

# Research on Enhancing the Supply Capacity of Public Cultural Services in the Construction of Beautiful Countryside in Shandong Province

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## ABSTRACT

In the construction of beautiful rural areas, the supply of public cultural services in rural areas is crucial, and the level of supply is related to the government's governance ability and the consumption level of public goods by rural residents. Based on the analysis of the current situation of beautiful rural construction in Shandong Province, this paper summarizes the problems in the supply of rural public cultural services. These problems have national commonality, and the overall manifestation is the imbalance between supply and demand of rural public cultural products. Finally, this paper puts forward suggestions to improve the supply capacity of rural public culture in Shandong Province in response to the existing problems.

**Keywords:** Beautiful countryside, Public culture, Supply capacity.

## 1. INTRODUCTION

At the current stage in China, the main contradiction in society has transformed into a contradiction between the growing needs of the people for a better life and the unbalanced and insufficient development. In response to the growing needs of the people for a better life, it is necessary to accelerate the construction of beautiful rural areas. Beautiful countryside not only refers to the beautiful living environment and complete public facilities in villages, but also includes the construction of spiritual and cultural life in rural areas. The supply of public cultural services, as providers and builders of rural spiritual culture, is crucial in the construction of beautiful countryside.

Rural revitalization is a new strategy related to the national economy and people's livelihood. As socialism with Chinese characteristics enters a new era, the main contradictions have changed. This imbalance and insufficient development are more prominent in rural areas, and the growing needs of farmers for a better life are also difficult to meet. Shandong Province is no exception. In the vast rural areas, the contradiction between the growing demand of the people and the unbalanced and insufficient supply is becoming increasingly

prominent. Rural public goods are a general term for various public goods provided to meet the needs of residents, and are the main means to solve the uneven supply and demand in rural areas. The supply level of rural public goods is related to the increase of rural residents' income and the development of rural economy, whether rural residents can enjoy relatively fair public services and welfare treatment, and the improvement of their sense of gain, security, and happiness. In this context, improving the supply level of rural public goods is an important issue in the field of local government public management, and it is also one of the key tests of local government governance ability. Therefore, analyzing the advantages and shortcomings of rural public cultural supply in Shandong Province, and proposing targeted suggestions and opinions, is of great significance for improving the supply level of rural public products.

## 2. RELEVANT THEORETICAL BASIS

### 2.1 *Empowering Rural Revitalization by Cultural Industries*

Culture is the crystallization of the wisdom of the Chinese nation, the spiritual lifeline of the Chinese people, and engraved with the collective memory of the Chinese nation. Chinese culture has a long and profound history, with a history of five thousand years of inheritance. It is the only nation and country in the world whose culture has never been broken. There is a must to firmly grasp the focus of cultural industry to assist in the construction of beautiful rural areas, promote the supply of cultural industry, and give full play to the spiritual driving force of culture. This is also the key to urgently solving spiritual poverty alleviation in rural areas after material poverty alleviation. Both hands must be grasped and both hands must be hard. Rural areas not only need material poverty alleviation, but also require the government and the market to provide more cultural products to achieve spiritual poverty alleviation for farmers.

The Fifth Plenary Session of the 16th Central Committee of the Communist Party of China proposed the specific requirement of building a new socialist countryside, which is to build beautiful countryside. Even if China's urbanization rate reaches over 70%, there are still 400 to 500 million people living in rural areas. Urbanization and the construction of beautiful countryside go hand in hand, and achieving urban-rural integration requires synchronous development between urban and rural areas to complement each other. With the proposal of the rural revitalization strategy at the 19th National Congress of the Communist Party of China, the construction of beautiful countryside has been raised to a new height. The Party and the country have always regarded solving the "three rural" problems as a top priority. The policy of the rural revitalization strategy is to adhere to the priority development of agriculture and rural areas, and ultimately achieve modernization of agriculture and rural areas. The 20th National Congress of the Communist Party of China further proposed to comprehensively promote rural revitalization, adhere to the priority development of agriculture and rural areas, adhere to the integration of urban and rural development, and facilitate the flow of urban and rural factors, as well as solidly promoting the revitalization of rural industries, talents, culture, ecology, and organizations. There

are many contents in the construction of beautiful countryside, including planning, village construction, ecological environment governance, agricultural industry development, and equalization of public services. As an important component of public service supply, cultural supply not only helps to promote agricultural development, improve the quality of farmers, enhance rural vitality, but also promotes the development of rural economy, narrow the urban-rural gap, and ultimately achieve integrated urban-rural development.

In March 2022, the Ministry of Culture and Tourism, in collaboration with the Ministry of Education, the Ministry of Natural Resources and other departments, launched the "Opinions on Promoting the Empowerment of Cultural Industries in Rural Revitalization" (Cultural Tourism Industry Issued [2022] No. 33), officially launching the implementation of the cultural industry empowerment plan for rural revitalization. Cultural supply advocates government guidance and market operation, fully leveraging the role of the market in cultural supply, mobilizing market enthusiasm, and directing more cultural resources to rural areas.

### 2.2 *Theory of Public Products*

The so-called public products refer to the products provided by the government that can meet the public needs of residents, including pure public products provided free of charge to all residents and quasi-public products that charge consumers a certain fee to compensate for costs. Pure public products have typical non-exclusivity and non-competitiveness, which refers to the inability to exclude others when consuming the product; The so-called non-competitiveness refers to the fact that the increase in consumers will not lead to an increase in production costs, which means that the marginal cost is zero. National defense and compulsory education are typical pure public goods; Quasi public products refer to products with limited competitiveness or exclusivity, including public resource products with limited competitiveness that increase costs due to increased consumer spending, such as bridges and parks, and club products with limited exclusivity that exclude others through charging, such as cable TV and museums.

The amount of investment in public products is high, the recovery of funds is slow, and some of them can only be provided by industries monopolized by the state. Therefore, the market cannot and is unwilling to provide them, and can only rely on the government to provide them.

Providing public products, including public services, to meet the public needs of residents is the basic responsibility of the government, and it is also an important indicator for measuring the government's governance ability and management level.

It is obvious that culture belongs to the category of public products, which can be provided free of charge by the government. For example, government cultural projects in rural areas are provided free of charge to local residents, and exclusivity can be achieved through charging. Therefore, cultural supply belongs to the category of public products provided by the government. However, there is currently a urban-rural gap in cultural supply in China. Only by emphasizing the balance of public products supply can the government promote fairness. The government needs to provide cultural products that are effectively needed by the people, which is not only an urgent need for the people but also a responsibility that the government should fulfill.

The production of public products can be organized by the government or handed over to the market. According to the "Opinions on Promoting Cultural Industry Empowering Rural Revitalization" issued in 2022, the government hopes to further promote the flow of cultural resources to rural areas, and rural culture will be more guided by the government and provided by the market. This is the next major direction for the development of rural cultural supply.

### **3. THE CURRENT SITUATION AND PROBLEMS OF RURAL PUBLIC CULTURE SUPPLY IN SHANDONG PROVINCE**

In 2013, the No. 1 central document first proposed the goal of "building a beautiful countryside". With the rapid development of urbanization, the construction of a beautiful countryside, as an "upgraded version" of the new rural construction, also officially kicked off. As a major agricultural province, Shandong Province has always emphasized the issues related to agriculture, rural areas, and farmers, and the construction of beautiful rural areas is an important part of improving the overall development level of Shandong. Since 2015, Shandong Province has integrated the construction of provincial-level ecological civilization rural areas with the construction of beautiful countryside, actively

implementing this work from policies, projects, funds, and other aspects.

Shandong Province adheres to the main direction of rural green development and improving the appearance of villages, promotes agricultural green development, improves the shortcomings of rural living environment, increases ecological protection and restoration efforts, and achieves phased results in the construction of beautiful countryside. As of the end of 2022, Shandong Province has successfully built 2500 provincial-level demonstration villages for beautiful countryside, with over 2.92 million beautiful courtyards built, achieving the goal of "every village has beautiful courtyards". The achievements in the construction of beautiful countryside in Shandong Province are reflected in several aspects such as domestic waste treatment, road and bridge construction, improvement of village appearance, and reduction and efficiency of chemical fertilizers.

The construction of beautiful countryside in Shandong Province is still steadily advancing, but at the same time, many problems have also emerged.

#### ***3.1 Lack of Economic Support in Cultural Supply***

If there is no economic support, no matter how well planned the rural cultural supply is, it is not easy to implement it properly. Many rural areas in Shandong Province lack pillar industries, and there is a lack of sustained and strong economic support in the process of building new rural areas; Or even if there are pillar industries, the integration of industry and finance is insufficient, and the development of the entire industry chain is relatively weak. Although Shandong Province is a major agricultural province in the country, this does not mean that every region's agricultural development is very good, nor does it mean that each region has its own agricultural pillar industry. Most of the underdeveloped districts and counties in Shandong lack economic crops that can serve as pillar industries, and can only rely on traditional agriculture. The industrial foundation is weak, the scale effect is not obvious, and the economic development status is relatively poor.

Regions with pillar industries also face the problem of insufficient integration of agricultural production and finance. There are many agricultural counties in Shandong, such as Shouguang, the national vegetable base, Qixia, the apple capital of

China, and Jinxiang, the famous garlic town in China. However, this also means that most of the income of farmers in the region comes from this type of agricultural product, and the agricultural economic structure is relatively single, with poor risk resistance. Moreover, most of the agricultural products are simple to cultivate, with a small number of deep processing enterprises and a relatively weak development of the entire industry chain; The substitutability of agricultural products is very high, and it is relatively difficult to form a brand. Other regions in the country can follow suit in planting, and it is difficult to maintain regional advantages in the long run. Many rural areas, due to relatively backward economic development and tight financial resources, lack financial support for rural construction and cultural supply, and are unable to fully tap into the local characteristics and characteristics, only maintaining surface wall painting and garbage disposal.

### ***3.2 Lack of Prominent Cultural Supply Characteristics***

There is a phenomenon of homogenization in modern rural tourism, where the types of rural tourism sites are simple, and the landscapes and activities are not unique. Whether it is rural banquets or rural tourism, they are similar. There are no well-known brands that attract tourists, and the similarity in the entire industry chain is severe, which cannot showcase the unique advantages of local agriculture and rural areas. Some intangible cultural heritage that requires the joint exploration of folk experts and folk artists to be well protected, such as local opera, handicrafts, folk activities, folk art, etc., lack distinctive promotion and protection, and many active local cultures that need to be protected lack innovative inheritance.

In the process of rural construction, the phenomenon of imitation is very serious. Some villages and towns deliberately imitate areas that are done well, resulting in a common phenomenon of "thousands of villages being alike". Wherever they go, there is a sense of familiarity, losing the inherent characteristics of the local area. In the process of building beautiful countryside in Shandong Province, a method of pilot and then promotion was adopted. A number of demonstration villages were built first, and the promotion scope was expanded after the pilot was mature. During the pilot process, problems can be corrected in a timely manner to avoid large-scale losses. Therefore, the development approach of

piloting first and then promoting can be more stable and minimize losses. However, this method also has inherent drawbacks. Demonstration villages are often used as templates and replicated in batches by later promoted villages and towns. The newly built villages and towns are not built according to the original characteristics of the local area. This copying and copying has caused many villages and towns to lose their natural landscapes, folk customs, and traditions that have been passed down for thousands of years. From the appearance, each village and town looks the same, with the same architectural design, the same appearance of the house, and even the same color of the exterior wall paint. The inherent rural poetry of the local area disappears.

### ***3.3 Lack of Enough Expression of Local Cultural Connotations in Shandong Province***

Shandong culture has a long and rich history, forming the Qilu culture that has been passed down since the pre Qin period. It is also the birthplace of Confucian culture and a famous country of etiquette in China. Countless sages and scholars have come from here, leaving valuable spiritual wealth. Here, there are numerous national historical and cultural cities with profound cultural heritage. Many regions have their own unique cultural heritage, with numerous unique historical allusions, folk skills, agricultural traditions, and culinary culture.

However, in the process of building beautiful rural areas, there is a significant lack of cultural inheritance. In the process of urbanization, rural civilization and culture are impacted by urban civilization, and a group of excellent rural folk intangible cultural heritage cannot be effectively utilized and protected due to human and material limitations. Some unique local operas, agricultural culture, and folk houses have not been properly excavated and rescued. The local atmosphere and cultural heritage of rural areas are becoming increasingly weak. Many regions only use their unique culture as a highlight and a decoration to attract customers. Few villages have people delve into their unique regional culture to protect the folk culture that has been passed down for thousands of years. Due to urbanization and a large number of rural youth working in other places, many villages are left with only the elderly and left behind children, many houses are uninhabited, and some traditional folk skills are not inherited. The local atmosphere of China is gradually fading away.

In the process of constructing beautiful countryside in Shandong Province, it is important to avoid problems such as prioritizing quantity over quality, and simple imitation. On the basis of fully exploring the regional characteristics of the local area, it is necessary to formulate a beautiful rural construction plan that conforms to the cultural inheritance of the local area, which can not only improve the living environment of residents but also protect traditional culture. The construction of beautiful countryside should be consistent both inside and outside, not only focusing on external beauty, but also on internal inheritance and protection.

#### **4. SUGGESTIONS FOR ENHANCING THE SUPPLY CAPACITY OF RURAL PUBLIC CULTURE IN SHANDONG PROVINCE**

In the process of providing public goods, the government needs to play a leading role, without the need to take on all responsibilities, and fully leverage the role of public services in the supply of cultural services, promote the diversification of public cultural service providers, stimulate the enthusiasm of social forces to participate in the provision of public goods, and widely attract potential social forces to participate in the provision of public culture. Market funds, non-governmental organizations, villagers, and other stakeholders should join in widely, forming a diversified supply model in which the government and society jointly participate.

##### ***4.1 Giving Priority to Government Provision and Leveraging the Leading Role of the Government***

As the main supplier and provider of public products, the government can be said to be the leading and backup provider of public cultural services, and the supply of rural public culture is no exception.

The first is that provincial and other local governments should provide effective financial support. Financial funds are one of the most important guarantee measures for providing public goods. As the saying goes, "a clever woman cannot cook without rice." Without the guarantee of financial funds, it is almost impossible to provide public goods and services. On the basis of the original special funds for the development of cultural undertakings, there is a must to continue to

increase local investment. For regions with a large number of folk traditions and distinctive cultures that need to be protected, local financial support funds should be sufficient, with a focus on exploring and protecting distinctive folk cultures, supporting cultural reform, and introducing and cultivating rural cultural talents.

Then, there is also a must to optimize the effectiveness of fiscal expenditures. In the current situation of tight fiscal funds, how to make reasonable use of funds to improve efficiency is of greater significance. Financial and cultural expenditures should focus on the following aspects: first, further increase the construction of rural cultural infrastructure. Infrastructure projects such as broadcasting, limited television, and internet should achieve universal access to every household in every village, and increase the number of rural cultural stations, rural libraries, and other constructions. The second is to strengthen the effective supply of basic public cultural products, and strengthen the supply of books, newspapers, periodicals, magazines and electronic resources. With more and more college graduates and migrant workers choosing to return to their hometowns to start businesses, their demand for journals, magazines, and other materials is increasing. In addition to government unified distribution, paper books and magazines can also be regularly or irregularly organized by charitable organizations and donations from individuals. In order to reduce the cost of provision and solve the problems of slow updating of book materials and limited availability of agricultural related books in rural areas, the supply of electronic resources can be appropriately increased. Electronic resources are easy to filter, updated in a timely manner, and easy to record and share. The third is to increase the protection of folk art and local cultural heritage, attract other funds through the leverage and guidance of fiscal funds, raise funds through multiple channels to enhance the supply of cultural protection funds, and promote the good and fast development of the cultural industry.

##### ***4.2 Encouraging the Participation of Private Forces in Supply***

Encouraging and guiding the participation of private forces in the supply of rural public cultural products is of great significance for the development of cultural undertakings and meeting the growing cultural needs of the masses.

Firstly, it is beneficial for the government to better fulfill its cultural supply responsibilities. Relying solely on the government to supply public goods can easily lead to the problem of insufficient supply. After all, the government's funds and financial resources are limited. The government should change the previous "big package" supply method and focus more on the construction of the rural public cultural service supply system, the formulation of supply standards, and the supervision of major cultural service projects and projects. The government should also fully mobilize the participation of civil and social forces in supply, achieve diversification of supply methods, and ultimately form a new pattern of diversified supply led by the government and social participation, providing a level of supply for public culture.

Secondly, it is necessary to address the issue of supply and demand deviation. The supply of any public product requires research on the satisfaction of the people. If it cannot meet and meet the cultural needs of the people, there will be a deviation between supply and demand, and reform should be carried out on the supply side. The government unilaterally provides public cultural products with money, but due to the fact that the provided public products cannot meet the needs of the people, the people are often ungrateful and dissatisfied. Public cultural products do not belong to pure public products. In the supply field, it is necessary to handle the relationship between the government and the market, lower the market entry threshold, introduce competition mechanisms, promote qualified cultural enterprises and social institutions to compete, and promote the continuous improvement of supply levels.

Thirdly, diversified supply is conducive to mobilizing and stimulating cultural creativity. Diversified supply is conducive to mobilizing resources and vitality from all aspects of society, unleashing the cultural wisdom and strength of the masses, establishing new ideas for the development of shared culture among the people, and unleashing the enthusiasm and subjective initiative of all staff. The common people are the true cultural creators, innovators, and inheritors, especially the transmission of folk culture cannot be separated from the generations of local people. The common people are the masters of culture, and the culture and spirit of a nation are not empty, let alone slogans. They are truly and vividly preserved in cultural heritage and in the daily lives of the common people. Encouraging the participation of

civil forces in the supply of public culture is conducive to further mobilizing and stimulating cultural creativity, and maintaining strong vitality in cultural innovation and inheritance.

## 5. CONCLUSION

As an important component of public service supply, cultural supply not only helps to promote agricultural development, improve the quality of farmers, and enhance rural vitality, but also promotes the development of rural economy, narrows the urban-rural gap, and ultimately achieves urban-rural integration development. In the process of rural revitalization, there are the following problems in the supply of public cultural services in rural areas of Shandong Province: lack of economic support for cultural supply, lack of prominent cultural supply characteristics, and insufficient reflection of local cultural connotations in Shandong. In response to the existing problems, in terms of improving the supply of rural public cultural services, it is advocated to prioritize government provision, give full play to the leading role of the government, and encourage the participation of private forces in the supply.

## ACKNOWLEDGMENTS

Fund Project: Shandong Province Social Science Planning and Research Project "Research on Enhancing the Supply Capacity of Public Cultural Services in the Construction of Beautiful Countryside in Shandong Province" (18CX SXJ21).

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