

Research Article

Empirical Study of Satisfaction of Public Food Cultural Services in Huangshi

Chen Qun

Research Center of Public Culture, Key Research Center of Humanities and Social Sciences in the General Colleges and Universities of Hubei, Hubei Polytechnic University, Huangshi, Hubei, China

Abstract: This study starts from the introduction of Huangshi, with the help of defining public food cultural services system, discusses relative strategy to the construction. As Huangshi grasps the opportunity to firstly construct public food cultural services system in the country, which is the positive response to cultural strategy of our count.

Keywords: Construction, public food cultural services, service system

INTRODUCTION

As an important policy system and system management, the purpose of this construction is to realize cultural right of civilians and social just. In this system, the purpose is to ensure that everyone can positively participate in cultural activities and have equal opportunities to get equal human capital value and market competition environment. Especially it emphasizes the policy support and compensation to economic less developed region and poor people. Through public culture equalization, it helps disadvantaged groups to get equal opportunities and abilities, avoid privilege deprivation, ability shortage and social exclusion. Huangshi lies in the middle reaches of Changjiang River in the southeast of Hubei. It is built in 1950, which is one of the earliest two provincial cities in Hubei. The city including one town, one country, four urban areas and one internal economic technique area, the total area of which is 4852 km², total population is 2.6 million (Samuelson, 1954). Cultural resources of Huangshi are abundant and modern enterprise culture has vivid characteristic. Daye Company, Huaxin Concrete, Jing liquor, Dongbei Company cultivates advanced, pioneering culture with humanistic concern and personality. These lay a solid foundation for the construction public food cultural service system in Huangshi.

MATERIAL AND METHODS

New definition of public food cultural services system: It is an important raw material industry and open city in midland. The economical development is in the intermediate level of Hubei. In 2010, gross value of production is 68.6 billion Yuan, which is in the 8th place among 16 cities of Hubei province. In 2010, the

general financial revenue is 7.15 billion Yuan. Income of urban people is 15460 yuan; income of rural people is 5499 yuan. This is under the medium level in Hubei and midland. From the way of offering services, public food cultural service system aims at perfecting service facility and product supply. It satisfies cultural rights of people. From the construction purpose, it aims at protecting public cultural rights, promote cultural equity and realize the social cultural integration with socialist core value system as guide (Swan and Trawick, 1981). To sum up, this system protect people's food cultural rights, under the guidance of social core value system, with perfecting public service facility, high-quality food cultural product and service as the main way (Table 1).

The system is the basis to realize public culture supplement. The supplement of public food culture lies on a certain facility. The infrastructure system involves invitation for bids, ways of construction and construction content. Public culture participation system is the key way to increase efficiency and realize the connection of supply and demand. Through various network platforms, like public network, service network, major forum, information sharing platform and other direct participation way, it expresses people's culture demand and advice and makes public cultural service joint and efficiently functions. Public cultural talent protecting system refers to the construction of talents. Through all kinds of training and talent introducing, it improves people's quality and constructs a talent team. This protecting system is the basis of protecting cultural services system and ensures its continuous running (Churchill Jr. and Surprenant, 1982). The construction of reasonable and normative public culture resource guarantee system protects the effective

Table 1: The difference between public welfare cultural causes and cultural industries

Distinction	Public welfare cultural causes	Cultural industry
Subject features	Career oriented cultural units	The legal representative of cultural enterprise
Playing function	Providing public cultural products and cultural services for the public	Realizing the economic value and industrial function of culture
Sources of funds	Funded by the state investment or social donation	Raising funds by state-owned company, collective or private company, foreign company and other multi-channel financing
Operating mechanism	Set up and Operated by government and ensure its operation	Developed by market itself completely

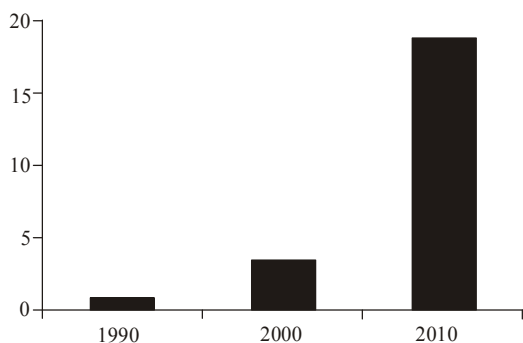


Fig. 1: China's cultural cause growth of per capita (unit: Yuan)

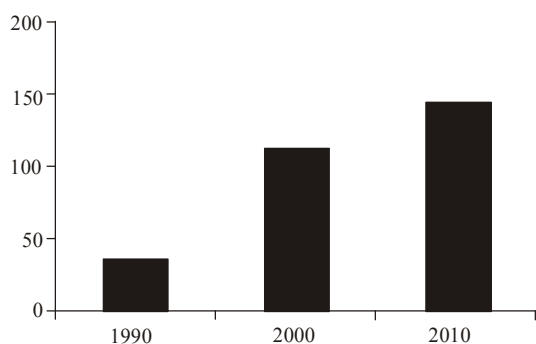


Fig. 2: Cultural consumption of per capita urban residents in China (unit: Yuan)

working of public cultural service system. Public cultural performance evaluation system is the key to promote the elevation of service quality and rate of resources utilization (Fig. 1 and 2).

RESULTS AND DISCUSSION

The basic constitution of public food cultural service system:

Relative strategy to the construction of public food cultural service system: After the reform and opening-up policy, Huangshi changed from planned economy to social market economy with economic structure of our country. Reform of the economic system is the orientation of market. It must bring impact to public food cultural service of country monopoly under the original planned economy. It promotes relative adjustment of supply mode to adapt the rapid transition of economical society.

The construction of demonstration area: Huangshi positively responds to country's call to carry out policy spirit. It combines its reality and based on its own advantage it make great achievements in basic facility construction, service network construction, culture organization. The public cultural service is rapidly formed. In 2011. Huangshi is allowed to build 28 demonstration areas and becomes the first area in Hubei. Huangshi uses its advantage to discover and create construction mode and accelerates its construction (Oliver and DeSarbo, 1988). Huangshi doesn't remain the superficial understanding of "competing for the best", but consider this construction as an opportunity to accelerate the development of Huangshi's society and economy. In this construction process, Huangshi increasingly deepens the intrinsic property and rule under the socialist market economy. It considers from the whole situation and carries out the integrated planning.

Activating social economic capital: Activating social economic capital, forming a government-guided and multi-participated public culture providing mode (Cina, 1989). The limited government needs to deal with the relationship among government, market and social force. It needs to deploys public resources reasonably and not influence cultural vitality. Through giving play to public finance, tax regulation, honor encouragement, it reaches the effective allocation of cultural resources and forms widely-participated, cooperated, complementary socialism public cultural service system. In this construction process, Huangshi combines its advantage and various network platforms and constructs a system with various social forces, social resources participating in it.

CONCLUSION

Huangshi's accelerating the construction of public food cultural service system is good for realizing the construction of society through cultural construction and intensifying the integration of society through social main value system. To reinforce the construction of public cultural service system is a way to realize social cultural government. This is not only good for social harmony and stabilization, but also the cultivation of social public space and the formation of interacting civil-society relationship. This promotes social stability, improve economic development

environment, promotes smokeless economic development like culture pictographic economy and improves economic structure guided by mining industry of Huangshi.

REFERENCES

Churchill Jr., G.A. and C. Surprenant, 1982. An investigation into the determinants of customer satisfaction. *J. Marketing Res.*, 19(4): 491-504.
Cina, C., 1989. Creating an effective customer satisfaction program. *J. Serv. Mark.*, 3(1): 5-14.

Oliver, R.L. and W.S. DeSarbo, 1988. Response determinants in satisfaction judgment. *J. Consum. Res.*, 14(4): 459-507.

Samuelson, P.A., 1954. The pure theory of public expenditure. *Rev. Econ. Stat.*, 36(4): 387-389.

Swan, J.E. and I.F. Trawick, 1981. Disconfirmation of expectations and satisfaction with a retail service. *J. Retailing*, 57(3): 49-67.