

Explore Cultural Resources with Regional Characteristics and Rebuild a High-quality Public Cultural Service System in *Haizhu* District

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Abstract: Promoting the construction of a high-quality public cultural service system in *Haizhu* District not only benefits the humanitarian construction in Greater Bay Area and shows the local Chinese cultural heritage, but also provides a powerful support for the development of cultural industries. Although *Haizhu* District has currently made certain achievements in terms of guarantee mechanisms, facility networks and product quality, there are still some outstanding problems in service effectiveness, public participation and activity innovation. In this regard, relying on the rich heritage and deep humanistic atmosphere of *Haizhu* District, with the main thread of constructing a *Lingnan* culture brand, the public cultural service system should be built into equalization, localization, specialization and socialization, so as to realize the integration of public cultural resources as well as innovative and gathering development. With such a central brand, *Haizhu* District will be a unique window and a key place to present the traditional *Lingnan* culture.

Keywords: Distinctive Cultural Resources; Utilization of Cultural Resources; Public Cultural Service System; High-Quality Development

1. Introduction

Public culture is integrated, open, beneficial, and consistent in terms of its inner spiritual characteristics, and it has the function of cultivating people's collective consciousness, public perceptions and the sense of group identity and social belonging in terms of values[1-2]. Central government has always attached great importance to the development of public cultural services, and stressed the

importance of "accelerating the construction of a modern public cultural service system and the promotion of the standardization and equality of basic public cultural services". The report of the 19th National Congress proposed that "we should improve the public cultural service system, implement in-depth projects for the benefit of the civilians, gradually establish a sound management system and operational mechanism, and protect the basic cultural rights and interests for the public with the guidance of enhancing the effectiveness of services." As the central district of *Guangzhou* City, *Haizhu* District relies on the construction of the Guangdong-Hong Kong-Macao Greater Bay Area as its strategic pivot and plays as the center of *Lingnan* culture and the window of culture exchange to foreign countries. Therefore, realising the high-quality development of public cultural services in *Haizhu* District to meet people's spiritual and cultural needs is not only a profitable path to promote the humanitarian construction in Bay Area and show the well-performing Chinese cultural heritage, but also a strong support for the development of cultural industries.

2. Exploration of Building a Public Cultural Service System in *Haizhu* District

In 2021, the Ministry of Culture and Tourism released the 14th Five-Year Plan for the Construction of Public Cultural Services System to clarify our targets. It proposes that the government should make efforts to provide higher quality, more efficient, more equitable, and more sustainable public cultural services, aiming at protecting people's basic cultural rights and interests effectively, and enhancing the sense of cultural access and happiness. The introduction of a series of important policy documents, including the National Basic Public Service Standards (2021 Edition), the

14th Five-Year Plan for the Development of Culture and Tourism, and the Opinions on Promoting the High-Quality Development of Public Cultural Services marks the basic formation of a strategic plan for the construction of a national public cultural service system.

At the same year, *Haizhu* District released the outline of the 14th Five-Year Plan, which stressed that with the main thread of "telling the story of *Haizhu*", we should promote the prosperous development of cultural industries and improving the cultural soft power of the district to build a strong cultural district. Since the successfully holding of the 19th National Congress, the *Haizhu* District Committee and government have been implementing the strategic plan of building a strong cultural city and a world-known cultural city. Relying on its inherent advantages of profound humanistic heritage and the concentration of cultural elements, *Haizhu* District has focused on building a series of key cultural facilities and holding cultural activities with high level to show the spirit of *Lingnan* culture and fulfill the requirements for a better life from the public, fully carrying forward the connotations of the Red Culture, *Lingnan* Culture as well as the Maritime Silk Culture. It can also strengthens the influence of the unique and charming brand of *Haizhu* District, and further highlight the regional characteristics as a leading place of *Lingnan* Culture. In recent years, *Haizhu* District has achieved leaps and bounds in the development of its public cultural service system including that:

Firstly, the public cultural service guarantee mechanism is gradually improved. In order to solidly promote the construction of a strong cultural district, *Haizhu* District has issued a series of institutional documents such as "Implementation Opinions on Strengthening the Construction of a Famous Cultural District" and "Measures for Supporting Cultural Projects in *Haizhu* District" to escort the development of cultural undertakings in the district. The introduction of the "Implementation Opinions on Accelerating the Construction of Modern Public Cultural Service System in *Haizhu* District" has formed a strategic layout for the construction of public cultural services in *Haizhu* District, initially realizing the standardization of public cultural services and significantly enhanced the

construction level of public cultural service system in the district.

Secondly, the network of public cultural service facilities has initially taken shape. At present, *Haizhu* District has formed a three-tier structure, including district, street and community, to build various public cultural service facilities, whose number at all levels has increased exponentially, further optimizing the hardware environment for the comprehensive cultural strength of the urban area. All the cultural stations and libraries in the district are ranked as first level, and the museums the third level in our country. The district has built 18 provincial special grade street cultural stations, 27 cultural branch libraries and 265 comprehensive community cultural service centers, which achieves the goal of full coverage of comprehensive community cultural service centers. In addition, *Haizhu* District has steadily promoted the participation of social forces on the construction of public cultural service facilities. Led by a model of resource integration and complementary sharing, the *Haizhu* Administration has built 17 library branches/service points, and cooperated with social forces to build cultural service centers, including an exhibition center for non-traditional heritage, and training bases for youth language arts and youth Cantonese opera.

Thirdly, the quality of public cultural service products has been significantly improved. *Haizhu* District will continue to carry out standardized services for people's convenience by opening all of its public cultural venues to the public for free, providing the objectives, contents, timetable, and procedures to the public, and ensuring the smooth services for the human traffic in different periods of time. The construction of general branch libraries is being implemented to incorporate 50 branch libraries/service shops in the district into the service system, and a unified business planning and resource layout has been carried out to strengthen the standardization of various public cultural facilities in terms of venue's management and service content, and to effectively improve service standards. To explore the cultural resources in local region, the administration makes efforts to build various cultural brands and special activities such as the *Lingnan* Arts Festival, the Pearl

River Delta Saltwater Song Festival, and the Guangdong Concert *Lingnan Guqin* (a kind of string instrument in ancient *Lingnan* region). More than 300 events are held each year, covering more than 1 million people. All resources in the district are accumulated to create quality artistic works. In 2021, the works created and submitted by *Haizhu* District won more than 20 awards in public literary and artistic competitions varying from city to provincial level.

3. Problems Faced in the Construction of a Public Cultural Service System

The construction of a public cultural service system is the main way of achieving, maintaining, and improving the basic cultural rights and interests of people, which can realize and safeguard their basic cultural rights and interests. It allows everyone to share the fruits of cultural prosperity and development, and meeting their growing spiritual and cultural needs. Though we had obtained obvious achievements in the process of cultural services in *Haizhu* District, it is noticeable that in the new era, the public cultural demands are increasingly diversified, requiring active institutional innovation and efficiency enhancement in the practice of building the public cultural service system. At present, there are still some distinguished problems in the construction of facilities, public participation and service innovation in *Haizhu* District.

Firstly, the benefits of publicizing service facilities seems not effective. Although the public cultural service facilities in *Haizhu* District have formed a set of long-term matrixes, generally, the radiation and the general cultural benefits generated by them are still ineffective, which is attributed to both the insufficient supply of hardware resources and the lack of thematic characteristics of the facilities. In terms of hardware resources, the indoor area in *Haizhu* District is only 1,000 square meters per 10,000 people, which still has a long way to go to meet the current standard in Guangzhou. The district is not just in lack of large venues for performances, exhibitions and rehearsals, but the volume of buildings for street cultural stations, social and cultural service centers and other grassroots cultural venues is not yet up to standard. The unpleasant phenomenon of multiple

encroachments on the same venue is still common, so the utilization rate is relatively low. In addition, the distribution of facilities and resources in the region is uneven. To be specific, most of the large cultural facilities, including cultural centers, libraries and museums, were concentrated in the west, and some of the facilities are old. Though numbers of cultural venues have been built in the east, it is still difficult to achieve universal access to public cultural services. In terms of service characteristics, the management of some venues are short in a sense of innovation, and their services tend to be simplified and homogeneous. The public cultural services provided fails to highlight the characteristics of the venues and their regional advantages, and it also lacks in diversity to meet the people's cultural demands.

Secondly, the brand effect of cultural activities has not yet been formed. Under the guidance of the theory of shared benefit, Cultural development needs to face the grassroots, and it should be access to the masses. We should rely on them to develop, and provide services for them. We should also protect the people's basic cultural rights and interests, meet their growing spiritual and cultural needs, and improve their cultural participation and sense of achievement. There is no doubt that the masses are the weather vane and barometer of the construction of public cultural services, and cultural development without the participation of the masses is "water without a source" and "wood without a root". Every year, more than 300 mass cultural activities would be held in *Haizhu* district, but the content of cultural products and the form of their implementation are rather monotonous. The thematic activities that can ignite the spiritual consensus and value identity of most civilians is still not enough. There is only a few of masterpieces that are perfectly ideological, artistic and ornamental with strong traditional characteristics, regional cultural style and long-lasting influence to totally reflect the achievements of cultural development in *Haizhu* is just a few in number. Therefore, most of cultural activities are only participated by children and the elderly, some of which even only cover the minority, and the participation rate of the public is quite low, which cannot form a long-term brand effect.

Thirdly, the construction mechanism of the

talent team needs to be optimized. The construction of a public cultural service system requires the intellectual support of a well-structured team of professional talents. At present, the personnel directly responsible for the administration of various cultural venues and activities are taking over on a temporary basis, and the staff of most of the public cultural service at the grassroots level are drawn from other positions, and thus they are lacking in relevant expertise and cultural sensitivity in the creation and supply of cultural products, so inevitably, a sense of "the layman guides the professionals" can be felt when activities are carried out. The decline in the production capacity of cultural products and services can be directly attributed to the loss of specialized service teams, which becomes more serious the further deep in grassroots. Most of the existing professional cultural teams are established by the government, and due to the limitations of staff and fund, they are stretched to the limit in terms of building a professional workforce and cultivating distinctive cultural skills. This has led to a lack of innovation and difficulty in holding various quality cultural activities.

Fourth, the mutual assistance between the cultural industry and undertakings still needs to be improved. Cultural industries and cultural undertakings are not incompatible. The prosperity of cultural undertakings is the basis and prerequisite for the prosperity of cultural industries, while the development of cultural industries can at the same time greatly promote the progress of cultural undertakings[3]. To some extent, the achievements of the construction of the public service cultural system can be reflected in the economic benefits brought by the cultural industry, which in turn promotes the innovation and development of the system. At present, the layout of resources for public cultural services in *Haizhu* District lacks the main line and fails to form a perfect full-chain ecology in terms of linking cultural venues and activities for empowerment. Although *Haizhu* District has introduced social forces to participate in the construction of public culture, it has not made timely adjustments and upgrades in accordance with public demand, leading the result that the cooperation of many projects and products is still in the traditional operation mode that "the government provides

resources, and enterprises assist in construction", having deficiency in the depth and expand of cooperation, and failing to form an integrated structure of cultural undertakings and industries.

4. Exploring the Local Cultural Resources of *Haizhu* and Promoting the Construction of "Four" Public Cultural Services

Public cultural provision is not only the responsibility of the government, but also the realization of the public's cultural rights and interests[4]. To build a high-quality public cultural service system, we must adhere to the guidance of public demands to employ local cultural resources to explore cultural forms that are pleasing to the public[5]. Relying on the rich heritage of the *Haizhu* district and the depth of its humanistic atmosphere, we use the brand building of *Lingnan* culture as the main thread to linking the construction of a equalized, localized, specialized and socialized public cultural service system, achieving the integration of public cultural resources and the development of an innovative gathering, making *Haizhu* a distinctive window and a regional hub for traditional *Lingnan* culture.

Firstly, in terms of equalization, the construction of civil cultural service facilities has been comprehensively strengthened in its quality and efficiency. First of all, we should promote the planning of cultural facilities projects to fit in with the layout of resources and population respectively, and solidly improve the rationalization of the layout and quality of cultural facilities, enriching the supply of public cultural products and services[6]. It's essential to effectively integrate and coordinate the use of public cultural resources and innovate the supply of public cultural products in *Haizhu* District. To ensure financial investment in infrastructure and support in the renewal of facilities, book procurement and venue development. Strictly following the provincial standards for the construction of cultural venues, we will explore the land for supporting community public buildings and expand the area of comprehensive cultural service centers. We will plan and build cultural landmark and sports service centers with multi-functional uses to address the long-standing urgent need for performances and rehearsals of large-scale events; we will make up for the supply of

public cultural service venues in the east and start to renovate and upgrade the equipment of cultural venues in the west to promote a rational layout of cultural facilities. Besides, the resources of regional cultural facilities should be integrated to meet the cultural needs of the masses. By tapping into the land available for public construction in the community, we will promote the area of cultural stations in the streets to meet the standard as soon as possible. We will explore the cooperation of professional cultural teams, cultural institutions and non-governmental volunteers to introduce social forces to participate in the services of public cultural venues, enriching the service contents by combining the characteristics of venues and the main body of *Lingnan* culture. We will also develop menu-based services by focusing on the needs of the masses to provide public cultural products in a targeted manner to further enhance the quality and effectiveness of our services. Furthermore, we will accelerate the digital construction of public culture[7]. We will build a public culture cloud platform with unified standards and interconnection, innovate exhibition displays and cultural services with digital means, improve the professionalism and socialization of cultural services, and realize the effective integration of public digital culture project platforms, so as to link all the processes online and offline. We will focus on supporting the sharing of public digital cultural resources and opening them up to the public to achieve standardized management, efficient operation, and convenience for people.

Secondly, in terms of localization, we should firstly explore the local *Lingnan* cultural resources in *Haizhu* District. By organizing research and census, we will clarify the main lines of cultural development to focus on condensing the characteristics of *Lingnan* and highlighting the cultural heritage in the process of constructing public cultural services. Each subdistrict should take responsibilities, and different departments should work together to strengthen synergy and protection and utilization of cultural relics in the district, aiming at continuing the historical lineage and further inherit and promote *Lingnan* culture. We will also integrate the NRM cultural resources in *Haizhu* District, build an educational platform for NRM culture, and

carry out activities such as the promotion of NRM knowledge, display of NRM works and teaching of NRM handicrafts through online and offline linkages, eventually form a cultural atmosphere for NRM. Secondly, to carry out cultural activities with *Lingnan* characteristics. Combining the historical traditions and humanistic heritage of *Haizhu* District, strengthening the expression of the correlation between geographical elements and cultural connotations, creating special festival brands with wide influence and attractiveness, and making various cultural activities with distinctive styles, such as the Trendy Culture Week and the *Lingnan* Calligraphy and Painting Art Festival, bigger and stronger. We will give full play to the communication effectiveness of the whole media platform, create an comprehensive publicity and promotion mode that integrates online and offline involves the public in interaction, and actively promotes the publicity and momentum of cultural activities in *Haizhu* District. Remember to collect timely feedback from the public before and after each activity, continuously enrich the content according to their feedback and innovate the form of the activities. We need to strive for expanding the coverage of cultural activities to attract public widely participation and meet the basic cultural activities for public benefit and popular arts education, which can help enhance the public's appreciation of the arts and nurture the future of the public. Thirdly, it supports viewing *Lingnan* culture as the core, and encourages the development of literary and artistic works that blend with mainstream values and the spirit of the times. Through the establishment of special funds, we encourage grassroots cultural units and groups to create works with *Lingnan* characteristics, especially to increase the creative development of intangible cultural heritage and traditional arts and crafts, and to promote the symbiosis and innovative development of intangible cultural heritage with modern people's lives. Thirdly, in terms of specialization, innovative talent cultivation mechanisms have been put in place to enhance the general professional service capacity of the arts and cultural team. To be specific, first, vigorously introduce high-end literary and artistic talents[8]. As for the low professional quality of public cultural personnel in *Haizhu* District, a top-level

design and long-term planning should be done to bring in high-level literary and artistic talents in a targeted and planned manner, especially talents in literary creation, cultural research and cultural creativity related to Lingnan culture. To form a wisely structured, focused, stable and efficient talent team, we provide a strong ideological guarantee and spiritual guarantee for building a Lingnan cultural centre. This will make a strong ideological guarantee and spiritual impetus for the building of a Lingnan cultural center. Second, we will improve the mechanism for safeguarding cultural talents. We should expand the number of professional and technical posts for cultural talents, improve the criteria for assessing their title, and increase the necessary special funding and subsidies according to the needs of research outcomes that can attract and retain talents. Third, establish relevant personnel assessment standards and selection mechanisms. Encourage literary talents to improve themselves and provide them with multiple channels to participate in cultural activities, for continuously optimizing and improving the overall quality of the team. Fourth, build a platform for training and communication. By operating various forms of literary and artistic training activities, we encourage the extensive participation of private groups in cultural activities, support people to build their cultural groups, cultivate grassroots cultural power and prosper the masses' literary and artistic creation. At the same time, we still fully rely on the local characteristics of the cultural industry in *Haizhu* District, actively explore the exchange and cooperation system between government and enterprises, organize literary and artistic backbone to study and exchange ideas. We also host various cultural exchanges through cultural forums and co-operative activities to explore the dissemination potential of arts and cultural groups in *Haizhu* District and cultivate leading cultural talents. Fourthly, in terms of social construction, the public cultural service system is the sum of various public welfare cultural institutions and services, where the institutes for popularizing cultural knowledge, disseminating advanced culture, providing spiritual products, meeting the cultural needs of the people and safeguarding their cultural rights and interests. Its presupposes government leadership and

appeals several social organizations into participation. Both of these are indispensable, and social forces should be guided to participate deeply in the construction of the public cultural service system to further enhance the effectiveness of the services[9-10]. On the one hand, the principle of government-led and social synergy should be adhered to, widely adopt cooperation and innovation with enterprises, universities and research institutions, together providing co-operate service sites and cultural activities. Revitalize the staff resources of grassroots public cultural service facilities, encourage social forces to participate in the integration and extension of service points to improve supporting functions, and innovate and enhance in terms of service features, venue facilities and management and operation. The government should also make efforts to develop implementation methods, lists of catalogues and funding criteria for the purchase of public cultural services, and promote a paradigm shift from "running culture" to "managing culture"; give full play to the active role of the market in the allocation of cultural resources; nurture and incubate various types of public. It should also give full play to the active role of the market in the allocation of cultural resources, foster the development of various types of public cultural services, and regulate and guide the healthy development of social organizations. On the other hand, the integration of public service systems such as culture, sports, tourism and broadcasting should be strengthened on basis of the positioning of *Haizhu* as a "wetland ecology, Lingnan culture and green heart of the city". The construction of supporting facilities and the supply of public cultural products should be actively aligned with the existing layout of the cultural industry. This layout mainly aims at building a public cultural service system that meets the needs of the public and tourists, hoping to renovate historical buildings, highlight the Lingnan style, and build a solid foundation for the integration of culture, business and tourism in the heritage of Lingnan culture. It ultimately intends to use tourist attractions, commercial districts and historical districts as a carrier and medium to drive the quality of public cultural services to upgrade, thus realizing a good ecology that business and industry can be

linked and history and innovation enable to integrated.

5. Conclusion

The essence of 'Chinese-style modernization' clearly demands the construction of a high-quality modern public cultural service system and the provision of high-level public cultural services, carrying the values, mission, and significance of the era. As a district with profound humanistic heritage and abundant distinctive cultural resources, Haizhu District shoulders the responsibility of being the carrier of Lingnan cultural center and the gateway for cultural exchanges with the outside world, against the backdrop of the construction of the Guangdong-Hong Kong-Macao Greater Bay Area. By exploring distinctive cultural resources and deepening the extension of Lingnan culture and Guangfu culture, it promotes the vertical retrospection and horizontal integration of culture, and strives to forge a unique path of cultural development, which holds profound significance in the exploration of building a high-quality public cultural service system.

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