

UDC 330.322.5:711.3

DOI: <https://doi.org/10.32782/2224-6282/185-23>**Sokhan Inna**Professor, D.Sci. in Economics,  
Sumy National Agrarian University**Li Zongkeng**PhD student (Management),  
Sumy National Agrarian University;Teacher,  
Hezhou University, Guangxi, China**Сохань І.В., Li Zongkeng**

Сумський національний аграрний університет

## CONNOTATION OF PUBLIC SERVICE SUPPLY IN THE PROVINCES OF SOUTHWEST CHINA

*Regional public service provision is both an important support for achieving higher quality, more efficient, more equitable and sustainable development, and a key link in the construction of regional governance system. This paper discusses the path of coordinated development of public services in multiple areas in ethnic areas of southwest China and provides a theoretical paradigm for academics to conduct research on balanced regional economic development.*

**Keywords:** regional management, public service supply, provinces, China, economic and social development.

**JEL classification:** G32, H10, O10

## КОНЦЕПЦІЯ НАДАННЯ ДЕРЖАВНИХ ПОСЛУГ У ПРОВІНЦІЯХ ПІВДЕННО-ЗАХІДНОГО КИТАЮ

*Надання регіональних державних послуг є одночасно важливою підтримкою для досягнення якіснішого, ефективнішого, більш справедливого та сталого розвитку, а також ключовою ланкою в побудові системи регіонального управління. У даній статті обговорюється шлях узгодженого розвитку державних послуг у багатьох областях в етнічних районах південно-західного Китаю та пропонується теоретична парадигма для науковців для проведення досліджень щодо збалансованого регіонального економічного розвитку.*

**Ключові слова:** регіональне управління, державне обслуговування, провінції, Китай, економічний і соціальний розвиток.

**Formulation of a problem.** With the remarkable improvement of social productive forces, the expression of the social principal contradiction in the past cannot accurately reflect the current situation of China's development. As socialism with Chinese characteristics has entered a new era, people's yearning for a better life is no longer limited to their material and cultural needs. The connotation of people's needs for a better life has gradually diversified. It has broken through the concept of welfare at the individual or family levels and formed a broader comprehensive social development concept. Through the in-depth study and understanding of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the report of the 19th National Congress of the Communist Party of China, this paper embodies the goals and requirements for the development of southwest ethnic minority areas into the following four aspects.

**Literature review.** The research is based on the previous literature review research (Xue-qian Song, Wei Deng & Ying Liu (2014), Bernard Gachet, Sabine Schulte-Beckhausen & Gioavanni Valotti (1997) and the current situation (Xu Wangteng and Wang Shaojian (2023), Zheng Wang, Sanjuán Martínez Oscar, Fenza Giuseppe & Gonzalez Crespo Ruben (2021), relationship and development trend of regional public service provision in

south-west provinces of China, the idea and logic of this research are laid, to provide guidance for the writing of this research, and to lay the theoretical review of this research.

**The aim of the study.** The purpose of the study was to investigate the conceptual foundations and practical application of the theoretical approaches of regional public service provision as an important support for achieving higher quality, more efficient, more equitable and sustainable development, and a key link in the construction of regional governance system.

**Presenting main material.** To study the comprehensive level of economic and social development in southwest ethnic minority areas, the empirical method of this study mainly uses fuzzy comprehensive evaluation methods to study the development factors and development differences in urban and rural areas of southwest ethnic groups. Based on the analysis of the influence factors of the unbalanced economic and social development in the southwest ethnic minority areas, the urban-rural development factors and the performance of the urban-rural gap were further analyzed.

First of all, this study, the entropy method on the development of southwest ethnic areas imbalance influence factor qualitative measurement and analysis, entropy method as a preliminary evaluation method, because can effectively measure the direction of indicators, is widely

used by scholars at home and abroad, such as Xu Wangteng and Wang Shaojian (2023) adopt entropy method to evaluate the development of China's rural industrial integration, and in time, region, dimension is discussed, found that rural industrial integration development differences between the central and western regions. Zheng Wang et al. (2021) used the entropy power method to measure the level of inter-provincial rural industrial integration and found that the fluctuation of rural industrial integration increased from 2013 to 2018, showing the overall characteristics of "high in east and low in west", with significant geographical gradient characteristics. This conclusion is exactly consistent with the above research conclusions.

Secondly, the fuzzy comprehensive evaluation method in the present study continuously improved by domestic and foreign scholars was used to further study the factors affecting the development level of southwest ethnic areas, and deeply analyze the root causes of the differences between urban and rural development in southwest ethnic areas. For example, Xue-qian Song, Wei Deng & Ying Liu (2014) proposed to apply the fuzzy estimation method to evaluate the development level of circular economy in Nanchong city, and pointed out that the method has some subjective problems. Li Jingjing (2019) combined the fuzzy comprehensive evaluation system with the comprehensive benefit evaluation system, and constructed the comprehensive benefit evaluation system model of the underforest economy to make an empirical study. Xu Xianchun, Zheng Zhengxi & Zhang Zhongwen (2019) by constructing fuzzy comprehensive evaluation model evaluated the effect of high-speed railway on regional economy, and Shanghai-ningning inter-city railway for empirical analysis, the results show that inter-city railway construction in transportation, society, economy, environment has a positive impact on regional economy, the comprehensive effect is good (Zhao Min & Chu Pepe, 2022).

Innovation-driven human capital flow is compatible with economic restructuring. In the economic governance of ethnic minority areas in Southwest China, the multi-center governance role of regional governments should be firmly brought into play (Sun Jiuwen & Jiang Zhi, 2022). First, the function construction system of the government should be innovated to improve the efficiency of public services; second, regional incentive policies should be implemented to promote the innovation and entrepreneurship of public actors in enterprises to drive the flow of human capital in the region; third, residents in the region should be encouraged to make digital technology innovations to improve the quality of human capital. To adapt to the upgrading and adjustment of the national economic structure. In the evolution process of regional public service supply system, giving full play to the role of information embedding can effectively promote the system design of local public service supply in line with the people-oriented.

China should make full use of the opportunity of digital economy innovation, promote the construction of human capital stock and quality of the whole society, and provide higher quality human capital services for the economic restructuring of ethnic minority areas in southwest China.

In order to promote the joint construction of regional coalition government under the cooperation of multiple

fields, the following three aspects should be achieved: first, the rights and responsibilities, rights and obligations of the government, enterprises and residents within the region should be clearly defined through legislation, and the information disclosure obligations of the government and supply enterprises should be standardized, so as to clarify the public's right to obtain the information of public service planning, construction and operation. Second, we should promote innovation-driven incentive policies based on digital government, improve the incentive mechanism for government to provide public services to enterprises and residents, and provide a favorable regional policy environment for enterprises and residents to innovate and start businesses.

Thirdly, channels of coordination should be established for the reasonable suggestions and demands of the residents, and regional resident affairs handling offices should be established using autonomous organizations.

Infrastructure construction leads the simultaneous development of democracy, autonomy and national culture. In the social governance of the southwest minority areas, the regional government should resolutely play the role of multi-center governance. First, in the infrastructure construction within the region, the introduction of democratic autonomy mechanism to promote the public service sharing.

Secondly, we should realize democracy and autonomy in ethnic areas, integrate multi-ethnic cultural characteristics, and realize multi-subject identity of public service supply from the perspective of cultural identity, so as to improve the infrastructure construction in southwest ethnic areas. With the development of national integration and administrative decentralization, the non-governmental non-governmental autonomy system has become the third important public governance mechanism alongside government governance and market governance.

To give full play to the role of ethnic autonomy mechanism in the field of regional public services in China, we should start from four aspects: First, the government should grant residents in ethnic areas the right of self-organizing and autonomous governance through legislation, and reasonably design rules for the democratic participation of infrastructure stakeholders in the decision-making of infrastructure construction, as well as rules for joint supervision of the implementation.

Second, stakeholder participatory governance should be implemented in the important decision-making process of regional public service supply, so that both ordinary people and government officials affected by specific issues can participate in it, so that social members can have a say in management decisions, and enhance the responsiveness and effectiveness of ethnic governance.

Third, social organizations should be encouraged to participate in the construction of regional coalition governments to provide production, supply and expression of will of public goods for infrastructure construction.

Coordinating development contradictions helps promote economic normality and ecological civilization. In the ecological governance of ethnic areas in southwest China, the multi-center governance role of regional governments should be firmly brought into play. First, it is necessary to coordinate the contradictions of personal real estate and promote the formation and development of the new normal of economy.

Second, we need to establish a system for ecological progress in line with the new normal of the economy and promote multi-center governance for ecological progress. The diversified and coordinated supply of regional public services in China mainly involves the change of the interests of three groups: first, the administrative power of government personnel.

Second, social actors, including relevant enterprises and citizens. Third, the construction subject, including construction units and institutions. In order to coordinate the vested interests of groups in ecological civilization services, we should coordinate the fundamental contradictions of private real estate and fully release the production capacity of ecological value.

We should do the following: First, by taking advantage of the unbalanced development of ethnic areas in Southwest China, the distribution of ecological and economic functions is differentiated. The horizontal decentralization and determination of power of local governments are carried out. The power of ecological civilization construction is delegated to the geographical regions with relatively fragile ecology, the power of economic supervision and service is delegated to the regions with weak economic development, and the market competition mechanism is introduced in the ecological civilization construction and the economic new normal construction. To improve the quality and efficiency of ecological civilization construction in southwest minority areas. The second is to make use of the national and regional characteristics of the development of ethnic areas in southwest China. When dividing regional land resources, we should develop ecological civilization construction projects with characteristics according to the national and regional characteristics, improve the living standards of people inside and outside the region, and make the economic new normal construction and ecological civilization promote each other.

Optimize the distribution structure and promote the welfare of the social security system. In the ecological governance of southwest minority areas, it is necessary to play the multi-center governance role of regional government firmly. First, it is necessary to optimize the financial distribution structure and give more emphasis to the value reconstruction project of social security system. Second, we will improve the distribution of social security resources and promote the development of education, medical care and other livelihood projects. From the

perspective of the structure of government revenue and expenditure, the central government is responsible for the expenditure of national public goods and services that benefit all citizens, while regional governments are responsible for the supply of local public goods that are strong in the region and closely related to residents' daily life.

Among the financial expenditures of regional governments, education, health, road infrastructure, medical care, public security, fire protection and public welfare have become important aspects of the financial expenditures of local governments.

However, as a local coalition regional government, the financial revenue of the regional government comes from the value reconstruction project of the government's multi-center public service system, among which the value reconstruction system of social security is an important source of financial revenue of the regional coalition government.

In order to give play to the role of value reengineering in benefiting people's livelihood, first, the coalition government of southwest minority areas should promote the establishment of regional joint social security system, such as the undifferentiated establishment of social security system in Chengdu-Chongqing area, to release value space for the promotion of value reengineering.

Second, we should integrate education, medical care, old-age care, childbirth, work-related injury, unemployment and provident fund with the same value and equal exchange according to the proportion of contributions, so as to realize the internal transformation of the social security system of five social insurance and one fund.

Third, we should give full play to the role of the provident fund as a social stabilizer, give full play to the role of the provident fund in promoting education, medical care, childbirth, pension, employment and income, introduce a democratic autonomy mechanism, so that citizens participating in the social security system can independently decide the proportion of the provident fund can be used independently, and use the value of the social security system to rebuild the construction of projects benefiting people's livelihood.

**Conclusions.** To sum up, the overall development level of ethnic regions in southwest China has been improving, but there are still large unbalanced development characteristics in four aspects: economic structure, ethnic culture, development conflicts, and social security system.

#### References:

1. Xu Wangteng and Wang Shaojian (2023). Analysis of the Impact of County-Levelization on Economic Growth and Public Service Development Based on Panel Data. *Discrete Dynamics in Nature and Society*.
2. Zheng Wang, Sanjuán Martínez Oscar, Fenza Giuseppe & Gonzalez Crespo Ruben (2021). Research on innovation of public service supply mechanism from the perspective of social cooperative governance based on improved genetic algorithms using fuzzy TOPSIS. *Journal of Intelligent & Fuzzy Systems*, 4. DOI: <https://doi.org/10.3233/JIFS-189673>
3. Xue-qian Song, Wei Deng & Ying Liu (2014). Spatial spillover and the factors influencing public service supply in Sichuan province, China. *Journal of Mountain Science*, 5. DOI: <https://doi.org/10.1007/s11629-013-2939-3>
4. Bernard Gachet, Sabine Schulte-Beckhausen & Gioavanni Valotti (1997). Evolution of policies for local public service supply: a comparative analysis. *Annals of Public and Cooperative Economics*, 3. DOI: <https://doi.org/10.1111/1467-8292.00063>
5. Li Jingjing (2019). Research on the growth pattern and mechanism of regional economic imbalance in China based on county and city units (doctoral dissertation, Henan University). URL: <https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CDFDLAST2021&filename=1021541856.nh>
6. Xu Xianchun, Zheng Zhengxi & Zhang Zhongwen (2019). The based on the comprehensive analysis of the China Balanced Development Index of Tsinghua University. *Manage World*, 05, 15–28. DOI: <https://doi.org/10.19744/j.cnki.11-1235/f.2019.0063>

7. Zhao Min & Chu Pepe (2022). Spatial convergence and differentiation characteristics of rural industrial integration level In China, the Resources and Industry. DOI: <https://doi.org/10.13776/j.carolcarrollnkiresourcesindustries.20220915.001>
8. Sun Jiuwen & Jiang Zhi (2022). The strategic framework and path conception of the regional coordinated development under the new development pattern. *Journal of the Party School of the CPC Central Committee (National Academy of Governance)*, 4, 78–87. DOI: <https://doi.org/10.14119/j.carolcarrollnkiZGXB.2022.04.014>
9. Danko, Y. I., & Reznik, N. P. (2019). Contemporary challenges for China and Ukraine and perspectives for overcoming these challenges. *Global Trade and Customs Journal*, 14(6).
10. Danko Yu. (2022) Peculiarities of modeling Ukrainian-Chinese cooperation in the field of education. *Management*, 1 (35), 117–131.