

Investigation on the Supply of Rural Public Cultural Services in Hengshui City

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Abstract: With the development of social economy, Hengshui rural public cultural service supply has made some progress in cultural team, venue construction and mass participation, but there are deficiencies in rural public service supply subject, supply quality, capital investment and supervision, professional talent introduction and so on. This paper expounds the improvement countermeasures and suggestions.

1. Introduction

Rural public cultural service is a rural public cultural service supply behavior led by the government and participated by different subjects such as enterprises, social organizations, groups and individuals, including the general name of the elements to ensure the normal operation of the rural public cultural service supply system [1]. In recent years, rural public cultural services have been developing continuously, which has played a significant role in improving farmers' living standards, improving farmers' cultural literacy and meeting farmers' spiritual needs. Continuous attention to the construction of rural public cultural services and improving the rural public cultural service system will help promote the coordinated development of urban and rural social economy, help rural revitalization, consolidate the achievements of poverty alleviation and forge ahead towards the second Centennial goal.

2. Investigation on the supply of rural public cultural services in Hengshui City

This survey mainly selects several villages with different levels of development in Hengshui as typical cases, and selects rural residents with different ages and educational levels to issue questionnaires. It investigates 14 villages in Wuqiang, Jingxian, Shenzhou and other counties and districts in Hengshui City, and a total of 482 valid

questionnaires are collected. The questionnaire is analyzed and summarized according to the main problems. The purpose of the survey is mainly to provide countermeasures and suggestions for the improvement of regional rural public cultural services. In terms of countermeasures for improving cultural services, the Countermeasures for the improvement of different types of cultural services are homogeneous. Through this survey, it provides data support and theoretical support for the subject research, combs the context of the subject research, and its conclusion has practical and theoretical significance.

3. Current situation of rural public cultural service supply in Hengshui City

In recent years, Hengshui has made remarkable achievements in the supply, development and construction of rural public cultural services. Hengshui has established thousands of new rural cultural courtyards, covering most of the towns in the city. Many distinctive cultural courtyards such as wild pear garden, rural garden, cotton culture garden and old film collection culture garden are constantly emerging. In addition, based on the regional cultural characteristics, Hengshui has built cultural display platforms in various counties and districts, and excavated and cultivated a large number of distinctive art groups. As shown in the following table:

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Table 1 example of Hengshui County Rural characteristic art groups

| County | type | quantity |
|----------------|-----------------------------------|----------|
| Wuqiang County | Peasant amateur Troupe | 8 |
| Wuqiang County | New year painting training base | 1 |
| Wuqiang County | Plum blossom Boxing Club | 1 |
| Shenzhou City | Xingyi Boxing Association | 1 |
| Shenzhou City | Rural Yangko gongs and drums team | 25 |
| Fucheng County | Drama club | 9 |
| Jing County | Amateur song and Dance Troupe | 14 |

Note: the data excerpts are from Hengshui Municipal People's government website and Hengshui daily

Libraries, cultural centers and cultural stations in all counties and urban areas of the city also actively carry out the book delivery to the countryside and various mass cultural activities. Every year, the city carries out more than 10000 large-scale cultural, artistic and entertainment activities, and more than 2 million rural people participate in and watch the game. Many towns and townships in Hengshui City have also increased the staff and managers of public cultural service institutions, and improved the service quality and management level of public libraries, cultural centers and cultural stations, For example, comprehensive cultural service center, folk culture exhibition hall, canal culture exhibition hall, etc.

4. The direct representation of the supply dilemma of rural public cultural services in Hengshui City

4.1 The supply subject of rural public cultural services is single

Hengshui's rural public cultural services are mainly undertaken by government departments, with less participation of enterprises, social organizations and

other social forces, and the people's enthusiasm is not high. There are two defects in the supply mode of over reliance on the government. One is that the governance mode of a single subject lacks governance efficiency, which is manifested in many aspects, such as insufficient supply of cultural public services, low governance efficiency, poor utilization rate of funds and so on; Second, over reliance on administrative means, less space for economic and legal means to play a role, more administrative instructions, intervention and lack of cultural market mechanism have become some of the main factors restricting the sound development of rural public cultural services. [2]

4.2 Villagers' satisfaction with the supply of rural public cultural services is not high

Rural public cultural services focus on rural areas and mainly serve farmers. Seeking farmers' support is an important goal of rural public cultural services. Whether farmers are satisfied and whether farmers' participation is guaranteed is an important standard to judge the quality of rural public cultural services.

Table 2 Hengshui rural public cultural service supply satisfaction

| Public cultural service satisfaction | Basic information of public cultural services | ratio |
|--------------------------------------|---|--------|
| Very satisfied | There are many activities, rich types of activities and many participants | 9.02% |
| satisfied | Cultural activities, village libraries and sports venues are held regularly | 12.41% |
| commonly dissatisfied | Occasionally hold cultural activities | 51.88% |
| | Not held, not concerned, not heard of | 26.69% |

In the interview, Most villagers do not have a high degree of participation in cultural public services. According to the interview, most people are not satisfied with the supply of cultural services in their village. For example, 51.88% of the villagers think that the supply quality of public cultural services in the village is average. The villagers were not satisfied with any cultural activities held in the village, and 69.9% of the villagers said they were never satisfied with any cultural exchange activities held in the village.

4.3 There is a lack of professionals in the supply of rural public cultural services

According to the interview, among the rural public cultural service construction team in Hengshui, the education background of grass-roots staff is generally high school and junior high school, with less college education and low professional matching. Compared with the urban area, the villages and towns are remote, the level of economic development lags behind, the welfare treatment is poor, lack of relevant professional

talent policy support and practical professional talent management mechanism and incentive mechanism,

resulting in the dilemma of lack of professional talents in the rural public cultural service system.

Table 3 Hengshui rural public cultural service professionals

| Staffing of cultural services | Basic rural conditions | ratio |
|-------------------------------|--|--------|
| 3-5 persons | There are complete facilities, village run factories and few migrant workers | 8.65% |
| 1-2 persons | The infrastructure is basically perfect and the management system is sound | 14.66% |
| unclear | Poor management and poor villagers | 10.9% |
| No | The economic situation is poor and the villagers are relatively poor | 65.79% |

As shown in table 3, 10.9% of residents do not know whether there are professionals in charge of public cultural services in the village, which shows that these residents have an indifferent attitude or pay less attention to public cultural services, they have not been exposed to public cultural services due to subjective and objective conditions; More than half of the villagers said that there were no relevant professionals in the village and there were almost no regular public cultural service activities, which was basically consistent with the actual results of the interview and survey.

4.4 There is a lack of capital investment in the supply of rural public cultural services

Capital investment is an important prerequisite for the supply of rural public cultural services. The low proportion of Hengshui rural public cultural service supply in financial expenditure, the low utilization rate of funds and the lack of supervision mechanism have been the main problems that have plagued the improvement of Hengshui rural public cultural service supply for a long time.

According to the work report of Hengshui municipal government, over the past five years, most of Hengshui's annual financial expenditure has been used for people's livelihood, accounting for more than 81% of the general public budget expenditure. In 2021, the proportion reached 83.8%, which is mostly used in the education industry, such as the new reconstruction and expansion of urban primary and secondary schools, nutritional lunch and free after-school trusteeship services, and the construction of undergraduate and higher vocational colleges. It is understood that the main channels for the inflow of government special funds for cultural services are urban areas and main urban areas, followed by counties and districts, and there is less capital investment in cultural services in villages and towns.

5. Countermeasures to break through the supply bottleneck of rural public cultural services in Hengshui City

5.1 Improve the supply system of rural public cultural services led by the government

The government plays a leading role in the construction

of rural public cultural service system, while giving play to the assistance of enterprises, social organizations and other social forces. The government formulates plans for the supply of rural public cultural services, points out the objectives and directions, and actively guides enterprises and various social forces to participate. The government's participation in cultural services is diverse. The government provides cultural products and services to backward areas by direct purchase, or promotes enterprises and social organizations to participate in the supply of rural cultural services by means of public bidding and transfer of management rights, or promotes the upgrading of rural cultural services by means of policy formulation and administrative guidance, or classifies the supply according to the types of rural cultural services.

5.2 Enhance the ability of villagers to express their cultural needs

Starting from the educational level, moral quality and civic awareness, combined with the current situation of rural development, formulate targeted training and education measures for villagers, strengthen education and training, popularize basic humanistic knowledge, improve ideological level, cultural quality and cultural tiger level, and enhance civic awareness and demand expression ability.

Unblock the channels of farmers' needs expression, raise the voice of the masses, widely listen to opinions, build a platform for participation, supervision, communication and exchange, and broaden the channels of expression; Improve communication efficiency, establish and improve the information feedback mechanism of cultural services, timely respond to the concerns of the masses and pay attention to the effect of decision-making. [3]

5.3 Strengthen the construction of rural public cultural service team

First, Grass roots governments should try to build a multi-level and all-round cultural governance team, and set up special personnel and posts to carry out rural cultural management, organization and operation. The combination of "selection, training and use" can connect evaluation, selection and reward, and then the government can encourage urban and rural literary and

artistic backbone to actively participate in rural public cultural services.

Second, pay attention to the training and management of cultural talents in villages and towns, carry out cultural business training in a planned and purposeful way, promote the renewal of cultural skills, reshape professional quality and enhance cultural connotation of cultural workers; By organizing rich and colorful mass cultural activities and competitions, we will promote the construction of cultural and sports venues for farmers, carry out farmers' book reading, scientific and technological consultation, fitness and entertainment.[4]

5.4 Establish and improve the supervision mechanism of fund raising

First, we should broaden the sources of funds. By leading cultural investment, focusing on policies and guided by the cultural needs of villagers, we will provide policy support to enterprises, institutions and social organizations conducive to the development of rural cultural services, attract social idle capital to enter the rural cultural market, and enrich the sources of rural cultural services funds by means of bank loans, enterprise funds, social financing, local bonds, cultural stocks and special appropriations, Improve the current situation of single source of funds for rural public services.[5]

Second, Grass roots governments should allocate funds reasonably, improve the utilization efficiency of rural public cultural funds, increase the proportion of special cultural funds, strengthen the supervision of special funds, and then government can ensure that special funds are used for special purposes, ensure that the capital investment is reasonable.

6. Conclusion

Hengshui rural public cultural services should highlight the distinctive theme of the new era, pay attention to the high unity of social and economic benefits of public cultural services, deepen the structural reform of public cultural service supply, continue to improve relevant supporting measures of public culture, improve the representation mechanism of rural residents, strengthen the construction of rural cultural talents, and meet the growing cultural and spiritual needs of farmers, Provide spiritual power and intellectual support for Hengshui rural economic development and social progress.

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