

Governance of Ethnic Regions from the Perspective of Public Management

Jixiong Yang¹, Rongmei Cheng²

¹Vocational Education Department, Xichang Minzu Preschool Normal College, Xichang 615000, China

²Finance Department, Psychological Health Center Affiliated to Kunming Medical University, Kunming 650000, China

Abstract

This study starts from the theoretical perspective of public management and explores in depth the current situation, challenges, and optimization paths of governance in ethnic regions. By analyzing the multidimensional governance status of politics, economy, society, culture, and other aspects in ethnic regions, the existing problems and their causes are revealed. Based on the theories of new public management and multi center governance, propose countermeasures and suggestions to improve the governance system, enhance public services, promote economic development, maintain social stability, and promote cultural inheritance and innovation. Intended to provide theoretical support and practical reference for building an efficient, fair, and sustainable governance model that adapts to the characteristics of ethnic regions.

Keywords

Public administration; Ethnic regions; New Public Management; Polycentric governance.

1. Introduction

1.1. Research background and significance

1.1.1. Research Background

China is a big family with numerous ethnic groups, with vast regions, abundant resources, and diverse cultures in ethnic areas. However, due to the comprehensive influence of various factors such as history and geography, ethnic regions face many unique challenges in the process of economic and social development, such as relatively lagging economic development, complex social structures, and significant cultural differences. In the context of the new era, the country attaches great importance to the stability and development of ethnic regions, viewing them as an important component of the overall strategy to achieve the great rejuvenation of the Chinese nation. Public management, as a management philosophy and method that focuses on maximizing public interests, emphasizing democratic participation and performance orientation, provides new ideas and perspectives for governance in ethnic regions.

1.1.2. Significance of the study

Theoretical significance: It helps to enrich and develop the application research of public management theory in ethnic regions, expand the research boundaries of public management disciplines, and deepen the understanding and comprehension of public management models in different contexts.

Practical significance: To provide a basis for governments in ethnic regions to formulate scientific and reasonable governance policies, improve governance efficiency, promote coordinated economic and social development in ethnic regions, maintain ethnic unity and social stability, and achieve common prosperity and development among all ethnic groups.

1.2. Research Objectives and Methods

1.2.1. Research Objective

Using relevant theories and methods of public management, comprehensively analyze the current situation and existing problems of governance in ethnic areas, and deeply explore the underlying reasons behind it. Propose targeted and actionable governance optimization strategies to enhance the level of governance in ethnic regions and promote sustainable development in these areas.

1.2.2. Research methodology

Literature research method: extensively reviewing academic works, journal articles, policy documents, etc. related to public management and governance of ethnic regions at home and abroad, sorting out relevant theoretical foundations and research results, providing solid theoretical support for this study.

Case analysis method: Select representative ethnic regions such as Guangxi Zhuang Autonomous Region and Ningxia Hui Autonomous Region as cases, deeply analyze their successful experiences and existing problems in governance practice, and provide practical basis for proposing countermeasures and suggestions.

Comparative research method: Comparing governance models and effects between different ethnic regions, as well as governance experiences of similar regions at home and abroad, identifying gaps and advantages, and providing reference for improving governance in ethnic regions.

Field research method: Conduct on-site investigations in ethnic areas, understand the views and needs of local governments, enterprises, and residents on the current governance situation through questionnaire surveys, interviews, and other methods, and obtain first-hand information.

1.3. Review of Current Research Status at Home and Abroad

1.3.1. Current research status in China

Domestic scholars have conducted extensive and in-depth research on the governance of ethnic regions, mainly focusing on the following aspects. One is to sort out the evolution process of governance policies in ethnic regions; The second is to analyze the problems and challenges faced by governance in ethnic regions, such as uneven economic development, hidden dangers to social stability, cultural conflicts, etc; The third is to explore governance models and mechanisms that are suitable for the characteristics of ethnic regions, including the improvement of the system of ethnic regional autonomy and the evaluation of the effectiveness of targeted support policies; The fourth is to focus on the application of public management theory in the governance of ethnic areas, emphasizing the construction of a service-oriented government and the participation of multiple stakeholders. However, there are still some shortcomings in existing research, such as insufficient comprehensive application of public management theory and lack of systematic solutions; Insufficient consideration of the unique characteristics of ethnic regions, and the feasibility of some proposed practices needs to be verified.

1.3.2. Current research status abroad

Research on multicultural social governance in foreign countries is relatively mature, and many countries and regions have accumulated rich experience. For example, Canada implements an official bilingual system and safeguards the rights of ethnic minorities through a series of policy measures; Australia implements a policy of indigenous autonomy, granting Indigenous peoples certain autonomy in decision-making; Singapore has implemented a policy of racial harmony, promoting integration and development among different races. These experiences have certain

reference significance for the governance of ethnic regions in China, but due to differences in national conditions and cultural backgrounds, they cannot be simply copied.

1.3.3. Brief evaluation

In summary, there have been numerous research achievements on the governance of ethnic regions both domestically and internationally, laying a solid foundation for this study. However, specialized research from the perspective of public management is not deep enough, especially in terms of theoretical innovation and applied research on the actual situation in ethnic regions of China, which is relatively scarce. Therefore, based on previous research, this study will further explore the specific application of public management theory in the governance of ethnic regions, striving to provide more targeted and actionable suggestions.

2. Definition of Core Concepts and Theoretical Basis

2.1. Definition of Core Concepts

2.1.1. Ethnic regions

Refers to areas in China where ethnic minorities reside, including administrative regions such as autonomous regions, autonomous prefectures, and autonomous counties. These regions have unique geographical environment, historical culture, customs and economic forms, and are an inseparable part of China. According to statistics from the National Ethnic Affairs Commission, there are currently 5 autonomous regions, 30 autonomous prefectures, and 120 autonomous counties (banners) in China, covering various types of ethnic minority settlements.

2.1.2. Governance

It refers to the process of managing and regulating social affairs through negotiation, cooperation, and other means by multiple entities within a certain scope. Compared with the traditional concept of governance, governance emphasizes more on the diversification of subjects, democratization of methods, and interactivity of processes. In the governance of ethnic regions, governance means that the government is no longer the sole center of power, but participates in the management of public affairs together with other social organizations, enterprises, and residents.

2.1.3. Public administration

It is an activity in which the government, as the core of the public sector, effectively manages social public affairs to achieve public interests. It covers a series of aspects such as strategic planning, organizational design, resource allocation, policy implementation, supervision and evaluation, aiming to improve the quality and efficiency of public services and enhance social welfare. Public management emphasizes customer orientation, results orientation, and accountability, emphasizing the use of modern management techniques and methods to continuously improve management levels.

2.2. Theoretical basis

2.2.1. New Public Management Theory

The new public management theory emerged in the 1980s, advocating the introduction of management concepts and methods from the private sector into the public sector to improve the efficiency of public management. Its main viewpoints include: firstly, emphasizing customer first, guided by meeting the needs of the public; Secondly, focus on performance evaluation, establish clear performance standards and assessment mechanisms; The third is to implement decentralization reform and give lower level departments more autonomy; The fourth is to adopt market-oriented measures to improve the efficiency of resource allocation. In the governance of ethnic regions, the new public management theory can be applied to the service process reengineering of government departments, simplify administrative approval

procedures, and improve work efficiency; It can also be used to stimulate the vitality of market entities and attract more investment into ethnic regions.

2.2.2. Multi center governance theory

The theory of polycentric governance holds that in the management of public affairs, there are multiple power centers besides the government, such as markets, social organizations, communities, etc. These different power centers complement and constrain each other, together forming a complex governance network. In the governance of ethnic regions, due to the diversity of ethnic cultures and the complexity of social structures, a single government led model is difficult to meet all governance needs. Therefore, it is necessary to fully leverage the role of market mechanisms and encourage enterprises to participate in infrastructure construction and industrial development; Cultivate and develop various social organizations to become bridges connecting the government and the people; Respect the traditional rules and autonomy of the community, and leverage their role in grassroots governance.

2.2.3. Collaborative Governance Theory

The theory of collaborative governance emphasizes the collaboration and interaction among diverse entities, believing that effective governance can only be achieved when a good cooperative relationship is formed between the government, market, social organizations, and the public. In the governance of ethnic regions, collaborative governance requires breaking down departmental barriers, integrating resources from all parties, and forming a joint force. For example, in poverty alleviation and development projects, the government is responsible for policy formulation and funding investment, enterprises provide technical support and employment opportunities, social organizations assist in project implementation and supervision, and impoverished people actively participate in labor production, thus achieving the goal of poverty alleviation and wealth creation.

3. Analysis of the Current Situation and Problems of Governance in Ethnic Regions

3.1. The Current Situation of Governance in Ethnic Regions

3.1.1. In terms of political governance

The ethnic regions in our country implement the system of regional ethnic autonomy, which is a basic political system with Chinese characteristics. Each ethnic autonomous region enjoys the right to autonomy in accordance with the law and is able to formulate relevant policies and regulations based on the actual situation of the region. At the same time, the country continuously strengthens the legal system construction in ethnic regions to safeguard the legitimate rights and interests of people of all ethnic groups. Politically, we must adhere to the leadership of the Party, consolidate and develop the patriotic united front, unite all forces that can be united, and work together towards the stability and development of ethnic regions.

3.1.2. In terms of economic governance

In recent years, the government has increased its support for ethnic regions and introduced a series of preferential policies, which have promoted the rapid development of the economy in ethnic regions. Significant achievements have been made in infrastructure construction, and conditions such as transportation, communication, and energy have been greatly improved. The industrial structure is continuously optimized, and industries such as characteristic agriculture and animal husbandry, tourism, and mineral resource development are flourishing. However, compared with developed regions in the east, the economic development level of ethnic areas is still relatively low, their self-development ability is weak, their industrial structure is single, and their scientific and technological innovation capabilities are insufficient.

3.1.3. In terms of social governance

The overall social situation in ethnic regions remains stable, but still faces some potential unstable factors. With the development of the economy and society, the demands for interests are becoming increasingly diverse, and social conflicts are gradually increasing. In some areas, there are ethnic and religious issues, border disputes, land and grassland disputes, etc. If these issues are not handled properly, they may trigger mass incidents. In addition, the social security system is not yet perfect, and the level of public services such as education and healthcare needs to be improved. (Taking a certain ethnic region as an example, the number of beds per thousand people in medical institutions is lower than the national average, education resources are relatively scarce, and the teaching staff in some remote schools is weak.)

3.1.4. In terms of cultural governance

Ethnic regions have rich and diverse cultural heritage, and the country has taken a series of measures to protect and inherit it. We have strengthened the protection of intangible cultural heritage and established a number of national and provincial intangible cultural heritage lists; Promoted the development of ethnic cultural industries and created a number of influential cultural brands; Various cultural activities have been carried out, promoting the exchange and integration of various ethnic cultures. However, under the impact of globalization, some traditional cultures are facing the risk of extinction, and how to innovate and develop while protecting them is a problem that needs to be solved. (According to statistics, the number of speakers of certain ethnic minority languages has been decreasing year by year, and some traditional skills are facing the dilemma of having no successors.)

3.2. Problems in Governance of Ethnic Regions

3.2.1. The governance system is rigid and lacks flexibility

The current governance system in ethnic regions has to some extent problems such as fragmentation, excessive hierarchy, and poor coordination. The overlapping responsibilities between departments can easily lead to the phenomenon of buck passing and buck passing; The lack of timely information transmission between upper and lower level governments leads to delayed decision-making. This rigid system is difficult to adapt to the rapidly changing social environment and diverse governance needs in ethnic regions.

3.2.2. Insufficient and uneven supply of public services

Although the government continues to increase fiscal transfer payments to ethnic regions, due to a large number of historical debts, the supply of public services still cannot meet the growing needs of the people. Especially in remote rural areas, basic public service facilities such as education, healthcare, and hygiene are rudimentary, teaching staff is weak, and medical technology level is not high. Moreover, the distribution of public services is uneven among different regions, with significant disparities between urban and rural areas, as well as between developed and underdeveloped areas. (Data shows that the compliance rate of drinking water safety in rural areas of ethnic regions is relatively low, and some areas have not yet fully achieved full coverage of the power grid.)

3.2.3. Insufficient driving force for economic development and lack of endogenous growth mechanism

The economic development of ethnic regions mainly relies on external assistance and resource-based industries, with insufficient innovation capabilities and a lack of competitive industrial clusters. The slow development of small and medium-sized enterprises, difficulties in financing, and serious talent loss have constrained the sustainable development of the economy. In addition, some regions overly rely on the development of natural resources and neglect ecological environment protection, leading to the deterioration of the ecological environment,

which in turn affects economic development. (Research has shown that some ethnic regions have high ecological vulnerability and environmental pollution issues cannot be ignored.)

3.2.4. Social stability is facing challenges, and the mechanism for resolving conflicts is not perfect

Due to historical, cultural, religious and other factors, ethnic regions have complex social relationships, which can easily lead to various contradictions and conflicts. The current social stability risk assessment mechanism is not yet sound enough, and the early warning of some potential unstable factors is not timely; The mechanism for mediating conflicts is also not perfect, and the authority and professionalism of grassroots mediation organizations are insufficient, resulting in some small conflicts not being resolved in a timely manner and ultimately evolving into large group incidents.

3.2.5. The crisis of cultural identity is highlighted, and there are numerous difficulties in cultural inheritance

Under the influence of globalization, the younger generation is strongly impacted by modern culture, and their interest in their traditional culture has weakened, even leading to a crisis of identity. Some traditional skills have no successors, and folk art forms are gradually declining. At the same time, commercial development has also caused damage to cultural heritage. How to protect cultural heritage while developing cultural industries is an urgent problem to be solved. (A survey shows that some teenagers have a shallow understanding of their traditional culture and are more willing to accept popular culture.)

4. Analysis of the Causes of Governance Issues in Ethnic Regions from the Perspective of Public Management

4.1. Reasons at the conceptual level

4.1.1. The traditional bureaucratic ideology is deeply rooted

Influenced by the long-standing feudal autocratic ideology, some government officials still have a serious bureaucratic mentality, accustomed to giving orders and lacking service and responsibility awareness. In work, it manifests as a prevalent bureaucratic style, procrastination, low efficiency, and indifference to the needs of the masses. This outdated concept seriously affects the image and credibility of the government, and also hinders the improvement of governance efficiency.

4.1.2. Narrow nationalist sentiment interferes with rational decision-making

In some cases, individual individuals, driven by narrow nationalist sentiments, reject advanced foreign cultures and management experiences, and refuse to accept reasonable reform proposals. This closed mentality is not conducive to the opening up and communication cooperation of ethnic regions, and limits the development space. At the same time, it may also intensify ethnic conflicts and undermine the good situation of ethnic unity.

4.2. Institutional reasons

4.2.1. Inadequate laws and regulations, inadequate supporting measures

Although China has established a relatively complete system of ethnic laws and regulations, there are still gaps and loopholes in the specific implementation details and supporting measures. For example, in terms of ethnic trade and the supply of ethnic special needs goods, relevant tax preferential policies have not been well implemented; In terms of protecting ethnic cultural intellectual property rights, legislation lags behind and enforcement efforts are insufficient. This has prevented some policy measures from taking root and affected the effectiveness of governance.

4.2.2. The administrative management system is not smooth, and the rights, responsibilities, and benefits are inconsistent

The current administrative management system has problems such as the separation of administrative and financial powers, and the disconnection between human rights and administrative powers. Local governments undertake a large amount of administrative work, but do not have sufficient financial and personnel power to match it. This has led to low enthusiasm of local governments, either overly relying on higher-level funding or illegally borrowing for construction. In addition, the performance evaluation mechanism also has shortcomings, focusing too much on economic growth indicators and neglecting assessments of social development and environmental protection, leading to frequent short-term behaviors.

4.3. Economic reasons

4.3.1. Poor natural conditions and weak infrastructure

Most ethnic regions are located in areas with harsh natural environments such as high mountains, plateaus, deserts, and Gobi, where transportation is inconvenient and information is blocked. The outdated infrastructure seriously restricts economic development, increases logistics costs, and reduces investment attractiveness. Even with some resource advantages, it is difficult to transform them into economic advantages, resulting in the phenomenon of 'rich poverty'.

4.3.2. Unreasonable industrial structure and weak market competition

The industrial structure in ethnic regions is mainly based on agriculture, with a weak industrial foundation and lagging development in the service industry. Low added value of agricultural products and low processing conversion rate; Industrial enterprises have small scale, low technological level, and serious product homogenization; The service industry is mainly concentrated in traditional fields such as catering and accommodation, while emerging service industries are just starting to emerge. This unreasonable industrial structure puts ethnic regions at a disadvantage and lacks competitiveness in the national market.

4.4. Social reasons

4.4.1. Lack of educational resources and low quality of human resources

The education industry in ethnic regions is relatively backward, with a small number of schools, unstable teaching staff, and low teaching quality. The low level of education has led to a generally low quality of labor force, lacking new types of farmers and enterprise managers who understand technology and can operate. Talent shortage has become one of the bottlenecks restricting the development of ethnic regions.

4.4.2. Low level of social development and underdeveloped social organizations

The social development level in ethnic regions is relatively low, with a small number of social intermediary organizations and weak functions. Industry associations, chambers of commerce, and other organizations have failed to fully leverage their roles in industry self-discipline, information services, technical consulting, and other areas; Charitable organizations, volunteer organizations, and other social welfare organizations are also underdeveloped, and the degree of participation of social forces in governance is relatively low. This places too much social responsibility on the government and imposes a heavy burden.

4.5. Cultural reasons

4.5.1. Cultural differences are significant, and integration is difficult

There are significant cultural differences among different ethnic groups within ethnic regions, including differences in language, writing, religious beliefs, and customs. This cultural diversity

is both a valuable asset and a governance challenge. If cultural differences cannot be properly handled, they can easily lead to misunderstandings and conflicts, affecting social stability.

4.5.2. The construction of modern culture lags behind, and the leading role of mainstream values is not strong

In the process of modernization construction in ethnic regions, cultural construction is relatively lagging behind. The influence of mainstream media is limited, and the promotion and popularization of socialist core values are not deep enough. Some unhealthy ideas and decadent cultures take advantage of the opportunity to erode people's thinking, weakening national cohesion and centripetal force.

5. Optimization Path of Governance in Ethnic Regions from the Perspective of Public Management

5.1. Transforming governance concepts and establishing modern public management awareness

5.1.1. Establish a people-oriented service concept

The government should abandon traditional regulatory thinking and establish a people-oriented service concept, taking meeting the needs of the people as the starting point and foothold of its work. Establish a sound mechanism for expressing public opinion, open up channels for people's demands, and respond promptly to their concerns. Strengthen the training and education of civil servants, enhance their service awareness and professional ethics, and shape a good image of being approachable and serving the people.

5.1.2. Cultivate an open governance mindset

We must dare to break conventions, break free from the constraints of closed and conservative ideas, and actively learn from advanced governance experiences and technologies at home and abroad. Encourage bold innovation, tolerate failure, and create a relaxed atmosphere for innovation. Strengthen exchanges and cooperation with neighboring regions and other countries, expand development space, and enhance the level of open economy.

5.2. Improve the governance system and build a diversified governance pattern

5.2.1. Deepen the reform of the administrative system and optimize the allocation of government functions

Accelerate the separation of government and enterprises, government affairs, and government society, and clarify the boundaries of government responsibilities. Reduce administrative approval matters, delegate approval authority, and improve administrative efficiency. Strengthen coordination and cooperation among government departments, establish and improve the system of cross departmental joint meetings, and form a working force. Promote the reform of the departmental system, integrate similar functions, and reduce administrative costs.

5.2.2. Cultivate and strengthen social organizations, and leverage their role as bridges and links

Develop preferential policies to encourage and support the development of social organizations. Lowering the registration threshold, simplifying registration procedures, and providing necessary venues and financial support for them. Strengthen the cultivation and incubation of social organizations, and enhance their own construction and management capabilities. Guide social organizations to participate in public service supply, undertake government purchased service projects, and play a positive role in reflecting demands, regulating behavior, and providing services.

5.2.3. Guide market forces to participate and stimulate economic development vitality

Improve the market economy system, eliminate various barriers, and create a fair competitive market environment. Intensify support for private enterprises, implement preferential policies such as tax reductions and loan interest subsidies, and help them solve their financing difficulties. Encourage state-owned enterprises and private enterprises to carry out mixed ownership reform and achieve complementary advantages. Attracting foreign investment into ethnic regions, introducing advanced technology and management experience, and driving industrial upgrading.

5.3. Strengthening the supply of public services and improving the level of people's well-being

5.3.1. Increase investment in education and prioritize the development of the education sector

Increase financial investment in education, improve school conditions, and especially strengthen the infrastructure construction of rural and pastoral schools. Strengthen the construction of the teaching staff, improve the treatment of teachers, and attract outstanding talents to join the education industry. Promote balanced development of compulsory education, popularize high school education, vigorously develop vocational and higher education, and cultivate a high-quality talent team. (Data shows that increasing investment in education can significantly improve enrollment rates and education quality, laying the foundation for long-term development.)

5.3.2. Establish a sound medical and health service system and improve the quality of medical services

Strengthen the construction of grassroots medical and health institutions, equip them with necessary medical equipment and professional personnel. Promote comprehensive reform of county-level public hospitals, enhance their diagnostic and treatment capabilities and service levels. Establish and improve a hierarchical diagnosis and treatment system to guide patients in reasonable triage. Strengthen the construction of the public health system and do a good job in disease prevention and control. Encourage social capital to run hospitals and increase the supply of medical services. (According to statistics, improving medical and health conditions can help reduce the incidence and mortality rates, and improve the health level of residents.)

5.3.3. Improve the social security system and secure the bottom line of people's livelihood

Expand the coverage of social insurance, increase the participation rate and level of protection. Improve the basic pension insurance system for urban and rural residents and gradually raise the basic pension standards. Establish a sound social assistance system and increase assistance to vulnerable groups such as low-income groups, people with disabilities, and the elderly. Develop social welfare programs to improve the living conditions of elderly and orphans living alone. (Research has shown that a sound social security system can effectively alleviate poverty and social inequality.)

5.4. Promote economic development and consolidate the material foundation of governance

5.4.1. Based on resource advantages, develop characteristic industries

Deeply study the resource advantages of ethnic regions and develop characteristic agriculture, animal husbandry, tourism, cultural industries, etc. according to local conditions. Strengthen brand building and marketing, enhance product awareness and reputation. Extend the industrial chain, increase added value, and promote the integrated development of primary, secondary, and tertiary industries. For example, Yunnan can utilize its rich biodiversity

resources to develop characteristic agriculture and ecotourism; Guizhou can rely on the big data industry to develop the digital economy.

5.4.2. Strengthening technological innovation and transforming the mode of economic development

Increase investment in technological research and development, and establish an innovative system that combines industry, academia, research, and application. Encourage enterprises to carry out technological innovation, introduce, digest and absorb advanced technologies, and improve their independent innovation capabilities. Cultivate high-tech enterprises, develop strategic emerging industries, and promote the optimization and upgrading of industrial structure. Use Internet plus, big data and other information technologies to transform and upgrade traditional industries and promote new business forms and models. Data shows that the contribution rate of technological progress to economic growth is constantly increasing, becoming an important driving force for promoting economic development.

5.4.3. Strengthening regional cooperation to achieve mutual benefit and win-win outcomes

Break the restrictions of administrative divisions and strengthen regional cooperation between ethnic regions. Establish an industrial transfer platform to guide the gradient transfer of labor-intensive industries from the eastern coastal areas to ethnic minority areas. Strengthen cooperation in infrastructure construction such as transportation and energy, promote interconnectivity, and reduce costs. Carry out targeted assistance and cooperation to achieve complementary advantages and common development. Through regional cooperation, resource optimization and complementary advantages can be achieved, promoting common development.

5.5. Maintain social stability and create a good governance environment

5.5.1. Establish and improve a social stability risk assessment mechanism

Before making major decisions or implementing major projects, a social stability risk assessment must be conducted. Widely solicit opinions from all parties, especially those of affected groups, predict potential risk points, and develop corresponding preventive measures. High risk projects should be temporarily suspended or adjusted to ensure social stability. (Practice has proven that the effective operation of social stability risk assessment mechanisms can reduce the probability of mass incidents.)

5.5.2. Improve the mechanism for investigating and resolving conflicts and disputes

Establish and improve a regular inspection system to promptly identify potential conflicts and disputes. Utilize the role of grassroots mediation organizations to resolve conflicts in their early stages. Strengthen administrative reconsideration and litigation work, correct illegal administrative behaviors, and safeguard the legitimate rights and interests of the masses. Establish a diversified mechanism for resolving conflicts, comprehensively utilizing various means such as laws, policies, economics, and administration to properly handle various types of conflicts. (Data shows that an effective mechanism for identifying and resolving conflicts and disputes can improve the efficiency and satisfaction of dispute resolution.)

5.5.3. Strengthening comprehensive management of social security

Strictly crack down on all kinds of illegal and criminal activities, and maintain a high-pressure situation. Strengthen the construction of the social security prevention and control system, and improve the level of technical and physical defense. Deeply carry out safety creation activities and create a safe and stable social environment. Strengthen network security management, purify cyberspace, and prevent the spread of harmful information.

5.6. Promote cultural inheritance and innovation, enhance cultural soft power

5.6.1. Strengthen the protection of cultural heritage and continue the historical context

Strengthen the protection of cultural relics, historical buildings, intangible cultural heritage, etc., delineate the scope of protection, and establish protection signs. Strengthen repair and maintenance work to prevent damage and disappearance. Cultivate professional cultural relics protection talents and improve the level of protection. Explore the connotation and value of cultural heritage, bring it to life, and bring it into people's lives.

5.6.2. Promote innovative development of ethnic culture and create cultural masterpieces

Encourage literary and artistic workers to delve into daily life and create more excellent works that reflect the spirit of the times and national characteristics. Support the development of ethnic cultural industries, cultivate backbone enterprises and well-known brands. Organize various cultural and artistic festivals to showcase the charm of ethnic culture. By utilizing modern technological means, innovating cultural expressions, expanding communication channels, and enabling more people to understand and love ethnic culture. (Data shows that the development of cultural industries can increase the market share and economic benefits of cultural products.)

5.6.3. Strengthen cultural exchange and integration, and build a shared spiritual home

Actively carry out cultural exchange activities with foreign countries to showcase the unique charm of Chinese culture. Strengthen cultural exchanges among various ethnic groups in China, learn from each other, draw lessons from each other, and achieve common prosperity and development. Promote the core socialist values, unite people's hearts, gather strength, and build a shared spiritual home for the Chinese nation. Cultural exchange and integration help to enhance understanding and friendship among different ethnic groups, and promote ethnic unity.

6. Case Study - Taking Dali Bai Autonomous Prefecture in Yunnan Province as an Example

6.1. Overview and Governance Status of Dali Prefecture

Dali Bai Autonomous Prefecture is located in the western part of Yunnan Province and is the only Bai Autonomous Prefecture in China. This place has a long history, splendid culture, abundant tourism resources, and unique folk customs. In recent years, Dali Prefecture has made significant achievements in economic development, social stability, and cultural construction, but it also faces challenges such as environmental protection and sustainable tourism development.

In terms of political governance, Dali Prefecture adheres to and improves the system of regional ethnic autonomy, ensuring the equal rights and autonomy of all ethnic groups. Economically, relying on abundant tourism resources and natural resource advantages, it has promoted the development of tourism, agricultural industrialization, and new industrialization. In terms of social governance, comprehensive management of social security has been strengthened, the construction of a safe Dali has been promoted, and the overall social situation has remained stable. In terms of cultural construction, emphasis is placed on the protection and inheritance of traditional Bai culture, and characteristic cultural activities such as the March Street Ethnic Festival are held to enhance cultural influence.

6.2. The Application Practice of Public Management Theory in the Governance of Dali Prefecture

Application of New Public Management Theory: The Dali Prefecture government actively promotes the informatization construction of government services, establishes an e-government platform, realizes online processing of some administrative approval matters, and improves work efficiency. At the same time, the introduction of market competition mechanisms and the adoption of government procurement of services in some public service areas have improved service quality.

The application of multi center governance theory: Encouraging local enterprises and social organizations to participate in the development and management of tourist attractions, through the public-private partnership model, has improved the service level and operational efficiency of scenic spots. We have cultivated a group of rural professional cooperatives and played their role in agricultural production organization, technology promotion, and other aspects.

The application of collaborative governance theory: In the protection and governance of Erhai Lake, a collaborative mechanism has been formed among the government, enterprises, social organizations, and the public. The government has formulated strict environmental policies and strengthened supervision, enterprises actively participate in the construction and operation of sewage treatment facilities, social organizations carry out environmental protection publicity and education activities, and the public consciously abides by environmental regulations and participates in supervision, jointly safeguarding the ecological environment of Erhai Lake.

6.3. Evaluation of Governance Effectiveness and Summary of Experience and Lessons Learned

Governance effectiveness evaluation: After years of efforts, the economic strength of Dali Prefecture has continuously strengthened, the industrial structure has gradually optimized, and the tourism industry has become one of the pillar industries. The ecological environment has been effectively protected, and the water quality of Erhai Lake continues to improve. Social stability and harmony have led to better inheritance and development of ethnic culture. For example, the tourism revenue in Dali Prefecture has been increasing year by year, and tourist satisfaction is relatively high; The ecological environment around Erhai Lake has significantly improved, and the wetland area has increased; The traditional culture of the Bai ethnic group has been better protected and inherited, attracting more tourists to come and experience it.

Summary of experience and lessons learned: The key to success lies in adhering to the leadership of the Party and fully leveraging the superiority of the system; Pay attention to combining reality and formulating policy measures that are in line with local characteristics; Actively introducing market mechanisms and social forces to form a situation of diverse governance. However, there are also some issues, such as the high environmental pressure during the peak tourist season; Uneven development in some regions; The degree of equalization of public services needs to be further improved.

6.4. Suggestions for future governance

Strengthen ecological environment protection: firmly establish the concept that green mountains and clear waters are as valuable as mountains of gold and silver, further increase efforts to protect Erhai Lake, and strengthen ecological restoration and pollution prevention in the watershed.

Promote tourism transformation and upgrading: strengthen tourism planning and management, improve tourism quality and service level, develop more tourism products with cultural connotations and characteristics, and avoid excessive commercial development.

Promote regional coordinated development: increase support for poverty-stricken areas and ethnic minority settlements, narrow regional development gaps, and achieve common development.

Further improve the level of public services: increase investment in education, healthcare, and other fields, improve infrastructure conditions, and enhance the accessibility and equalization of public services.

7. Conclusions and Prospects

7.1. Research findings

This study conducted a comprehensive and systematic analysis of governance in ethnic regions from the perspective of public management. Research has shown that governance in ethnic regions is a complex and arduous task, facing both rare opportunities and severe challenges. At present, there are problems in the governance of ethnic regions, such as rigid governance systems, insufficient supply of public services, lack of economic development momentum, challenges to social stability, and cultural identity crisis. The main reasons for this include the bureaucratic mindset and narrow nationalist sentiment at the conceptual level, inadequate laws and regulations at the institutional level and an unsmooth administrative management system, harsh natural conditions and unreasonable industrial structure at the economic level, lack of educational resources and low social development at the social level, significant cultural differences at the cultural level, and lagging modern cultural construction.

In order to optimize governance in ethnic regions, it is necessary to transform governance concepts and establish modern public management awareness; Improve the governance system and build a diversified governance pattern; Strengthen the supply of public services and improve the level of people's well-being; Promote economic development and consolidate the material foundation of governance; Maintain social stability and create a good governance environment; Promote cultural inheritance and innovation, and enhance cultural soft power. Through the implementation of these measures, it is expected to build an efficient, fair, and sustainable governance model that adapts to the characteristics of ethnic regions, and achieve coordinated development of ethnic unity and progress with the economy and society.

7.2. Research Shortcomings and Prospects

Although this study has achieved certain results, there are still some shortcomings. For example, in the case analysis, only Dali Prefecture was selected as a representative, which may not fully reflect the situation in other ethnic regions; Due to limitations in time and conditions, there may be areas where data collection and use are not comprehensive and accurate enough. Future research can further expand the sample size and select more ethnic regions for in-depth analysis; Strengthen data mining and analysis to enhance the scientific and reliable nature of research; Pay attention to the impact of changes in the international situation on the governance of ethnic regions, and adjust and improve governance strategies in a timely manner.

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