

Original Research Article

Research on the satisfaction of government public cultural service supply under the background of cultural and tourism integration-- A case study of Xintai city

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Abstract: The high-quality development of the integration of culture and tourism requires the government to constantly update the supply of public cultural services in order to continuously meet the diverse demands of tourists for public cultural services. This paper empirically analyzes citizens' satisfaction with the supply of public cultural services in Xintai City, and proposes optimization strategies in light of the current situation of public cultural service supply in the Xintai municipal government, with the aim of improving people's satisfaction.

Keywords: Integration of culture and tourism, Xintai city, satisfaction with the supply of public cultural services

1. Introduction

Against the backdrop of culture-tourism integration, this paper focuses on Xintai City to explore citizens' satisfaction with government public cultural service supply, analyze issues and put forward optimization strategies.

2. The origin of the problem

How to enhance citizen satisfaction and improve grassroots governance is an important topic in the study of urban politics and public administration. The provision of government public cultural services as defined in this article refers to the service requirements that the government takes as the main body, covering public cultural infrastructure, cultural and tourism activities, and cultural policy participation services, to facilitate the integration of culture and tourism and the satisfaction of citizens' needs.

Xintai City is a pilot county for building a modern metropolis in Shandong Province. The paper presents problem analysis and optimization paths for the deficiencies in the supply of public cultural services by the Xintai municipal Government.

On the one hand, high-quality integration of culture and tourism can improve the supply of public cultural services and enhance citizen satisfaction. On the other hand, a good supply of public cultural services can also promote the linkage of the entire Xintai, further attract tourists and citizens to participate, and contribute to the improvement of satisfaction.

3. Research and design

3.1. Evaluation index system of citizens' satisfaction

According to the satisfaction evaluation index system designed by Li Xiaoxu in the research "Construction of Quality Evaluation System for Elderly Health Information Services in Public Libraries in China - from the Perspective of Information Ecology Theory". Establish the evaluation index system of this article. There are

five first-level indicators and twenty-five second-level indicators.

3.2. Questionnaire survey method

I recruited 51 participants as a pilot study. According to the analysis results, Conbach's $\alpha = 0.94$, indicating that the current questionnaire is relatively reliable.

In order to determine the sample size required for this study, I conducted a power analysis of the t-test, setting the effect size at medium Cohen's $d = 0.30$, significance level $\alpha = 0.05$, and statistical power 0.90. In this satisfaction survey, 109 valid questionnaires were used.

3.3. Interview method

The paper, through communication with interviewees, aims to understand the actual situation of public cultural service supply in Xintai City. The interviewees were: government staff: Section Chief Li of the Bureau of Culture and Tourism; enterprise staff in Xintai City: Ms. Wang; Community residents: Ms. Han, Aunt Jiang, Mr. Zhao.

4. Analysis and discussion

Table 1. Mean and variance of each subscale.

	Mean	Variance
Facility quality	2.91	.7341
Transparency of information	2.82	1.2730
Event Content	2.89	.7743
Service accessibility	2.86	.7793
Policy Transparency	2.92	.7945

As shown in **Table 1**, none of the five indicators reached the average level (3 points), indicating that citizens are not satisfied with the supply in Xintai City.

Table 2. Multiple linear regression analysis.

Linear regression analysis results (n=109)					
	Non-standardized coefficient		Standardized coefficients	t	p
	B	Standard error	Beta		
Facility quality	1.00	.000	.182	54947175.217	000 * *
Transparency of information	1.00	.000	.316	74834946.365	000 * *
Activity Contents	1.00	.000	.192	61211279.901	000 * *
Service accessibility	1.00	.000	.194	59029239.894	000 * *
Policy Transparency	1.00	.000	.197	60215068.753	000 * *
R ²	1.000				
Adjust R ²	1.000				
F	F (5.10) = 7.897, p < 0.001)				
Dependent variable: overall satisfaction					
* p<0.05 ** p<0.01					

It can be seen from **Table 2** that information transparency has the greatest impact on citizen satisfaction, indicating that citizens' satisfaction with the supply of public cultural services is not high. Since $**p < 0.01$ indicates a strong correlation, further analysis can be conducted.

5. Problem and cause analysis

5.1. The quality of public cultural services needs to be improved

In recent years, the quality of public cultural services in Xintai City has improved. However, the quality of public cultural service supply in Xintai City still needs to be enhanced. According to **Table 1**, a score lower than average (3 points) reflecting the quality of facilities can be considered as low satisfaction of citizens with the quality of facilities. We conducted a telephone interview with Section Chief Li of the Xintai Municipal Bureau of Culture and Tourism, and also went to Community D to have an interview with Ms. Han. Section Chief Li said that the museum couldn't be opened due to technical reasons. Ms. Han said that the opening hours of the library were not fixed.

According to the interview records, we also learned that the reasons for the problems are as follows:

First, the lack of digital technology application skills and exhibit preservation skills. Second, the operation and management mechanism is not sound. Third, uneven distribution of funds and resources: In Xintai City, books are mostly purchased through social donations and government funds, resources are neglected in terms of quality improvement.

5.2. The pertinence of public cultural service supply needs to be enhanced

At present, the Xintai municipal government pays more attention to the frequency of cultural activities provided. First, it has created the mass cultural activity brand^[3]. Second, the cultural welfare project has been steadily advanced.

However, according to the satisfaction evaluation form, we can see that it is mainly manifested in the following aspects: First, the audience segmentation is insufficient. Second, the content and form of cultural activities are rather monotonous. Regarding this, we also communicated with Li, the section chief of the Xintai Municipal Bureau of Culture and Tourism, and visited Aunt Jiang in Community D. Section Chief Li said that most of the activities were aimed at the elderly, who had more free time. Aunt Jiang also said that there were many free cultural activities.

The main reasons for the lack of activity content are as follows: First, the layout pattern is too monotonous. Second, the types of activities are sometimes repetitive and more suitable for the elderly.

5.3. The transparency of information on the supply needs to be improved

Xintai City has already set up the official account "Culture and Tourism Xintai" and Douyin as promotional channels. The government can promote activities.

However, with the continuous advancement of technology, the low satisfaction of citizens with the "transparency of information access" indicates that there are still some problems. First, the publicity channels are single. It mainly relies on traditional offline venues to provide services. Second, the information update is lagging behind.

The reasons are as follows: First, the accuracy of the information needs to be improved. There are "information silos". Second, there is a lack of comprehensiveness in the information. At present, only information on the city's main cultural venues is covered. Third, Xintai is room for innovation in the way information is obtained.

5.4. Insufficient policy participation in public cultural services

Citizens are not satisfied with the mechanisms that complement the supply of public cultural services. At present, the Xintai municipal government also conducts policy discussions in the community.

But according to the results of the questionnaire, the main manifestations are as follows: First, there is a

lack of policy transparency. Second, the information on policy implementation is ambiguous. Third, there is a lack of information feedback and interaction mechanisms. At present, Xintai City still adopts government-led measures for the supply of public cultural services, and the participation of enterprises and citizens is not high. We interviewed Ms. Wang, an employee of Shandong Xinjufeng Technology Packaging Co. She said that the enterprise has sponsorship activities, but believes that public cultural services should fall within the scope of government responsibility.

The main reasons for this are as follows: First, the participation of social forces is low. Second, the supervision and assessment mechanism is not sound. There is a lack of public participation and evaluation, as well as third-party participation.

6. Countermeasures and suggestions

6.1. Increase digitalization and innovate the supply of public cultural services

6.1.1. Realize the digital transformation of public cultural services

Use digital technology to expand services and digitize the cultural heritage of Xintai City, etc. For example, 3D modeling of ancient buildings and the creation of online virtual museums. For example, we will actively promote digitalization and display our collections in digital form. At the same time, mobile applications could also be developed.

6.2. Expand the scope of demand research and enhance the targeted supply

On the one hand, it should cover a wide range of people of different age groups, different occupational groups; On the other hand, Xintai should use a variety of research methods.

6.2.1. Conduct in-depth research to understand the needs of citizens

By adopting various methods such as online questionnaires, offline on-site interviews, and community centralized discussions, a comprehensive understanding of citizens' cultural needs is achieved. Offline research can be conducted in various places such as communities, and enterprises to record issues related to the supply of public cultural services they encounter in their daily lives; At the same time, make public the complaint phone numbers of government departments.

6.2.2. Conduct periodic surveys and establish a regular demand feedback mechanism

Regularly conduct research and dynamic tracking, set a fixed research cycle, conduct dynamic tracking of newly launched cultural services, and promptly grasp citizens' feedback in order to quickly adjust the content and direction of services. Through these surveys, it is ensured that public cultural services can adapt to dynamic changes, meet current needs and be forward-looking.

6.3. Improve the information platform and build a dynamic monitoring system for the platform

6.3.1. Improve the comprehensive information platform

The release of the integrated cultural information platform includes regular publication of cultural venue activity schedules. Encourage people to upload their idle books at home to the "Culture and Tourism Xintai" platform to achieve mutual complementarity and integration of public resources and personal book collection resources.

6.3.2. Build a dynamic monitoring and guarantee system

Cover the entire process, highlight the needs of Xintai City, focus on tracking service efficiency, analyze the public's attention to cultural and tourism content through the data of "Culture and Tourism Xintai" on the

official account and Douyin page views and interaction rates, and keep abreast of the platform usage in a timely manner.

6.3.3. Create a direct participation mechanism to increase policy participation

Direct participation of citizens or enterprises in the policy-making or implementation process can enhance the sense of participation and trust, further improving the government's satisfaction level of policy participation.

6.3.4. Establish and improve the supervision and assessment mechanism

A multi-faceted supervision mechanism should be established. Media supervision and social organization supervision should also be introduced, and cultural social organizations should be used to supervise cultural activities.

We need to improve the assessment system for public cultural services. Establish and improve the assessment system for public cultural services, introduce assessment mechanisms for social participation, and enhance the objectivity and scientific nature of the evaluation of public cultural services.

6.3.5. Introduce social forces to participate in diversity and achieve collective wisdom and efforts

Vigorously promote in-depth cooperation between the government and enterprises. Xintai City can continue to explore innovative management based on the "City reading Room", with the government and enterprises jointly building, governing and sharing. In the future, more village and community property management companies can actively participate in the construction of reading rooms to provide high-quality public cultural services to the people. Social organizations can undertake public cultural activity projects that have been tendered by the government through fair competition.

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