Research on the Development Strategy of Rural Public Cultural Services in the Context of Rural Revitalization

Huan Zeng

School of Economics and Management, Zhejiang Ocean University, Zhoushan 316022, Zhejiang, China

Abstract: Cultural revitalization is an important component of rural revitalization. The development strategies of rural public cultural services and rural revitalization strategies are interrelated and mutually reinforcing. The development of rural public cultural services has provided a strong driving force for the implementation of the rural revitalization strategy, which can not only meet the spiritual and cultural needs of the people, but also provide strong support for the promotion and development of socialist modernization, providing a solid guarantee for the development of the countryside. In the context of "rural revitalization", a systematic exploration of the development strategy of rural public cultural services has both significant academic value and important practical value.

Keywords: Rural revitalization, Rural public cultural services, Development strategy.

1. The Development Status of Rural Public Cultural Services

With the continuous deepening of China's rural revitalization strategy, rural cultural revitalization has become a key support for rural revitalization. The development of rural public cultural services has not only promoted rural development, but also provided farmers with a suitable living environment. In recent years, the strength of the cultural team is weak, and supply and demand are unbalanced, which have led to a serious lack of efficiency in the use of outdoor space. Due to the lack of effective management and assessment system, the number of outdoor activity venues, electronic reading venues, and book reading rooms have led to a large number of people gathering in outdoor space, leading to a serious lack of efficiency in the use of indoor space. Due to the lack of effective management and services, many rural activity venues have become virtual places, and some cultural activities have also been held in a manner that does not conform to the standards of assessment, which has led to the insufficient utilization of these places.

2. Deficiencies in the Development Strategy of Rural Public Cultural Services

2.1 The Management System of Rural Public Cultural Services is Unperfect

From the perspective of strategies for the development of rural public cultural services, only by improving the corresponding management system can resources be effectively integrated. In the construction of the rural public cultural service system, various departments need to coordinate with each other in order to achieve effective provision. However, in the actual implementation process, relevant departments are prone to problems such as overlapping functions, repetitive construction, and low resource utilization, which pose a significant obstacle to the development of rural society. In the context of "rural revitalization", the state should increase investment in cultural activity venues, electronic reading venues, and book reading rooms to improve the effectiveness of rural public cultural services. However, the superior conditions of outdoor space have led to a large number of people gathering in outdoor space, leading to a serious lack of efficiency in the use of indoor space. Due to the lack of effective management and services, many rural activity venues have become virtual places, and some cultural activities have also been held in a manner that does not conform to the standards of assessment, which has led to the insufficient utilization of these places.

2.2 Weak Cultural Team in Rural Public Cultural Services

As a large number of young and middle-aged people in rural areas enter the cities, China's rural areas lack the "trinity" of traditional cultural construction subjects and successors, thereby restricting the development of rural public cultural services. At present, there are significant differences in the development of rural society, with a large number of unexpected events in towns and townships, a poor social security situation in towns and townships, insufficient implementation of the National Basic Public Cultural Service Indicators, and a lack of mechanisms for the selection, cultivation, use, evaluation, assessment, and incentive of grassroots art talents, which seriously restrict social stability in rural areas. Due to the lack of an effective reward and assessment system, the number of readers in the "Farmers' Bookstore" is relatively small, the utilization rate of public cultural equipment is low, and even the long-term "empty shell" state, posing a severe test for the training of rural public cultural service personnel. In addition, "being in the right place, not being in the right place" leads to a lack of enthusiasm, initiative, and creativity among employees, resulting in insufficient public cultural infrastructure and equipment. If there is a lack of attention to cultural work in rural communities, residents' enthusiasm for participation and
self-confidence will be greatly affected.

2.3 The Contradiction between the Supply and Demand of Rural Public Cultural Service Resources

At present, there is still a significant gap in the cultural development between urban and rural areas in China. Compared to urban areas, public cultural services in rural areas have a significant imbalance in supply and demand. On the one hand, with the continuous development of the rural economy, on the basis of meeting the material needs of farmers, a higher level of needs has also been proposed. Moreover, the cultural needs proposed by villagers are not only reflected in the quality of cultural service products, but also in the quality of cultural service products. On the other hand, although in recent years, urban and rural integration has achieved certain results, especially in rural areas where integration with urban and rural development is relatively rapid, public cultural services are also continuously improving. However, in some remote villages, due to their own reasons, the public cultural services in rural society are still relatively weak, leading to difficulties in addressing the material and cultural needs of rural society.

3. The Development Strategy of Rural Public Cultural Services under the Rural Revitalization Strategy

3.1 Improving the Soundness of the Rural Public Cultural Service Management System

To improve the effectiveness of the rural public cultural service management system, it is necessary to strengthen the concepts of leading cadres, transform them into behaviors, and through various cultural construction processes, enable leading cadres to have a clear understanding of the differences between rural cultural level and economic and social development, and understand how to meet the growing cultural and spiritual needs of the people, thereby promoting social and cultural construction. Only by prioritizing the development strategy of rural public cultural services as a major livelihood project and paying more attention to higher level assessment can the government's management system be effectively improved, promoting cooperation among various departments, clarifying their responsibilities, and preventing the occurrence of ultra vires.

3.2 Diversified Cultivation of Talents based on Rural Cultural Construction

The new era is to meet the people’s yearning for a better life. Therefore, governments around the country are actively responding to the requirements of the Central Committee of the Communist Party of China (CPC), implementing the plan, vigorously promoting the prosperity and development of local people's literature and art, providing support to cities and towns, vigorously cultivating and excavating local cultural personnel, and providing strong support to rural cultural talents, thereby achieving the establishment and prosperity and development of socialist public culture. Due to the complexity of China's national conditions, when planning, various regions still encounter some common problems, such as the lack of full-time personnel, the lack of specialized talents, the low quality of literary and artistic backbone, the lack of long-term training mechanisms, inadequate treatment, and low enthusiasm for work. To fundamentally improve the rural environment in rural areas, it is necessary to strengthen the protection of the rural environment in rural areas and establish a sound long-term mechanism for rural environmental protection. It mainly includes establishing rural public cultural services led by competent cultural leaders, and forming a four-level linkage mechanism at the city, county, township, and village levels. Secondly, it is necessary to establish a sound system of wages and benefits for specialized personnel to promote the development of rural society. In addition, the country should also establish a reserve of rural cultural volunteers, absorb professional literary and artistic workers and people who love literature and art, so that they can devote their energy to cultural happiness, cultural prosperity, cultural education, and cultural construction. Finally, in order to promote the civilized development of rural areas, it is necessary to establish a sound selection, use, training, and evaluation systems to encourage farmers to participate in the civilized development of rural areas, providing a stage for talented and capable people to showcase themselves.

3.3 Strengthen Effective Supply and Promote Coordination between Supply and Demand

Relevant government agencies should maintain close contact with the farmers, establish and improve feedback and correction mechanisms for the process, and try to provide high-quality cultural goods and services to the rural population, so that the farmers can receive better satisfaction. In this process, it is necessary to not only clearly recognize the differences between rural areas and cities, but also comprehensively grasp the real needs of the rural people for public culture in the new era. At the same time, it is also necessary to take the real needs of the rural people as a guide to build a scientific and complete system of identification and expression. In general, the relevant departments should not only promote the provision of public cultural services in rural areas based on the actual needs of farmers, but also make full use of their farmers' guiding role in cultural needs to promote advanced culture for the broad masses of farmers, so as to better achieve an efficient connection between the supply and demand of public cultural services in rural areas.

4. Conclusion

With the continuous promotion of “rural revitalization” by the country, a new type of rural public cultural service development strategy has become a key supporting factor to meet the spiritual and cultural needs of the masses, promote the construction of rural style projects, and improve the level of government services. Therefore, all entities should have a deep understanding of the development strategy of rural public cultural services and be linked to the major issues currently facing them, in order to improve effective supply, achieve an efficient connection between supply and demand, and achieve the goal of rural revitalization and development strategy. In order to promote the implementation of the
development strategy of rural public cultural services, it is necessary to build a sound rural public cultural service system by increasing capital investment and cultivating talent teams, so as to provide strong support for rural revitalization.

References


Author Profile

Huan Zeng (1995- ), Graduate student, School of Economics and Management, Zhejiang Ocean University. Born in Heze City, Shandong Province, with the professional name of rural development.