

Study on Urban Cultural Construction Strategies from the Perspective of Public Management

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ABSTRACT

The high-quality development of a city is built upon numerous foundations, with a crucial role played by the construction, dissemination, and impact of urban culture. This not only relates to shaping the city's image and elevating its taste but also has significant implications for the sustainable development of the city's economy, society, and environment. From the perspective of public administration, urban cultural development involves the influence of various factors. This paper first analyzes the current status and issues of urban cultural development from a public administration perspective and then proposes effective strategies for development in light of these issues.

KEYWORDS

Public administration perspective; Urban cultural development; Current status and issues; Development strategies

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1 Introduction

In the phase of high-quality development, urban cultural construction has become a significant component of urban planning and management. Furthermore, with the continuous progress of urban development, the connotation and scope of urban cultural development have become more enriched and extensive. In addition to cultural resource preservation and development, it has expanded into cultural policies and the economic domain. Currently, urban cultural development is facing certain challenges and has not met the expected goals. Therefore, specific improvement, enhancement, and innovation strategies need to be formulated based on the specific issues, allowing urban cultural development to create favorable conditions for the prosperity and development of the city.

2 Challenges in Urban Cultural Development from Public Administration Perspective

From a public administration perspective, there are multifaceted challenges in the current urban cultural development. As urbanization accelerates, competition among cities is becoming increasingly fierce. For a city to stand out in this intense competition, it must possess a unique cultural brand and characteristics. However, many cities currently lack a distinct cultural personality and features, resulting in inadequate cultural competitiveness. The main challenges faced by urban cultural development can be summarized as follows:

Firstly, urban cultural development necessitates substantial support in terms of both hardware and software. This includes investments in infrastructure, talent development, and public administration, among other aspects. However, due to factors such as financial pressures and varying levels of

economic development, some local governments are constrained in their investments in urban cultural development, which in turn affects the progress and quality of such development.

Secondly, urban cultural development requires broad societal participation and support, particularly the impetus of collective wisdom and efforts from the public. This is essential to consolidate various forces in urban cultural development. Nevertheless, some cities, due to a lack of emphasis on grassroots empowerment and a lack of innovation in their promotional methods and channels, face the issue of slow progress or stagnation in cultural development.

Lastly, the impact of cultural talent cultivation should not be underestimated. Urban cultural development is a comprehensive endeavor that encompasses various facets of urban development. It necessitates a multidimensional approach to promote urban cultural development. However, many cities are confronted with challenges related to talent shortages to varying degrees.

3 Public Administration Perspectives on Urban Cultural Development Strategies

(1) Enhancing urban cultural development policy mechanisms

Urban cultural development relies heavily on the support and guidance of the government. Within this context, policies, regulations, and institutional mechanisms are essential safeguards for urban cultural development. In the process of urban cultural development, the first step is to formulate and improve relevant policies and regulations, establishing a sound institutional framework for urban cultural development. This includes the creation of specialized institutions such as a Cultural Development Committee to coordinate and manage various aspects of urban cultural development and provide dedicated financial support for cultural industry development. For example, formulating policies to support cultural industries and policies for nurturing cultural talents. Additionally, strengthening oversight of cultural markets to maintain market order.

Furthermore, the government should encourage and support the establishment of cultural industry associations and other civil organizations to promote the development and resource integration of the cultural industry. Civil organizations can provide a platform and opportunities for enterprises, enhance communication and cooperation with the government, businesses, and various sectors of society, collectively driving the healthy development of the city's cultural industry. Through government support and guidance, coupled with the continuous refinement of policies, regulations, and institutional mechanisms, favorable conditions can be created for the high-quality implementation of urban cultural development activities.

(2) Exploring urban cultural development pathways

From a public administration perspective, urban cultural development requires not only policy support but also clear guidance on pathways to better advance this development.

Firstly, it is essential to fully explore existing cultural resources. Every city has its own developmental history, historical accumulation, and diverse cultural characteristics. These contents can serve as significant components of urban cultural development. These resources can encompass traditional culture, historical heritage, humanistic landscapes, as well as modern culture, creative industries, and technological sectors. By organizing and integrating these resources, substantial support can be provided for urban cultural development. Additionally, there should be increased efforts to protect historical and cultural heritage.

Secondly, careful planning for the development of cultural spaces is required. Urban culture is not limited to intangible aspects but also includes public cultural facilities such as museums, art galleries, cultural squares, and more. To promote urban culture, scientific spatial planning is necessary. This involves using urban design and landscape design to create public spaces with cultural significance.

Lastly, it is crucial to develop the cultural industry and host a variety of cultural activities. This includes cultural festivals, art exhibitions, and performance events as ways to nurture urban cultural activities. Encouraging citizens to actively participate in cultural activities will raise their cultural literacy and overall quality of life. Promoting the sustainable development of the city's economy through the development of the cultural industry can provide additional financial and technological support for urban cultural development.

(3) Strengthening the construction of urban cultural brands

Urban cultural brands are essential resources and intangible assets for city development, playing a significant role in enhancing a city's visibility and competitiveness. Urban cultural brands not only represent a city's cultural heritage and uniqueness but also symbolize its image and spirit. Therefore, it is crucial to explore and inherit a city's historical cultural heritage from various perspectives, combining it with the needs of modern society to create urban cultural brands that reflect the characteristics of the times.

Firstly, it is necessary to promote and popularize urban cultural brands through various channels and platforms to increase the city's cultural visibility and reputation. This includes effectively using new media platforms to strengthen the promotion of the city's image and the dissemination of its culture, expanding the city's influence. As the quality of urban development improves, the city's culture should rise accordingly. Hosting cultural festivals and enhancing international cultural exchanges can also help more people understand and recognize the city's cultural brand, thereby increasing the city's attractiveness and influence.

Secondly, it is essential to focus on the continuous development and innovation of urban cultural brands. Urban cultural brands are not static; they need to evolve and innovate to adapt to changing times. In terms of implementation, measures such as supporting the cultural industry, encouraging cultural innovation, and promoting the development of the cultural industry can stimulate the innovation and development of urban cultural brands, creating more unique and appealing cultural identities for the city.

(4) Encouraging involvement of social forces

The city belongs to its citizens, and the development of urban culture relies on public participation and support from social forces. Only through this can urban culture flourish and have an impact in various eras.

Firstly, this goal can be achieved through a series of policy measures, such as tax incentives, cultural industry support funds, and project collaborations, to encourage businesses and individuals to invest in the cultural industry and promote its development. These policy measures not only reduce the investment risks for enterprises and individuals while increasing returns on investment, but also promote the city's economic growth and create more employment opportunities.

Secondly, public activities, such as volunteer work and social cultural service formats, can ignite enthusiasm and initiative among citizens to participate in urban cultural development. These activities not only enrich the cultural lives of citizens and improve their cultural literacy, but also promote the

inheritance and innovation of urban culture. They also enhance citizens' sense of identification and belonging to the city's culture, fostering the diversified development of urban culture.

4 Conclusion

In conclusion, urban cultural development serves as the driving force for city growth. Based on the current state of urban development, it is evident that there are several issues in urban cultural development. To promote the sustainable development of urban culture, it is necessary to strengthen top-level policy design and coordinated implementation, encourage innovation and distinctive development in the cultural industry, enhance the protection and development of cultural resources, and explore and promote urban cultural assessment and planning methods and tools that are suitable for the Chinese context. Efforts should be made in various aspects, including policy systems, spatial planning, brand construction, public participation, and talent recruitment and cultivation. By leveraging comprehensive efforts, a unique urban cultural environment can be created to attract more cultural talents and cultural enterprises, thereby driving the progress of the urban cultural industry and, in turn, contributing to economic development.

About the Author

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