

# Research on the Status Quo of Public Cultural Services for the Elderly in Kunming from the Perspective of Public Welfare

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**Abstract:** From the perspective of public welfare, this paper conducted an in-depth study on the current situation of public cultural services for the elderly in Kunming. First of all, this paper summarizes the basic situation and public cultural needs of the elderly population in Kunming, and emphasizes the importance of high-quality public cultural services for improving the quality of life of the elderly. Then, through field investigation and data analysis, this paper elaborates on the current supply of public cultural services for the elderly in Kunming, including the distribution, service types, accessibility and quality of cultural facilities. In addition, the article also discusses the existing problems, such as unbalanced services, unreasonable allocation of resources and so on. Finally, this paper puts forward specific suggestions to optimize public cultural services for the elderly in Kunming, including strengthening policy support, improving the diversity and accessibility of services, so as to provide the elderly with a richer cultural life that meets their individual needs.

**Keywords:** The Elderly; Public Cultural Services; Public Welfare; Service Status

## 1. Introduction

With the acceleration of population aging and social and economic development, the needs of public cultural services for the elderly have become increasingly prominent. This demand is not only related to the spiritual and cultural life quality of the elderly, but also an important indicator to measure the maturity of a city's public service system. Kunming, as an important city in southwest China, its current situation in terms of public cultural services for the elderly and its impact on the welfare of the elderly are worthy of in-depth exploration.

The purpose of this study is to analyze the

current situation of public cultural services for the elderly in Kunming from the perspective of public welfare. First of all, this paper will briefly introduce the general trend of public cultural services for the elderly both globally and in China, with special emphasis on the role of public cultural services in improving the quality of life of the elderly. This article will then focus on Kunming City to explore the characteristics, cultural needs, and provision of public cultural services for its elderly population. This includes analyzing the efforts of the Kunming government and social organizations in providing these services, as well as the types, coverage and quality of these services.

As a city with multicultural integration, Kunming's exploration and practice in public cultural services for the elderly are not only of great significance to improving the quality of life of the local elderly, but also provide valuable experience for the development of other cities in similar fields. Therefore, through analysis and discussion, this paper aims to put forward suggestions to improve public cultural services for the elderly in Kunming, and then promote the whole society to pay attention to and improve the welfare of the elderly.

## 2. Literature Review

### 2.1 Research Review on Welfare Needs of the Elderly

From a domestic perspective, Zheng Gongcheng, Chen Liangjin et al. (2019), from the perspective of the elderly's life security, believe that the welfare needs of the elderly mainly include: Physical, social and psychological, economic, housing and environment, education, entertainment, participation in social life and employment, etc., can also be summarized as remedial welfare needs, preventive welfare needs and developmental welfare needs. They believe that the needs of the elderly are multifaceted, which is the starting point of

welfare policies for the elderly, and social services can meet the above needs or most of the needs of the elderly, then the welfare system for the elderly is sound, otherwise, it will inevitably damage the quality of life of the elderly. Cao Yanchun, Wu Bei and Dai Jianbing (2022) proposed the establishment of demand-oriented social welfare for the elderly from the perspective of quasi-public product attributes and positive externalities of the social welfare system for the elderly. They divided the welfare needs of the elderly into six aspects, namely: old-age support, which refers to the guarantee of funds and maintenance, including income and life care and nursing services; Health for the elderly means that the elderly should have places and programs for exercise and fitness, regular health check-ups and health promotion, medical subsidies and nursing services; The old have fun, is the elderly to belong to and love the need to reflect; The elderly have benefits, reflected in the preferential treatment of the elderly, such as taking public transport, visiting tourist attractions and other preferential treatment for the elderly; Education and activity for the elderly are to meet the needs of self-realization for the elderly. Jing Tiankui starts from the basic welfare needs of modern citizens, and thinks that the welfare needs of the elderly are not only a problem of economic security, that is, whether they have children to support them, whether they can get enough pension; It is not only the addition of "subsistence allowance" and health security, but also includes meeting the needs of the following elderly people: health maintenance, employment and leisure, social participation, marriage and family, home safety, arrangements for future affairs, etc.

## **2.2 Research on the Main Body of Public Cultural Service Supply**

According to Article 2 of Chapter 1 of the Law of the People's Republic of China on the Guarantee of Public Cultural Services, all kinds of cultural products, public cultural facilities, cultural activities and related services launched by the government and with the cooperation of social forces based on the basic public cultural needs are collectively referred to as public cultural services. As an important part of government public services, public cultural services are led by government departments, supported by financial funds and guaranteed by relevant laws and regulations, guided by

advanced socialist culture, centered on the people, guided by core socialist values, and supported in the creation of excellent public cultural products in accordance with the policy of "a hundred flowers flourishing and a hundred schools of thought contending". To enrich the content of public cultural services. These services include, but are not limited to, libraries, museums, cultural centers, art exhibitions, concerts, theater performances, community art education programs, public art projects, historical sites and museums, etc., as well as community cultural festivals and public cultural activities. In summary, public cultural service refers to the general term of cultural products and services produced and provided by the public sector dominated by the government, aiming to protect the basic cultural needs and basic cultural rights of citizens, maintain the cultural environment required by social development, and thus improve the overall quality of the people and the level of cultural life of the people. Domestic and foreign scholars have carried out in-depth research on the main suppliers of public cultural services. Zhang Xiaoqiang and Chen Yufei (2008), taking civil rights as the starting point, elaborated that it is necessary for the government to provide cultural services, and mentioned that the rights of citizens also include cultural rights, which are an indispensable part of human rights. The government should assume the responsibility of providing basic cultural products and services for citizens and give them the opportunity to participate in cultural activities. Cultivate citizens' awareness of cultural creation. Zhao Pingping (2011) pointed out that, in contrast to the object status of citizens who are accepted, exerted and influenced, the government is in the main position of public cultural services. In the whole process of public cultural services, it is the government that has the necessity and the core role. Li Guoxin (2016) emphasized that basic public services include public cultural services, and pointed out that the most important point in the construction of the current public cultural service system is to constantly strengthen the subject consciousness, responsibility consciousness and self-consciousness of governments at all levels. Some scholars also put forward that the government is not the only main body in the supply of public cultural services, and the government should appropriately reduce its

intervention in public cultural services, pay attention to the market mechanism, strengthen the interaction between the government, the market and society, and improve the efficiency of government services through the effective operation of the market. Li Shaohui, Cao Aijun and Wang Zhengrong (2007) believe that under the social governance model, the main body of public cultural services is mainly composed of the government, non-governmental organizations, enterprises and communities. Zhang Bo and Song Linlin (2008) also agree that market mechanism should be introduced into the process of public cultural services, and citizens can choose who will provide public cultural services by themselves. The problems of high cost and low efficiency in the provision of public cultural services by the government can also be solved by means of market mechanism. They believe that the concept of marketization of public cultural services and the reform of the public cultural investment and financing system can be used to provide public cultural services of higher quality and level. Lin Minjuan and Jia Siyuan (2013) affirmed the practice of introducing market mechanism. The main suppliers of public cultural services are not only the government, but also enterprises. Scholar Wang Kili (2018) also pointed out that the diversification of public cultural service providers is an inevitable trend, among which the introduction of social services and capital is very important, and policies and market mechanisms should be formulated to promote social forces to participate in public cultural services. Through literature review, it can be found that in the view of most domestic and foreign scholars, the public, non-exclusive and non-competitive nature of public cultural services determines the position of the government as the main supplier. However, the government is not the only main supplier of public cultural services, and social forces can also participate in the process of public cultural services as the main supplier.

### 2.3 Research on the Supply Mode of Public Cultural Services

The research on public cultural service in foreign countries is relatively early, and the system is mature, which has certain reference and guidance for the research on public cultural service in China. As for foreign public cultural supply models, domestic scholars have carried

out research. For example, Zhang Bo (2008) analyzed the public cultural service models of several major western countries, and summarized these models, including government-directed type, government-led type, society-led type and government-social co-led type. Li Shaohui and Yu Junping (2012) argued that due to the differences in traditions and national conditions of different countries, different modes of public cultural service supply have emerged, which mainly include government-led mode, civilian-led mode and decentralization mode between government and public organizations. Xu Wang (2017) summarized the supply models of public cultural services in different developed countries, arguing that there are three main types at present, namely centralization (government-led), civil rights (market-led) and decentralization ("at arm's length"), among which decentralization is divided into "vertical decentralization" and "horizontal decentralization". The second is commercial supply, in which both the government and the market should take the public interest as the common goal and it is a cooperative partnership; The third is voluntary supply, in which non-profit organizations are the main body and realize public welfare through voluntary behavior. Yu Yinan (2012) took the public cultural service of W City as the entry point, explained three supply modes: full government supply, public-private partnership supply and full market supply from the perspective of the supplier, and further analyzed and introduced nine derived supply mode arrangements. Guan Guixia (2018) classified the supply modes of public cultural products and services into the following three types: government-led "subject co-governance" model, market-led "cooperative co-governance" model, and civilian-led "contractual co-governance" model.

### 2.4 Research on Spiritual Culture, Supply and Demand of the Elderly

As for the spiritual and cultural needs of the elderly, most scholars focus on the composition and classification of the needs. Qiu Hongwei (2003) mentioned that the spiritual and cultural life needs of the elderly not only include political needs, but also include psychological needs, educational needs, sports and entertainment needs and interpersonal needs, etc. Families and society should pay attention to the

spiritual and cultural needs of the elderly. Scholar Mu Guangzong (2004) believes that the spiritual needs of the elderly are mainly divided into three levels, namely, self-esteem needs, expectation needs and family needs, and respect for personality, peace of mind in achievement and psychological comfort are corresponding to the above three levels. Ding Zhihong (2012) studied the urban retired elderly group and found that the spiritual needs of the urban retired elderly mainly include 8 aspects, such as respect, health, emotion, culture and entertainment, and self-realization, and their needs are characterized by strong consciousness, diversified content, high level, and great differences. Xie Zunxian and Mou Meng (2020) divided the spiritual and cultural needs of the elderly into social communication needs, cultural and entertainment needs, learning needs and respect needs.

There are few researches on public cultural services for the elderly in China. CNKI conducted a search on the theme of "Public cultural services for the elderly" and found that only 37 literatures (journal sources belonging to SCI, Core and CSSCI) have been published so far. However, there are relatively few researches on the supply and demand of public cultural services for the elderly. According to CNKI, only 2 literatures have been studied on the supply and demand of public cultural services for the elderly. In the two existing literatures, "Research on the Problems in the Supply of Public Cultural Services for the Elderly in Wuhan City and their Improvement Countermeasures" analyzed the current situation and problems of the supply of public cultural services for the elderly in Wuhan City through investigation and proposed countermeasures, but the paper did not make a specific analysis on the differentiation of the demand for public cultural services for the elderly. Chen Man, Li Weichun and Yang Shuangqi (2017), in their Research on Public Cultural Services Based on the Needs of Special Groups of the Elderly, analyzed the current situation of public cultural services for the elderly in urban and rural areas from the perspective of the needs of the elderly themselves, and proposed basic strategies for improving public cultural services, but did not conduct analysis and demonstration through specific empirical investigation.

## 2.5 Existing Problems in Public Cultural

### Services

According to the study of Xu Yao (2020), there are problems such as uncoordinated economic, social and cultural development, inadequate protection of citizens' cultural rights and interests, chaotic value judgment standards, and lack of excellent public cultural products. He also points out that the deviation between the allocation of government functions and the performance of government duties is the main cause of these problems. In the field of rural public cultural services, scholars believe that the problems are mainly concentrated in weak infrastructure construction, single supply, lack of funds, talents and related performance evaluation. Geng Da and Luo Jing (2021) pointed out that the basic dilemmas faced by the construction of the rural public cultural service system are the fracture of urban and rural structure, the administration of the system, the inclusion of service and the formatting of supply. Yang Yanhua (2021) analyzed Jinchang City as an example and concluded that the difficulties and problems faced by the revitalization of rural culture are weak infrastructure construction, slow development of cultural industry, low participation of the masses in cultural activities and the need to further strengthen the construction of rural style civilization. In his personal research, Zhang Qing (2017) pointed out that the tracking service and performance evaluation after the provision of public cultural services are essential for "soft" public goods such as public cultural services, but there are still some deficiencies in actual operation. Kong Weiwei and Chu Xinguang (2023) believe that the main problems are the lack of construction planning and supply deviation, the large gap between urban and rural areas, the insufficient investment of construction funds, the lack of effective management of facilities and the low comprehensive utilization rate, and the shortage of talents and the lagging construction of cultural teams.

## 2.6 Countermeasures and Suggestions for Public Cultural Services

First, take the government as the main body: Zuo LAN (2019) suggested that the government should gradually resolve the contradiction between supply and demand of rural public culture by increasing the supply of funds, strengthening the construction of infrastructure and service teams. Hu Yunzhe (2020) believed

that the construction of rural public cultural service system involved funds investment, personnel training, infrastructure construction, cultural project implementation and other contents. In terms of opening up the "last mile" of rural public cultural services, it is necessary to further provide adequate guarantee by strengthening ideological, organizational and institutional construction. Secondly, in terms of multiple subjects, Jiang Xiaoli and Shi Lei (2006) hold the view that apart from the government, cultural institutions, non-governmental organizations and enterprises can all be the subjects of public cultural service system. The organic combination of public mechanism and market mechanism lies in the limited marketization under the premise of adhering to the public welfare. Liao Xiaoming and Xu Haiqing (2019) hold the view that by constructing a real cultural demand matrix, coordinating multi-party supply subjects, optimizing supply methods by using big data thinking, and innovating effective ways of cultural supply, the accurate connection between the supply and demand of rural public cultural services in the new era can be achieved. The third is to increase the internal power of rural areas: Gong Cunlei (2020) proposed to strengthen the endogenous mechanism of rural culture and strengthen the construction of talent teams. At the same time of "conveying" culture, we should create convenient conditions and environment for the formation of cultural endogenous mechanism, that is, we should guide farmers to participate consciously, and make use of rural cultural resources; We should not only support the civilian-run cultural industry, but also subsidize the folk cultural activities. Xiang Yong and Yu Wenyi (2018) pointed out that in addition to top-down one-way cultural indoctrination, public cultural services should also be two-way, that is, the selection and evaluation of cultural services by the masses can be given feedback through effective ways, and the government can decide whether to adopt them after collecting statistics.

### **2.7 Research on the Relationship between Public Service and Pension Security in China**

Public service plays an important role in pension security research, and is also an important factor in the basic theory of social security research. In his book *Social Security Science*, Professor Zheng Gongcheng points out that social security

is influenced by political, economic, social, historical and cultural as well as ethical and moral factors. Due to the specific national conditions of different countries, the social security system shows great differences in practical application, so the understanding and theoretical definition of social security will also be different.

In Professor Zheng Gongcheng's definition of social security, he especially emphasizes that social security not only includes economic and service security, but also should include spiritual security. This means that in real life, in addition to financial and service security, people also need emotional support and spiritual comfort, because mental health is an important part of a normal and healthy life. Therefore, modern social security also needs to assume the responsibility of providing spiritual protection for those in need. Spiritual security involves the aspects of culture, ethics and psychological comfort, which highlights the humanization requirements of the social security system and belongs to a higher level of security.

To sum up, when considering the humanization requirements of social security, it is necessary to fully consider satisfying people's spiritual needs on the basis of satisfying material needs. The content of this aspect is bound to be related to the culture of people in a particular country or cultural background. Although it may be difficult to take spiritual security as part of a specific system in practice, the practice of social security systems in developed countries or regions shows that it is necessary to respect and meet the spiritual security needs of those in need in the institutional arrangements.

In the study of pension security issues related to Chinese cultural traditions, a number of professors have pointed out the important links between Chinese traditional culture and pension security.

Professor Zhou Chen pointed out that the concept of "old age" in traditional Chinese society is based on "reverence" and inherits the historical conditions of self-sufficiency, family orientation and the ethical spirit of ancestor worship. This ethical and logical system is constructed in Confucius' teachings and Mencius' "care for the elderly and the aging of others". The particularity of Chinese social structure and Chinese people's actual life form the basis of Chinese ethical culture, in which the family has a priority position, and the family and

the state are the two representatives of ethical entities. This ethical system takes "governing the world with filial piety" as the core, emphasizes the idea of filial piety to respect the elderly, and builds an ethical framework characterized by "repay", "respect" and "fear".

Other scholars, such as Professor Yang Shanhua, emphasized that the practical feasibility of family care is based on the "responsibility ethic" of the elderly to the next generation, Professor Bi Tianyun analyzed the welfare significance of "filial piety" in the pension security, and Tan Miao and Fu Guangsheng discussed the different influences of Chinese and Western ways of thinking on the pension security system. Professor Li Zhiqiang talked about the legislative enlightenment of Western pension security system on the inheritance of filial piety culture in China, and other scholars' research on ethical relations, family-oriented social justice concept, and the compatibility of community care.

These studies emphasize the importance of traditional Chinese culture, especially the culture of filial piety, in the field of pension security, and also put forward the point of view that this cultural tradition needs to be inherited and promoted in the modern pension security system. This cultural tradition involves not only the material level of pension security, but also the spiritual level of support and emotional care, emphasizing the interdependence and harmonious coexistence of family and society. These studies provide useful thinking and suggestions for the policy and practice of old-age security.

## **2.8 The Concept of Home Care at Home and Abroad and the Contents of Home Care Services in Urban Communities**

The model of home care in Western countries has gone through three different stages of development. First, professional elderly care service workers provide elderly care services for the elderly living at home. Secondly, it emphasizes the dominant position of community workers and families in the lives of the elderly, not only providing service content, but also providing spiritual care. Finally, all subjects of the society work together to provide support for service facilities and elderly care service personnel in the community to meet the needs of the elderly. Community home care for the elderly is not only the main way for all sectors

of society to participate in public welfare undertakings, but also one of the important means to alleviate the problem of population aging. This concept was first put forward by some economically developed western countries. It is a new socialized old-age care model developed on the basis of community care.

Community care originated in the United Kingdom, and is closely related to the development of the country's aging society. In 1929, the elderly population over the age of 65 accounted for 7% of the total population in Britain, marking the country's entry into the aging society. Since the 1960s, there has been a trend of "anti-institutionalization" and "de-institutionalization" in Britain, and community care as a movement began to promote. In 1989, the British government published the White Paper on Community Care for the next decade and beyond, which defined community care as "providing an appropriate level of intervention and support to enable elderly people to gain maximum autonomy and control over their own lives, providing respite care, respite care and day care for family members who provide services to the elderly. Increasing the range of care through group homes and respite places up to the provision of residential care ". This policy began to be promoted nationwide in 1993 and was later emulated by developed countries such as the United States, France and the Netherlands, making community care one of the main modes of elderly care service in Western countries.

When foreign researchers study the community home care service, the focus of attention includes the service content and implementation. For example, Abers believes that community home care for the elderly is a professional who provides necessary assistance, support and care at home or in an appropriate environment. Quinn stressed that home care services should be continuously improved to meet the needs of the elderly and rebuild their confidence in life. Chappell, on the other hand, believes that home care for the elderly is a way to share the pressure of family care and coordinate family members to take care of the elderly by providing necessary daily care for the elderly. He pointed out that with the progress of society, economic development and the change of people's concept of caring for the elderly, the traditional family way of caring for the elderly can not meet the practical needs. Therefore, the United Kingdom

took the lead in the implementation of community elderly care services, and its service system is standardized and systematic, which is of great importance in society.

The advantages of community home care include starting from the actual needs of the elderly, meeting their wishes to live at home, making full use of community resources, providing convenient, high-quality and humanized services, and widely mobilizing all aspects of the society to participate in the support. Compared with the traditional old-age care model, home-based old-age care is more in line with the traditional old-age care concept of the elderly, maintaining the social function of the elderly, while reducing the cost of old-age care. Therefore, it has become the mainstream concept of elderly living arrangements in advanced countries around the world.

Finally, it should be noted that the concept of "local aging" has become a mainstream trend in the living arrangements of elderly people in countries around the world. It seeks to adapt the living environment of the elderly to the aging of their physical functions, without the need to relocate or change the living environment. As a result, the concept of various forms of senior housing and life housing has been developed in many advanced countries. Community home care services can be seen as a practice of this idea, meeting the lifelong living needs of the elderly by providing functions including housekeeping services, nursing services, rehabilitation support, hospice care and so on. This service model has also been practiced and developed to a certain extent in China, but it still faces some problems, including the single service content and the ambiguous function of the service subject.

## **2.9 Research on the Main Supply of Home Care Service in Urban Community**

At present, Chinese scholars have extensively studied the supply of home care services. The concept of integrated care policy has been put forward internationally, advocating the community as the basic care unit, the integration of basic care, community care and social care, the caregiver as the center, to provide uninterrupted and high-quality care, to achieve the cooperation of various institutions (Godlee, 2012; Hawkes, 2009; Du, Peng et al., 2014). Scholars such as Yu Jianxing pointed out that the important advantage of community home

care is that it can effectively integrate social resources, that is, rely on the community, integrate into the market, serve the society and support the family. Wu Yichang, Cheng Hu, Zhang Jiankun and other scholars believe that community is not only the main provider of elderly care services, but also a service platform for other participants, which is conducive to promoting diversified supply of elderly care services. From the perspective of integrating different participants and resources, scholars such as Luo Yaping pointed out that the market principle should be followed, the coordinating role of social autonomous organizations should be brought into play, rational support from the government should be obtained, and infrastructure should be improved. Ding Zhihong pointed out the transition from "service-centered" to "demand-centered". Wang Weijin and other scholars emphasized that in order to better play the supporting role of the community in the elderly service system, it is necessary to redefine the community home care, coordinate the needs and resources of the community, integrate and innovate the policy system of community elderly care service, rely on modern information technology, cooperate with multiple entities in the community, strengthen the construction of human resources through multiple channels, and improve the service supply capacity. Qing Lianbin pointed out that the providers of home care services not only include family members, but also include communities, social organizations, governments, enterprises, non-profit organizations and other parties, which each perform their own duties and cooperate with each other to provide diversified services for the elderly. Peng Qingyun analyzes the conflicts among various diverse subjects, and clarifies the responsibilities and authority of each subject, so as to mobilize the enthusiasm of all parties and give full play to the role of different roles. Zhang Ge studied the use mechanism of home care service funds, especially the problems faced by government funds, social funds and family funds in home care service, and proposed that the government should take the leading responsibility to promote home care service, but it must allocate social capital resources in a market-oriented way to develop the elderly care service industry.

At the same time, some scholars also put forward some problems and challenges (such as Jiao Kaishan, Ding Zhihong, Wang Lili, etc.).

Due to the lagging development of market-oriented services, insufficient community welfare resources, limited participation of social organizations and institutions, and insufficient integration of related elderly care entities and resources, the current community elderly care services cannot fully meet the needs. From the perspective of multi-subject supply, Lu Jiehua and Zhou Jingyi et al. found that the government neglected the participation of service objects in the top-down supply process of elderly care services. Abstract: Although China's community home care service model is favored by the elderly, the supply of the service faces many problems, including the lack of capacity of community home care service institutions, imbalance of service supply and demand, large mobility of service personnel, limited professional level, as well as the lack of standardized construction standards and scientific supervision and evaluation methods. Qing Lianbin believes that China's home care service should not only provide life and medical care, but also pay attention to the mental health of the elderly. Scholars such as Gai Hongwei, Jiang Yuzhen and Zhang Yi analyzed the shortcomings of community home care service from the aspects of service mechanism, demand relationship and function orientation. In addition, some other studies focus on the main supply side of community home care services. Li Juan et al. found that because the government is unwilling to focus on taking care of the elderly under the background of "getting old before getting rich", some elderly care problems choose to avoid or seek help from other organizations. However, social organizations have serious path dependence on their own resources. Therefore, it is difficult to devote their limited energy to the community home care service. Qu Shaoxu and Zheng Yinglong believe that there are many participants in the community home care service, but the service content is simple, insufficient responsiveness, there are communication barriers, the content is repeated and the professional level is low, leading to waste of resources. According to Peng Qingyun, the misplacement of the government's leading functions limits the play of social and market forces. Xu Xiaoyun and other scholars start from the perspective of resource integration and utilization, and believe that there is a problem of institutionalized dependence on the resources of community home care service. Deng Hanhui et

al. pointed out that because the nature of enterprises is profit-seeking, if they cannot make profits in the community, they will not provide home-based care services. In addition, community party organizations, community neighborhood committees and other community organizations are funded by grants from their superiors, and the age structure of community staff is too large and the professional level is limited, so it is difficult to provide high-quality, meticulous and professional services for the elderly. By combing through the development process of China's elderly care service policy, Wang Lili believes that China's home care policy has gradually moved from insufficient attention to formal introduction, and now pays more attention to the scientific and operational content of the policy, and the policy focus has also changed from family care to social elderly care service system. Scholars such as Du Zhimin and Cui Shuyi pointed out that there is a lack of personalized service supply in community elderly care services, and the supply content can not accurately meet the actual needs of the elderly. He Lanping, Yang Linqing, Chen Sheying and other scholars have measured the survey results of six districts in Tianjin and found that the development of home care services not only depends on the formulation of policies, but also the implementation of policies is of great importance. Therefore, more attention should be paid to the implementation and implementation of relevant policies.

In order to solve the supply problem, the researchers put forward a series of suggestions. Zhang Banghui and other scholars pointed out that it is necessary to improve the relevant policies of community home care services, strengthen the subjective initiative of each subject, and continue to improve the ability to open up the "last mile" of community home care services. Using the empowerment theory, they put forward the combination of three enabling paths for high-quality community-based home care services, including the embedding and extrapolation of technology enabling elements, the internal resource of party building and institutional enabling elements, and the internal and external interaction of advocating the integration of market and community self-empowering elements. These three enabling paths reflect the path guidance for different types of communities to develop high-quality community-based home-based care services in



different types of communities. Wu et al believe that the primary task of establishing the community home care service system is to establish the connection between the service demand side and the supply side. In addition, we also need to pay attention to the construction of the support system in terms of fund operation, platform and facilities. Yang Wei Wei et al. conducted an empirical analysis of the prices of old-age care institutions from the perspective of characteristic prices and found that reasonable government subsidies are crucial to the pricing of old-age care institutions. Guo Qian and Wang Xiaoli established a three-stage game model, including the government to determine the level of subsidies, pension institutions to determine the level of service quality, and based on the level of government subsidies and service quality to determine the price of service. Finally, they concluded that appropriate government subsidies help maximize the social benefits of elderly care services. Huang Yikun and Xu Xin point out that the transformation of the traditional old-age care model indicates that the elderly welfare policy is shifting from focusing on "support" to focusing on "people", the role of the government is also changing from direct provision to indirect guidance, the content of care is becoming diversified, and the service mode is shifting from residential care to home care. Wang Yong explored the basic path of structural reform on the supply side of home care services in urban communities from a number of aspects, including policy supply of home care services, government purchase of home care services, improvement of social organization ability to participate in home care services, family responsibility, smart home care services and the development of "medical and nursing integration". Zhang Xusheng analyzed the action logic of the participants in the government's purchase of home care services from many aspects, including welfare administrators, non-governmental organizations for the elderly, service providers and service users, and put forward policy suggestions for the government's purchase of home care services. Yu He Nan analyzed the inevitability and problems of the development of social home care services in China, and believed that the development of community home care model should pay attention to the accuracy of service supply content, the plurality of service providers, the diversity and modernization of community

service facility system, and also pay attention to talent security, publicity efforts and the standardization of operation mode. By reviewing the development history of China's elderly care service policy, Wang Lili believes that China's home care policy has gradually shifted from insufficient attention to formal introduction, and now pays more attention to the scientific and operational content of the policy, and the focus of the policy has also changed from family care to the development of social elderly care service system. Based on international experience, He Yinfeng and Zhou Yinghua put forward suggestions to improve China's elderly care service system, including the introduction of preferential policies for elderly families, the optimization of community nursing mode, and the implementation of pilot housing for elderly care. Zhang Hui took the experience of Hangzhou City as an example to analyze the delivery mechanism of home-based care services, and pointed out the need to strengthen the establishment of an effective platform for home-based care services, and multiple departments to jointly promote the elderly service industry.

### **3. Current Situation of Public Cultural Services for the Elderly in Kunming**

#### **3.1 Types and Characteristics of Public Cultural Services for the Elderly**

##### **3.1.1 Library services**

The library system in Kunming is very age-friendly, offering an extensive collection of books, reading Spaces, and special events. For example, some libraries have special reading areas for the elderly, offering books with enlarged fonts and a comfortable reading environment. In addition, libraries hold cultural lectures and reading clubs designed specifically for senior citizens to promote lifelong learning and social interaction.

##### **3.1.2 Cultural Centre activities**

Cultural centers are important places for senior citizens to participate in cultural activities. These centers regularly host various art exhibitions, concerts and theatrical performances to provide rich cultural experiences for the elderly. On top of this, there are workshops and courses especially designed for the elderly, such as calligraphy, painting and crafts, which enable them to learn new skills and be creative.

##### **3.1.3 Community activities**

Community is an important part of the daily life of the elderly, and many communities in Kunming have senior centers that offer a variety of social and recreational activities. These include fitness classes, dance classes, board and card games and tour groups, among others, aimed at promoting the physical health and social participation of senior citizens.

#### 3.1.4 Art exhibitions

Museums and exhibition centers in Kunming regularly host various art exhibitions, which cover both traditional and modern art, providing opportunities for seniors to appreciate and learn about art. Some exhibitions also offer special guided Tours to help senior citizens better understand and appreciate art works.

#### 3.1.5 University for Senior citizens

The University for the elderly is another important form of cultural service offered to the elderly in Kunming. These universities offer a variety of courses, such as language learning, computer skills, history and literature, which not only enrich the knowledge and skills of the elderly, but also provide opportunities to communicate and learn with their peers.

### 3.2 Coverage and Accessibility of Services

Kunming has made some progress in the coverage and accessibility of public cultural services for the elderly, but still faces some challenges.

#### 3.2.1 Geographic Distribution of Services

Public cultural services for the elderly in Kunming are concentrated in the urban center and some developed areas. These areas are usually equipped with well-developed cultural facilities, such as public libraries, cultural centers and art exhibitions. However, the number and quality of cultural facilities are relatively low in suburban areas and economically more backward areas, leading to uneven service coverage. This imbalance in distribution makes it difficult for some elderly people to enjoy the same level of cultural services.

#### 3.2.2 Transportation accessibility

While major cultural facilities in Kunming are usually located in easily accessible locations, there are still difficulties in accessing them for older people living in remote areas. In addition, some cultural facilities lack barrier-free design for the elderly, such as ramps, handrails, and senior-friendly toilet facilities, which limits their participation.

#### 3.2.3 Access to information

Dissemination and access to information are essential to ensure that older persons are able to make full use of public cultural services. Cultural institutions in Kunming usually release information through traditional media and online platforms, but seniors may prefer to get information through newspapers, television or community notices. Therefore, ensuring that information dissemination methods are diversified to suit the habits and skills of different seniors is key to improving the accessibility of services.

#### 3.2.4 Services at community level

At the community level, while many community centres offer cultural activities aimed at older people, the quality and variety of these services vary from community to community. Strengthening community-level services, especially in densely populated or highly aged communities, is critical to improving overall access to services.

### 3.3 Service Quality and Older People's Satisfaction

In Kunming City, the quality and satisfaction of public cultural services for the elderly are important indicators to evaluate the effectiveness of these services.

#### 3.3.1 Evaluation of service quality

Service quality usually refers to the continuity, professionalism and diversity of service provision. In Kunming, many cultural facilities and activities show a high level of professionalism, such as professional art exhibitions and high-quality performance activities. However, some senior citizens reflect that there is room for improvement in terms of continuity and diversity. For example, some cultural activities or courses are offered only during certain seasons or occasionally, lacking long-term and continuous planning. In addition, the types and content of activities are sometimes monotonous and do not fully meet the diversity of different interests and needs of the elderly.

#### 3.3.2 Elderly satisfaction survey

In order to more accurately assess the quality of services, a satisfaction survey was conducted for the elderly in Kunming City. The survey showed that most seniors expressed satisfaction with being able to access and participate in cultural activities. They particularly appreciate activities that promote social interaction and provide

learning opportunities. However, there was also feedback that the organisation and content of certain activities needed to be improved to better suit the physical conditions and interests of the elderly.

### 3.3.3 Need for quality improvement

Based on the results of the satisfaction survey, it is clear that there is a need for quality improvement for certain services. This includes providing more diverse activity options, ensuring continuity of activities and services, and improving the physical conditions of some cultural facilities, especially for the elderly with mobility difficulties. In addition, service providers need to pay more attention to feedback and suggestions from the elderly in order to better meet their needs and expectations.

## 4. Problems Existing in Public Cultural Services for the Elderly in Kunming City

### 4.1 Uneven Distribution of Resources

There are obvious regional differences in the allocation of resources for public cultural services for the elderly in Kunming, which are mainly reflected in the following aspects:

#### 4.1.1 The influence of geographical location

Urban centers and their surrounding areas generally have richer cultural resources. Facilities such as libraries, cultural centers and art galleries are abundant and of high quality in these areas. In contrast, suburban and remote areas are relatively lacking in cultural resources and lack adequate libraries and cultural facilities, or the scale and service level of these facilities are far inferior to those in downtown areas.

#### 4.1.2 Differences in the level of economic development

Economically developed regions are able to provide more sophisticated and high-quality cultural services, such as professional art exhibitions, rich educational activities and high-level guest lectures. In less developed regions, however, the variety and quality of public cultural services are usually lower due to budgetary and resource constraints.

#### 4.1.3 Degree of modernization of facilities

In some older communities, cultural facilities are often old and under-maintained. For example, some senior cultural activity centers may lack modern equipment or suitable activity spaces, affecting the experience of senior citizens participating in activities. Conversely, in newly

developed communities or business districts, cultural facilities are often newer and well-equipped.

#### 4.1.4 Diversity of service items

In areas with better resource distribution, the elderly can enjoy more diversified cultural services, such as various interest classes, lectures and social activities. However, in areas with less resources, the choice of services is relatively limited, which limits the cultural life experience of the elderly.

#### 4.1.5 Far-reaching impact on older people

This uneven distribution of resources has a profound impact on the quality of life and happiness of the elderly. In resource-rich regions, older people are able to participate more actively in cultural life, which enhances their sense of social participation and life satisfaction. In regions with fewer resources, older persons may feel lonely and marginalized due to a lack of opportunities to participate.

### 4.2 Inadequate Physical Accessibility of Facilities

The physical accessibility that the elderly may encounter when using cultural facilities is an important factor affecting their participation in cultural activities, which is reflected in the following aspects:

#### 4.2.1 Lack of barrier-free facilities

Many cultural facilities lack specially designed accessibility features such as ramps, handrails, elevators and accessible restrooms. This makes elderly people with limited mobility face certain difficulties in entering and leaving the facilities and using services, reducing their enthusiasm to participate in cultural activities.

#### 4.2.2 Insufficient facility space

The indoor space of some activity centers or cultural venues for the elderly may be small and not spacious enough. This makes seniors who use walkers or wheelchairs feel cramped when moving around the facility, increasing the risk of accidents. Upgrading the interior space design of the facility is an important task in improving physical accessibility.

#### 4.2.3 Design of facilities that are not adapted to the special needs of the elderly

The design of some cultural facilities does not fully take into account the special needs of the elderly. For example, the design of seats may not meet the comfort requirements of the elderly, and insufficient or too bright light may affect the visual experience of the elderly. Improving the

design of facilities to accommodate the special needs of the elderly is an effective way to improve physical accessibility.

#### 4.2.4 Road and transportation inaccessibility

The road and traffic environment around some cultural facilities may not be friendly enough, with pedestrian and intersection improvements lacking. This makes it difficult for the elderly to travel to cultural facilities and may affect their utilisation of cultural services.

#### 4.2.5 Lack of feedback mechanism for elderly people to participate in the design

There is a lack of feedback mechanism for older people to participate in the process of facility planning and design. The actual needs and experiences of the elderly are often not fully considered, resulting in the design of cultural facilities that are not close to the lives and actual use situations of the elderly.

#### 4.2.6 Security risks

Due to the lack of physical accessibility, some elderly people may face safety hazards when using cultural facilities, such as the risk of falling while walking on stairs. This not only affects the elderly's confidence in cultural activities, but also poses a potential threat to their physical health.

### 4.3 Service Content Does not Meet the Needs of the Elderly

The content of public cultural services for the elderly often fails to fully take into account the diverse needs and interests of the elderly, leading to the following problems:

#### 4.3.1 Singleness of activity types

The types of some cultural service activities are relatively single, focusing mainly on specific themes or age groups, while ignoring the diversity of the elderly group. For example, there is too much focus on dance classes or crafts activities and a lack of diverse activities that cater to the wider interests of the elderly.

#### 4.3.2 Activities that lack physical adaptability

Some cultural activities may not be sufficiently adapted to the physical condition of the elderly. For example, excessively intense sports activities may limit the participation of some elderly people, and lack of cultural experiences adapted to different physical conditions.

#### 4.3.3 Activities that neglect social interaction

Social interaction is essential for older people's mental health and social engagement, but some cultural service activities fail to take this into account adequately. The lack of activities that

promote social interaction may leave some older people feeling lonely and isolated.

#### 4.3.4 Unreasonable scheduling of cultural services

The schedule of cultural services may not be in line with the living habits of the elderly. For example, some cultural activities may be scheduled during periods when older people are more likely to rest or engage in other activities, reducing their motivation to participate.

#### 4.3.5 Lack of opportunities for older persons to participate in decision making

Older persons do not have adequate opportunities to participate in the decision-making process of cultural services. Failure to listen adequately to the views and suggestions of older people may result in services that do not match their actual needs. Establishing a mechanism for older people to participate in decision-making is an effective way to improve the relevance of services to needs.

#### 4.3.6 Cultural services are out of touch with the daily life of the elderly

Some cultural services fail to connect with the daily life of the elderly. For example, cultural activities that are too formal or independent of community life may not be close enough to the actual living needs and expectations of the elderly. Financial and human resource constraints

### 4.4 Restrictions on Financial and Human Resources

Public cultural services for the elderly face the challenge of limited financial and human resources, which is mainly reflected in the following aspects:

#### 4.4.1 Insufficient budget

Many cultural services are subject to budgetary constraints, resulting in inadequate coverage of the diverse needs of older persons. Inadequate budgets may limit the launch of new activities, the improvement of facilities and the upgrading of service levels, affecting the comprehensiveness and quality of services.

#### 4.4.2 Shortage of talents

There is a relative shortage of professional cultural service talents, which limits the professionalism and depth of services. The lack of experienced cultural service personnel may affect the organization and execution of activities, and reduce the attractiveness and influence of services.

#### 4.4.3 Inadequate maintenance of facilities

Some cultural facilities may age due to inadequate maintenance, affecting the continuity and stability of services. Inadequate funding prevents facilities from being maintained and updated in a timely manner, which may lead to a decline in the quality of facilities and affect the cultural experience of the elderly.

#### 4.4.4 Unequal distribution of funds

There may be inequitable distribution of funds, which prevents some regions or communities from receiving adequate cultural services. This inequity may lead to greater cultural service problems for older people in areas with relatively low resources.

#### 4.4.5 Lack of innovative and diverse programs

Cultural service programs may lack innovation and diversity due to limited funding. Novel cultural activities and service projects usually require more financial support, and a shortage of funds may result in relatively monolithic service content, making it difficult to meet the diverse cultural needs of the elderly population.

#### 4.4.6 Increase social cooperation and funding mechanisms

In order to alleviate the constraints of financial and human resources, more extensive social cooperation and funding mechanisms can be established. Attracting social capital and enterprises to participate in cultural services, setting up special funds and increasing the participation of non-governmental organizations can provide more diversified and high-quality cultural services for the elderly.

#### 4.4.7 Cultivate professional talents

Investing in training professional cultural service personnel is the key to solving the talent shortage problem. We should raise the level of cultural service personnel by carrying out training programs and setting up reward mechanisms for professional cultural service personnel, so as to enhance the professionalism and quality of services.

### 5. The Countermeasures and Suggestions of Public Cultural Services for the Elderly in Kunming City

#### 5.1 Improve the Fairness of Resource Allocation

To address the unequal distribution of resources, it is recommended that the government take the following measures:

Develop and implement a fair resource

allocation policy to ensure that all regions and communities have equal access to cultural services.

Strengthen financial support for poorer areas to ensure that older people in these areas also have access to high-quality cultural services.

We will carry out community needs assessment, adjust resource allocation plans according to the actual needs of the elderly, and improve the precision of services.

#### 5.2 Strengthen the Physical Accessibility of Facilities

To address the lack of physical accessibility of facilities, the following measures are recommended:

An assessment of the existing cultural facilities and necessary accessibility improvements, including the addition of ramps, handrails and accessible restrooms.

When building new cultural facilities, full consideration should be given to the needs of the elderly and barrier-free design should be adopted to ensure that the facilities are friendly to all elderly groups.

Improve accessibility of transportation roads to ensure that the elderly have easy access to cultural service facilities.

#### 5.3 Expand Cultural Service Content

In order to solve the problem of service content not meeting the needs of the elderly, the following measures are recommended:

Diversified cultural services, a variety of activities to suit the interests of the elderly, including art performances, handicrafts, social activities, etc.

Cultural activities with physical adaptability should be introduced to meet the participation needs of the elderly with different health conditions.

A suggestion box for cultural services for the elderly will be set up to encourage the elderly to put forward their own needs and suggestions so that service content can be better customized.

#### 5.4 Strengthen Financial and Human Resources Support

In order to solve the problem of financial and human resource constraints, the following measures are proposed:

Increase financial allocations for cultural services and ensure adequate funding to support various services.

We will strengthen the training of professionals, establish relevant training programs, and attract more professionals to the field of cultural services.

Explore diversified ways to raise funds, including introducing social investment, corporate sponsorship and fees for cultural activities, to increase funding sources.

### 5.5 Strengthen Community Participation and Feedback Mechanisms

To promote more direct participation of older persons in the decision-making and implementation of cultural services, it is recommended that:

Establish a committee on cultural services for the elderly and invite representatives of the elderly to participate in decision-making and planning to ensure that services are more relevant to their needs.

Regular forums for senior citizens will be organized to collect their opinions and suggestions on cultural services and form a continuous feedback mechanism.

Use channels such as social media and community notice boards to deliver timely information on cultural services to the elderly and enhance the effectiveness of information dissemination.

### 6. Conclusion

First of all, there are some problems in public cultural services for the elderly in Kunming, such as uneven distribution of resources, inadequate physical accessibility of facilities, inconsistent service content with the needs of the elderly, and limited financial and human resources. These problems restrict the elderly's right to fully participate in cultural activities and affect their quality of cultural life.

Secondly, in order to solve these problems, a series of countermeasures and suggestions are put forward, including improving the fairness of resource allocation, strengthening the physical accessibility of facilities, expanding the content of cultural services, strengthening financial and human resources support, and strengthening community participation and feedback mechanism. These countermeasures aim to improve the current situation of cultural services for the elderly in many aspects, and make the services closer to the needs and expectations of the elderly.

Finally, the future research and practice are

prospected. It is suggested to further study the cultural needs and participation motivations of the elderly, learn from international experience, and constantly optimize the cultural service model. At the same time, it calls on the government, social organizations and enterprises to work together to promote the sustainable development of cultural services for the elderly and build a more inclusive and diversified cultural service system.

Through these efforts, it is expected to promote the comprehensive improvement of cultural services for the elderly in Kunming, realize social care and respect for the elderly, and create a more fulfilling and beneficial life for the elderly in their later years. The research results of this paper not only have guiding significance for the improvement of local cultural services in Kunming, but also provide reference and inspiration for the cultural services for the elderly in other cities and regions.

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