

Innovation of Social Governance Model in Border Areas from the Perspective of Public Service

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Abstract: Due to the particularity of various conditions in the border areas, special needs for the content and methods of public services have been formed. As a new type of public service concept, liquidity public service has the characteristics of fairness, justice and high efficiency. It plays a vital role in promoting government construction and meeting these needs, thus providing a kind of more convenient and formal public services, and the diversification of supply entities. Based on this, this paper will introduce in detail the basic mechanism and social governance benefits of the mobile public service work model in the social governance of border areas for reference.

1. Introduction

Providing good public services is an important modern national government function. The government also achieves the purpose of proper social governance through the implementation of this function. It plays an irreplaceable role in maintaining national stability and promoting social development [1]. Among them, the mobile public service is a special means of public service supply [2]. It plays a role in improving the equalization of public services in the border and inland areas, enhancing the extensive public service in ethnic areas, maintaining the prosperity and stability of border areas, and realizing the modernized governance system in border areas. An important role [3]. At the same time, the concept of the frontier region not only has national attributes and historical geographical attributes, but also has special cultural and political attributes, and has great connotation of contemporary governance. In our national governance system, social governance in the border areas needs to adopt targeted governance measures according to the special human geography, economic culture, religious customs and other conditions of the ethnic regions, so as to achieve stability in the frontier society [4]. As a kind of innovation that originated from the concept of seamless public service, mobile public service plays an important role in the process of social governance practice in border areas. Therefore, it has a strong practical guiding significance for its analysis [5].

2. A Brief Discussion of the Characteristics of Public Services

2.1. The service target is mainly ethnic minority

In the latest census of the country, the population of ethnic minority areas was 113.79 million, accounting for 8.5% of the national population. Autonomous regions were established in 44 of all ethnic minorities, and the population exercising regional autonomy occupied the total minority. 71% of the population [6]. For example, in addition to Mongolians in the Mongolian Autonomous Region, there are more than forty ethnic groups such as Han, Oroqen, Hui and Daur. Therefore, this complex national symbiosis makes the public service object have certain specialties, and it also brings great uncertainty and difficulty to the implementation of public services. It is precisely because of the diversified development of the nation that a public service policy will have different repercussions among different ethnic groups, so this will directly affect the smooth implementation of this policy.

2.2. The service environment is relatively remote

The border areas of our country are basically located in places with harsh natural environments such as plateaus, deserts, Gobi and mountains, and natural disasters occur frequently. Really due to the limitations of the natural environment, the public infrastructure in these areas is compared with the mainland. Very backward, the entire society is developing very slowly, and there is a huge gap between residents' lives and modern lifestyles. At the same time, due to the influence of the natural environment, information in these areas is blocked, and public services given by the government are often difficult to convey, so residents naturally cannot enjoy the public services they deserve. In addition, the development of various social undertakings in the border areas is extremely lagging behind, and there are great requirements for the quality and level of government public services. At the same time, most of the frontier areas belong to ethnic minority areas and enjoy a certain degree of autonomy. However, due to restrictions on living conditions and communication conditions, this function cannot be effectively exerted, and the overall self-government participation is very low. Almost all still need to rely on government intervention. It is precisely because of this that it limits the supply of public services in the border areas.

2.3. The service method is special

Due to the influence of various conditions in the border areas, the public service mode has certain special characteristics. Among them, compared with the developed regions, the construction of public service information in the border areas is still very backward. Many businesses can only rely on manual methods, so this greatly reduces the timeliness of people enjoying services. In addition, the border areas have shown serious dependence on the provision of public services. In the short term, they are mainly based on the government's supply. Although they advocate diversified development, these places are driven by public services because of their relatively low economic level. In the process, the government must assume the corresponding responsibilities. Moreover, the radius of public services in the border areas is relatively large, and the cost of public service supply is relatively high. Therefore, the government needs to implement service innovation and implement liquidity supply to ensure that residents in remote areas can enjoy fast and convenient public services. .

2.4. The content of the service should be targeted

In addition to the basic public needs, ethnic groups in the frontier regions also have certain specialties in public service content because of differences in history, language and religion. For example, in order to ensure the rights of ethnic minorities to use their own national languages, many autonomous regions have established corresponding language regulations. The state also stipulates that the special characteristics of these regions need to be fully reflected in the implementation of public services. In addition, due to the influence of objective factors such as nature and history, each ethnic minority region has formed its own unique culture, habits, etc., which are fully reflected in daily production and life, such as special needs for ethnic minorities. Therefore, in the process of implementing public services, it is necessary to give corresponding support to these special needs.

3. The Main Purpose of Implementing Mobile Public Service Measures

3.1. Proactive service to ensure fairness

For the public service sector, achieving economic development and sharing of social development results is not only the basic driving force for social development, but also the purpose of social development, which has greatly promoted fairness and justice. Studies have shown that there are still serious problems in the fairness and justice of our country, mainly because the government is unable to provide sufficient public goods. At present, China's public goods supply indicators are still relatively low, and there is a corresponding relationship with the low social justice indicators. The mobile public service is precisely aimed at the various restrictions that exist in it. The government departments provide services on their own initiative, so that the people in the

border areas can also enjoy the services equivalent to those in the developed areas, thus achieving fairness and justice. In reality, due to poor traffic conditions and high service costs in the border areas, many residents have to give up the legitimate rights they should enjoy, so this time the government departments need to use various positive measures, for example, in the implementation. In the process, government departments can use Wulan animal husbandry to ride this kind of mobile cultural service to ensure the cultural needs of the people, thus promoting the common cultural services of residents in urban and rural areas.

3.2. Reduce links and improve efficiency

To improve service efficiency, you need to ensure that public resource utilization can be maximized and that limited resources are allocated where they are most needed. In addition, it is necessary to ensure that the service can be delivered in time to ensure that residents can enjoy the public service in the first time. Among them, the mobile service can meet the needs of these two points, and the already-flowing way to “deliver the resources to the door”, in addition to ensuring the effective use of resources, can also reduce the cost and cost of the public to enjoy the resources. In addition, the mobile service also effectively reduces the intermediate links and avoids the loss of resources during transportation, thus maximizing the supply efficiency of public services. As far as the old-age service is concerned, the “one-stop” implemented in some large urban areas cannot be effectively transmitted to the border areas. Therefore, it is necessary for the government to introduce advanced service concepts and implement mobile services in light of the actual conditions of the border areas. The specific service content is actively sent to the masses, which constitutes a mobile old-age service model, enabling the elderly people of all ethnic groups to achieve the availability.

3.3. People-oriented, building the government

At present, major conferences have emphasized the need to transform government functions and innovate administrative methods to build a legal and service-oriented government. Therefore, it can be found that the most effective means to effectively transform government functions is to build a service-oriented government. Among them, the most fundamental thing for mobile public services is to adhere to the people-oriented principle and take the needs of the local people as the basic starting point, so that the original passive service becomes an active service and always considers the masses, thus effectively reducing the cost of enjoying the service. In the mobile service, the main responsibility of the whole service supply relationship is highlighted, and the service efficiency and level are improved. The public service system of fairness, justice and sustainable development is also established to ensure the service of ethnic and non-ethnic areas. Equalized enjoyment. Moreover, this service model has also promoted the further transformation of local government behaviors and functions. In the process of the public enjoying public services, the government has also made progress toward the principle of serving the people wholeheartedly. Therefore, this service mode is essentially a service-oriented type. One of the most effective means of government.

4. Service Innovation Based on Current Needs in Frontier Regions

4.1. Formulating comprehensive and diversified services

Mobile public services have a certain multi-subject role in the process of implementation. They mainly rely on social forces to provide the same public services to the people in the border areas than those in the big cities. Is this a direct behavior of the government as a direct act of the government? There is a big difference. Since the main body of the mobile public service itself has certain diversified characteristics, it promotes the diversification of service content and means and reduces the service cost. The mobile service itself is a service method. It is not only the department directly sent the service to the door, but also the government to purchase services from the market or the whole society. And for the border areas, because the government departments are funded by

ethnic minorities, they can easily meet the basic needs of the masses, thus ensuring the quality and applicability of the services. In addition, the government departments make full use of the advantages of rapid development of the Internet of Things and the rapid response of the market, providing timely and low-cost services to the frontiers under the influence of the market, fully reflecting the comparative advantages of government monopoly and supply. This diversification of supply subjects and methods has made mobile services an important and innovative way of benefiting the people in the border areas.

4.2. Implementing safe and reliable agency services

In terms of public services, agency-type service is a convenient service method launched in remote areas of China. It is mainly initiated by village party members and cadres, and volunteers to take the initiative to approve some administrative examination and approval items, such as postal and low-income applications. Wait, then deliver it to the township government or service center. This approach can not only promote the village cadres to become more familiar with the business, but also bring some convenience to the dredge of interpersonal relationships. However, this kind of service itself has certain non-professional and random nature. Sometimes, the cadre does not follow the process, which leads to half the effort, sometimes it is difficult to pursue its responsibility, and because of the ethical standards of the service personnel. Very high requirements, so it is impossible to implement large-scale promotion. After the implementation of mobile services, not only can they provide approval for these residents, but also provide some public services related to education and culture. This service model is also a formal government behavior, with certain institutional guarantees, so it can also guarantee the reliability and security of the service.

4.3. Establishing one-stop convenient service

One-stop service originally means that you can buy all the things you want or do what you want to do in the same place, mainly referring to comprehensive and comprehensive services. One-stop in public service means that the government department can set up a virtual or physical service desk and integrate all the service items in the same service hall or service center so that the people can finish it all at once. All matters do not have to travel back and forth between various management departments. It can be found that this service mode has good applicability in densely populated areas and convenient transportation areas, which can effectively improve work efficiency and reduce costs. However, in some inaccessible and sparsely populated border areas, this service model is often difficult to meet the basic needs of the masses. Therefore, this method is not an efficient service method. On the contrary, the non-centralized mobile service model can better satisfy its The need for services. For example, many towns and towns currently provide one-stop medical services, but this does not meet the basic needs of the masses in the border areas. Many people need to go to township hospitals for treatment after they get sick. Sometimes township hospitals do not have the level of diagnosis and treatment also requires a visit to a higher level hospital, which not only increases the burden on the people, but sometimes delays treatment.

5. Conclusion

Through the above analysis, it is found that the liquidity public service is mainly characterized by mobile and active services. It is a summary and innovation of the practice of grassroots services, and has great practical advantages in maintaining social stability and strengthening the people's livelihood construction. It can overcome the limitations of the system and natural environment in the border areas, fully satisfy the public service needs of the people, and play a major role in promoting the construction of a service-oriented government in China, and realize the modern development of social governance in the border areas.

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