

Research on the Promotion of Characteristic Models in the Demonstration Zone of National Public Cultural Service System in Guanzhong Region

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Abstract: The policy implements public cultural services in various regions in the form of project system, that is, the national public cultural service system demonstration zone. It can be seen that in the process of construction and promotion of the public cultural service system demonstration zone, the government's main role, responsibility consciousness, and conscious behavior Very important. The public is not only the creator of culture, but also the successor of culture. One of the important signs of the establishment of a social public cultural service is the degree of public participation and enjoyment of public culture. The perfect public cultural service system is the basic work to realize the civic cultural rights and interests. Therefore, it is of great significance to study the construction and promotion of the characteristic model of the national public cultural service system demonstration area in Guanzhong area for building a “strong western province culture” and guaranteeing cultural life and people.

1. Introduction

To a certain extent, public cultural services are an important part of public services. From the perspective of public management, public services are social services with a public interest, which are non-competitive and non-exclusive. Includes a variety of public products. Usually, public services are undertaken by government organizations and non-profit organizations, and the government is the main provider. Public cultural services are also an important part of government public services. They involve many cultural fields, including radio and television, publishing newspapers, film performances, museums, libraries, archives, etc. The main role is to provide public cultural products to the public. And services. It can be said that the level of public cultural service in a country is an important indicator of its level of economic development. The target of public cultural service is all members of the society. Through rich cultural content and diverse cultural forms, it can enhance the quality of the public and meet the self-development needs of the people. Service goal. Since public cultural services involve the basic input of national livelihood and social development, with non-profit, the government needs to invest a lot of cost, and it is easy to produce capital rigid precipitation, so the government department is the main body of public cultural services. Public cultural services must provide equal products and services to each member of the society, and the consumption and benefits of one member will not affect other members, thus reflecting the typical non-exclusive characteristics.

2. The characteristics of public cultural services

A complete public cultural service system reflects the following characteristics:

First of all, value. The socialist core value system is the soul of China's public cultural service. The construction of public cultural services not only realizes the basic cultural rights and interests of the public, but also promotes the socialist core values, integrates the society with the socialist core value system, and realizes the protection of the people's basic public cultural rights and interests. Promote the harmonious masters of socialist core values. Second, public welfare. The original intention of the construction of the public cultural service system is to promote social and cultural equity and enable the people to enjoy equal public cultural rights and interests. Therefore, public cultural services have strong social welfare characteristics. Third, the equality. Public cultural

services develop cultural and people's livelihoods based on the realization of social and cultural justice. The perfect public cultural service system can effectively alleviate the growing gaps in local differences and improve the uneven distribution of basic public cultural service resources in different regions and different groups of people. Fourth, inclusiveness. The objects of public cultural services include people at various stages and groups. At present, the construction of rural public cultural service system in China, the provision of public cultural services for migrant workers, and the realization of farmers' basic public cultural rights are all public cultural services in various regions of China. The key and difficult issues, therefore, the construction of the public cultural service system should cover urban and rural areas, reflecting strong inclusiveness and inclusiveness. Fifth, convenience. Convenience is the guarantee of the timeliness of public cultural services. Therefore, perfect public cultural services should reflect the convenience of the layout and resource allocation. Consider whether the construction of public cultural infrastructure is convenient and convenient, whether it is related to the daily life of the people. Combine to improve the efficiency of public cultural resources utilization. Finally, effectiveness. The construction of the public cultural service system should continuously strengthen the interactive participation of the supply subject and the service object, and promote the seamless connection between the public and the public cultural products and services. Scientifically allocate public cultural resources, rationally arrange public cultural service structures, improve the application value of cultural resources, and satisfy the increasingly high cultural needs of the people.

Building a public cultural service system is the basic responsibility and internal requirement of China's modern public service-oriented government. For the Guanzhong area, it has a very prominent public cultural service system construction advantage, especially the deep development of the country and the construction of Guanzhong-Tianshui. A series of major economic development strategies, such as the economic zone and the construction of the Silk Road Economic Belt, have been well developed, and the external conditions for the construction of the National Public Cultural Service System Demonstration Zone in the Guanzhong area have become increasingly mature.

The Guanzhong area has gradually established a long-term coordinated guarantee mechanism for the social development of public cultural services. Local government departments and cultural departments have jointly participated in the formulation of the public cultural service system construction plan, and safeguarded the public cultural service system in an efficient and coordinated manner. Building a sustainable development and realizing the new normal of government and society. The construction of public cultural service system in Guanzhong area adheres to the principle of government-led, encourages enterprises and social forces to participate in the guiding policies and supporting measures of public cultural services. The government guides enterprises, schools, cultural units and other basic service facilities to the society, and the government purchases public welfare. The method of sexual posts adds full-time cultural service personnel to public cultural service posts. The basic public cultural services adopt a completely free policy, and the government departments provide corresponding financial subsidies for the retired employees' activity stations and colleges and universities that are open to the public free of charge. In addition, the Guanzhong area headed by Xi'an further improved the government's purchase of public cultural service mechanisms to social forces, and guided the development of public cultural facilities in the direction of social operation, making the main body and methods of public cultural services more diversified.

The Guanzhong area is located in the Shaanxi province with a large north-south span. Its natural geographical conditions, economic development level, and humanistic historical environment are all quite different. Guanzhong and the three regions of northern Shaanxi and southern Shaanxi have their own cultural characteristics, reflecting distinct regions. Sex. Among them, the northern Shaanxi region is the main base for the Communist Party of China during the War of Resistance Against Japan and the War of Liberation. Therefore, its cultural characteristics are mainly red revolutionary culture; southern Shaanxi is located in the south of the beautiful Qinhuai line, so the landscape culture is its main regional culture. The Guanzhong area has sufficient water supply and

pleasant climate. Since ancient times, the population density has been greater than that of the other two regions. Therefore, its regional culture is dominated by historical and traditional culture. To strengthen the construction of the public cultural service system in Guanzhong, it is necessary to strengthen cultural exchanges with the other two regions, build cross-regional cultural exchange projects, and organize cross-regional exhibitions and performances of distinctive cultures in different regions to broaden the culture of the people in Guanzhong. From the perspective of the threshold, it will inject new vitality into the cultural development of the Guanzhong area.

The development of urban-rural integration has always been the focus and difficult task of public cultural service system construction. The Guanzhong area has adopted a series of measures to promote the equalization of public cultural services, as follows: First, implement the cultural minimum living security policy. According to the standard of public cultural services, the key guarantees for public cultural services, including farmers, herdsmen, the elderly, minors, the disabled, migrant workers, people with difficulties in life, etc., are set up for different culturally underprivileged people. Targeted safeguards projects and measures. Second, promote the construction of urban and rural integration of public cultural services. Both urban areas and rural areas are equipped with unified basic cultural facilities, cultural activities are integrated, and policy support in rural areas is strengthened to improve the cultural self-production capacity of rural areas and achieve equalization of the allocation of public cultural service resources. Finally, strengthen the training of professionals in public cultural services. High-quality and professional talents are important factors in promoting the development of public-cultural services in urban and rural areas. Professional cultural talents can not only improve service efficiency, but also improve cultural services for rural areas with lower average education level. An important guarantee of effectiveness. Therefore, the Guanzhong area has intensified the training of public cultural service talents, selected outstanding talents to join the cultural team, and conducted moral training and skills training for them; attracting university students and social personnel as volunteers of cultural services to the countryside. The region transports professionals to improve the effectiveness of public cultural services in rural areas.

3. The follow-up development ideas of the national public cultural service system demonstration zone in Guanzhong area

The demonstration area of the national public cultural service system in Guanzhong area has achieved initial success. The future development focus includes the following aspects: First, we must further improve the operational support capability of the public cultural service system, and improve the mechanism for the construction of a shared cultural service system between government and enterprises. For the social development model of public cultural services, we must further innovate and optimize health-related policies and systems, improve the operability of development planning, clarify planning time and path, and provide protection from talents, funds, systems, policies and other aspects. . Second, the introduction of digital technology in the public cultural service system to improve the technical level of public cultural services. Establish a database of characteristic cultural resources, improve the remote cultural training network, upgrade the management information system, and use information technology and digital technology to comprehensively promote the quality upgrade of public cultural services. Third, establish a sound public cultural service evaluation system. Establish a scientific and effective evaluation mechanism, set up a third-party evaluation agency, and incorporate mass satisfaction into important evaluation indicators. Finally, continue to promote the social development of public cultural services. Continuously improve the management and operation mechanism of entrusted social organizations, support the people's office and benefit cultural projects, and vigorously promote cultural volunteer services.

4. Conclusion

In short, the main role of the public cultural service system is to meet the basic cultural needs of

citizens in a way that is government-led and socially involved. With the implementation of a series of preferential policies of the country, Guanzhong District gradually improved its public cultural service system under the guidance of its construction goals of “building a comprehensive and covering the whole society” with its inherent cultural resources and external environmental advantages. Established a long-term coordinated guarantee mechanism for the social development of public cultural services, strengthened cultural exchanges with northern Shaanxi and southern Shaanxi, and promoted the equalization of public cultural services and the development of urban and rural integration. The follow-up Guanzhong area should further enhance the operational support capability of the public cultural service system, introduce digital technology into the public cultural service system, and improve the technical level of public cultural services. In addition, it is necessary to further improve the public cultural service evaluation system and promote public cultural services. Social development.

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