actively participate in rural construction decisions.

As for the culture activity strategy, it put forward up with that: Enriching rural cultural activities; Developing rural characteristic excellent culture.

As for the Ecological environment strategy, it put forward up with that: The government should listen to the opinions of the farmers, pay attention to the

environment problems that farmers are most concerned about, and think about what farmers think; It should let more farmers participate in the decision procedure to improve the rural environment; It need to vigorously develop rural green industries; It should be carried out the ecosystem restoration; It should encourage farmers to use organic fertilizers and strictly control chemical fertilizer pollution.

As for organization construction strategies, it put forward up with that: It need to improve the administrative ability of rural grass-roots organizations, improve the ideological consciousness of grass-roots leaders, form a working consciousness of serving farmers, and effectively protect the fundamental interests of farmers. It should strengthen the training of grass-roots leaders. It should train farmers in accordance with their aptitude.

Conclusion of discussion

Well-being is very important for the Bai farmers in the long run of the communities in Dali. It is the basis for retaining the rural population and revitalizing the countryside. If Bai farmers are not willing to live in the countryside, how to revitalize the countryside? Only when farmers' wellbeing is improved, will more people be willing to stay in the countryside. In order to improve the wellbeing of Bai farmers, it need to analysis the situation of Bai farmers 'well-being, and analyze the problems, influencing factors, strategies in the process of improving farmers' wellbeing. From the study, we can know:

The well-being was mainly consists by subjective well-being, physical well-being, and social well-being. And the level of Bai farmers' well-being in Wase town was measured by Likert scale. According to the analysis results, Bai farmers in Wase town had a higher level of well-being. Many scholars have shown that due to the limited income, poor living environment, poor public facilities and services, and limited resources of Chinese farmers, their well-being is at low level in many places (Luo Kui, 2021;. Xiong Caiyun, 2019) However, due to their relatively high income, good living environment, and a relatively prosperous tourism industry, their Inclusive

farth, and their infrastructure and services have undergone significant improvements, resulting in a higher well-being.

Among the factors, Bai farmers' cognition characteristics, living environment, economic conditions and satisfaction with public policy had significant positive effects on the Bai farmers' well-being.

This research is particularly valuable because it contributes to the field of well-being research by examining the factors influencing the well-being of the Bai farmer in Wase town. Our findings align with existing literature on the multifaceted nature of well-being and its relationship with various domains of life, including cognition, environment, economic, politics. The findings confirm earlier studies showing that individual cognition shape people's evaluations of life and influence their perceptions of well-being (Narayan & Sen, 1982; Kawachi & Berkman, 2003). Moreover, our research underscores the central importance of social context, Bai group identity, and belonging for understanding well-being (Fukuyama, 1995; Putnam, 2000; Kawachi et al., 2001), and it extends knowledge about the ways different dimensions of identity relate to quality of life across specific Bai ethnic cultural groups.

Our study highlights the unique role of ethnically diverse cultural practices—in particular, faith and culture activity—in shaping meaningful lives and enhancing social well-being among individuals facing persistent marginalization due to societal structures that denigrate diversity and difference (Kirmayer & Rousseau, 1996; Lomawaima, 2004). We also offer novel evidence documenting how participation in Bai cultural practices fosters personal agency through self-expression and a shared cultural heritage (Bourdieu, 1977).

The impact of income and, satisfaction with public policy on the Bai farmers' well-being is similar to other researchers. Due to the fact that increasing income can provide Bai farmers with more resources to pursue higher living standards and enable them to better face challenges, this finding is consistent with the dynamic equilibrium theory and resources (Headey & Wearing, 1989) and challenges model of well-being (Rachel Dodge, 2012).

Implications

For the farmers

Generally, the wellbeing of Bai farmers is at high level. From the study, we can know that it proposes the ways to further improve their wellbeing: First, farmers need to have expectations and goals for high-quality life in the future. Second, farmers should have a harmonious family atmosphere. Third, farmers should take the initiative to exercise and keep in the good shape. Fourth, farmers should strive to improve their family income.

For the administrative village committee

From this study, we can get the strategies for the administrative village committee to improve villagers' wellbeing. Farmers' wellbeing in the Wase town can be improved adopting the appropriate strategies, this will involve, however, long-term support of the government institutions to the farming communities in the Wase town, to facilitate the emergence and enhance capability of the local people particularly the farmers to share in the economic growth and participate in democratic governance. The formulated appropriate strategies for Bai farmers in Wase town, is a development activity which is believed to be able to bring specific improvement and change that will lead to more quality benefits to the local farmers more equitably, and more lastingly.

Administrative village committee should formulate appropriate employment strategies, industrial development strategies, compulsory education strategies and public infrastructure construction strategies. The employment strategies are important guarantee to improve farmers' income. Only when there is full employment, and only when the income increases, will the farmers 'wellbeing increase. Industrial development strategy is also the main measure to improve farmers' wellbeing. Only when the industry is prosperous can the rural areas develop continuously, the farmers' income can be continuously increased, the development of other projects can be promoted, and the well-being can be improved. In the Wase town, the industry strategies include the agricultural strategies and the tourism

strategies. For the Bai farmers in the Wase town, most of them are engage in the agriculture or tourism, so the appropriate strategies for the agriculture and tourism are very important. Compulsory education strategy is also an important issue that needs to be adjusted. At present, the resources of compulsory education are unbalanced, the investment in children's education is too high, and various trainings make children too tired, which makes many families unable to support children. It need to adjust the education strategy, reduce the cost of raising children, and let children grow up healthily. Only in this way can we improve the farmers' well-being. Infrastructure and service construction strategies are also important. For farmers, this mainly involves the infrastructure and services of life, medical care, fitness, leisure and cultural activities.

For the policies maker

For policy makers, this study identifies policies and interventions. The government departments should formulate policies from the aspects of industry, income improvement, infrastructure, cultural construction, etc. in order to better improve the Bai farmers' wellbeing.

Recommendations

For the farmers

In order to improve the well-being, first of all, first of all, they should form a positive and optimistic attitude. It is very important to cultivate a positive and optimistic cognitive characteristic through learning and training for Bai farmers' well-being. Secondly, farmers should work with others to create a good living environment. The good natural environment make them feel comfortable and the cultural environment can meet the demand of their culture. Secondly, farmers should work hard to improve their income. The increase in income is directly related to well-being. The income of Bai farmers is relatively low overall, and it is very implant to increase income for well-being; Finally, Farmers should actively participate in the formulation of policies.

For the administrative village committee

In order to improve the Bai farmers' well-being, firstly, the administrative village committee should encourage the farmers to participate in the decision-making. In the process of participation, respect their initiative and creativity, pay attention to the fairness and justice, and meet the demand of farmers. Secondly, they should formulate the appropriate employment strategies, industrial development strategies, compulsory education strategies and public infrastructure construction strategies. The village committee should invite experts, villagers, enterprises and other relevant personnel to work together to formulate a scientific, reasonable and feasible rural development strategy. The village committee should promote the construction of the village environment. They should not only continue to improve the natural environment, but also strengthen the construction of the cultural environment, especially the construction of the Bai culture.

For the policymakers

In order to better improve the Bai farmers' wellbeing, policymakers should formulate policies from the aspects of industry, income improvement, infrastructure, cultural construction, etc. according to local actual conditions. As the Wase town is a tourism town around the lake, it faces serious problems such as environmental protection, inheritance of Bai farming culture, and economic development. Therefore, formulating appropriate policies is a key issue for local development.

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APPENDICES

INTERVIEW SCHEDULE

STRATEGIES TO IMPROVE FARMERS' WELL-BEING : A CASE STUDY OF
BAI MINORITY IN THE WASE TOWN, DALI, YUNNAN, P.R. CHINA



Appendix A

The Design of Questionnaires to Improve the Well-being
of Bai nationality (For the Farmers)

Dear,

In order to improve the well-being of the villagers, we specially designed this questionnaires. All information in this survey is for scientific research only.

I. Basic information

Village:Age:Gender:.

1. **The place you live in:** Around the road Around the market
Around the seaOn the hill
Other
2. **Your/your family's education level:** UnderPrimary school
Primary school
Middle school
High school
College
3. **Marital status:** Single Married
Widowed Divorce
Other
4. **Farm work you mainly engaged in:** PlantingBreeding
FishingTourism
Other
5. **Faith:** Marxism Benzhu
Buddhism ChristianityOthers
6. **Health condition:** Very good Good
General Bad Very bad
7. **Number of family members:** Less than three Three
Four Five More than five

8. Farmers' cognitive characteristics:

Please mark ✓ in front of your best answer

No.	Items	Degree of opinion				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
1	I am a person who is useful to society.					
2	My life will be better and better.					
3	I can handle my family well.					
4	I can handle the neighborhood well.					
5	I like the job of farmer.					
6	I am a man of integrity.					
7	I am an honest person.					
8	I am a hardworking person.					
9	I am a warm person.					
10	I am very responsible for my job.					

II. The environment that Bai farmers live in.

Please mark ✓ in front of your best answer

No.	Items	Degree of opinion				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
1	The environment of the place that is clean and tidy in our village.					
2	The living environment is safe in our village.					
3	There are often public cultural activities in our village.					
4	The Industries in the village are developing rapidly.					
5	The ecology has been greatly improved in our village.					

III.Social relationship

Please mark ✓ in front of your best answer

No.	Items	Degree of opinion				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
1	There is a good relationship between family members in our village.					
2	There is a good relationship between neighbors in our village.					
3	There is a good relationship between the local farmers in our village.					

IV. Basic public infrastructures and services

Please mark ✓ in front of your best answer

No.	Items	Degree of opinion				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
1	There are many fitness places in our village.					
2	There is a cinema in our village.					
3	There are ethnic culture activities central in our village.					
4	There are ethnic religious facilities in our village.					
5	I often use the religious facilities in our village.					
6	I often surf the Internet by the mobile phone.					
7	There are the rural Library in our village.					
8	I often go to the rural library in our village.					
9	There are logistics service infrastructure in our village.					

V. The Bai farmers' economy

1. Annual income: Less than 21000 yuan 21001-40000 yuan
 40001-60000 yuan 60001-80000 yuan
 More than 80001 yuan
2. Main source of your family income: Agriculture Industry
 Migrant workers income
 Tourism Other
3. Main expenditure: Housing Food Clothing
 Education Other

VI. Attitude to the public policies

Please mark in front of your best answer

No.	Items	Degree of opinion				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
1	I am satisfied with nowadays economic policies.					
2	I am satisfied with nowadays health care policies.					
3	I am satisfied with nowadays education policies.					
4	I am satisfied with nowadays employment policies.					
5	I am satisfied with nowadays housing policies.					
6	I am satisfied with nowadays land policies.					
7	I am satisfied with nowadays tax policies.					
8	I am satisfied with nowadays religion policies.					
9	I am satisfied with nowadays agricultural policies.					

VII. The existed strategy

Please mark √ in front of your best answer

No.	Items	Degree of opinion				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
1	I am satisfied with the poverty alleviation strategies in your village.					
2	I am satisfied with the rural revitalization strategies in your village?					
3	I am satisfied with the environmental governance strategies in your village.					
4	I am satisfied with industrial development strategies in your village.					
5	I am satisfied with the public service strategies in your village.					
6	I am satisfied with the tourism strategies in your village.					
7	I am satisfied with the ecological agriculture strategies in your village.					

VIII. Lever of well-being

Please mark √ in front of your best answer

No.	Items	Degree of opinion				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
Subject well-being		1	2	3	4	5
A1	I'm healthy.					
A2	I sleep well.					
A3	I have time for regular exercise.					
A4	Exercise can make me happier.					
A5	My physical condition is enough to support the work.					
A6	I am very satisfied with my health.					
B1	If it permit, I am willing to emigrate.					
B2	I'm never afraid to talk to strangers.					
B3	I am quite satisfied with my living environment.					

No.	Items	Degree of opinion				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
B4	The negative news in the society makes me feel unhappy.					
B5	Now things are carried out according to the law and there is no need to bribe.					
B6	As long as we try hard, we can change our social status and realize the dream.					
B7	The gap between the rich and the poor in today's society will not affect my mood.					
B8	I am very satisfied with the social situation.					
Psychological well-being		1	2	3	4	5
C1	I can do what I'm good at every day, and my work is full of energy.					
C2	I can finish my work easily without any pressure.					
C3	I can get necessary support and help from the committee.					
C4	When I have difficulties in my work, my colleagues will help me.					
C5	I can achieve my own career planning, the government pays attention to staff training.					
C6	The management system of my village is open and fair.					
C7	I am proud of my village and will recommend it to my friends.					
C8	My career has given me the social status I want.					
C9	Compared with the labor I paid, I think my income is reasonable.					
C10	I am very satisfied with my professional life now.					
D1	I can control my money reasonably.					
D2	My (my family) present income can guarantee my basic life now.					
D3	I (or our family) often feel short of money.					
D4	I have enough money to do what I want to do.					
D5	I think every family must have at least one house of their own.					

No.	Items	Degree of opinion				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
D6	I will make enough money in the future for me and my family to travel properly after work.					
D7	I am very satisfied with the wealth of myself or my family					
Social well-being		1	2	3	4	5
E1	I have good friends					
E2	When I am in trouble, my friends and family will give me great care and help.					
E3	As for me, My interpersonal relationship has played a positive role.					
E4	I often contact with relatives or friends.					
E5	I'm getting along well with my (family)kids.					
E6	I get along well with my lover's parents (family).					
E7	I get along well with my wife (family).					
E8	My wife(family)and I have basically the same values.					
E9	My family life has increased my happiness index.					
E10	I don't worry about the learning and growth of my (family) children.					
E11	I'm satisfied with my social relationship.					

IX. Interview questions

1. How to redesign these strategies in order to improve well-being?
2. What should you do to improve the well-being?
3. What should the government do in order to improve the farmers' well-being?
4. What should enterprises do in order to improve the farmers' well-being?



Appendix B

The Design of Questionnaires to Improve the Well-being
of Bai nationality (For the Members
of village committee)

I. Basic information of the Wase town

- (1) You are in _____ Village;
- (2) There are _____ peoples in your village.
- (3) There are _____ lands(M^2) in your village.
- (4) There are _____ industries in your village.
- (5) The average farmer's income of your village is about _____ ¥
- (6) Is the road to the village convenient: Yes No
- (7) Is there a logistics receiving point in
your village: Yes No
- (8) Do you have a fitness center
in your village: Yes No
- (9) Is there a rural library in your village? Yes No
- (10) Are there any other religious
Facilities in your village? Yes No
- (11) Is there a primary school in your village? Yes No
- (12) Is there a second school in your village? Yes No
- (13) Is there any other school in your village? Yes No
- (14) Can farmers in your village access
the internet? Yes No
- (15) Is there a health care center in your village? Yes No
- (16) Is there a market in your village? Yes No

II. The environment of the Wase town

- (1) The rate of the forest coverage of your village is about_(%) ;
- (2) The amount of chemical fertilizer used is about____(Kg/Mu);
- (3) Is rural garbage collected and disposed
in your village? Yes No
- (4) Is there a toilet in every family in
your village? Yes No

- (5) Is sewage collected and treated in your village? Yes No

III. Social governance of the Wase town

- (1) The voting rate of villagers participating in the election is about____%
- (2) Is there a CPC branch committee in your village? Yes No
- (3) Is there a village committee in your village? Yes No
- (4) Is there a village Supervision Committee in your village? Yes No

IV. Interview questions

- (1) How to redesign these strategies in order to improve well-being?
- (2) What should the CPC branch committee do in order to improve the well-being?
- (3) What should the village committee do in order to improve the farmers' well-being?
- (4) What should village Supervision Committee do in order to improve the farmers' well-being?



Appendix C

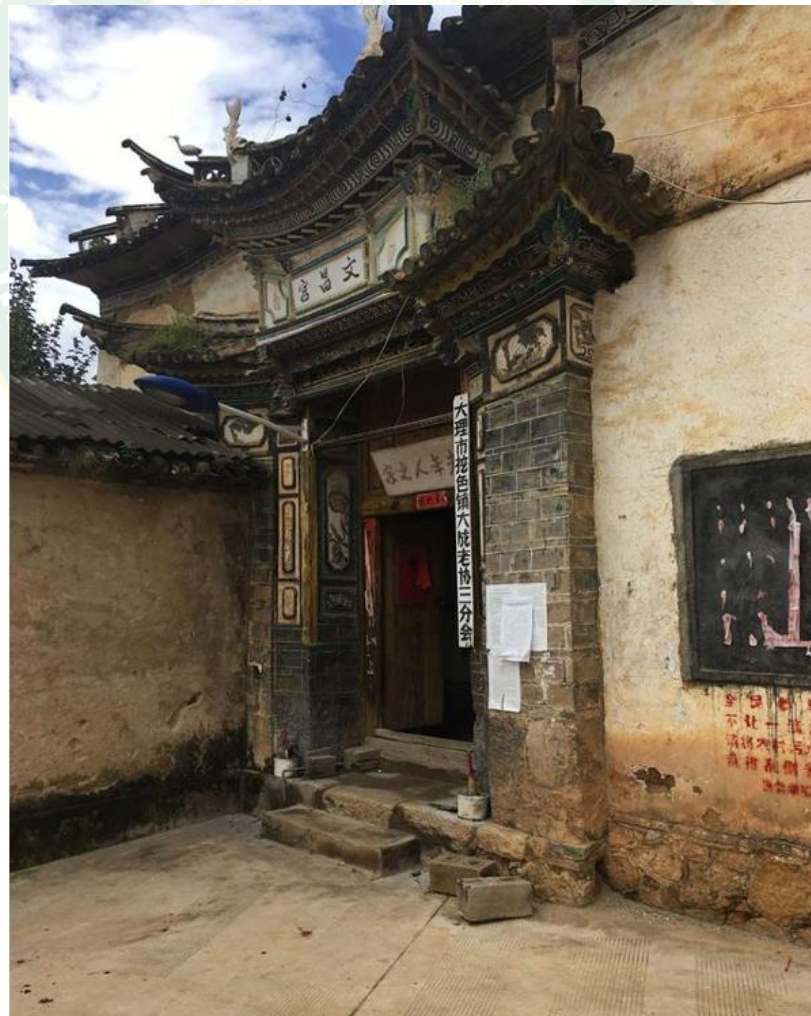
Appendix Figure



Appendix Figure 1 The location of Wase town



Appendix Figure 2 Government of Wase town



Appendix Figure 3 Residential houses



Appendix Figure 4 Market of Wase town



Appendix Figure 5 Fitness place of farmers



Appendix Figure 6 Bai farmers at work



Appendix Figure 7 Bai Farmers in leisure

CURRICULUM VITAE

NAME Mr. Zhang Xian

DATE OF BIRTH January 4th, 1975

EDUCATION

1998 Diploma in Education Technology
School of Computer Technology and Information
Yunnan Normal University, Kunming, China

2006 Master Degree of Education Technology
School of Computer Technology and Information
Shanghai Normal University, Shanghai, China

WORK EXPERIENCE

2015-2016 Participated in the Construction Project
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1998-present College of Economics and Management
Yunnan Agricultural University,
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