

Research on the Supply of Public Cultural Services in Bayanhot Town

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Abstract: Our Government has proposed to improve the public cultural service supply system as soon as possible, to promote the deep-level development of public cultural service supply, and to establish a new model of cultural co-construction and sharing. This paper takes Bayanhot Town as an example to investigate and study the current situation of public cultural service supply in border areas, development dilemmas and reasons for countermeasures. Bayanhot Town has actively promoted the construction of public cultural service supply in recent years, but there are still problems such as limited resources and insufficient financial investment, Bayanhot Town still needs to strengthen the construction of public cultural service supply. Research on the construction of public cultural service supply in Bayanhot Town is of great significance in promoting the deep-level development of local public cultural service supply. It is conducive to the effective supply of regional public cultural services, the diversification of the form and content of public cultural service supply, and the promotion of the diversified development of public cultural service supply.

Keywords: Bayanhot town; Public cultural service provision; Public cultural services

Introduction

Our Government has conducted a number of meetings explicitly proposed “to enhance the level of public cultural services” and made a series of major deployments, into the 14th Five-Year Plan, a series of policy documents issued to ensure the efficient development of public cultural service provision. Inner Mongolia Autonomous Region 14th Five-Year Plan puts forward, to vigorously promote the development of public cultural undertakings, industries, and further promote the improvement of the level of public cultural services. Bayanhot Township is located in the westernmost part of Inner Mongolia, and in recent years, it has begun to achieve results in the field of public cultural service supply, but it still faces many difficulties. Promoting the development of public cultural service supply construction in Bayanhot Town is conducive to safeguarding the basic cultural rights and interests of the masses.

1. Bayanhot town public cultural services supply existing problems

Alxa League 14th Five-Year Plan proposed: to promote the modernization of the cultural service system, and promote the steady improvement of the level of equalization of basic public cultural services in the region. However, there are many problems with the current public cultural service provision in Bayanhot Township.

1.1 Insufficient funding for public cultural service provision

According to the “Alxa Left Banner Bayanhot Township People’s Government 2020 Departmental Budget Public Report”, Bayanhot Township 2020 general public budget financial allocation of 18.7634 million yuan, the specific use of the following: for the general public service category expenditure of 9.2481 million yuan, accounting for 49.29%; agriculture, forestry and water category expenditure of 9.5666 million yuan, accounting for 51%; social security and employment category expenditure of 1,444,500 yuan, accounting for 7.7%; health expenditure of 648,400 yuan, accounting for 3.46%; housing security expenditure of 1,011,800 yuan, accounting for 5.34%, while the expenditure on culture, sports and media amounted to 314,600 yuan, accounting for only 1.68%. These data fully reflect that because of the long time since the spiritual and cultural construction is marginalized, and thus even if the government spends most of its finances on people’s livelihood issues, the public cultural services are still in a low development status, and the financial investment is still relatively small.

1.2 Insufficient construction of public cultural service personnel

In most cases, public cultural service practitioners will directly face the public to answer questions about public cultural services,

whose level of specialization and service attitude will directly affect the public's perception of and attitude towards the entire public cultural service supply system in the region. ^[1]Community public cultural service practitioners are relatively scarce, it is understood that a community has only three official staff responsible for the daily work of the community. Most communities lack professional public cultural service practitioners, and volunteers are highly mobile, with no fixed staff or fixed working hours, which also leads to difficulties in the provision of public cultural services.

1.3 Multi-subject governance has yet to take shape

The government has not yet established a long-term and efficient interaction mechanism with the market, social groups and other non-governmental organizations, and there is a lack of specific policies and measures to attract and motivate social and economic forces to participate in the provision of public cultural services, so the degree of pluralistic governance of the provision of public cultural services is low. Individual citizens have limited time and energy, and there are no more suitable channels to participate in the provision of public cultural services, so public participation is low. From the viewpoint of social organizations, public welfare groups only account for a small part, and most of the enterprises and organizations will not fully invest in the supply of public cultural services for the sake of interests, so the effect of governance by multiple subjects is not obvious.

2. Countermeasures for Public Cultural Service Provision under the Perspective of Multi-subject Governance

The supply of public cultural services has become an important part of China's social management, and we need to continue to explore how to build a system of benign interaction of diversified market players in social public services, so as to continuously improve the management level of the supply of public cultural services. The following countermeasures are proposed to address the existing problems in Bayan-hot Township.

2.1 Increase financial support, broaden the fund-raising channels

The town government should establish a financial guarantee system for the supply of public cultural services and strengthen financial support to a certain extent in order to guarantee the completion of the regional public cultural service system. As the main provider of public cultural services, the government should formulate institutional policies in accordance with its characteristics and needs to ensure the smooth development of public cultural undertakings. It is necessary to actively guide private investment and encourage extensive investment from all sectors of society, ^[1] to provide financing support for the construction of a new type of public cultural service provision mechanism, and to further accelerate the expansion of the scale of funding for the provision of public cultural services. The establishment of a financing mechanism for public cultural services and the encouragement of social forces to participate in the construction of the public cultural service supply system. ^[1]

2.2 Promoting the building of public cultural service teams

Establishing a sound system for the discovery, training, motivation and evaluation of public cultural service teams, and forming a system for the cultivation of high-level, high-quality talent. Absorbing specialized cultural service personnel and further optimizing the team structure, in order to ensure that urgently needed social talents and senior technicians are brought in, retained and put to good use. Through the implementation of training programs for the public cultural service industry's talent team, combining specialization and part-time training, train a team of public cultural service industry talents with high professional standards and a strong sense of social responsibility. Further optimize the structure of the professional layout of vocational ^[1] and technical colleges and universities in the region ^[1], enhance the comprehensive strength of higher education to support the development of regional culture, and promote the continuous innovation of local training mechanisms.

2.3 Promoting the governance of public cultural service provision by multiple actors

Government departments have reoriented their roles in the provision of public cultural services, gradually changing from being

all-powerful in the past to being dominant and managerial, and guiding group organizations to participate in the provision of public cultural services. Insist on the principle of leadership by the people's government and joint governance by multiple social forces. Multiple subjects must work together, make choices together, and manage the supply of public cultural services together^[1]. Each subject should face up to its own responsibilities and obligations in the supply of public cultural services in the region, actively participate in the governance of the supply of public cultural services, realize the advantages of advantages among multiple supplying subjects, and form a synergy in the supply of public cultural services.

3. Conclusion

With the improvement of the level of social and economic development, people's cultural needs are increasingly diversified, more and more eager and happy to participate in the process of public cultural services, the government also had to people this new cultural demands into policy considerations, began to pay attention to the social orientation of public cultural services^[1]. Bayanhot town should be based on regional realities, in-depth understanding of the new requirements of modern public cultural service provision, improve the level of public cultural service provision. Insist on maintaining the fundamental interests of the people as the starting point and finishing point of development, establish and improve the public cultural service system, and constantly enhance the people's sense of access and happiness, and promote social development and progress.

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