

Research on Integrated Development of Guangzhou-Foshan Public Cultural Service based on Spatial Embedding

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Abstract. Guangzhou-Foshan culture has the same roots and is mutually compatible. In order to better implement the "the establishment of a new mechanism for more effective regional coordinated development" mentioned in the report of the 19th National Congress of the Communist Party of China, it is all the more urgent to promote the cultural integration of city clusters. At the same time, the coordination of public culture is an important part of facilitating the integration between Guangzhou and Foshan. Therefore, exploring this kind of integration is a pressing task. This article selects Guangzhou and Foshan as research objects, conducts field surveys on the status of public cultural services through questionnaire surveys and interviews, uses spatial embedding theory to analyze and discuss the problems existing in the construction of public culture in Guangzhou-Foshan, and proposes some Proposal for rationalization, with a view to achieving a benign mosaic of social order and good governance of the government.

Keywords: Public Cultural Services; Integration; Government Governance; Spatial Embedding.

1. Background

In the new era, China's economy has achieved high-quality improvement, and urban agglomerations are also developing rapidly and becoming more mature. The report of the 19th National Congress of the Communist Party of China emphasized the need to implement a coordinated regional development strategy, promote the development of integrated public services and ensure people's livelihood. Whereas the economic development, we must meet the people's expectations for a better life and provide them with abundant spiritual and cultural food. For the public service, it is important part to improve the public cultural service system and enrich mass cultural activities. Moreover, it is an important way to promote the integrated development of public culture to narrow the differences of public cultural services between cities and promote the cultural integration between the two cities.

Guangzhou and Foshan are bordered by two cities with a large area, and the central city has a short straight-line distance. The border is about 160 kilometers, which is particularly advantageous. In 2008, the State Council promulgated the Outline of the Plan for the Reform and Development of the Pearl River Delta Region (2008-2020), which emphasized the Guangzhou-Foshan same-city effect, especially in cultural development. Since 2005, the two cities of Guangzhou and Foshan have jointly formulated a series of policies such as the "Guangzhou-Foshan City Development Plan" and the "Guangzhou-Foshan City Development" Thirteenth Five-Year Plan "and other policies, which have planned all aspects of the two cities. While developing the economy, Guangzhou-Foshan should also make new breakthroughs in cultural construction, shape the spirit of Guangzhou-Foshan, and become a city business card.

2. The Current Situation of the Integrated Development of Public Cultural Services in Twin Cities

Guangzhou-Foshan have good cultural development foundations, similar cultures, similar customs, and similar languages. However, all aspects of cultural construction, such as cultural facilities and the integration of cultural activities, have been built separately, and they have no contact with each other, which has hindered the integrated development plan of Guangzhou-Foshan. At present, the country attaches importance to the development of regional integration, and the development trend of Guangzhou-Foshan integration is becoming increasingly prominent.

Economic, political and other aspects of integration development process is accelerating, while public cultural integration is also advancing. However, people's satisfaction with the integration of public services in Twin Cities has not been improved, and the development of understanding of integration is more at the policy level. According to our field survey, people's satisfaction with public cultural services is only 40%, and 32.90% of people believe that cultural sharing activities are not rich enough, and Guangzhou-Foshan's shared cultural resources are still far from reality.

Domestic scholars have actively explored to promote the development of cultural services. From the perspective of spatial embedded research: Yijun Chang and Shuai Yuan (2018) [1] believe that the "Spatial Embedding" type of governance approach is to face the cross-domain and complex public affairs and then requires the integration of multiple governance subjects and rights. The essence lies in strengthening the top-level design, forming a situation of arranging governance, and then achieving organic collaboration and synergy of multiple subjects. Xun Chen (2019) [2] constructed a space system of "Place-Activity-Memory" based on the administrative "Embedding" of public space, attached importance to its publicity and social construction, and realized the community reconstruction based on the construction of public space and the input of public resources. Zihui Huang (2016) [3] At the spatial level, he more closely recognizes the "Embedded Development" as a symbiotic and interactive multi-integrated spatial pattern and rejects excessively fragmented and divided development paths or governance models. From the research of Cantonese culture: Jie Wang (2018) [4] expounded the essence of Cantonese culture in detail. Rong Zhang (2018) [5] believes that it is necessary to give full play to the leading role of Cantonese culture, promote regional cultural exploration and integration, and form a long-term mechanism for coordinated development and communication. Xiumei Huo (2012) [6] studied Guangzhou and Foshan, which have the same roots and homology, and put forward some countermeasures to promote the inheritance of Cantonese culture. Xiaoyi Zhong (2017) [7] fully affirmed the significance of the development of Cantonese culture and advocated the modern transformation and innovative development of Cantonese culture. From the perspective of the integration of public cultural services: Suling Gao, Luyao Zhang et al. (2015) [8] from the perspective of public cultural integration and regional economic development, pointed out that the integration of public cultural services has promoted regional economic development to a certain extent. Jingyan Wang and Fei Wang (2016) [9] pointed out that the construction of public cultural service infrastructure, the construction of the talent team's communication power and the innovation of public cultural services are the key points to promote the construction of an integrated public cultural service system. Xukun Qu, Kaiwei Yu (2009) [10] proposed that the fair allocation of public cultural services enables residents of the two cities of Guangzhou and Foshan to share "cultural welfare", thereby enhancing the overall civilizational quality of Guangzhou-Foshan's urbanization.

The above studies are helpful for us to better understand the origin of Cantonese culture, the Connotation of Public Culture and Spatial Embedding theory, and apply the spatial embedding theory to the integrated development of public cultural services in Guangzhou-Foshan. The attention of the integrated development of public cultural services is not enough, and there is no detailed theoretical explanation. Based on this, this paper will take Guangzhou and Foshan as the core of Cantonese culture as an example, to discuss the integration of public cultural services from the background of Guangzhou-Foshan culture, and put forward valuable suggestions for promoting the integration of Guangzhou-Foshan cultural services by using the theory of Spatial Embedding.

3. Obstacles in the Integrated Development of Public Cultural Services in Twin Cities

In the process of integrated development of regional public services in Guangzhou and Foshan, there has been obvious development in public facilities construction and social public services. However, due to the differences in space development between the two places and the integration of public services is in the initial stage of development, there are still many obstacles, resulting in the results of large differences between the two places and low sense of belonging of the people in the

two cities. This paper analyzes the obstacles in the integration of public services from the perspective of cohesion, sharing and construction.

3.1 The Public Service Area has a Large Gap and is not Closely Connected

From the point of view of the residents' concerns, the focus is on the public services in transportation and medical care. The low attention to education and basic public service cultural facilities leads to the uncoordinated development of public service cultural links. From the perspective of spatial attribute, Guangzhou, as a national central city, an international metropolis, an international trade center, an international comprehensive transportation hub, a national comprehensive gateway city, a national historical and cultural city, integrates politics, economy, culture, society, etc., and has an international development trend. Foshan, as a city with history and culture as its heavy accumulation, has great differences in their comprehensive attributes, resulting in a large gap between regional public cultural service cooperation. From the perspective of evaluation criteria, the public is located in different regions, and their own views lead to different evaluation of the integration of public service culture, which also reflects the problem of the lack of close connection of public service links. The purpose of the integration of public services is to realize the integration and cooperation between the two cities, and promote the collaborative governance of the small and medium-sized cities with the mode of big cities driving, but the lack of close connection of all aspects of public services is the obstacle in the integration development process.

3.2 Information Sharing of Public Cultural Services is Low, and Cross Regional Co Governance is Difficult

Guangzhou and Foshan are geographically adjacent and culturally similar. With the close connection of the two cities, transportation and medical treatment have made good development in the process of integration. With the development of culture, people also have a stronger demand, but due to the public's neglect and other reasons, the integration of public service culture has always been in a difficult state.

Although in order to better promote the development of public service culture, form in the physical space of public places and the exchange of public cultural activities, information sharing has been carried out between the two cities. But according to the survey and research statistics, more than 60% of the people are not satisfied with the cultural development between the two cities, and 20% of the public hardly realize the sharing and exchange of information. It is mainly reflected in the conservation of resources between the two cities, the closeness of network information and the independence of entity culture construction. Although the two cities are in the stage of resource sharing development, there is still a self-centered problem in the development of the city, ignoring the construction of information exchange channels between the two sides. At the same time, as there is still a certain distance between the two places, entity library and so on cannot solve the problem of information resource sharing. On the whole, it still makes the public feel closed and their sense of belonging is greatly reduced.

3.3 Lack of Talents in the Integrated Development of Public Cultural Services

The integration of public cultural services reflects the work content of the government and is closely related to the quality of life of the public individuals. If we want to promote the integration of public cultural services, we need not only the investment of government funds and technology, but also the construction of public cultural service facilities. At the same time, it also needs the guidance of talents, how to better play the role of capital and technology, where to build public cultural service facilities, how to build them, and how to use them after construction. However, due to the high level of economic development in Guangzhou, this international metropolis also attracts talents to gather continuously and has a good foundation for talent development. But the lack of such advantaged conditions in Foshan also leads to the shortage of talents in Foshan. If we want to promote the common development of collaborative governance between the two cities, we must

make the two cities synchronize in terms of talent to promote the integration process of public services between the two cities. To promote the development of capital and technology with talents and promote the construction of all aspects.

4. Possible Ways to Design the Integrated Development of Public Cultural Services in Twin Cities

The core of spatial embedding theory is to aggregate the multiple subjects of governance together to construct a pluralistic and integrated spatial pattern of identity symbiosis and interaction in order to realize the overall governance of public affairs.

In view of the lack of necessary public cultural resources and services in the existing public space of Guangzhou-Foshan, the embedded theory of space is used to embed the governance mode of government seamlessly with the local cultural system. As shown in Fig. 1, a cultural service team is formed to construct public space and input public resources through the supply, allocation and means of information sharing of cultural services, so as to achieve the situation of multiple subjects participating in governance. On the basis of the inner vision of the Twin Cities cultural system, all the scattered cultural development methods are embedded in the overall normative system of the Cantonese culture, which promotes the benign cultural interaction between Guangzhou and Foshan, and enables the benign chimerism between government governance and social order.

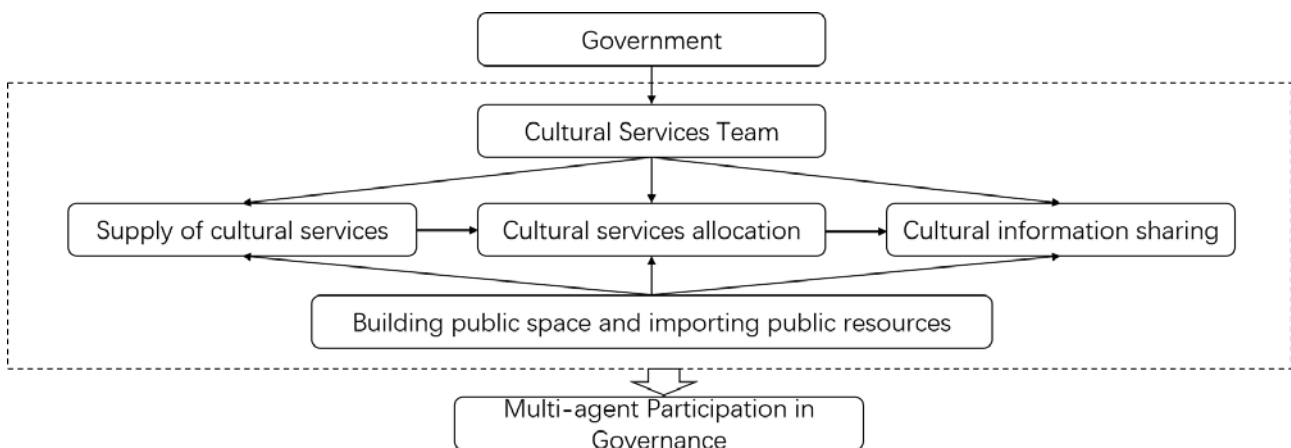


Fig. 1 The Development Path of the Integration of the Cultural Service in the Twin Cities

4.1 To Set up a Team of Cultural Services and Increase Investment in Cultural Construction

Cooperation and competition coexist in the development of Guangzhou-Foshan city. Each other is closed, separate, lack of holistic government concept and cooperative governance mechanism, fence between departments and administrative divisions, hinder the sharing of information and collaborative governance between each other. In the perspective of "Spatial Embedding", local governments prefer to use the governance mode of overall governance, so as to avoid piecemeal governance. The two governments have taken the lead in forming a dual-city cultural service team as a coordination mechanism to provide public places in cultural services for the residents of the two cities, as well as institutionalized or non-institutionalized organizations and public activities based on this. Through the investment of cultural construction funds, the existing public space is reshaped, the public cultural service with Cantonese culture as the core is constructed, the sense of belonging and identity of the Twin Cities group is strengthened, and the cooperative governance between governments is realized. The Twin Cities cultural service team is the inexhaustible motive force in the Cantonese culture public cultural service system. It is necessary to strengthen the construction of the team internally and to coordinate and allocate the public cultural service resources reasonably.

4.2 Innovating Service Mode, Expanding Metropolitan Culture and Realizing Information Sharing

Embedded governance breaks the situation of information asymmetry and realizes information sharing. This not only meets the people's demand for cultural service information in time, but also improves the administrative efficiency of the government. Through the use of modern science and technology to establish information sharing system, the dual city cultural service team integrates the existing public resources and services, innovates the operation mode, and improves the service ability of social organizations. First, we should make full use of "Internet +" technology, media, television, mobile communications, etc. to achieve digital popularization, and carry out digital projects for museums, libraries and cultural centers, so as to achieve the purpose of information sharing. The second is to truly understand the needs of the people of the Twin Cities for public culture, carry out cultural activities according to Cantonese culture, and break down the obstacles formed by regional constraints. At the same time, we should expand the urban cultural circle and form a state of cultural resources sharing and cultural resources complementary, so that the residents of the Twin Cities can enjoy the modern cultural achievements equally.

4.3 To Promote the Participation of Multiple Subjects in Governance and Realize the benign Chimerism of Government Governance and Social Order

The cultural service team has played a promoting role in government leading, social participation and broad participation of the masses. Therefore, it is particularly critical to strengthen the construction of talent team, organize training regularly, and build a cultural service team with high quality and strong ability. Under the theory of space embedding, the government, based on the dual city life culture system, adopts modern governance mode, realizes the interaction and symbiosis with the local cultural system, breaks down the tangible and invisible barriers, and is conducive to promoting the integration of the dual city group culture and the psychological integration.

The development of Guangzhou-Foshan city is closely related to the development of Cantonese culture. The continuation and development of Cantonese culture is conducive to the development of Guangzhou-Foshan city. And constantly enrich their own cultural connotation, create a cultural brand of Guangzhou-Foshan, the development of its own cultural development path. On the basis of multi-subject participation in governance, the problem of low cultural construction and weak sense of belonging is solved, which promotes the development of the Twin Cities culture and realizes the benign chimerism of government governance and social order.

5. Summary

Guangzhou-Foshan public service integration can establish a new mechanism for more effective regional coordinated development. In the process of development, there are many problems, such as large gap in public service areas, poor connection, low sharing of public cultural service information, great difficulty in cross regional co governance, and shortage of talents. However, through the theory of spatial embeddedness, the multiple subjects of governance can be aggregated together to build identity symbiosis and interaction. In order to realize the constructive development of cultural services and the urban circle culture of information sharing, and finally to promote the good combination of government governance and social order, the mutual multiple and integrated spatial pattern should be realized. In the future development process, the two cities of Guangzhou-Foshan are bound to have more perfect integrated services.

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