

Research on the Supply of Rural Public Cultural Service Wisdom in China

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Abstract. With the gradual improvement of China's national economic level, the attention and demand of the rural people for public cultural services has also increased significantly. Innovative intelligence supply plays an important role in the supply of rural public cultural services. This kind of innovation can essentially promote the supply of rural public cultural services from traditional non-intelligent supply to intelligent supply. This paper intends to focus on the causes of the dilemma from the predicament in the current supply of rural public cultural services in China. Exploring the wisdom of innovating rural public cultural service perception and transmission intelligence, innovation and realization of public cultural service supply concept, supply decision-making, supply provision, supply supervision, etc. In this way, the intelligent supply of rural public cultural services is promoted. It also seeks a new path for improving the supply level of rural public cultural services in China and realizing the national governance capacity and modernization of the governance system.

Keywords: Rural public cultural services, Supply research, Intelligent supply, Public service.

1. The Construction of the Intelligent Supply of Rural Public Cultural Services in China Conforms to the Needs of the People and the Times

1.1 The Connotation of the Intelligent Supply of Rural Public Culture Service in China

The supply of rural public cultural services in China is mainly related to the related construction achievements of wisdom cities and wisdom communities in China. Its main function is to provide rural people with abundant public cultural services that meet their needs. The exertion of this function is mainly based on the establishment of modern public cultural service supply concept, the reform of existing backward supply mode, and the update of rural public cultural service transmission mode, so as to facilitate the rapid realization of wisdom supply of rural public cultural service, which will also reflect the connotation of the construction and development of intelligent supply. The content of the intelligent supply of rural public cultural services in China includes the cultural service supply perception and transmission infrastructure construction, the cultivation of scientific supply ideas, and the adaptation of big data technology to the needs of rural people. Then, its purpose is to realize the intelligence of supply form, idea and content of rural public cultural service. To meet the rapidly growing cultural needs of rural people, improve their cultural literacy and enrich their spiritual and cultural life.

1.2 The Rural People Call for Public Cultural Services to Realize the Intelligent Supply

Since the 12th Five-Year Plan, especially the 18th National Congress of the CPC, remarkable achievements have been made in the supply and construction of rural public cultural services. In the aspect of hardware facility construction of rural public cultural service supply, China's rural areas have greatly improved the supply capacity of rural public cultural service through the implementation of five major projects [1]. At the same time, in the aspect of software utilization of rural public cultural service supply, we should gradually develop and utilize rural public digital cultural resources. All kinds of public cultural places in rural areas are also paying more and more attention to the construction and update of their own portal websites and databank of cultural resource, and have launched corresponding microblog, WeChat public account or mobile APP, which greatly improve the effectiveness and convenience of rural people to obtain public cultural services. With the continuous development and perfection of hardware and software for the supply of rural public

cultural services, rural people have gradually come into contact with and enjoy the corresponding public cultural services, which increasingly requires the supply of rural public cultural services to be more intelligent.

1.3 The Era Needs Rural Public Cultural Services to Realize Intelligent Supply

With the advent of the era of industry 4.0, various emerging communication technologies are developing continuously and various media communication modes are being integrated at an accelerating pace. This has prompted the supply of rural public cultural services to adapt to this trend and accelerate the realization of intelligent supply. The supply of rural public cultural services has also been gradually skilled in the use of public cultural services microblog, WeChat public account, QQ, APP application construction from the beginning of the construction of public cultural services website to the present. The supply of public cultural services has changed from offline to offline and online, from computer to mobile phone and computer. At the same time, most cities in China are going to build smart cities. They are mainly use the new generation of information technologies such as mobile Internet, epc system network, cloud computing and big data to realize the connection between urban physical space and social space, embody urban intelligent, and promote the intelligence of urban planning, construction, service, management and production and life. Therefore, the construction and development of smart cities will also accelerate the transformation of the supply of modern rural public cultural services into more Intelligent [2].

2. Problems in Realizing the Intelligent Supply of Rural Public Cultural Services in China

2.1 Lagging Behind the Construction of Rural Public Cultural Service Infrastructure in China

The construction of public cultural service infrastructure in rural areas lags behind. Just as the two “one-kilometer” theory of reform published by General Secretary Xi Jinping, the intelligent supply in rural public cultural services should be based on two “one kilometer”. Open the "starting one kilometer" and "last kilometer" [3]. The problem in the “starting one kilometer” is mainly reflected in the fact that some rural public cultural service supply places have not established corresponding portals and cultural resources. Or just to complete the construction indicators of the higher level, there is a problem that the supply platform construction pays attention to the quantity neglects the quality, the supply and demand do not match, and the information is not released in time. In the "last kilometer", the problem is mainly manifested in the backwardness of infrastructure construction in some rural areas, and the people are seriously out of touch with today's fast-developing society. They lack the corresponding opportunities and skills for information technology such as smartphones, computers, and mobile Internet. Even if they have a good supply model and platform, they will not make good use of it. At the same time, the supply of rural public cultural services attaches importance to the hard supply, and the soft supply is partially ignored. In terms of infrastructure, the main performance is focused on facility construction, ignoring post-construction maintenance operations. In the reality, the supply of rural public cultural services has appeared in the situation of “no regulation to abide by” [4].

2.2 The Concept of Intelligent Supply of Rural Public Cultural Services in China is Backward

In the process of supply of rural public cultural services in China, the phenomenon that the supply concept is relatively backward and the actual situation of the people and the local situation has emerged. Although there is guidance from the national macro policy, it is difficult to avoid the unreasonable supply concept in the policy implementation process. Affected by the backward supply concept, the supply of rural public cultural service infrastructure in China has not reached the expected standard. Taking the comprehensive cultural station established in rural areas as an example, the intention is that the government provides public cultural services, grassroots cultural work, and

public welfare institutions that help manage the rural cultural market in order to meet the comprehensive cultural needs of the local rural people. It Includes books, newspapers and periodicals reading, science education, skills training, cultural and recreational activities, etc. [5]. However, the existence of cultural stations in reality is only a matter of appearance. The multifunction halls, book reading rooms, and electronic reading rooms that should be included in these are not set. And under the influence of the supply concept, the construction standards of rural cultural stations are relatively low, only stay on the goal of achieving basic standards. The cultural stations in some areas are mainly built inside the local township government, the area and the equipment that can be supplied are limited. Or directly choose its address on the edge of the countryside, away from the living quarters of the rural people. Due to the backwardness of the supply concept, the comprehensive functions of serving the local people have not been fully realized.

2.3 The Insufficient Supply and Invalid Supply of Rural Public Culture Exist Simultaneously

The supply of public cultural services in rural areas of China is confronted with the contradictory problem of insufficient supply and invalid supply in resource allocation [6]. In terms of insufficient supply. Generally speaking, China's rural public cultural service infrastructure coverage rate is low, the per capita public cultural resources occupation rate is small, the quality of public cultural service supply is not high, and it is relatively backward compared with the rural public cultural service supply in developed countries. At the same time, the supply of rural public cultural services in different regions is not the same, resulting in an imbalance in the supply of public culture between regions and insufficient supply in some regions. In terms of ineffective supply, the supply of rural public cultural services is not attractive to the rural people. Although rural areas have established cultural stations, farmer's bookstores, movie screenings, public reading rooms, etc. most of the rural groups are left-behind children, women or the elderly. These groups actually prefer entertainment and fitness equipment and cultural squares. Moreover, people in rural area lack reasonable cultural guidance and have not formed good reading habits. In reality, they can use the radio, mobile phone, TV, etc. to obtain external information without leaving home. Therefore, most of these activities have not fully utilized their functions, and only in the form is an intangible waste of resources.

2.4 China's Rural Public Culture Supply Lacks Scientific Demand Research

Meeting the cultural needs of the rural people is the fundamental driving force for the supply of rural public cultural services. Its main purpose is to improve the cultural level of the rural people. The supply of rural public cultural services must achieve the goal of satisfying the cultural needs of the people and improving the cultural level of the people. Then, the prerequisite for improving the cultural level of people needs to fully grasp the needs of them. However, the government and its corresponding cultural departments lack scientific research and research on the content and development mode of the rural people's cultural life, which is easy to form a mismatch between supply and demand. First of all, localities have not scientifically considered the differences in different internal and groups between regions in promoting the supply of rural public cultural services, and lacked effective screening ability for different groups. In addition, even if various advanced intelligent facilities and hardware platforms are developed in succession, due to factors such as cultural level and personal comprehension, vulnerable groups such as the elderly and peasant workers in rural areas still need to have corresponding basic technical training, otherwise it will cause the application of new technologies is misplaced with the actual needs of the rural people.

3. Intelligent Supply: Construction of a New Mode of Supply of Rural Public Cultural Services in China

3.1 Realizing the Intelligence of Perception and Transmission of Rural Public Cultural Service Supply

The realization of the intelligent supply of rural public cultural services in China is based on the establishment of the corresponding intelligence of the perception and transmission of cultural supply. First of all, we must improve the basic network infrastructure, accelerate the process of Informatization, digitization, and network construction of rural public cultural services, and promote the deep integration of Internet and public cultural services. Strengthen the ability of rural people to use the Internet. Simultaneously, the rural public cultural management departments should follow the trend of the times and use the various forms of "Internet +" to do a good job in Internet + rural public cultural services. Make full use of new media technologies such as QQ, WeChat and microblog to provide tangible cultural services for the rural people. Build a shared basic public service supply platform, establish a communication and feedback mechanism between the government and the rural people while realizing the sharing of basic public service resources, ensuring the supply of rural public cultural services, the use of funds, and the demands of people are operated under the sun [7].

3.2 Realizing the Intelligence of the Concept of Rural Public Cultural Service Supply

The supply of rural public cultural services should abandon some backward and unrealistic ideas and promote the intelligence of the concept of rural public cultural service supply. The realization of this intelligent concept should be based on the needs of the public and adhere to the intelligent supply concept centered on the people. According to the wishes of the people to carry out corresponding supply and select specific supply methods. It is necessary to fully consider the different needs of various levels of society, provide various forms of public cultural services, and improve the utilization efficiency of public cultural service resources. At the same time, promote the refined development of the supply of rural public cultural services, standardize the supply process, and adhere to the quality-oriented supply concept. Letting the basic public services provided to the public be in line with the needs of the people and of high quality, so as to realize the intelligence of the supply concept.

3.3 Realizing the Intelligence of Decision-Making Mechanism of Rural Public Cultural Service Supply

The traditional rural public cultural service supply decision is mainly made by the decision maker's subjective experience. Once there is a problem, they will make a logical judgment and then propose a solution. This traditional mode of supply can easily make the supply of public cultural services in the process of demand and supply mismatch. The scientific realization of public cultural service supply decision is an important content of the intelligent realization of public cultural service supply decision mechanism. To realize the scientific decision of supply, we should make full use of information technology such as computer network and big data. In the specific actual supply operation process, firstly, the big data mining technology can be applied to analyze the behavior and language information of the supply object, and timely grasp and identify the internal needs of each rural people for the supply of public cultural services. Changing the traditional questionnaire-based demand understanding model; then, based on the analysis results, use Internet technology to achieve "Internet +", intelligent rural public culture supply to shorten the supply process and improve the accuracy of supply.

3.4 Realizing the Intelligence of the Supply Mechanism of Rural Public Cultural Service Supply

To realize the intelligence of the rural public cultural service supply mechanism, it is necessary to combine the holistic governance ideas. Kirk Emerson believes that holistic governance is a coordination and integration that transcends the boundaries of government, departments, and between the public and private sectors, which will provide citizens with seamless and non-segregating holistic

services [8]. Internally, overall governance focuses on the common governance between the government and the subordinates. then, Externally, it emphasizes the coordination and integration of government, market and society. The supply of intelligence in rural public cultural services in China can use holistic thinking. First, we must strengthen coordination and integration among various government departments. Integrate the division of functions among various departments, coordinate the distribution of interests and power relations. promote the cooperation between various departments, innovate the service flow of public cultural services and use the holistic thinking to break the phenomenon of the supply of rural public cultural services. Meanwhile, establish a benign mechanism for multi-dimensional cooperation. Along with the improvement of national economic level and family living standards, the rural people's demand for public cultural services is increasingly diversified and complicated. and it is difficult to meet the growing needs of rural people relying solely on the mode of supply of rural public cultural services led by the government or enterprises.

3.5 Realizing the Intelligence of the Supervision Mechanism of Rural Public Cultural Service Supply

Strengthening supervision over the quality of rural public cultural services. On July 1, 2015, the General Office of the State Council promulgated the "several opinions on using big data to strengthen the service and supervision of market subjects"[9].The document pointed out that in order to achieve service and supervision of market entities, all levels of departments should make full use of intelligent means such as big data and integrate advanced concepts and technologies of service supply to promote the implementation of decentralization and transformation of government functions and improve government governance. In the practice of providing public cultural services in China, many regions have fully utilized the intelligent means of informationization to strengthen the quality supervision of cultural service supply. For example, Beijing Dongyue Temple has developed a data collection and distribution system that uses intelligent information technology to deeply integrate text, images, video, and three-dimensional data to digitally store, retrieve, display, and update the multivariate database of digital culture in real time, to reproduce the real scene of Dongyue Temple, form a digital archive of "permanent preservation" and Live the traditional tourism cultural resources. Strengthen the democratic supervision of the supply of rural public cultural services. On the one hand, the ultimate goal of public cultural services provided by the government is to satisfy the public. So, we should establish a satisfaction survey mechanism. In the supervision of public cultural services, the government can let the rural people participate in the evaluation of public cultural service supply satisfaction through big data mining technology, traditional questionnaire technology, interviews, etc. So that the public can monitor the real reaction to the society. On the other hand, a feedback and supervision website should be established to build a "one-stop" public cultural service website with the use of Internet technology to acquire capital direction and project construction, and at the same time provide a communication channel for problem feedback in supply.

Acknowledgements

Financed by key projects of national social science fund Research on the Interactive Relationship between the Supply Side Reform and the Acquirement of Basic Public Service in China (16AZD029).

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