Supply Policy Implication of Public Cultural Services in Urban Communities from The Perspective of Overall Governance: A Case Study Take Zhanjiang Community

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Abstract

Urban public service is an important issue for government policy that should be understood by the public and should be coordinated with regulatory agencies and decentralized between different levels of government. Take care of public community cultural services because it matches the theory of holistic governance. This article aimed to 1) study the information of the people using the public cultural services of Zhanjing community and 2) study satisfaction in using public cultural services of communities in Zhanjing City. The study used representatives of three communities in Chikan District, Xiashan District, and Mazhang District from the four administrative regions of Zhanjiang Province, selected as R&D centers. A sample size of 900 people was used, with 884 questionnaires returned, the data collection tool is a questionnaire. In this study, the researchers used statistical methods to conduct basic statistics on the data, such as percentage, mean, standard deviation, and one-way analysis of varied. The research results were found as follows;

1. The respondents' personal information found that most of them were 586 females, and 298 males, with an average age of 21-30 years, most of them undergraduate education, 364 people, and most were students.

2. Most respondents are satisfied with community public cultural facilities and have a good attitude towards government public cultural facilities.

Keywords: Urban Community; Public Cultural Services; Procurement Policy

Introduction

Culture is the soul of a nation, the spiritual lifeblood of a nation, the fundamental need for the comprehensive and free development of human beings, and the embodiment of a nation's comprehensive strength. From a macro perspective, cultural prosperity and development is the source of maintaining national strength; From a meso perspective, cultural construction enables social harmony and stability; From a micro perspective, cultural construction can improve the cultural cultivation of every citizen of the country. Therefore, the optimization of the community public cultural service system is an important guarantee for the modern state to maintain the fundamental culture of citizens, and also an important foundation for the development of national rejuvenation and development. In the mid-nineteenth century, Western developed capitalist countries entered the "welfare state" and the economic theory of state interventionism proposed by Keynes et al. (1971) was widely

recognized. Western governments paid more and more attention to the construction of public cultural service systems and gradually established a government-led governance structure for public cultural services. For example, in 1959, France established for the first time a central cultural management agency, the "French Ministry of Culture", which marked the formal integration of cultural management into the administrative scope of modern government. However, since the 1960s, the Western capitalist countries have encountered the double problem of market and government failure, and the role of government has caused Western scholars to reflect. In the 1980s, driven by the reform wave of new public management theories such as "government reengineering", "entrepreneurial government", "governance theory" and "public choice", the cultural management system of the government was gradually changed from the traditional "government-led" model to the multi-participation model.

Since the reform and opening up, China has not only made great economic achievements, but also its international status has been improved by leaps and bounds, and with it, the public cultural needs of the people have become increasingly diversified and individualized. The state has introduced a series of tasks to actively arrange and implement the supply of public cultural services to promote the rich diversity and quality of community public cultural services, and to meet the growing public cultural needs of the people. Through literature review, the following is sorted and analyzed:

In 2021, China's culture and tourism system implemented the "Opinions on Promoting the High-Quality Development of Public Cultural Services" and the "Fourteenth Five-Year Plan for the Construction of Public Cultural Services System" to promote the high-quality development of public cultural services. Promote the establishment of a regular epidemic prevention and control mechanism in public cultural institutions nationwide. Continue to promote the construction of the general branch system of county libraries and cultural centers, reform the corporate governance structure of public cultural institutions, launch the implementation of the national intelligent library system and public culture cloud construction projects, and make new progress in the construction of model tourism toilets and the digitalization of tourism toilets. By analyzing the statistics published by China's Ministry of Culture and Tourism in 2022, it was found that the average public library building area per 10,000 people in China in 2021 was 135.51 square meters, an increase of 61.71 square meters in the ten years from 2011 to 2021, and the public book collection per capita in 2011 increased by 0.42 books from 0.47 books to 0.89 books in 2021, which was more than double (Figure 1). At the same time, the central government's subsidies to local governments for public cultural service projects have been increasing from 2011 to 2021, and the state's attention has been increasing, with the amount of funding increasing nearly 20-fold. This showed that the government's determination to promote the flourishing of public cultural services was reflected in both the enactment of laws and regulations and the investment of cultural subsidies. With the strong support of China's laws and financial means, the current public cultural service work in urban communities have achieved better results.
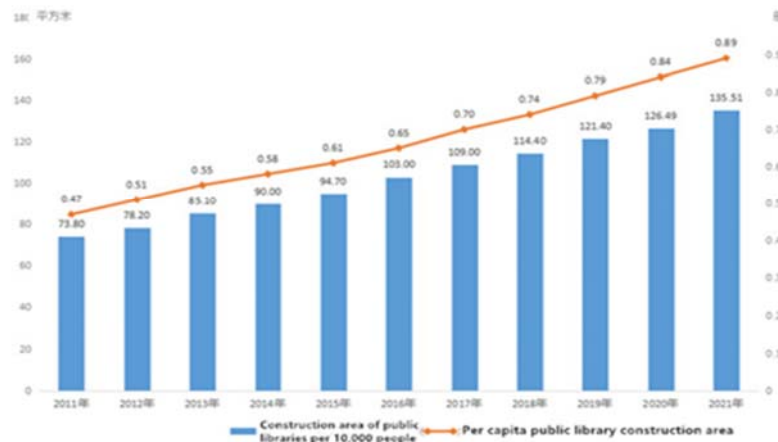
Supply Policy Implication of Public Cultural Services in Urban Communities from The Perspective of Overall Governance: A Case Study Take Zhanjiang Community

47

Fig.1 National public Library resources per Capita, 2011-2021

Along with China's major deployment of public utilities, most of the functions of urban cultural service measures relayed on urban communities, and the government was gradually increasing its investment in community public cultural services in terms of content and funding, but it still could not guarantee and meet the needs of urban community residents. This showed that the government has only solved the problem of "availability" of public cultural services in urban communities, but has not yet properly solved the problem of "excellence" in the supply of public cultural services in urban communities. Therefore, it was necessary and urgent to conduct a comprehensive study from the perspective of holistic governance and propose corresponding solutions to the problem of "fragmentation" of community public cultural services in Zhanjiang, which was an important issue in the governance of community public cultural services in the new era.

Therefore, this study applied holistic governance theory as an analytical perspective to propose targeted policy recommendations based on specific problems, and used this information as a guide to improve and effectively plan the next steps of development, thereby improving the content of public cultural services in urban communities and laying a solid foundation for enhancing China's international status and influence.

Research Objectives

1. To study the demographic data of the people in using the public cultural services of the Zhanjing community.

2. To study satisfaction in using public cultural services of communities in Zhanjing City.

Literature Review
1. Theoretical Concept of Urban Community

The word 'community' originated from Latin, and the concept of urban community could be traced back to the article 'Community and Society' written by Tennessee in 1887, which defined a community as a group of people with the same values and interests, connected by the same blood and common emotions into a social group with strong emotional ties. The American scholar Parker built on Tennessee's work by suggesting that a community was not

only a group of people with the same values, but also a group formed under various conditions, including institution, geographical location, nationality, lifestyle, etc. Fei translated the word 'community' in his book "Community and Society" into Chinese as 'community', which was the earliest study of community in China and laid the foundation for later scholars to study the concept of community. Fei (1999) argued that the word 'society' in the word 'community' represented a certain group of people, while the word 'district' represented the meaning of location and area, so the community actually referred to a collective formed by a certain group of people in a certain geographical area, and the people who formed this collection were closely related in their daily lives. Zheng (1992) believed that community was a place for people with the same cultural background and the same behavioral tendencies. Zeng et al. (2021) proposed that the essence of community lied in the aggregation of people's emotions, and that it was not simply a geographical boundary, but a "home" with rich emotions.

In 1979 the New Sociological Dictionary was published, which for the first time defined a community as a group of people who participated in economic or political and cultural activities within a certain area, thus forming an autonomous social organization with unified values and emotions. The Ministry of Civil Affairs (2004) gave an official definition of the term community, namely "A community was a community of people living together in a certain area, and referred to the area under the jurisdiction of a residents' committee that has been reorganized after the institutional reform". Urban community, also known as the urban community, was a new form of regional division in relation to rural areas. It was a living community with a high concentration of people in a certain area of the city, which was characterized by a high density of population, a complex organization, a plurality of values, a variety of lifestyles and a variety of cultural needs. The concept was first proposed by the German sociologist Weber (1994) With the economic development, China's urban communities have undergone community management system reform in the areas governed by the residents' committees. As a community of urban residents' life, the urban community has the performance of economic capacity, political capacity, cultural function, social service function and social integration function in the life of modern urban residents, and has become a place where most people live, study and work. Along with the further process of urbanization, the reform of China's grassroots social governance system and the breaking up of the "unit system", it was now the street offices and community neighborhood committees under the guidance of higher levels of government that provided urban community services and management.

The former state units have gradually shifted their service functions to the community, and the residents have become more and more dependent on the community (Li et al., 2021). The status and role of the urban community has become more and more prominent in the process of China's economic and social transformation, and the urban community has become a grassroots organizational platform for urban residents to express their needs for public services or products and to maximize community welfare. The definition of urban community in this paper referred to a community group consisting of members with the same values living within the confines of an urban area.

2. Fragmentation Theory

Overview of 'Fragmentation' The word "Fragmentation" was born in the academic research abroad in the 1980s. As a visualized concept, it means that a complete and whole thing is broken into a state of separation and separation, which affects the role of the whole transaction. This is also the original intention of fragmentation. The concept of fragmentation has different connotations and extensions in different disciplines and in different problem-defining contexts, and cannot be simply generalized in a one-sided way. The initial phase of

Supply Policy Implication of Public Cultural Services in Urban Communities from The
Perspective of Overall Governance: A Case Study Take Zhanjiang Community

49

the research arose within the field of communication studies, extending into the fields of political science, administration, higher education and information technology. It has since been extended to the management research neighborhood and has been given various meanings. In political administration in particular, many scholars have proposed semantically or similar terms, such as fracture, division, repetition, conflict, isolation, dissociation, fragmentation, etc., depending on the step-by-step similarity of the object of study and the specific context. All of these potentially illustrate this non-optimal relational structure of inherent conflict and contradictory imbalance. As defined by American scholars, fragmentation is a complex situation that arises in urban areas due to the division of governmental competencies and the proliferation of governmental jurisdictions limited to boundaries II. Ostrom proposes that fragmentation is exogenously embodied in the number of collective consumption units of a particular service arranger from the perspective of the local public economic organizational the same time, "local governments not only exhibit a great deal of fragmentation in terms of their quantitative characteristics, but these governments overlap each other geographically and functionally" and "there is a lack of synergy in public planning". This paper examines the issue with the help of the conceptual term "fragmentation" and gives it a new meaning. "Fragmentation" refers to the fragmentation, independence, duplication, conflict and disconnection of an organization in terms of its objectives, values, culture, structure, functions, operations and other institutions and mechanisms. In further abstraction, "fragmentation" refers to the objective state of operation of a whole system in which conflicts and contradictions arise between subsystems and between constituent elements within the system, with non-optimal structural relationships (Hopwood et al., 2020). This state of operation hinders the maximum function of the system as a whole, and there is room for adjustment to optimize the structure, rationalize relationships and improve effectiveness. It is a product of a specific period, with the inevitability of historical development, while at the same time constantly overcoming, transforming and sublimating itself in the process of constantly overcoming its own contradictions.

3. **Explanation of the "integrity " governance theory**

Theory of "holistic" governance Holistic governance is a new model of government governance based on continuous reflection and revision of the fractured nature of government services and fragmentation of management arising from the sexual public management model. The theory of holistic governance was first put forward by Perry, 1977 book, "Integral Government". The prevalence of the bureaucratic organizational system has led to the duplication of government functions and overstaffed institutions, while the decentralized reform initiatives advocated by the new public management reform movement have intensified the "fragmentation" of administration to a certain extent. In 2020, Perry and others co-authored the book "Towards holistic governance: a new reform agenda". According to Hicks, (2020)

Integrated governance refers to "Guided by the needs of citizens, taking information technology as the means of governance, and taking coordination, integration and responsibility as the governance mechanism, we will organically coordinate and integrate the governance levels, functions, public-private sector relations, information systems and other fragmented problems and problems, and continue to 'move from decentralization to integration, from part to whole, from fragmentation to integration' to provide citizens with seamless and non-separated integrated services. "Providing high-quality public services was the fundamental purpose of the 'overall government', the 'integration' of the functions of government agencies was its spiritual essence, and the 'combination' or 'synergy' of various ways is the basic feature of its functions in management. The theory of holistic governance is the criticism and response to "fragmentation" in this context. The overall governance aims to meet public needs and realize public values, takes functional integration and organizational coordination as the

governance mechanism, and uses information technology tools to coordinate departments, levels, cross-regions, public and private sectors and other fields in terms of policy, command, service, etc., from decentralization to integration.

Conceptual Framework

This study is a descriptive, which aims to understand the demographic profile of the counties pertaining to their perfections on public cultural services. This the study, specifically, aims to capture the current states of satisfaction towards the public cultural services
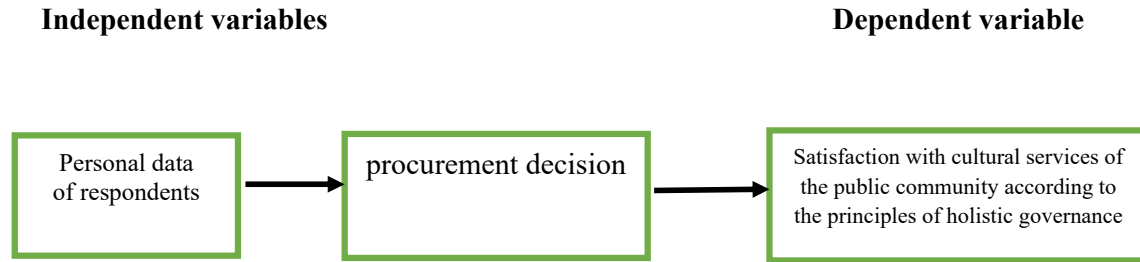
| Independent variables | | Dependent variable |

| Personal data of respondents | → | procurement decision | → | Satisfaction with cultural services of the public community according to the principles of holistic governance |

Fig.2 Conceptual Framework

Research Methodology

Population and Sample

The study used representatives of three communities in Chikan District, Xiashan District, and Mazhang District from the four administrative regions of Zhanjiang Province, which were selected as R&D centers. A sample size of 900 people was used, with 884 questionnaires returned.

Table 1. Presents the sampling design and the return profile of the survey, equally distributed across the three Community

Community	Send out questionnaires	Return Questionnaire
Chikan District J Community	300	290
Xiashan District X Community	300	296
Mazhang District W Community	300	298
Total	900	884

Table 1. Collection of Sample Data

Research Instruments

In this study, a questionnaire on public opinion on the governance of public cultural services in Zhanjiang City, Guangdong Province, China was prepared according to the Likert method. The questionnaire is divided into the following two parts. The first part is the basic personal information of the respondents. The second part explores community residents' attitudes towards the provision and management of public cultural services in Zhanjiang City.

The Likert Scale method was used to analyze the data. The mean and standard deviation of the samples are 5 levels. According to the standard of the question is the grade level.

A score of 5 means having the most attitude towards management

Supply Policy Implication of Public Cultural Services in Urban Communities from The Perspective of Overall Governance: A Case Study Take Zhanjiang Community

51

A score of 4 indicates a high attitude towards management

A score of 3 indicates a moderate management attitude

A score of 2 indicates a low attitude towards management

A score of 1 indicates the lowest attitude towards management

In order to explain the average score of respondents' attitudes, the researchers set the following standards

The average score of 4.51-5.00 indicates the best attitude towards management

The average score of 3.51-4.50 indicates a high attitude towards management

The average score of 2.51-3.50 indicates a moderate attitude towards management

The average score of 1.51-2.50 indicates a low attitude towards management

An average score of 1.00-1.50 indicates the lowest attitude towards management

The survey period is March to June 2022.

Statistical Methods Used in Data Analysis

In this study, the researchers used the following statistical methods to conduct basic statistics on the data, percentage, mean, standard deviation, and one-way analysis of varied

Research Results

Objective 1. Demographic data of the respondents found that in 3 communities, there were 298 males and 586 females, with a male ratio of 34% and a female ratio of 66%.
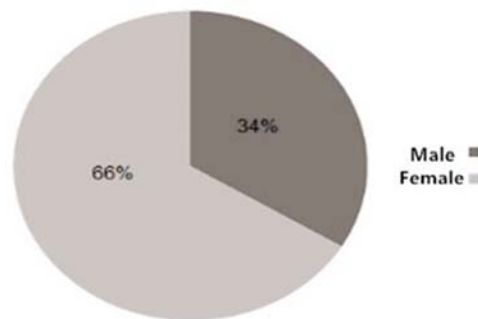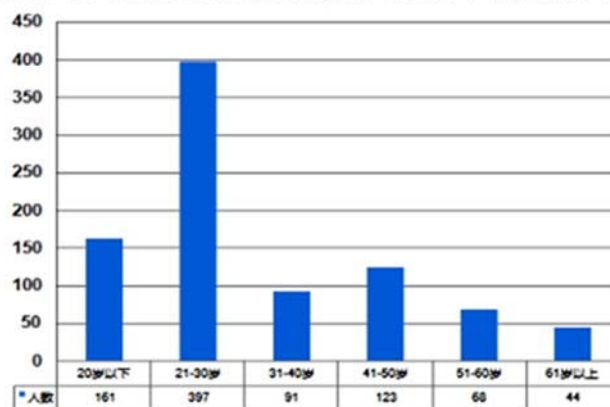

Fig. 3 Shows the gender of the survey respondent

Age demographic data found that there were 161 people under 20 years old, 397 people in the age group 21-30 years old, 91 people in the age group 31-40 years old and 91 people in the age group 41-50 years old, 123 people in the age group. 51-60 years old, 68 people, and the age group from 61 years old, 44 people, with respondents in the age group 21-30 years old accounting for the highest proportion, about 45 percent of the total number.

Education level distribution

The education survey found that 56 respondents had a junior high school education or less. Eighty-nine respondents had a high school or technical secondary education. and 158 respondents had a lower secondary education. 394 bachelor's degree graduates and 187 master's degree holders
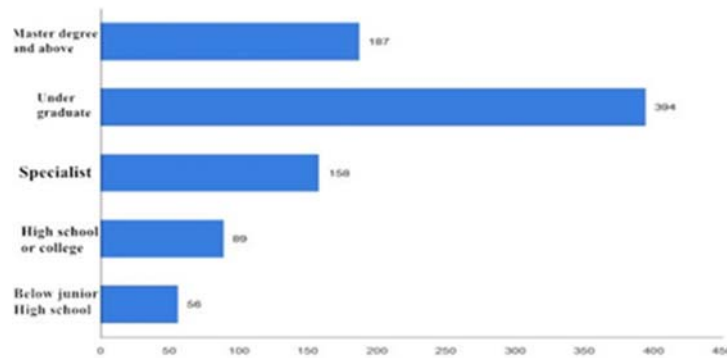

Fig. 5 Shows the Education level distributionOccupations level distribution

The occupations of the respondents were 316 people, 39 were general employees and 37 were private industrial and commercial households. The number of national civil servants was 41, government institutions 75, state enterprises 50, private sector 155, retired people, 38 unemployed or unemployed, 43 who were not. Enter the occupations listed above, number of categories: 90 people
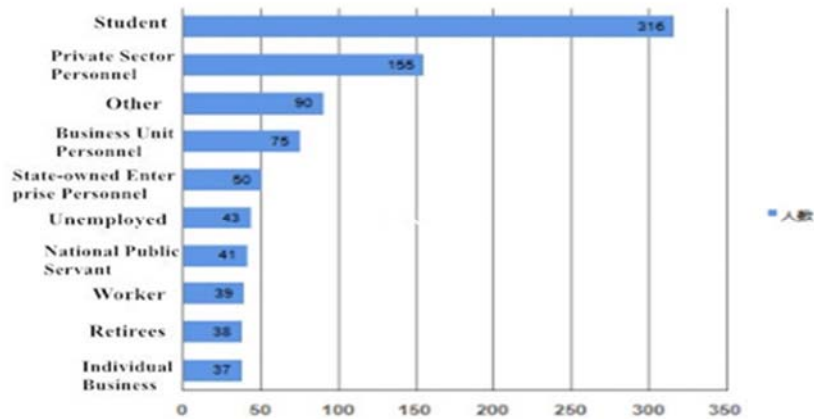

Fig. 6 Occupational Distribution Map of Survey Respondents
Providing public cultural services in urban communities in terms of cultural facilities

Public cultural services in urban communities include cultural facilities. 633 respondents chose outdoor exercise equipment, accounting for 72% of the total, 426 chose to have a community cultural center in their community, and 465 chose to have one. Indoor sports (badminton, table tennis, etc.)
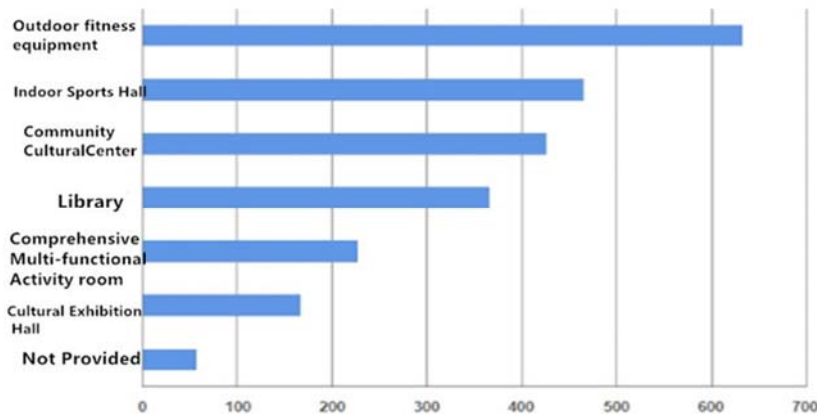
Supply Policy Implication of Public Cultural Services in Urban Communities from The
Perspective of Overall Governance: A Case Study Take Zhanjiang Community

53

Fig.7 shows Providing public cultural services in urban communities in terms of cultural facilities

Objective 2. From the statistical results of evaluating public cultural facilities in the community, in the evaluation of public cultural facilities in the community, 342 people chose dissatisfaction, 115 people chose very dissatisfied, and the number of people who were dissatisfied with public cultural service facilities Accounted for 52% of the total number. However, only 68 people are very satisfied, 124 which accounted people are relatively satisfied, and 22% of the total people are satisfied with public cultural service facilities. The specific situation is shown in Figure.8 There are 235 people who choose the service The effect is average, but there is no tendency to express one's attitude towards public cultural service facilities. It can be seen that although the current government departments provide some necessary public cultural service facilities, the overall satisfaction level of community citizens is still relatively low, and more than half of the residents in the survey expressed dissatisfaction with the current cultural facilities.
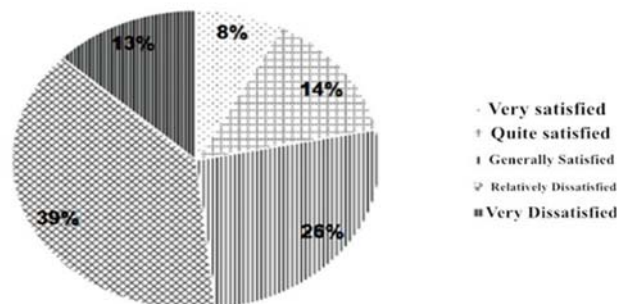

Fig.8 Display public cultural facilities in the community

Discussions

From the research results, it can be concluded that after the corresponding division of responsibilities for governments at all levels, corresponding powers should be given to different levels of governments according to the corresponding responsibilities. Only by ensuring the consistency and unity of powers and responsibilities can we ensure that the various tasks of public cultural services can be truly and effectively implemented. carry out.

On the one hand, to define the corresponding powers according to the scope of government responsibilities, to prevent some government agencies from having too much or too little power in the work, and to ensure the consistency of powers and responsibilities, the basic supervisory power of the higher-level government must be guaranteed, so as to ensure the supply of public cultural services in urban communities is effective. On the other hand, higher-level governments should delegate power to lower-level governments. which is consistent with the research of Emily (2020) That said 'good governance', a need exists to develop methods for systematically evaluating performance. 'Good governance' has been characterized as including a wide array of principles, which vary across literatures. Comparatively little scholarship has sought to systematically quantify program achievement in accordance with these principles. We develop and present a scale for measuring program achievement in accordance with eight main principles of good governance: inclusivity, fairness, transparency, accountability, legitimacy, direction, performance, and capability. also consistent with the research of Paul (2009) the results of the study found that public services have been misunderstood. They are not simply services in the public sector, they are not necessarily there because of "market failure", and they cannot be analyzed by the same criteria as market-based provision. They have four defining characteristics. They exist for reasons of policy; they provide services to the public; they are redistributive; and they act as a trust. They consequently operate differently from production for profit, in their priorities, costs, capacity and outputs. We present the results of a pilot implementation of the scale within the context of two community-based deer management programs. Our results suggest that these principles of good governance may not sort into distinct dimensions in a real-world context. and also, in line with the research of Janet &, Robert (2015) the principles of the New Public Service nor those of the New Public Management have become a dominant paradigm, but the New Public Service, and ideas and practices consistent with its ideals, have become increasingly evident in public administration scholarship and practice. inspection of George (2003) Evidence from sixty-five empirical studies of the determinants of public service performance is critically reviewed. The statistical results are grouped on the basis of five theoretical perspectives: resources, regulation, markets, organization, and management. The analysis suggests that the most likely sources of service improvement are extra resources and better management. A research agenda for further work is identified, and recommendations are made to enhance the theoretical and methodological quality of studies of public service improvement

To give grass-roots governments a certain degree of autonomy in the supply of public cultural services, higher-level governments only need to do a good job in the corresponding supervision and assessment work to ensure that the development and implementation of public cultural services by lower-level governments does not deviate from specific policy goals. According to the actual work content of governments at all levels, the actual financial expenditures required by governments at all levels are determined to ensure the demonstration of financial and administrative powers of local governments. Only in this way can local governments safely and steadily promote the development of public cultural services in urban communities. which is consistent with the research of Ruth V.& Alvaro, (2009) Good governance principles are such that they limit the ability to improve governance practices. But good governance practices appear to improve the governance of countries. that apply the above principles in general Although further reforms are needed.

Supply Policy Implication of Public Cultural Services in Urban Communities from The Perspective of Overall Governance: A Case Study Take Zhanjiang Community
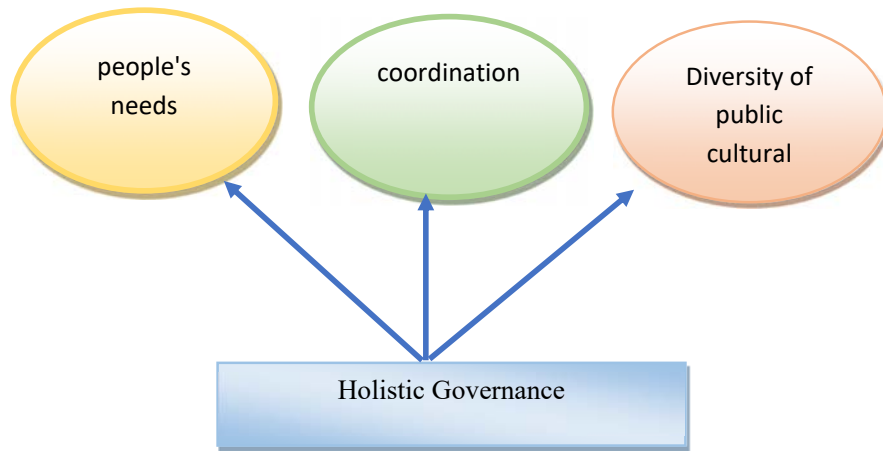
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Knowledge from Research

Fig.8 Knowledge from Research

Conclusion

This study recommends the following strategies to improve the Urban's public cultural services, ensure the coordination of supply and demand, and prevent the occurrence of phenomena such as shortage of supply and oversupply. At present, the content of public cultural service supply is very single, and there is no diversity of public cultural service content for different groups of people. The government needs to closely combine the needs reflected by citizens, and determine the content of supply based on demand. It must take into account the differences between people of the same age, different occupations, and different educational backgrounds. The content of public cultural services provided should also be guaranteed to meet the needs of everyone. Demand, to avoid the fragmentation of supply and demand dislocation.

Suggestions

1. In the later period, the questionnaire will be further improved and optimized according to the actual research situation. Increase the number of research communities, expand the scope of research communities, ensure sufficient sample size, and make it more representative.

2. Although the holistic governance theory is compatible with the problem of fragmentation and can provide theoretical support for solving the problem of fragmentation in the supply of public cultural services in urban communities, other theories can be considered to study the supply of public cultural services in urban communities in the later stage. In order to enrich the research perspective and realize the mutual verification of the research results.

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