

# Research on the Construction of Rural Public Cultural Infrastructure: A Case Study of Dusheng Town, Cangxian County

Yingjie Song

School of Management, Hebei University, China

## Abstract

As a spiritual force, culture is the most basic and stable force for the development of the Chinese nation; Rural culture is the most reliable force for rural development. Rural public cultural infrastructure plays a supporting role in rural public culture. The report of the 19th National Congress of the Communist Party of China clearly stated that it is necessary to further improve the quality of China's people and cultural soft power, attach importance to cultural rejuvenation and cultural strength. Solidly and steadily promote the construction and development of rural public cultural infrastructure, improve the level of rural public cultural services, and ensure the construction and development of rural public cultural infrastructure. With the rapid development of China's economy and the realization of a well-off society in all respects, the peasant masses have more and more disposable assets and their thirst for a rich spiritual and cultural life is more urgent, so strengthening the construction of rural public culture has become the most important aspect of rural development. Through observation, it is found that the deficiencies and uneven distribution of rural public cultural infrastructure construction are an important factor restricting the process of rural cultural construction, which affects the development of socialist culture and hinders the development process of rural public culture. This paper uses the literature research method, questionnaire survey method and interview method to study the problems arising from the construction of rural public cultural infrastructure, causes and governance measures. Through the survey, it is found that the construction of rural public cultural infrastructure has problems such as imperfect construction and uneven distribution, low utilization rate of infrastructure, serious waste and idle phenomenon, low awareness of grassroots governments, inadequate infrastructure maintenance and lack of management.

## Keywords

Rural; Rural Culture; Infrastructure.

## 1. Preface

In recent years, China's rural economy has developed rapidly, and the per capita disposable income of farmers has increased, so the demand for culture has been further improved. With the proposal of the rural revitalization strategy, the state has issued many relevant policies and regulations, aiming to promote the coordinated development of rural economy and culture to meet the people's desire for rich spiritual and cultural life. The rural revitalization strategy needs to build a sound public cultural service system, but at present, the cultural construction in many townships and rural areas cannot keep up with the pace of development, infrastructure construction is incomplete, cultural activities are few and other prominent problems, resulting in monotonous and boring cultural life of the masses, and even the masses in some areas do not have fitness venues. Culture is the bloodline of national inheritance and the spiritual home of people's better life, and rural public cultural infrastructure has a significant impact on enhancing the soft power of national culture. With the proposal of the rural revitalization strategy, the issue of rural style civilization has been paid attention to. With the advancement

of China's new rural construction, the peasant masses have developed a higher pursuit of spiritual and cultural life. However, at present, the construction of rural public cultural infrastructure in many areas has not supported the spiritual and cultural life of the peasant masses, such as: due to the lack of construction of cultural squares, many peasants walk on the road at night, and due to the lack of sports and fitness facilities in their villages, cross-village to play basketball, ping-pong and other phenomena occur from time to time.

This paper analyzes the existing problems in the construction of rural public cultural infrastructure. At this stage, the government should increase capital investment in the construction of rural public cultural infrastructure or broaden financing channels, widely absorb funds, establish and improve the management system of rural public cultural infrastructure, accelerate the construction of rural public cultural infrastructure, accelerate the process of rural social civilization, and promote the realization of rural revitalization goals.

## 2. Current Situation of Public Cultural Infrastructure Construction in Dusheng Town, Cangxian County

### 2.1. The Distribution of Infrastructure in Each Village

As can be seen from Figure 1 below, as of the beginning of 2022, most villages in Dusheng Town have built a certain amount of public cultural infrastructure, such as the more economically developed Wanghuitou Village, all five types of public cultural infrastructure have been completed. In addition to the comprehensive activity room, all other facilities in Xidusheng Village have been completed. Chen Village, far from the town government, has built propaganda boards, villagers' reading rooms and activity rooms. Both economically backward Daliu Village and Qianhou Village have built only two kinds of cultural facilities, Daliu Village has built the most basic propaganda boards and cultural square, while Qianhou Village has built propaganda boards and leisure and fitness equipment.

Village	propaganda boards	Cultural Square	Leisure and fitness equipment	Villagers' reading room	Integrated activity room
Xidusheng Village	1	1	1	1	0
Wanghuitou Village	1	1	1	1	1
Chen Village	1	0	0	1	1
Daliu Village	1	1	0	0	0
Qianhou Village	1	0	1	0	0

**Figure 1.** Types and quantity of rural public cultural infrastructure in Dusheng Town, Cangxian County

### 2.2. The use of Infrastructure

As can be seen from Figure 2 below, as of early 2022, through visits to five rural villages under Dusheng Township, field research found that Xidusheng Village, where the town government is located, has the largest number of existing equipment and the lowest equipment idle rate. Qianhou Village has the smallest number of existing equipment, but Chen Village has the highest equipment damage rate and idle rate in the middle of the economic development level. At present, only a few villages have established a safety management system for public cultural

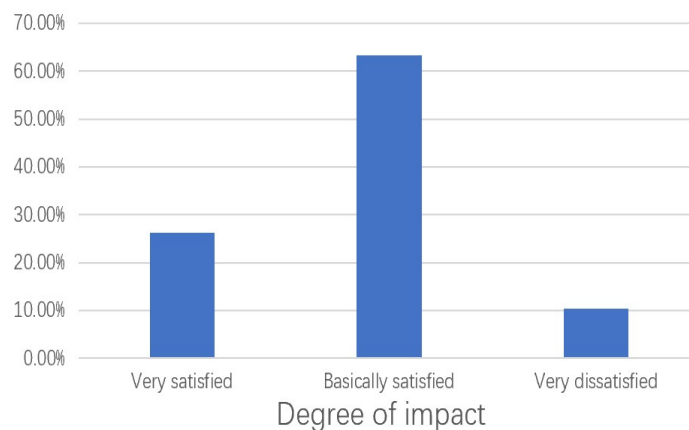
facilities, and regularly maintain and repair all kinds of existing facilities. However, the vast majority of villages do not have a management system for cultural facilities.

Village	Number of devices available	Number of damaged devices	Number of idle devices	Damage rate	Inactivity rate
Xidusheng Village	12	2	2	16.80%	16.80%
Wanghuitou Village	10	1	2	10%	20%
Chen Village	9	4	4	44%	44%
Daliu Village	10	3	4	30%	40%
Qianhou Village	8	2	3	25%	37.50%

**Figure 2.** Statistics of the number of rural public cultural infrastructure in Dusheng Town, Cangxian County

### 2.3. The State of Grassroots Governments' Awareness of Infrastructure Construction

When designing the questionnaire, the impact of rural public cultural infrastructure construction services on the lives of villagers in Dusheng Town was divided into three situations: great impact, average impact and no impact. As shown in Figure 3, villagers believe that the government's cultural service work has a different impact on their lives. The proportion of cultural infrastructure services carried out by the town government had the largest impact on their lives, 55.3%, 36.8% thought that the impact on their lives was average, and 7.9% had no impact on their lives. Therefore, the public cultural infrastructure construction service work carried out by the town government has had an impact on the lives of farmers.



**Figure 3.** Analysis of the impact of rural public cultural infrastructure construction services on villagers' lives in Dusheng Town

## 3. Analysis of the Problems and Causes of the Construction of Public Cultural Infrastructure in Dusheng Town, Cangxian County

### 3.1. Problems Existing in Rural Public Cultural Infrastructure

#### 3.1.1. Infrastructure Construction is Imperfect and Unevenly Distributed

This time we visited five villages under Dusheng Town, and found that due to the different economic level and cultural foundation of each village, there are also differences in the level of

public cultural infrastructure construction in the five villages, which is mainly reflected in the type, quantity and quality of cultural facilities. Wanghuitou Village with a high economic level and Xidusheng Village, where the town government is located, have a relatively high level of economic development, and at the same time have a strong rural culture, and have built a high-level villagers' reading room and cultural square. In general, due to the differences in the development level and economic level of the villages under Dusheng Town, the overall cultural infrastructure construction of each village is imperfect and the infrastructure construction is unevenly distributed.

### **3.1.2. The Phenomenon of Waste and Idleness in Infrastructure Construction is Serious**

In the course of the investigation, it was found that some villages emphasize construction but neglect publicity and management, and although the facilities are built, the phenomenon of idle and wasteful infrastructure occurs from time to time due to the lack of publicity and management in the later stage. Through this interview survey, we learned that the role of the existing rural public cultural infrastructure in Chen Village is not fully utilized, and the utilization rate of most facilities is low. Coupled with the popularity of the Internet today, mobile phones, computers and other electronic products attract the peasant masses, resulting in villagers' low participation in the construction of rural public cultural infrastructure, which has caused serious waste of infrastructure construction.

### **3.1.3. Grassroots Governments have Low Awareness of Infrastructure Construction**

In the course of field investigations, many grassroots cadres still have insufficient understanding of the construction of public cultural infrastructure. Through this interview, we can see that some village cadres do not really realize the importance of building cultural facilities, and believe that the construction of cultural facilities is only a face project. As the leaders of the development and construction of the village, these village cadres should put an end to such erroneous thinking at the root and enhance their own ideological understanding.

### **3.1.4. Infrastructure Maintenance is Inadequate and Unmanaged**

The construction of high-quality talent teams can escort the construction of rural public culture and effectively promote the development of cultural infrastructure construction. Through interviews, we concluded that most of the village's infrastructure is not maintained by dedicated managers. At present, the management of cultural facilities in rural areas is carried out part-time by village branch secretaries or leading cadres, and there is a lack of professional and technical management personnel, and there are phenomena such as inadequate management. This not only affects the management of cultural infrastructure, but also restricts the development of future work in rural public cultural infrastructure construction.

## **3.2. Analysis of the Reasons for the Problems in the Public Cultural Infrastructure of Dusheng Town, Cangxian County**

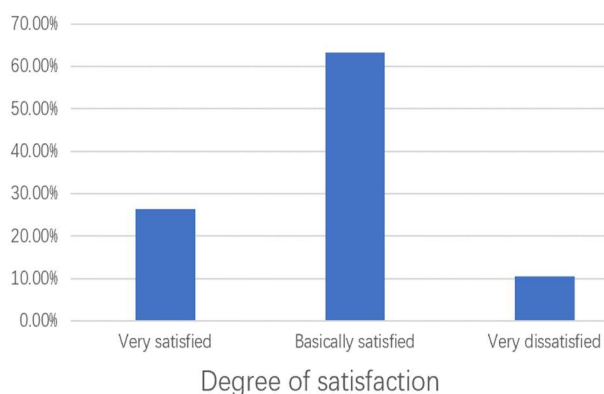
### **3.2.1. The Supply Mode and Subject of Rural Cultural Infrastructure Construction are Single**

Affected by China's existing rural cultural management system, the government is mainly responsible for the construction of rural cultural infrastructure for a long time, resulting in the gradual formation of a single rural cultural infrastructure construction model led by the government in rural areas. In the course of the interview, we learned that Xidusheng Village is a long-term government-led supply model, and this single supply model has drawbacks, because the government invests limited funds and more expenditure on rural public cultural infrastructure every year, while fiscal revenue is limited, so the supply of rural cultural infrastructure is difficult to meet the spiritual and cultural needs of farmers in terms of quantity and quality.

### 3.2.2. The Supply and Demand of Cultural Infrastructure Do not Match and the Participation of the Peasant Masses is Low

When designing the questionnaire, villagers' satisfaction with the work of cultural infrastructure was divided into three situations: very satisfied, basically satisfied, and very dissatisfied. The statistical results show in Figure 4 below, the majority of people are basically satisfied with the cultural infrastructure work, the proportion is 63.3%, the proportion is very satisfied with the cultural infrastructure work implemented by the town government, the proportion is 26.3%, and the minority is very dissatisfied with the infrastructure construction work implemented by the town government, accounting for only 10.42%. To sum up, the villagers of Dusheng Town are basically satisfied with the cultural infrastructure work implemented by the town government.

With the rapid development of modern society, rural culture is changing with each passing day, and new cultural products and cultural forms are constantly emerging, which has changed the traditional ideological concepts of the peasant masses, and their demand for public cultural construction is increasing day by day. At present, in general, there are still problems such as imperfect construction and uneven distribution of rural public cultural infrastructure, and the quality needs to be improved, which cannot fully meet the spiritual and cultural needs of the vast number of peasants, which leads to a mismatch between supply and demand of cultural infrastructure; Since the Dusheng Town Government is a single centralized rural cultural construction model at this stage, the management power is mainly concentrated in the hands of village cadres, and farmers and social groups have little opportunity and ability to participate in the management of public cultural infrastructure, which leads to low participation of the peasant masses.



**Figure 4.** Analysis of the satisfaction of villagers in Dusheng Town with the construction of public cultural infrastructure implemented by the town government

### 3.2.3. Grassroots Governments Do not Have Enough Awareness and Attention to Grassroots Culture

In the process of modernization, the grassroots government has always regarded economic development as the most important development goal, believing that "economic development is the last word" and neglecting the construction of rural public cultural facilities. Grassroots governments have always attached importance to economic construction and neglected cultural construction. Attaching importance to the construction of urban cultural facilities and neglecting the construction of rural cultural facilities has led to the grassroots governments fundamentally not realizing the necessity and importance of rural public cultural infrastructure construction, seriously lacking ideological understanding, and lacking long-term and sustainable development vision, resulting in the process of rural public cultural infrastructure construction being hindered to a certain extent.

### **3.2.4. The Management System of Rural Cultural Infrastructure is not Perfect**

At present, the management of rural public cultural infrastructure is very arbitrary, there is no comprehensive and systematic explicit regulation to restrict this behavior, and the management system is not perfect; The training system for managers in the relevant public cultural infrastructure is not perfect, the professional theoretical knowledge of management personnel is lacking, and the comprehensive quality ability is low, which is difficult to better serve the spiritual and cultural life of the peasant masses.

## **4. Measures to Promote the Construction of Rural Public Cultural Infrastructure in Dusheng Town**

### **4.1. Increase Investment in the Construction of Rural Public Cultural Infrastructure**

#### **4.1.1. The Government Should Increase Financial Investment in Rural Infrastructure**

The government's financial support is a strong material guarantee for the construction of rural public cultural infrastructure, which can further accelerate the process of rural public cultural infrastructure construction, at this stage, rural public cultural construction is mainly funded by the government to ensure the orderly development of the construction work, so the precise investment of government funds is a necessary condition for the efficient development of the construction work. In addition to the accuracy of capital investment, the government should appropriately adjust the direction of investment, increase financial investment, appropriately reduce investment in industrial funds, and establish and improve special fund guarantees for rural public cultural infrastructure construction to meet the increasing spiritual and cultural needs of the peasant masses and further promote the process of rural public cultural infrastructure construction.

#### **4.1.2. Broaden Financing Channels and Establish a Multi-channel and Multi-directional Capital Investment Mechanism**

Transform the government's governance of rural public culture, relax access restrictions, broaden financing channels, and introduce external investment, while encouraging local township enterprises, private capital, social groups and individuals and other social forces to actively participate in the construction of rural public cultural infrastructure, and give them certain preferential policies and support. At the same time, strengthen the cooperation and connection between the cultural departments of the township government and the county government, and jointly promote the prosperity and development of rural public cultural infrastructure construction.

### **4.2. Increase the Utilization Rate of Rural Public Cultural Infrastructure**

#### **4.2.1. Do a Good Job in the Preliminary Planning of Rural Public Cultural Infrastructure Construction**

Since entering the 21st century, the economy is developing rapidly, the spiritual and cultural needs of farmers have gradually lagged behind the level of economic development, the peasant masses urgently need to improve their spiritual and cultural life, in order to meet the growing spiritual and cultural needs of the peasant masses, strengthen the construction of rural public cultural infrastructure, enhance the soft power of national culture has become the top priority, so in the construction of rural public cultural infrastructure, the government must do a good job in the early planning work, create a network exchange platform, and collect the opinions of the broad masses of farmers. Understand the needs and preferences of farmers in advance, increase the enthusiasm of the peasant masses to participate, put the peasant masses in the first place, and create a cultural infrastructure that farmers really need and like.

#### **4.2.2. Strengthen the Comprehensive Use of Public Cultural Infrastructure**

At present, the existing rural public cultural infrastructure can integrate resources with local township primary and secondary schools, rural vocational schools, etc., to achieve the purpose of sharing resources and mutual benefit and win-win. It not only improves the utilization rate of rural public cultural infrastructure, but also solves the maintenance and management of infrastructure. It can solve the problem of government funding shortage in a short period of time, and strengthen the comprehensive utilization of rural public cultural infrastructure; In the construction process, it is also necessary to consider the characteristics of comprehensive infrastructure, and actively advocate the form of "one-room multi-use". It integrates entertainment and leisure functions and cultural and sports functions, so as to achieve maximum integration and utilization, avoid unnecessary waste, and improve the efficiency of comprehensive cultural facilities.

#### **4.3. Improve the Level of Management of Rural Public Cultural Infrastructure**

##### **4.3.1. Strengthen the Government's Performance of the Management Functions of Public Cultural Infrastructure**

At present, in today's rapid economic development, some leading cadres regard economic construction as the top priority and completely neglect the work of rural public cultural facilities; government departments at all levels should change this ideology and concept, profoundly realize that the work of building rural public cultural infrastructure cannot be delayed, and leaders at all levels should take the initiative to shoulder the banner of responsibility and strengthen the government's performance of the management functions of public cultural infrastructure. Establish a dedicated leadership group to make overall planning and integrate existing cultural facilities; Each department further delineates the boundary of responsibility, clarifies the division of labor of each department, and truly implements the responsibility. Finally, strengthen the government's management functions over rural public cultural infrastructure, and further promote the orderly development of rural public cultural infrastructure construction.

##### **4.3.2. Regularly Strengthen the Maintenance of Public Cultural Infrastructure**

At present, in today's rapid economic development, some leading cadres still regard economic construction as the top priority and completely neglect the work of rural public cultural facilities; government departments at all levels should change this ideological concept and profoundly understand the importance of building rural public cultural infrastructure. Establish a leading group for special management, make overall planning, integrate existing resources, unify command, and manage special projects; Each department further delineates the boundary of responsibility, clarifies the division of labor of each department, and truly implements the responsibility. Finally, strengthen the government's management functions over rural public cultural infrastructure, and further promote the orderly development of rural public cultural infrastructure construction.

#### **4.4. Improve the Management System for Rural Public Cultural Infrastructure**

##### **4.4.1. Establish and Improve the Management System of Rural Cultural Infrastructure**

Establishing and improving the management system of rural public cultural infrastructure can be the basic condition for ensuring the construction of rural public cultural infrastructure, and listening to the opinions and suggestions of the peasant masses and managers at all levels in an all-round way can further improve the management system of rural public cultural infrastructure. At the same time, reform and innovate the management and maintenance system of cultural facilities, so as to achieve special personnel and unified command, and establish a scientific and transparent system for the management and use of funds. Give full play to the limited funds and improve the efficiency of the use of funds. Establish and improve

rules and regulations such as daily use registration systems and routine maintenance to improve the efficiency of the use of rural public cultural infrastructure.

#### 4.4.2. Establish an Education and Training System for Cultural Infrastructure Managers

With the rapid development of the information society, information network technology has been applied to the process of rural public cultural infrastructure construction, which poses greater challenges to the managers of rural public cultural foundation, puts forward higher requirements for their cultural knowledge and professional skills, in order to continuously improve the comprehensive quality ability of relevant management personnel and meet the construction of informationized rural public cultural infrastructure, it is necessary to establish an education and training system for cultural infrastructure management personnel, and the management personnel of cultural facilities through training, Only by continuously improving their theoretical knowledge and professional skills, learning new technical knowledge, and following the development trend of the times can we provide more satisfactory cultural services for the peasant masses.

## 5. Conclusion

Rural public cultural infrastructure is the material carrier to promote the development of modern rural areas, and it is also the material carrier to meet the spiritual and cultural needs of the peasant masses. Therefore, it is urgent to strengthen the construction of rural public cultural infrastructure.

Through an in-depth investigation of the five villages under Dusheng Town, this paper finds some problems faced by Dusheng Town in the process of rural public cultural infrastructure construction, obtains the causes of the problems through in-depth analysis, and finally gives corresponding countermeasures from four aspects: increasing precise financial investment and broadening financing channels, improving facility utilization, improving management level, and improving the management system of rural public cultural infrastructure. Therefore, the construction of rural public cultural infrastructure should proceed from the actual situation of the countryside, adapt measures to local conditions, and conform to the development interests of local rural areas. Achieve harmonious social, economic and cultural development in rural areas.

## References

- [1] Wang Jie. Current situation, problems and countermeasures of public cultural infrastructure construction in townships in China[J].Agricultural Economics,2017,(11):36-37.
- [2] Lv Qian. Improving the construction of rural public cultural infrastructure to help rural revitalization: A case study of Wuwei City[J].Gansu Agriculture,2020,(02):73-75.
- [3] LI Cuiying. On countermeasures to accelerate the construction of rural cultural infrastructure in China[J].Science Theory,2013,15:5-7.
- [4] Wang Shengzhou, Rope Zichang, Zhai Aoyu, et al. Investigation and research on the status quo of cultural activity infrastructure construction in rural areas of Hebei Province:A case study of Xinji Old City[J].China Agricultural Machinery Supervision,2021,(09):27-34.
- [5] KONG Weiwei, CHU Xingang. Research on the status quo and problems of rural public cultural infrastructure construction in Heilongjiang Province[J].Business Economics,2013,(19):16-18.
- [6] Shu Renhua. Field, spatial expression and structural reconstruction of rural public culture[J].Journal of Anhui Normal University(Humanities and Social Sciences Edition),2019,47(01):91-96.
- [7] ZOU Lin, FANG Zhangdong. Journal of Inner Mongolia Agricultural University(Social Science Edition),2011,13(04):54-56.