

Strategy and Research on Service Supply of Urban Residents in Heilongjiang Province

Xin Li¹, Jingjing Guan²

¹Qiqihar Medical University, Qiqihar, Heilongjiang, 161006, China

²Qiqihar Medical University, Qiqihar, Heilongjiang, 161006, China

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Abstract: The service for urban residents is the area that is most closely related to the daily life of residents. It is related to the satisfaction degree of the improvement of residents' living quality and the work effect of urban service management. With the development of socialist market economy and the acceleration of urbanization process, community, as a basic unit of social development, has become the basic link of urban social construction and management. Under the leadership of the party and the government, the community construction in Heilongjiang province has solved some important problems, but it is far from the requirements of building an international city. At present, the supply of urban residents' service is short, so we should reform the supply policy of residents' service from optimizing the layout, cultivating the main body, enriching the content and improving the guarantee. Taking Heilongjiang province as an example, this paper puts forward suggestions to improve the supply of community service in Heilongjiang province from the aspects of the nature and policies of community service, the basic needs of community residents, and the improvement of the operation performance of community service organizations.

1. Introduction

Urban residents service refers to residents' infrastructure and services in urban areas, including basic residents' infrastructure and basic residents' services, as well as quasi-residents' infrastructure and quasi-residents' services [1]. In order to realize the development strategy of a modern industrial country in the early days of the founding of new china, the country implemented the development strategy of supporting industry in rural areas and supporting cities in rural areas as well as the dual system of urban and rural areas, and established the dual service supply system for urban and rural residents that continues to this day, resulting in a huge gap in service supply between urban and rural residents today [2]. The living background, income and status of residents in different urban communities are different, and the demands of these different groups of residents for community services are differentiated and diversified. Therefore, the current urban community's service supply content and selection results for residents are diversified [3]. With the development of the socialist market economy and the acceleration of the urbanization process, community, as a basic unit of social development, has become the basic link of urban social construction and management, and its social management responsibilities are also increasing [4]. Urban residents' service needs are increasingly diverse and the structure is more complex. The traditional government-based service for urban residents faces many shortcomings in terms of facility layout, supply and demand allocation, supply mode and support. According to the diversified needs of different levels of residents, we should intelligently provide community residents with services to effectively alleviate the prominent contradictions and fundamental problems between supply and demand.

With the continuous improvement of the city's opening degree and the increasingly prominent decisive role of the market in the allocation of resources, the service supply of urban residents needs to adopt some new reform and innovation ideas to enhance the city's attractiveness and competitiveness with high-quality and efficient service supply [6]. How to better fill the gap left by the unit system after its withdrawal from the residential service field is the primary task facing urban communities. The unit system in the city provides a series of guarantees and services for the

members of the society, so the problem of residents' service in urban communities has not been highlighted [7]. With the progress of reform and opening up, the reform of state-owned enterprises and institutions is in full swing. Many countries in the world carry out community residents service, but there are great differences in form and content, which can be roughly divided into plan adjustment mode, market adjustment mode and diversified mode [8]. In contrast, for urban communities with medium and lower income levels, their residents will have more prominent demands for medical education, employment services, basic security and other aspects [9]. Taking Heilongjiang province as an example, this paper puts forward some suggestions on improving the community service supply in Heilongjiang province from the aspects of the service nature and policies of community residents, the basic needs of community residents, and the improvement of the operation performance of community service organizations.

2. The New Situation of Service Supply for Urban Residents

Moderate population growth helps to supplement the labor force and plays a positive role in alleviating the impact of the aging of the urban population. However, the population structure that does not match the needs of urban development and the population scale that exceeds the carrying capacity of the city are the shackles of urban development. For the reconstruction of community living space, there are mainly the following directions at present. To strengthen the dynamic monitoring of the process of urban spatial reconstruction and complete the quantitative identification of the critical threshold of social-ecological system evolution in the process of community development and transformation; taking community advancement as an important means of poverty alleviation in the new era, and providing new opportunities and challenges for coordinated spatial development; in combination with the promotion of new materials and technologies and the complete transformation of production methods, the allocation of residents' infrastructure will be further improved [10]. High-quality service for urban residents is of vital importance, because the quality of service for urban residents directly determines the attractiveness of the city to local and foreign talents. With the economic development and the decline of the material conditions of the old community, some residents with better economic conditions began to move out of the original community. The social network that residents had built for a long time was damaged and fractured. Restoring force focuses on the total amount of interference absorbed by the system when it is far away from the steady state, which is the ability of the system to return to the steady state after being disturbed.

Since the steady-state phase of most complex systems is not unique, management resilience is obviously more suitable for ensuring system sustainability than maintaining stability. Decentralized autonomy and democratic decision-making are conducive to the interweaving of numerous social forces and government forces. Therefore, the government decision-making phenomenon in the process of new rural construction can be avoided, and the rights and interests of farmers can be better protected. For example, table 1 is the structural parameter estimation and significance test of the reconstruction index of urban community living space in heilongjiang province.

Table 1 Parameter Estimation and Significance Test of Information Fusion

Path description	Fusion parameters	Path coefficient
Learning ability	6.55	6.75
Generalization ability	5.38	5.13
Management ability	6.34	5.51

The effective development of any work cannot be separated from the cooperation and cooperation of legal system, management system, supervision system and implementation system, and finally settle on the implementation system. Under the traditional administrative system, the government plays a leading role in the field of residents' service and undertakes the functions of decision-making, supply and supervision of residents' service. Reconstructing the social network system of the old community is conducive to maintaining the harmonious neighborhood life of the community residents. Increase residents' sense of belonging and identity to the community

environment [11]. The uncertainty of environmental factors affects the accurate measurement of the resilience of urban communities in Heilongjiang Province. The quantification of environmental changes and urban environmental reconstruction have always been the focus of urban community research. With the acceleration of the urbanization process, the external blows suffered by urban communities are not limited to the level of environmental change. Urbanization as a special external blow to urban communities in developing countries deserves high attention [12]. The non-competitive nature of community residents' services, also known as the commonality, refers to the nature of consumers' use of an article or enjoyment of a service that cannot prevent others from using or enjoying it. Quality is equivalent. With the development of social economy and the increase of service demand of community residents, a single form of government supply can no longer meet the demand level.

3. Service Supply Strategy for Urban Residents

The residential space in the community is the main place for community residents to communicate and interact, and it is also an important way for residents to expand social networks. The government should change its functions, establish a diversified fund-raising model and broaden the supply channels. The government should increase investment in residents' service funds, increase the proportion of community construction funds in the government's annual budget, and strengthen the supervision of special funds for community residents' construction. As far as urban planning is concerned, the vast majority of current urban planning in our country is often just a synonym for urban residential planning, ignoring industrial planning and its research. The reason lies in the failure to recognize the interactive relationship between the two. Since it has taken on too many administrative functions of the government, the community residents committee, an autonomous organization of the community residents, has evolved into a first-level administrative organization. At present, the biggest contradiction and problem of community residents' service is the contradiction between the serious shortage of residents' service supply and the residents' strong demand. How to solve the shortage of service supply has become the first problem. In order to reduce and avoid inefficient and inefficient supply of community residents' services, it is necessary to establish an information channel between residents' service providers and consumers to timely and effectively understand and grasp the residents' demand for residents' services.

Community residents are consumers and collaborators of community services. Only when community residents participate extensively in residents services can residents services be finally realized. No resource can function independently as a factor of production. Only when natural resources are combined with social resources can they be transformed into productive forces with use value and value. Figure 1 shows the contribution of different resources in the urban development stage of Heilongjiang Province.

The service for community residents is based on the principle of service first and does not manage the residents of the community. Residents' service providers have the right to choose service producers. Producers are not limited to government departments and their affiliated units, but also private enterprises and non-profit organizations. The community should continuously improve its own residents' service level to meet the common needs of the community residents. Community residents' service should highlight social benefits. Although the government in a monopoly position has guaranteed the quantity of goods provided by residents, it lacks the guarantee of quality of goods for residents. Our country's resident service products are mainly provided by the government, so the government's administrative mechanism is the system to ensure the efficiency and quality of resident service [13]. As all the formal and informal social connections formed between people, the establishment of social networks has developed along with various interactions among residents. These interactive behaviors of residents always take place in various places in the community. As the carrier of community social network system, the construction or perfection of residential space will effectively promote the establishment of community social network system. As the main provider of residential services, the government should make full use of its core position for planning and financing, and at the same time, it should change its functions

to change the previous situation of doing everything in its power and hands.

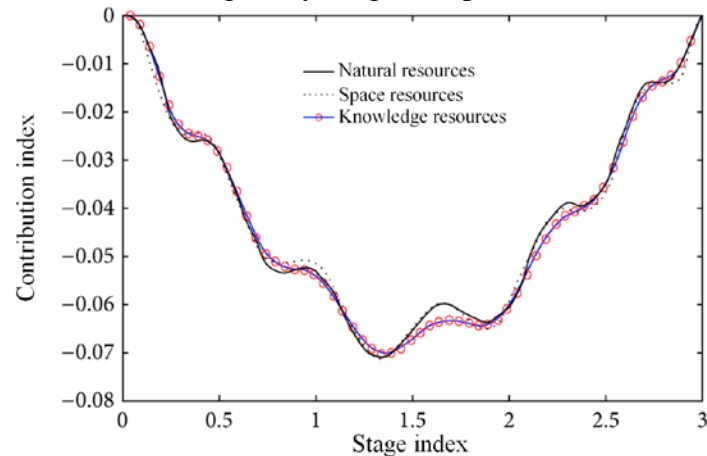


Fig.1 Contribution of Different Resources at Different Development Stages

4. Conclusion

With the continuous improvement of the city's openness and the increasingly prominent decisive role of the market in the allocation of resources, the service supply of urban residents needs to adopt some new reform and innovation ideas to enhance the city's attractiveness and competitiveness with high-quality and efficient service supply. This paper takes the service intelligence supply of urban community residents in Heilongjiang province as the basic research object, and puts forward the strategy of optimizing the service intelligence supply of urban community residents in our country by applying the theory of smart city and the ideological concept of smart community construction, so as to promote the development of the service intelligence supply of urban community residents in our country. There are differences in the living background, income and status of residents in different urban communities. These different groups of residents have different and diversified needs for community residents' services. Therefore, the current urban community for residents' service supply content and selection results are also diversified. The community should constantly improve its own service level to meet the common needs of community residents. In order to reduce and avoid the inefficient and ineffective supply of community residents' services, it is necessary to establish information channels between residents' service providers and consumers, and timely and effectively understand and grasp residents' demand trends for residents' services.

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