

Exploration on the Strategy of Library Cultural Service Innovation Construction

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Abstract: As an important place for cultural exchange, the library plays an important role in the dissemination and inheritance of knowledge and information. Therefore, the innovation of library cultural service has become an important topic in the development process of library in China. This paper first analyzes the current situation of library cultural service, then combines the influencing factors of library cultural service innovation construction, and puts forward the relevant strategies of innovative library cultural service, aiming to provide reference for the innovative construction of library cultural service in the future.

Keywords: Library; Cultural Services; Influencing Factors and Innovation

Foreword

Library is an important symbol of a country's civilization level, an important embodiment of a country's cultural soft power, and also an important symbol of the prosperity and development of a country's culture. At present, with the rapid development of China's economy, the reading demand of Chinese residents is also constantly improving, and libraries, as an important part of China's cultural construction, have also ushered in new opportunities for development. The service object of the library is not only limited to the ordinary people, but also covers the readers of various industries and different ages in the society, and the cultural service is one of the core contents of the library service. Therefore, in the context of the new period, if the library wants to further improve its competitiveness and influence, it needs to strengthen its own cultural service construction and constantly innovate its own cultural service mode.

1. Current situation of library cultural service

At the present stage, the cultural service of the library mainly includes three aspects: the first is book borrowing. The library is an important institution to provide literature resources to the society, and provides the services of book resources and data access for the public. In this process, the library needs to realize the information exchange between readers and documents. The second is the information consultation service, which mainly includes the book information consultation, literature resources inquiry, network resource service and other contents. In this process, the library needs to realize the information communication with the public, so that they can understand the current development situation of the society. Finally, the library education service, the library is also an important place for cultural education activities, which mainly carry out reader training, cultural exchange and other educational activities.

In the above three aspects of work, the construction of library cultural service mainly includes two aspects, one is the construction of material environment, the other is the construction of human resources^[1]. At present, most libraries in China are faced with problems such as narrow space and backward management, and the development of libraries is limited. In addition, there are some problems of insufficient funds and low personnel quality in library cultural service. At present, some public libraries in China have realized the digital transformation, and have begun to provide books and information services to the public. But in this process, there are still some problems, such as insufficient resource construction and backward management.

2. The influencing factors of innovation construction

The innovation and construction of library cultural service is mainly affected by the following factors: First, Library managers lack a correct understanding of the importance of innovative construction, Lack of sufficient attention to the innovative construction of cultural services, Instead of organically combining cultural services with innovative construction, Lead to the lack of enthusiasm in cultural service innovation and construction; next, The management mode of the library is flawed, Managers are not deep enough in their understanding of library cultural services, resulting in the blindness of cultural service activities; once more, The collection structure of the library is not reasonable enough, Most libraries have problems such as unreasonable collection structure, Lead to the inability to meet the users' demand for knowledge and information resources; last, Library infrastructure construction is not perfect, Due to the large number of library resources present in the library, But it is not equipped with the corresponding facilities and equipment to match it, Lead to the inability to effectively meet the users' demand for information resources^[2]. The above factors are the main influencing factors of the innovation construction of library cultural service, and effectively solving these factors is the key to promote the innovation construction of library cultural service.

3. The strategy of innovative construction of library cultural service

3.1 Build the library brand and improve the popularity

In order to develop better in the construction of cultural services, it is necessary to actively build the library brand and improve the popularity of the library in the process of work. The library brand can be realized through the following ways: first, select and publicize the influential library; the second is to establish a distinctive library brand; third, to clarify the service positioning and target customers, and develop reasonable service strategies; fourth, to continuously optimize and improve the service process, improve the service quality and efficiency. At the same time, we should also innovate service concepts to provide readers with better quality and more efficient cultural services, and conduct regular activities to enhance the popularity of the library, such as "Reading Season" activities, "Readers' Day" and so on. In addition, it is also necessary to strengthen exchanges and cooperation with other libraries, learn from each other, and promote their own development. At the same time, it should also be noted that the library should develop reasonable cultural service strategies according to its own actual situation, so as to maintain an invincible position in the fierce market competition.

3.2 Actively publicize libraries and improve the quality of librarians

The construction of library cultural services needs the active participation of librarians, and in order to improve the quality of librarians, we need to constantly improve their comprehensive quality and cultural level, so that they can better provide cultural services for the majority of readers. When training librarians, libraries should adopt diversified and diversified ways, such as by teaching books and knowledge, holding lectures and other ways. In the training, attention should be paid to the cultivation of librarians' ability, and let librarians realize the role and significance in the construction of library cultural service through the combination of explanation and discussion, and stimulate their enthusiasm for work. In addition, the librarians should be assessed and evaluated, so that they can realize their own importance in the construction of library cultural services, so as to encourage them to actively participate in the construction of library cultural services. In addition, we should pay attention to the training and selection of some librarians with high comprehensive quality, so that they can actively participate in the construction of library cultural services. Only in this way can we truly improve the quality level and ability of the librarians, so as to provide more high-quality and efficient cultural services for the readers.

3.3 Make full use of network resources and provide various services

In the information age, people have more and more ways to obtain knowledge and information, especially the wide application of network resources, which provides people with more convenient and diversified ways of reading. Therefore, in the process of library cultural service construction, we can make full use of network resources to provide readers with a variety of cultural services. For example, in order to better meet the needs of different readers, the library can establish a library website, and interact with the readers through the website Settings^[3]. In addition, you can also establish an online database for readers to search and consult. At the same

time, various cultural activities can also be carried out through the Internet, so that more readers can participate in it, and improve the enthusiasm of readers to participate in the activities. In this way, to continuously improve the level and quality of library cultural service, so that the library has really become an important way for people to acquire knowledge and cultural knowledge.

3.4 Constantly improve the library hardware facilities

Library is a big cultural carrier, which is an important place for people to acquire knowledge. In the process of spreading knowledge and culture, the library needs to constantly improve the hardware facilities, so as to provide people with more high-quality and efficient cultural services. Therefore, we need to constantly improve the hardware facilities of the library. On the one hand, we should make reasonable planning for the internal structure of the library to create a good cultural service environment. On the other hand, we should pay attention to the construction of library cultural service software, and use advanced network technology and equipment to realize the sharing of information resources, so as to provide people with more high-quality cultural services. In addition, it is necessary to increase the capital investment to allocate advanced equipment and facilities for the library. Finally, the internal layout of the library should be reasonably planned and adjusted to create a comfortable and elegant cultural atmosphere and environment, so as to better provide cultural services for people.

3.5 Establish and improve the service mechanism and improve the service quality

The quality and level of the cultural service of the library affects, to some extent, and also directly affect people's use of the library. Therefore, we must establish and perfect the service mechanism, improve the quality of service, which requires us to establish and perfect the library cultural service construction system, improve the comprehensive quality of the staff, in order to meet people's cultural needs. At the same time, the library should also develop a perfect management mechanism and incentive mechanism, so as to stimulate the work enthusiasm and initiative of the staff. In addition, it is necessary to establish and improve the evaluation mechanism of the library cultural service quality, and through the comprehensive and objective evaluation and analysis of the library cultural service quality to measure the service quality level of the staff^[4]. In short, in the actual work, we must strengthen the importance of the innovation and construction of library cultural service, and actively take effective measures to improve and perfect, so as to improve the quality and level of library cultural service. Only in this way can we better promote the smooth development of the innovative construction of library cultural service.

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To sum up, under the new situation, people's demand for knowledge and culture is becoming higher and higher, and the library, as an important place for knowledge and culture dissemination, plays an important role in it. In order to better provide people with knowledge and cultural services, it is necessary for us to continuously explore and innovate the problems and deficiencies existing in the construction of library cultural services, and take effective measures to solve them. In the process of the construction of library culture services, in order to achieve good results, we must clear the present situation of library culture services, and through the in-depth analysis of influencing factors, and formulate targeted measures, so as to ensure that the library culture service obtains the ideal effect, to provide people with more high quality, more efficient cultural services.

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