

Improvement of Grassroots Governance Capacity of Tourism Towns

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Abstract: Formally determining Zhejiang as a model province for the demonstration of common prosperity, Zhejiang Province began to take common prosperity as the work goal and continuously improved the government's governance ability. In the pursuit of common prosperity, the development of villages and towns in mountainous areas has become a major problem that cannot be avoided and urgently needs to be solved. Therefore, the Zhejiang provincial government has specially issued the important position that the development of mountainous areas is related to the realization of the goal of common prosperity. The social development in mountainous areas is doomed to take the road of green and sustainable development, so the social development trend driven by tourism economy must be the primary choice of mountainous towns. Tourism towns have become a new model of economic development in mountainous areas.

1. Introduction

The Fifth Plenary Session of the 19th Central Committee of the Communist Party of China was held in October, 2020. Among them, the key point is to put forward that “all people have made more obvious substantive progress in common prosperity”, which has laid the keynote for the direction of social and economic development. Formally determining Zhejiang as a model province for the demonstration of common prosperity. Zhejiang Province has begun to take common prosperity as the work goal, constantly improving the government's governance ability and improving the people's income and well-being.

The essence of common prosperity is to increase people's income, reduce the gap between the rich and the poor, and ultimately achieve a rich and happy life for all. At present, there are 33 counties under Zhejiang Province, 26 of which are located in mountainous areas. Most of the counties have weak economic strength and backward social development, and mainly rely on tourism income as their important economic source. These underdeveloped areas generally take tourism economy as the orientation of social development, and have formed a social development model based on the idea of building tourism towns. However, at present, cities and towns with rich tourism resources have become the most in need of help in the pursuit of common prosperity. However, the governance capacity of tourism cities and towns can not help them get rid of their current difficulties, and the lack of governance capacity will also limit their overall development and the process of achieving common prosperity. At present, the assistance to the tourism cities and towns is mainly focused on the economic development strategy and the development of tourism

product skills to improve their social development. There is still a lack of research on the lack of grass-roots governance ability exposed in the development of tourism cities and towns, and there is still a lack of research on improving the status of social development by analyzing the problems of grass-roots governance ability. How to explore the benefits of improving government governance capacity to tourism towns from the perspective of grass-roots governance needs to be further explored. This study will systematically analyze the current situation of grass-roots governance in tourism cities and towns, and find out the optimal path to improve the grass-roots governance capacity of tourism cities and towns. Taking a mountain area in Zhejiang Province as an example, this study systematically combs the grass-roots governance of tourism towns, and systematically analyzes the grass-roots governance capacity and system of tourism town governments. It finds that there are problems in the governance process, such as uneven distribution of tourism development benefits, solidification of development ideas, vicious competition, etc., and improves the grass-roots governance capacity of mountain towns and townships based on the integrity theory.

2. Time Background

At the Fifth Plenary Session of the 19th Central Committee of the Communist Party of China, it was mentioned that “people's life will be better, people's all-round development and all people's common prosperity will make more obvious substantive progress.” As one of the goals of 2035, common prosperity points out the direction for the government to strive for the next step of grass-roots governance, which is also the direction for the future development of society.

Common prosperity is the prosperity of all people, not the prosperity of a few people; The people are both rich in material and spiritual life. On the road to common prosperity, we should help the underachievers speed up their pace. In May, 2021, Zhejiang Province was officially designated as a demonstration area for common prosperity. How to achieve common prosperity in Zhejiang has become a new challenge in the process of government governance. In the face of the grand goal of common prosperity, the first thing is to determine the target groups to help. In the implementation plan of Zhejiang high quality development and construction of common prosperity Demonstration Zone issued by Zhejiang on July 19, 2021, 15 counties and cities will be taken as the first phase of pilot areas to narrow the gap. Because of the weak economic development foundation, single economic structure and insufficient development power, counties and cities have become the key assistance objects on the road of pursuing common prosperity. There are 33 counties in Zhejiang, 26 of which are in mountainous areas. Most of the mountainous counties have beautiful natural landscapes and rich tourism resources, but their economic development is still relatively backward and their social governance capacity is not modernized. If Zhejiang wants to build itself into a demonstration area for common prosperity, mountainous areas and towns with poor foundation have become unavoidable problems. Most economically backward areas take tourism industry as one of the main economic sources, which is of great significance to local social development and a means to change the current situation after the fall. Such cities with tourism economy as the main development mode are summarized as tourism towns. In the less developed areas of Zhejiang Province, tourism economy is the driving force for social development. However, in the process of tourism development, there are many problems, such as uneven distribution of tourism resources, contradiction of development interests, homogeneous competition and so on, resulting in the overall development and economic stagnation. The reasons for these problems are not only economic development, but also some problems in the field of social governance, such as the absence of government governance and the lack of governance capacity. The existing research on the assistance to economically backward counties and towns is mainly concentrated in the fields of economic construction, financial support and so on. There is a lack of research on the current

situation of the government's grass-roots governance ability to solve the contradictions and conflicts in the development of tourism towns. We cannot attribute the problems in social development to the insufficient economic development.

3. Meaning

3.1 Research Objective

On the road to common prosperity, the underdeveloped areas in Zhejiang Province have become the most needy. These underdeveloped areas generally have problems such as lagging social development, long-term dependence on tourism economy, and insufficient social governance capacity[1]. Most of the tourism cities and towns, which mainly focus on tourism development, have encountered governance problems such as backward social development and prominent social contradictions at the grass-roots level[2]. Their existing governance capacity is not enough to overcome the current governance contradictions and support them to practice the social state of common prosperity. This paper will systematically analyze and study the existing problems of tourism cities and towns, help tourism cities and towns change the current situation of social development by improving the grass-roots governance ability of the government, try to analyze the current situation of grass-roots governance of tourism cities and towns, and find out the optimal path to improve the grass-roots governance ability of tourism cities and towns[3]. Improve the governance capacity of grass-roots governments, solve the problems in daily governance and public services, and provide assistance for the high-quality construction of common prosperity demonstration area in Zhejiang Province[4-5].

3.2 Research Meaning

This study will understand and analyze the social contradictions and conflicts in the development of tourism towns, excavate the social problems caused by the government in the process of grass-roots governance, excavate the deficiencies in the process of grass-roots governance, and put forward corresponding improvement suggestions. And make due contributions to the efficient governance of the government at the grass-roots level[6].

It helps to improve the effectiveness of grass-roots governance and promote the harmonious and stable development of society. In building a demonstration area for common prosperity, we can solve the problems of large per capita income gap and social development. On the road to common prosperity, we can solve the unstable factors in society, improve people's sense of gain and happiness, and truly achieve both material and spiritual harvests.

It helps to accelerate the transformation of government functions. With the deepening of the reform of streamlining administration and delegating power, building a service-oriented government has been the work goal in recent years. To do a good service-oriented government, we must first change the attitude and efficiency of grass-roots governance. Solving the problem of grass-roots governance is also a part of government transformation.

It will help accelerate the realization of common prosperity. Tourism cities and towns are in a backward state of social development. It is necessary to carefully study the reasons for the backward social development. We should not only rely on economic policies to help the social development of tourism cities and towns, but also consider the reasons for the lack of governance of grass-roots governments[7].

Contribute to the research and development of governance theory. There have been governance problems and governance dilemmas in the process of grass-roots governance, which is also a problem that the academic community has been studying. The research on the grass-roots

governance of tourism cities and towns in this paper will help to solve some difficult problems in the grass-roots governance, and add new practical cases for academic research. It also adds new solutions to the plight of grass-roots governance.

Contribute to the theoretical study of the development of tourism towns. Tourism cities and towns are a kind of cities and towns in the process of urbanization. The theoretical guidance for the development of tourism cities and towns is still in the exploratory stage. This paper is conducive to correcting the deficiencies and defects in the development process of tourism cities and towns and ensuring the healthy development of tourism cities and towns.

4. Literature Review

4.1 Governance Theory

The word “governance” originated from the field of political science. It mainly means that the national leadership uses power means to manage the country and citizens. The concept of governance is also evolving from administration. With the continuous economic development, religious belief and social civilization in western countries, the concept of social governance has undergone many changes. Traditional public administration model. From the beginning when the king or emperor directly appointed ministers to manage a certain affair, to the later stage, a new model of public administration emerged. Dai Bing (2004)[4] analyzed Woodrow Wilson's political thoughts and emphasized the role of public will and democracy on the basis of advocating the separation of politics and administration. Thorsen Niels Aage (2014)[1] emphasized Woodrow Wilson's political thought, advocated the principle of separating politics and administration, promoted the separation of politics and administration, and emphasized the strong and hardworking government officials and the civil service system with excellent efficiency. McCandless Sean a (2013)[2] analyzed and defined the theme of administrative management and compared it with the scope and process of legislative functions. Li xincheng (2017)[5] analyzed that the rise of western governance theory stems from the methodological crisis of traditional management theory, which means that the national management thinking has changed from authoritarianism to pluralism, that is, the traditional management mode has gradually changed into a governance mode composed of diversified participants, interactive coordination and integrated governance strategies. Drechsler Wolfgang (2020)[3] emphasized the bureaucratic theory of Max Weber, a German sociologist and organization theorist, summarized the leadership basis of the government as rule and power, decomposed the government's ruling system into a triangular power framework, and believed that the optimal organizational structure was bureaucratic administrative organization.

4.2 Holistic Governance

The theory of holistic governance is a theoretical research that arose in the 1990s. It mainly benefits from the development of new public management and the rapid development of information technology. Qu yanchun (2015)[6] believes that the supply of public goods in rural areas is fragmented and sporadic compared with the adequate supply of public goods in cities, and advocates that the supply of public goods in rural areas should be treated as a whole. Du chunlin (2015) [7] believes that providing equal basic public services to the public is one of the basic responsibilities of modern government. The establishment of professional division of labor and hierarchy in the early 20th century laid the foundation for the formation of fragmented governance. Fragmented governance has led to problems such as low efficiency, neglect of standardized management and performance orientation. It has been coordinated to promote holistic governance from the perspective of systems, resources and actors. Liao yeyang (2015) [8] believes that

holistic governance can effectively solve problems in rural development. The concept of holistic governance conforms to the theory and value needs of rural governance, solves the problem of rural fragmentation governance, and meets the governance needs of rural transformation risks. Han zhaozhu (2017) [9] conducted in-depth research on the theory of holistic governance. The concept of holistic governance was first put forward by British scholars in 1990. He believes that the theory of holistic governance is still in the theoretical development stage, but the ultimate goal of holistic governance is to develop towards good governance. Zhou Wei (2018) [10] found that with the development of marketization, regionalization and informatization, the supply of public goods has been cut off and stratified among different regional development, and advocated that governments at all levels adopt cross regional holistic governance to deal with different fragmentation governance problems. Ding jianbiao (2020) [11] believes that the holistic governance logic has played an important role in the practice of poverty alleviation in rural areas. The holistic governance is reflected in policy objectives, organizational coordination, institutional improvement and fund integration.

5. Governance Issue

5.1 Weak Economic Governance Capability

Economic governance capability is the core of the governance capability of grass-roots governments. Without economic governance, there will be no other governance capability. The better economic governance, the more solid the foundation for the development of other capabilities. At present, the development of tourism cities and towns in Zhejiang Province is generally characterized by weak economic governance, stagnant economic development, insufficient development potential, and backward economic growth. In terms of economic governance capacity, indicators such as per capita disposable income and growth rate of economic output value show low growth and negative growth, so it is more and more urgent to maintain a good momentum of economic development.

5.2 Weak Cultural Governance Capacity

Culture is an important negative factor that drives grass-roots government employees to be proficient in business and willing to contribute. For example, excellent virtues such as respecting the old and loving the young, diligence and thrift are also part of culture. Culture is the treasure of the Chinese nation and an important guarantee for uniting the people of all ethnic groups to fight against Japan. However, the tourist towns themselves belong to the mountainous areas. The people's life and cultural activities originating from the mountainous areas are relatively scarce. Many farmers and retirees have less spare time life. The emptiness of spiritual activities is easy to make gambling and superstition popular. Therefore, the use of cultural governance capacity of grass-roots governments is also a factor related to social stability and harmony.

5.3 Poor Ecological Management Ability

Ecological protection in mountainous areas becomes more and more important after wanton development. The economic development in mountain areas is relatively backward. Many mountain people ignore the ecological balance for their own development. Therefore, only by protecting the balance of the ecological environment in mountain areas can we keep the green waters and mountains in mountain areas, which is also the best performance of the government's ecological governance ability.

6. Suggestions for Improvement

6.1 Accelerate the Reform of Discharge Management Service

The government's economic governance ability lies not only in attracting investment and increasing the overall employment ratio, but also in the determination to promote reform and opening up. The over centralization of government power and the non reform of system and mechanism are the reasons that affect the overall social efficiency. Only by reasonably decentralizing government power and activating the overall efficiency of society can we stimulate the most core and efficient endogenous power of the economic market.

6.2 Continuously Improve Cultural Services

The cultural essence of mountain society is not strong, so we need to excavate our own cultural activities according to local characteristics. There were many ancient activities, such as offering sacrifices during the Spring Festival, going to the market during the Spring Festival, and performing operas, which can enrich people's daily life. They need to be explored and inherited. Other calligraphic couplets and talent shows are the core contents that can stimulate people's yearning for a better life.

6.3 Raise Awareness of Ecological Protection

To strengthen the protection of the ecological environment by the grass-roots governments, we should not only highlight the importance of ecological protection in publicity, but also formulate reasonable systems to punish the operational production activities that maliciously pollute the environment and destroy the ecological balance. We can take the way of reporting with prizes to make people become members of our ecological protection. Only everyone has the awareness of protection and the determination to maintain ecological balance, the overall ecological environment can be more harmonious and beautiful.

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