

Research on the Public Service Capacity of Township Government in Laibin City under the Background of Rural Revitalization Strategy

Wenjing Sun^{1,2}, Weisong Wang^{2,*}

¹ Xinjiang Normal University, Urumqi 830017, China

² Guangxi Science and Technology Normal University, Laibin 546199, China

*Corresponding Author, e-mail: wxiaosong2023@163.com

Abstract

In the comprehensive promotion of the rural revitalization strategy, township governments, as the core force of grassroots governance, have important public service capabilities for the realization of rural revitalization. This article takes Laibin City in Guangxi Province as the research object, analyzes the current situation and problems of township governments in public service capacity building, and proposes corresponding optimization paths to provide decision-making references for achieving comprehensive rural revitalization.

Keywords

Rural Revitalization Strategy; Township Government; Public Service Capability; Laibin City.

1. Introduction

The 19th National Congress of the Communist Party of China proposed the "Implementation of Rural Revitalization Strategy", aiming to achieve modernization of agriculture and rural areas and common prosperity for rural residents. As an important carrier of rural governance, township governments are the main implementers of the rural revitalization strategy, and their public service capabilities directly affect the effectiveness of policy implementation. This article is based on the actual situation of Laibin City, exploring the current situation and improvement strategies of public service capabilities of township governments.

2. The Connotation and Requirements of Public Service Capacity under the Strategy of Rural Revitalization

(1) The connotation of public service capability

The connotation of public service capability is very rich. It refers to the comprehensive ability of the government to provide public service products and services to meet the needs of residents. This ability is not only reflected in the allocation of service resources, that is, how the government can reasonably and efficiently allocate various resources to meet the needs of public services; It is also reflected in the efficiency of service provision, that is, whether the government can provide public services quickly and timely while ensuring service quality. In addition, public service capacity also involves an important aspect of resident satisfaction. Whether the public services provided by the government can meet the actual needs of residents and how residents evaluate the services are important indicators for measuring the capacity of public services. Therefore, enhancing public service capabilities requires the government to make efforts in multiple aspects such as service resource allocation, service delivery efficiency,

and resident satisfaction, continuously optimize service processes, improve service quality, and meet the growing needs of residents for a better life. This is also one of the important contents of modern government governance, which is of great significance for promoting social harmony and stability, and advancing economic and social development.

(2) The requirements of rural revitalization strategy for public services of township governments

Precision, precision is an important direction to enhance public service capabilities. It requires the government to have a deep understanding of the diverse needs of rural residents and provide services tailored to local conditions. By accurately identifying the actual needs of rural residents, the government can allocate resources more targetedly, optimize service processes, ensure that the provision of public services is closely aligned with residents' needs, thereby improving service efficiency and residents' satisfaction, and promoting the sustainable and healthy development of rural society; Inclusiveness is an important characteristic of public services, emphasizing the wide coverage of public services to ensure that both urban and rural residents can enjoy equal services. The government should strive to reduce the urban-rural gap by optimizing resource allocation, improving service networks, and other measures, so that rural residents can also enjoy the same level of public services as urban residents, thereby promoting coordinated urban-rural development, achieving social equity and justice, and enhancing the happiness of all people; Efficiency is one of the core requirements for building public service capacity. It emphasizes improving service delivery efficiency by optimizing resource allocation, simplifying service processes, and applying modern technological means to ensure that public services can be quickly and accurately delivered to every resident. Efficient services can not only improve residents' satisfaction, but also effectively save administrative costs, promote the sustainable use of resources, and provide strong guarantees for the sustainable and healthy development of society.

3. Analysis of the Current Status of Public Service Capacity of Township Governments in Laibin City

(1) Limited financial resources and insufficient service coverage

Some townships in Laibin City are facing the problem of limited financial resources, which directly leads to difficulties in infrastructure construction and the popularization of basic services such as education and healthcare. Due to insufficient financial investment, the infrastructure construction in these townships lags behind, with poor conditions for roads, water supply, power supply, and other infrastructure, making it difficult to meet the basic living needs of residents. Meanwhile, the popularization of basic services such as education and healthcare has also been severely affected. Due to a shortage of funds, the construction and maintenance of public service facilities such as schools and hospitals are difficult to guarantee, resulting in a shortage of educational resources and a low level of medical services. This not only affects the quality of life of residents, but also restricts the economic and social development of towns and villages.

(2) Low level of personnel specialization

The professional level of township government staff directly affects the quality and efficiency of public services. However, in some townships, staff generally face the problem of insufficient professional skills. They may lack the necessary professional knowledge and skills to cope with complex and diverse service demands. In addition, due to limited training opportunities, the professional competence of the staff is difficult to effectively improve. They may lack opportunities to acquire new knowledge and skills, leading to numerous difficulties in providing services. This not only affects the quality of services, but also reduces the credibility and image of the government.

(3) Low level of informatization

In the digital age, the level of informatization directly affects the efficiency and quality of public services. However, the information system construction of some township governments is relatively lagging behind, and the level of digitalization of public services is not high. Due to the lack of advanced information technology and equipment, township governments often use traditional manual methods to handle public affairs, which is not only time-consuming and labor-intensive, but also prone to errors. At the same time, due to the lack of digital service platforms, residents often need to queue up and wait for public services, which consumes a lot of time and energy.

(4) Insufficient public participation

Rural residents face many challenges in participating in public affairs, among which the most prominent is the limited channels for participation. Due to remote geographical location and poor information flow, rural residents often find it difficult to obtain timely and accurate information about public affairs, resulting in their inability to effectively participate in the decision-making process. In addition, there are also shortcomings in the interaction between the government and the public. The government often lacks sufficient communication and consultation with the public when formulating and implementing policies, resulting in a lack of support and cooperation from the public during the policy implementation process. This not only affects the smooth implementation of policies, but also weakens the credibility and authority of the government.

4. Strategies for Enhancing the Public Service Capacity of Township Governments in Laibin City

(1) Optimize the mechanism of fiscal investment

Firstly, strengthening financial support from higher authorities is crucial. The higher-level government should increase the financial transfer payments to townships, establish a stable transfer payment system, and ensure that township governments have sufficient funds for infrastructure construction and the popularization of basic services such as education and healthcare. This can not only alleviate the financial pressure on township governments, but also enhance the supply capacity of public services and meet the basic needs of residents. Secondly, encouraging social capital to participate in the public service sector is also an effective supplementary way. The government can guide social capital to invest in the public service sector and make up for the shortage of government resources by formulating preferential policies, providing necessary support and services, and other measures. The participation of social capital can not only increase the supply of public services, but also improve the quality and efficiency of services, meeting the more diverse needs of residents. In the process of optimizing the fiscal investment mechanism, it is also necessary to strengthen fund supervision and performance evaluation to ensure the rational and efficient use of funds. At the same time, the government should strengthen communication and interaction with the public, understand their needs and opinions, in order to better formulate and implement fiscal policies, and improve the quality and level of public services.

(2) Enhance the professional level of personnel

To address the issue of insufficient professional competence among township government staff, it is urgent to enhance their professional level. Firstly, strengthening the training system for township cadres is crucial. The government should increase its training efforts for township cadres, provide more opportunities for learning and further education, help them acquire new knowledge and skills, and enhance their professional competence and comprehensive abilities. This can not only improve their work efficiency and service quality, but also enhance their innovation awareness and practical ability, injecting new vitality into the development of towns

and villages. Secondly, introducing specialized talents is also an important way to enhance the professional level of personnel. The government can attract more specialized talents to work in towns and villages by implementing preferential policies and providing broad development platforms. At the same time, the government should strengthen the cultivation and incentive of existing talents, forming a dual wheel driving mechanism of "introduction+cultivation", so that talents can play a greater role in the development of towns and villages. In the process of improving the professional level of personnel, it is also necessary to strengthen talent management and assessment to ensure the rational and efficient use of talents. The government should establish a sound talent management mechanism, clarify job responsibilities and requirements, strengthen the assessment and performance evaluation of talents, and motivate them to contribute more wisdom and strength to the development of towns and villages.

(3) Promote information technology construction

Information technology construction is crucial for improving the service efficiency and resident satisfaction of township governments. Firstly, accelerating the construction of digital service platforms for township governments is the primary task for achieving information technology construction. By building a digital service platform, township governments can achieve "one-stop" services, providing residents with more convenient and efficient service experiences. Residents can handle various affairs online through the platform without having to queue up at government departments, greatly saving time and energy. Secondly, utilizing big data technology to accurately analyze rural public demand is an important means of optimizing resource allocation and improving service efficiency. Through in-depth exploration and analysis of rural public needs, the government can more accurately understand the actual needs of residents, and allocate resources in a targeted manner to provide services that meet their needs. This can not only improve the quality of services, but also avoid resource waste and achieve sustainable utilization of resources. In the process of promoting information construction, it is also necessary to strengthen information security and privacy protection to ensure that residents' personal information security is not violated. At the same time, the government should strengthen the management and maintenance of digital service platforms to ensure their stable operation and continuous optimization of services.

(4) Enhance public participation

Improving public participation is the key to enhancing the credibility of township governments and the effectiveness of policy implementation. Firstly, establishing a multi-level and multi form mechanism for mass participation is the foundation for enhancing the level of mass participation. The government should encourage villagers to actively participate in policy formulation and supervision through various channels and methods, such as symposiums, hearings, questionnaire surveys, etc. This can not only ensure that policy formulation is more in line with the actual needs of villagers, but also improve the social recognition and support for policy implementation. Secondly, relying on village self governance organizations to enhance social recognition of policy implementation is also an important way to increase public participation. As an important platform for villagers' self-management and self-service, village self-governing organizations can play a bridging and linking role, promoting communication and interaction between the government and villagers. Through village self governance organizations, the government can gain a deeper understanding of the needs and opinions of villagers, adjust policy directions and implementation strategies in a timely manner, and ensure the smooth implementation of policies. In the process of enhancing public participation, the government should also strengthen publicity and education for villagers, improve their democratic awareness and participation ability. By organizing various training activities and distributing promotional materials, we aim to help villagers understand policy content and participation methods, and stimulate their enthusiasm and initiative for participation.

Acknowledgments

This work was supported by 2022 Guangxi University Young and Middle aged Teachers' Basic Research Ability Improvement Project: Research and Practice of Applied Undergraduate Colleges Serving Local Economic Development - Taking Guangxi Normal University of Science and Technology as an Example (No.2022KY0847) and 2022 Philosophy and Social Science Research Project in Laibin City: A Study on the Public Service Capability of Township Governments in LaiBin City under the Background of Rural Revitalization Strategy (No. 2022LBZS016), 2022 Philosophy and Social Science Research Project in Laibin City: Research on the Construction of Beautiful Countryside in the Context of Rural Revitalization Strategy(No.: 2022LBZS004).

References

- [1] Chen Xiwen Reflections on the Comprehensive Promotion of Rural Revitalization Strategy China Rural Economy, 2018, 34 (2): 3-11.
- [2] Li Jun, Wang Jing Exploration on the Path of Building Public Service Capacity of Township Governments [J] Journal of Public Administration, 2019, 16 (4): 45-52.
- [3] Wang Xiaoming Research on Rural Revitalization and Grassroots Governance under the New Situation [M] Beijing: People's Publishing House, 2020.
- [4] Li Lei Research on the Mode of "Internet plus" Boosting the Modernization of Public Services of Township Governments [J] Administrative Forum, 2021, 28 (3): 25-32.
- [5] The Yellow River Modernization of Grassroots Governance System and Governance Capacity under the Background of Rural Revitalization China Administrative Management, 2020, 37 (6): 12-18.