

Research on Taxation Simplicity Under the Concept of Tax Service

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Abstract—Under the current concept of tax service, the government fiscal and tax collection and management needs to run through the "convenient and beneficial to the taxpayer" thinking, to achieve the tax law for the taxpayer form of convenience and beneficial to the essence of the combination of the two. Simple tax payment is of great significance to improve the compliance of tax law, protect the rights and interests of taxpayers, and build a harmonious tax collection and payment relationship. Combined with the tax service theory, this paper analyzes the current situation of simple tax payment under the tax service concept at China and foreign countries, and finds that there are problems such as incomplete laws and regulations of tax payment service, complicated guarantee of tax payment procedure, single information service form and channel, lagging behind the development demand of tax payment service concept. Therefore, by accelerating the construction of the legalization of tax payment service, big data informatization, implementing the concept of tax payment service and facilitating tax payment procedures, and promoting taxpayers' voluntary compliance, it plays a positive role in promoting good tax law and good governance.

Keywords—tax service concept; tax payment services; tax payment facilities; tax compliance

I. INTRODUCTION

In 1776, Adam Smith put forward four famous tax principles for the first time in *The Wealth of Nations*, that is, tax revenue should meet the requirements of equality, determination, convenience and minimum cost. The two principles of "convenience" and "minimum cost" fully reflect the spirit and connotation of tax convenience and tax service, and lay a theoretical foundation for tax service. In the late 20th century, in order to cope with the economic crisis, as well as the challenges and pressures brought by the marketization and globalization of the world economy, the western countries gradually changed from the previous administrative model to the service administrative model. The government changed from a manager to a servant, and the construction of service-oriented government became the reform trend at that time. Service-oriented government requires government departments to highlight the service function and gradually improve the level of providing public goods and services to the public. In this context, western developed countries put forward the concept of tax payment service, and the protection of taxpayers' rights and interests

rose to the height of the law, from then on, a new concept of serving taxpayers was established.

Both from the perspective of the mainstream development trend of international tax collection or management, and from the practical experience of the development of new China's tax work over the past 50 years, the "management service-oriented" tax collection and management mode is a higher level of tax management, and also the direction of the development of China's tax work. However, tax service alone cannot guarantee the realization of tax efficiency. Even if tax collection and management is emphasized, its connotation should include the mutual convenience of taxpayers and tax authorities.

Compared with the tax service practice in developed countries in recent years, China's tax service was started relatively late. The concept of tax service in China began with the reform of annual tax system. At that time, as a measure of tax collection and management, the main purpose was to let taxpayers know about the new tax system, which basically just belongs to the scope of spiritual civilization construction. In 2009, the state administration of taxation proposed that tax payment service and tax collection and management are the two core businesses of tax work. Strengthening tax payment service and simple tax payment have become the two pillars for the effective operation of modern tax system. Therefore, tax payment service has become the symbol of modern tax administration in accordance with the trend of tax administration of various countries in the world.

In a balanced legal relation of tax collection, the convenience of both sides is unified. National financial activities should follow the thought of "convenient and beneficial to taxpayers", and realize the combination of tax law's convenience to taxpayers in form and its advantage in essence. Simple tax payment plays an active role in protecting and realizing the basic rights and interests of taxpayers, promoting voluntary compliance of taxpayers, and promoting good tax laws and good governance.

II. RELEVANT CONCEPTS

A. Connotation of Tax Payment Service

Tax service refers to the activities that are provided directly or under the supervision of the state tax authorities to

help taxpayers fulfill their tax obligations and exercise their related rights simply and accurately in the process of taxation. It is a systematic and comprehensive management activity involving a wide range of levels and a high degree of complexity.

In the "Trial Implementation of Tax Service Standards" formulated by the State Administration of Taxation, tax service is defined as "the service items and measures provided by tax authorities to taxpayers in the process of tax collection, management, inspection and implementation of tax legal relief in accordance with the provisions of tax laws and administrative regulations." In a broad sense, tax services are jointly undertaken by tax authorities, law enforcement agencies, judicial organs and other relevant government departments as well as social intermediary organizations. Its behavior includes the choice of tax system, the enactment of tax law, tax collection and administration, legal relief, etc. In a narrow sense, the connotation of tax service is the general term that tax authorities provide taxpayer services in order to enable taxpayers to better fulfill their tax obligations and enjoy the corresponding rights.

B. Taxation Simplicity

Simplicity of tax payment refers to the principle that the creation and implementation of tax legal system should be convenient and beneficial to taxpayers. The principles of Taxation determination, convenience and economy put forward by classical economists are based on the economic policies of laissez-faire and free competition and the market economic theory of the government's "night watchman". The connotation of the principle of convenience only emphasizes the simplification and convenience of Taxation procedures. The simplicity of Taxation in the context of modern rule of law refers to the protection of taxpayers' basic rights and interests in accordance with the Constitution, which is convenient and conducive to guiding the operation of tax law with taxpayers' ideas.

III. THE PRESENT SITUATION OF SIMPLE TAXATION UNDER THE CONCEPT OF MODERN TAX SERVICE IN CHINA

A. Taxation Convenience Benchmark

Simplifying the tax process is the most basic needs of taxpayers, to solve the problem of "multi-headed search, multi-headed run", "long queue" and "often queue", such as the Zhejiang provincial government departments currently implemented the "maximum run". In the past relationship between tax collection and payment, tax authorities were in a strong position. Some tax staff were indifferent and loose, and taxpayers were always in the position of being managed, leading to low tax compliance and low tax efficiency. With the deepening of tax collection and management reform, it is one of the goals of tax system construction under the current tax service concept to make it easier for taxpayers to fulfill their tax obligations or to reduce the difficulties in the process of fulfilling their tax obligations.

During the 12th five-year plan period, in the context of streamlining administration, delegating power and building a

service-oriented government, the implementation plan of "spring breeze action for tax convenience for the people" introduced a number of measures to facilitate tax payment, such as promoting online tax handling, simplifying declaration procedures, and realizing the universal urban access. For the first time, the national standard for tax payment service of tax authorities at the county level has unified the process and standards of tax payment service in county-level regions across the country. The revision of administrative measures for tax payment service complaints has further standardized, informationalized and made the tax payment complaint mechanism more transparent. During the 13th five-year plan period, the work plan for comprehensively advancing tax administration by law in the taxation system during the 13th five-year plan period will adhere to the basic principles of tax legality, equal tax collection and payment, law-based administration, streamlining administration and delegating power, and proceeding from reality.

There are different ways of tax service measures, but the value goal of "convenient and beneficial to taxpayers" is common. As the legal benchmark of tax payment service, "maximum convenience for taxpayers and maximum restriction for tax personnel" provides relatively flexible and necessary guidance for tax administrative discretion. In contrast to the strict pre-event regulation of the legal rules, the benchmark reserved the post-event discretion for the issue of conduct implementation and fact determination. Tax administrative convenience benchmark takes maintaining the convenience of tax payers as the starting point, which plays an important role in improving the satisfaction of taxpayers and promoting tax compliance.

B. Cumbersome Taxation Procedures

Although the current "tax payment service work standard trial implementation" emphasizes the importance of tax payment service, but has not made the concrete and the strict law stipulation, causes in the practice tax payment service still only stays in the professional ethics scope. Although this regulation provides a certain right guarantee for taxpayers, it cannot be implemented in tax legislation, law enforcement and judicature. The inconsistent standards of taxation service make it difficult to evaluate and supervise the effect of taxation. The hearing procedure of administrative decision-making and the system of public administrative conference are imperfect. There is no transparent mechanism for democratic decision-making in taxation fees. All these lead to irregular taxation behavior and the protection of taxpayers' rights, let alone the optimization of taxation.

Tax compliance will be affected by tax elements such as the complexity of tax plan, the number of items, the level of tax rate, and the levy link. A large number of different levels of the tax code norms emerge in an endless stream, the tax system is complex, but also affect the tax transparency and compliance of taxpayers. The unreasonable organization procedure increases the cost of taxation. Tax process is complex and data is submitted repeatedly. The current business process is mainly based on the implementation of internal management regulations and requirements, and

inevitably too many approval links are set up, which increases the compliance cost of taxpayers. Excessive emphasis on internal supervision and restriction and the standardization of procedures leads to cumbersome examination and approval procedures and complex procedures, ignoring the improvement of efficiency, which is incompatible with the requirements of simple and economical tax payment services.

C. Imitations of Tax Service Specifications

Although China's tax law system clearly stipulates that taxpayers enjoy more than ten statutory rights, and tax authorities provide tax consulting services, not to create difficulties for the taxpayers of the statutory obligations, but has not clearly stipulate the right of taxpayers to obtain tax services. Tax service regulation is intended to promote tax compliance and reduce the two-way burden of tax collection and payment. It has the advantages of directness, flexibility and pertinence to adjust specific tax-related service affairs and tax collection and management behavior with normative tax documents. However, due to the fragmentation of tax payment convenience norms, it lacks the ability to control the overall reform of tax collection and management in practice.

Although the concept of "maximum convenience for taxpayers and maximum restriction for tax personnel" is advanced, it strictly belongs to the internal working procedures of the tax administrative system, which has no direct normative binding force on taxpayers. Therefore, improving tax compliance has become an important task and experiment undertaken and led by administrative organs. In practice, tax authorities lack the initiative to provide and innovate tax payment service, and some tax payment service agencies have decentralized functions. Taxpayers are more passive to accept services, lack of responsibility consciousness of self-compliance with the tax law, tax collection and management shows a semi-compliance state. In addition, the tax authorities promote tax convenience measures for the improvement of tax collection and management procedures; the market tax service business has not been fully launched.

IV. CURRENT SITUATION OF SIMPLE TAXATION UNDER FOREIGN TAX SERVICE SYSTEM

A. The United States

The United States first proposed tax service in the 1950s. In 1998, Congress adopted the Reorganization and Reform Program of the Internal Revenue Agency, which defined the mission of the Federal Revenue Service. That is to say, "by helping taxpayers understand and fulfill their tax obligations, the tax law can be applied to all taxpayers fairly and provide the highest quality service for taxpayers", actively guide taxpayers to comply with the tax law consciously, and correct taxpayers' noncompliance through management and punishment.

From the perspective of the course of the reform of the tax collection and management legal system in the United

States, simplifying and improving the tax administration mechanism is one of the starting points and objectives of the current tax reform. By setting up a concise and feasible tax collection scheme, consumers and enterprises can predict the tax payable in their trading activities. Tax collection and management reform in the United States is mainly to deal with the challenges of the current tax mechanism brought by the rapid development of e-commerce network transactions swept by the tide of digital economy or network economy in the era of globalization. The expectation of the reform is to simplify and improve the existing tax collection and management procedures and methods, so that e-commerce enterprises can benefit from the accounting convenience brought by tax simplification, and consumers can choose goods or services more transparently and freely. Although the impact of law on various subjects is different, the unified standards will inevitably improve the efficiency of transactions. Therefore, the principle of simplicity and the simple tax theory developed from it will be helpful to inspire the tax collection and administration departments of various countries or regions to better make a new round of tax reform under the globalized network economy environment.

B. Japan

As early as 1947, the Japanese government began to implement the tax declaration system throughout the country. The tax system has been perfected throughout the country. The most important duty of the tax authorities is to provide high-quality and efficient services for taxpayers and to build a relatively perfect tax service system. The most characteristic of the system is to popularize the knowledge of tax law, promote tax publicity and mature tax agency system. In the four links of public relations, consultation, guidance and inspection involved in tax collection and administration in Japan, besides inspection, it provides services for taxpayers in the whole process of public relations, consultation and guidance.

In order to improve the convenience and quickness of tax service and to provide taxpayers with more flexible and fast ways to declare and pay taxes, tax authorities in Japan attach great importance to the application of information technology in tax service. At present, the website of the State Tax Office has been very sound. Its electronic tax declaration and taxation system can handle more than 900 kinds of state tax business procedures. Most taxpayers can complete tax declaration and Taxation on the Internet without leaving home.

C. Germany

The concept of tax service in Germany is integrated into the whole process of tax administration. In Germany's rigorous daily tax practice, tax authorities to the maximum extent for taxpayers, reduce the burden of taxpayers, provide humanized services for taxpayers, and promote tax compliance. German tax law stipulates that tax authorities should reduce the amount of declarations that taxpayers need to submit, and transfer information between tax authorities and government registration departments. Taxpayers need

not go to tax authorities to register, which is generally welcomed by taxpayers.

In order to simplify the taxpayer's tax procedure and reduce the cost of tax compliance, German tax authorities actively provide personalized taxation services on the basis of good common taxation services. They attach great importance to collecting the individual needs of taxpayers and tailor-made taxation services for taxpayers according to their needs. Germany's tax authorities provide free online declaration software, relevant information and tax training, try their best to reduce tax costs, and according to taxpayers' compliance with tax laws, adjust dynamically between management and services to find the best balance.

V. SPECIFIC MEASURES TO IMPROVE THE CONVENIENCE OF TAX SERVICE

A. *Accelerating the Legalization of Tax Service*

It is needed to strengthen the construction of tax administrative legislation mechanism to institutionalize process and legalize tax service. In the revision of tax-related laws, it is necessary to establish the basic principles of respecting and protecting taxpayer's rights, improve the legal system of protecting taxpayer's rights and interests, and explore the establishment of an effective system to safeguard taxpayer's legitimate rights and interests, as well as to promote the use of electronic signature, data message technology and related system construction in government activities, and determine the legal effect of taxpayers' tax-related electronic information. It will be needed to improve the tax service system focusing on tax law publicity, tax consultation, tax service, rights and interests protection, credit management and social cooperation system, improve the tax service cooperation mechanism, and establish a standardized tax service management system in an all-round way. In accordance with the requirements of administration according to law and public administration, it is necessary to implement the duty of tax service, actively accept social supervision, and establish and improve the administrative accountability system for tax service.

B. *Implementing the Concept of Tax Service*

In the era of big data on the Internet, information management tax is regarded as the direction of legalization reform of current tax collection and management mode. On the basis of completing the existing tax service systems such as the first inquiry responsibility system, the delayed service system, the noon duty system and the booking service system, a new service system, such as online tax administration, 24-hour self-service tax administration, emergency tax administration, one-to-one counselling, personalized service, tolerance, acceptance of shortcomings, reminder and push, protection of rights and interests, and supervision of intermediary organizations, has been established to ensure that taxpayers can handle tax-related matters smoothly. The tax service system transforms the tax service office from "focusing on tax service" to an integrated service place with various service functions such as

consultation, guidance, publicity of tax law, tax service and protection of rights and interests.

Grassroots tax machines should actively use big data to realize the intellectualization of demand analysis, service mode and service effect evaluation, constantly optimize and refine tax service channels and strategies, and improve tax service management. These data can help to solve the problem of asymmetric information between taxpayers and taxpayers, and provide a broader space for tax authorities to optimize tax service.

The grassroots tax authorities should actively promote the construction of diversified service platforms, provide more abundant tax channels for the public, and accurately respond to the individual needs of taxpayers with the innovation of "Internet + Taxation". It will be needed to vigorously promote the application scope of the online tax platform, comply with the trend of the era of intelligent mobile, constantly develop and improve the handheld APP tax platform, strengthen business introduction, enhance service functions, and realize handheld tax at anytime and anywhere.

C. *Simple Taxation Procedure*

The procedures are as follows: make full use of information technology, pay attention to the organic combination of information technology and human beings, realize the information processing and sharing mechanism as far as possible, eliminate duplicate and invalid management behavior, simplify management links, optimize management activities, so as to minimize the cost of taxation, as well as focus on business integration and process reengineering. Guided by the two burden reduction measures, it is necessary to actively implement the requirements of the State Council for "releasing, managing and serving". It is necessary to further simplify the administration and decentralization of power, continue to make tax reduction in the examination and approval of tax-related matters, and vigorously simplify business processes, clean up and simplify tax-related materials, and optimize taxpayers' service experience.

In light of the actual work, 124 taxation-related items of 10 categories, such as tax declaration, tax collection and invoicing, will be implemented step by step throughout the city to broaden the scope of "Tongcheng Tongguan" business. Decentralize the tax administration authority, especially the tax examination and approval authority, pay attention to the simplicity of the operation of the grass-roots tax authorities, reduce the items of examination and approval, actively guide taxpayers to handle the corresponding tax-related matters on their own initiative, sort out and integrate all the tax-related matters, and streamline the unnecessary tax-related matters.

The realization of tax convenience is a systematic project. Reasonable taxation mechanism depends not only on the convenience of procedure, but also on the size of taxable amount, the degree of Taxation convenience and the equal treatment of all taxpayers.

VI. CONCLUSION

As the superstructure of a country, law should not only develop with the change of economic foundation, but also become the guideline of social, economic and cultural development. Modern tax law should not only maintain the tax order between the state and taxpayers, but also pay attention to cultivating the spirit of law-abiding of taxpayers.

Through the research on the development of relevant norms, principles and system construction of simple tax payment under the current domestic and foreign tax service concept, it is found that the current tax service in China has some problems, such as imperfect laws and regulations system, lack of rationality of service procedures, lack of overall planning and coordination of service business system, and the concept of tax service is still lagging behind the construction of modern tax service system. In terms of the protection of taxpayers' rights and interests, the organizational guarantee system of taxpayer services needs to be improved urgently, the assessment mechanism of taxpayer services is not perfect, and the socialization system of taxpayer services is not perfect, which affects the efficiency of taxpayer services.

In view of the problems existing in the construction of the modern tax service system in China, the development orientation of the future tax service system should focus on breakthroughs in the following aspects:

- Speeding up the construction of tax legalization. Strengthen the construction of tax administrative legislation mechanism to institutionalize process and legalize tax service.
- Implementing the concept of tax service. The combination of big data and information will help to build an electronic tax service system with higher efficiency and level of Taxation service.
- Simplifying the tax procedure: make full use of information technology, pay attention to the organic combination of information technology and human beings, realize the information processing and sharing mechanism as far as possible, eliminate duplicate and invalid management behavior, simplify management links, optimize management activities, so as to minimize the cost of taxation.

Tax service is not only an obligation but also a right. It is an act of collection and management based on equal status between tax authorities and taxpayers. Both theory and practice show that providing simple, efficient and high-quality tax service for taxpayers is the basic requirement for the development of socialism with Chinese characteristics in the new era.

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