

Research on Creative Transformation and Innovative Development of Local Administrative Culture in the New Era

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ABSTRACT

At present, Chinese local administrative culture is in a critical period of blending modern and traditional types. The awareness of the rule of law, democratic awareness, and service awareness of local government administrators has been greatly improved, and the transparency and autonomy of local government work has also continuous improvement. However, there are still more or less problems in the development. For example, the traditional culture of China for thousands of years makes the local administrative culture have a strong historical character, and the traditional culture is "official standard", "bureaucracy" and "formalism". Such ideas seriously hinder the healthy development of local administrative culture. Therefore, in this critical period, it is particularly important to promote the creative transformation and innovative development of local administrative culture. This article aims to conduct innovative development research on local administrative culture, and better promote the transformation and upgrading of local government by changing government functions, thereby improving the governance level of the government, strengthening the governance capabilities of government departments, and then realizing effective government governance.

Keywords: *administrative culture, government transformation, creative transformation, innovative development*

1. THEORETICAL ANALYSIS OF LOCAL ADMINISTRATIVE CULTURE ON CREATIVE TRANSFORMATION AND INNOVATIVE DEVELOPMENT IN THE NEW ERA

In terms of local administrative culture in the new era, creative transformation refers to the shift from "official-based" culture to "people-based" culture. "Official standard" is a kind of values that regards official power as the foundation, also regards official status as noble, and regards official as respect as the main content. The so-called official standard refers to taking power as the center and the local officials are in the leading position. The local people regard official standard as the "supreme" and regard being an official as the ultimate goal and value pursuit of life. "Ten years of hard study, once became famous, the world knows", and people's social status and life value are measured according to the size and rank of officials. "Official standard" is mainly embodied in: spending money to buy official positions, thousands of troops and horses running for official careers, local governments are proud of officials, officials are valued, monopolizing power, and bureaucracy,

which seriously leads to corruption. To this day, the thought of official standard still remains in the local government. If it cannot be completely eliminated, it will seriously hinder the smooth construction of the local government's rule of law culture. Therefore, while strengthening local citizen ideological education, corresponding laws and regulations must be established. The system puts power in a cage, thus making the thought of official standard lose the social foundation for its existence[1].

The latter "people-oriented" thought is based on modern democracy, built on the premise of people's sovereignty, and was born in modern civil society. The principle of the sovereignty of the people in modern society, "Everyone is equal before the law", shows that both ordinary people and local officials at all levels are equal citizens before the law. The "people" includes all citizens of society, and has unprecedented universal and comprehensive characteristics. Therefore, logic inevitably requires that people's rights are the foundation of a modern political country, and people's interests are the foundation of modern economic and social development. The idea of "people-oriented" is that "sovereignty rests with the people", with the people as the main body and officials serving the people. The people are regarded as masters of the country and society, and cadres are regarded as "public servants"[2].

Innovative development refers to the innovation in the content, mechanism, means, and path of local administrative culture. First of all, in terms of content, the local administrative culture should abandon the "dregs" of the traditional culture's "official standard" thought, formalism, and bureaucracy, so as to form an innovative administrative culture, a democratic and rule of law administrative culture, and a service-efficient administrative culture, and then promote the innovation of the concept of local administrative officials with creation of local administrative culture.

Secondly, the innovation of local administrative culture is conducive to promoting the innovation of China's local administrative system. On the one hand, only when local administrative officials correctly recognize the various problems in the current administrative system and the harms they cause, and form a driving force for innovation, can they promote the reforms of the local administrative system by changing their administrative thinking, administrative concepts, and administrative spirit. On the other hand, the innovation of local administrative culture can provide conceptual support for modern system reform. For example, a service-efficient administrative culture is a prerequisite for the establishment of a modern service-oriented local government, a democratic and rule of law local administrative culture is a necessary condition for perfecting local administrative regulations and strengthening the legal system, and an innovative local administrative culture is the basis for transforming local government functions.

2. PRINCIPLES OF CREATIVE TRANSFORMATION OF CHINESE LOCAL ADMINISTRATIVE CULTURE IN THE NEW ERA

Deeply influenced by the thought of "official standard" in traditional culture, some officials dissimilate public power into private power. They are proud of the officials based on power, divorced from the masses, and deviated from the essential attributes of power. Even the people around the officials are "consciously extraordinary". How to creatively transform the local administrative culture into "people-oriented" thinking will become the main research direction.

2.1. Alignment awareness, obeying the central government

The 19th National Congress of the Communist Party of China took upholding the party's leadership over all work as the first of the basic strategy for developing socialism with Chinese characteristics in the new era, highlighting that the party is the highest political leadership position in China. The Communist Party of China is the ruling party and the most essential feature of socialism with Chinese characteristics. We must persevere in the centralized and

unified leadership of the Party Central Committee, adhere to the maintenance of Chairman Xi as the core of the Party Central Committee, strengthen political awareness, overall situation awareness, core awareness, and alignment awareness, and consciously maintain a high degree of consistency with the Party Central Committee in terms of ideology, politics, and action. Besides, we also need to abandon idealism, awareness of official standard, and strengthen the awareness of openness, innovation, the rule of law, and democracy.

2.2. Coordination, combining effectiveness and efficiency

There are some differences and connections between administrative effectiveness and administrative efficiency. Administrative effectiveness refers to whether the results of government administrative activities bring benefits or losses to the government and society, which focus is on administrative results, that is, doing the right thing. Administrative efficiency refers to the ratio of the amount of input and output. It's worth noting that the amount of management gained does more work and does the right thing in the limited time.

From the fundamental point of view, both are to promote administrative work and accelerate the modernization of administrative management. If we only consider improving administrative efficiency while ignoring administrative effectiveness, there will be some negative effects. For example, local governments are doing "face-saving projects", and administrative incidents that only focus on quantity but ignore quality. It is also unscientific to focus on administrative effectiveness while ignoring administrative efficiency. There will also be negative effects of wasting administrative resources such as the government "taking everything", "offside, dislocation, and absence".

Consequently, to improve administrative efficiency, it is necessary to ensure that it is consistent with the interests of the people, and the "official standard" is transformed into the "people-oriented" thinking.

2.3. Priority service, balancing rights and responsibilities

First of all, to transform government functions, the key is to clarify and straighten out the relationship between the government, the market and society, hand over things that shouldn't be managed by the local government, and let the market and the society manage them. Through the establishment of institutional mechanisms to fully mobilize their enthusiasm and creativity, complete the fundamental transformation from a planned economy to a market economy, from social control to social management, and effectively manage matters that should be managed by local governments. This requires the government to manage

which it should be responsible for with the high quality, and to adapt to social and economic development, while keeping up with the times from new governance concepts and methods to assume the responsibility of maintaining good social order and realizing the enhancement of public interests. Secondly, the power is delegated. The provincial government will delegate power to districts, and they will further delegate power to towns to fully realize the autonomy and vitality of local administration.

Moreover, improving the legal supervision system, strengthening can ensure that the government's public powers truly serve the interests of the people. While, it is also necessary to establish a sound and strict administrative accountability mechanism and implementation mechanism should be taken seriously. In government management, government mistakes in decision-making are far more serious than corruption, and it is also difficult to hold accountable. Therefore, we must strengthen democratization, scientific and legal decision-making. The most important thing is that once a decision-making error is discovered, the relevant personnel must be held accountable and punished accordingly to ensure the seriousness and legitimacy of the government's decision-making[3].

2.4. Autonomy according to law, standing by virtue

The rule of law is the foundation of the rule of virtue. First, we must enhance the legal awareness of leading cadres. As Marx said, "In a democratic country, the law is the king. In an autocratic country, the king is the law". Therefore, legal awareness must be established by leading cadres, because they are the executors of administrative power. If leading cadres do not understand rules and regulations, the possibility of "rule by man", corruption, and bureaucracy will appear in the administrative process. Therefore, leading cadres must study hard and be proficient in various laws, regulations and rules, so as to strengthen their legal concepts. Secondly, we must strictly enforce the law. As a law enforcement officer, we must administer strictly in accordance with the law and ensure fairness. For the administrative personnel of the administrative organs, it is necessary to firmly establish a sense of public servants who serve the people wholeheartedly and are responsible to the people. Finally, we must strengthen the power check and balance mechanism, and put power in the cage of the system. The rule of virtue is the guarantee of the rule of law. First, we must establish the role model of leading cadres. There is a famous Greek saying: Creating a person by moral demonstration is more valuable than restraining a person by law. In addition to the charm of power, the special status of leading cadres needs to be inherently attractive, which is the role model of leading cadres. The extravagant and corrupt atmosphere of leading cadres can aggravate their illness and even lead to government failure, which causes the dissatisfaction of the masses. We must give full play to the role of leading cadres, learn to reflect, and use socialist core values to enrich ourselves[4].

What's more, in the face of the temptation of money, status and power, leading cadres must strengthen their moral beliefs and be honest and upright. Therefore, leading cadres must improve their moral qualities. In daily life, some leading cadres have low moral quality, and the public power in their hands has become a tool for personal interests, corruption, local shackles, and serious deterioration of social atmosphere. Leading cadres at all levels must be strict in self-discipline, seek truth and be pragmatic, exercise their power correctly and use their noble personality to inspire others. Therefore, while strengthening the rule of law, we must also strengthen the ideological and moral quality education of leading cadres, and jointly promote the development of local governments.

3. INNOVATIVE DEVELOPMENT PATH OF CHINESE LOCAL ADMINISTRATIVE CULTURE IN THE NEW ERA

Innovative development refers to the innovation in the content, mechanism, means and path of local administrative culture. For example, transform the "omnipotent" government into a "limited" government; or transform the "regulatory" government into a "service-oriented" government; or transform the "rule of man" government into a "rule of law" government.

3.1. Vertical collaboration by local multi-element coupling

China is a country with a unitary state structure which is under the unified leadership of the central government and managed by local governments at all levels. From a vertical point of view, the State Council is the central government, which uniformly leads the work of governments at all levels across the country; among local governments at all levels, the superior government directly manages the work of the subordinate government. As pointed out in the report of the 19th National Congress of the Communist Party of China, the reform of government institutions and administrative systems must ultimately transform government functions, deepen decentralization, innovate oversight methods, improve government credibility and execution, and establish a service-oriented government to satisfy the masses. However, China has a vast territory and the situation varies from place to place. Local government departments have different attributes and characteristics. Therefore, it is necessary to set up institutions according to local conditions and construct a more efficient government structure.

In order to achieve vertical coordination, it is first necessary to straighten out the relationship between central and local authorities, and divide the authority between governments at all levels into three parts. The first is the national affairs, including national defense diplomacy, macro-control, income distribution, etc., all of which require the

intervention of the central government. The second is local affairs, consisting of local public infrastructure, public security and public utilities, etc., which can be managed locally. The third is cross-regional or mixed affairs, comprising education and health care, market supervision, and social management, etc.

Second, power and responsibility are consistent. The report of the 19th National Congress pointed out that governments below the provincial level have more autonomy and encourage party and government agencies with similar functions to merge or deploy offices. This not only helps to understand the relationship between the lower and upper levels, but also gives full play to the initiative of the local government and overcomes the deficiencies of the previous government.

3.2. Create a local consensus view of benefits

The first is to strengthen the ideological and political construction of civil servants, improve their personal qualities, correctly respect reputation, and establish a service concept that always takes the people as the purpose. At the same time, citizens' awareness of participation should be enhanced. Fundamentally speaking, the development of administrative culture can only be promoted if the awareness of citizen participation is continuously strengthened and the quality of democracy is continuously improved. Therefore, only by changing the deep-rooted concept of "official standard" can local governments produce correct administrative behavior, form a good work style, and improve the efficiency of public services.

The second is to establish a high-performance government. This requires local governments to further transform government functions, further deepen the reform of the administrative approval system, correctly handle the relationship between the government and the market, society and enterprises, and further clarify the government's positioning. In addition, the government should pay more attention to social management and public services to create a market and social environment for civil servants, such as optimizing the approval process. The government should also strengthen the supervision and control of the operation of administrative power to realize the transition to a "limited government".

3.3. The construction of service-centric administrative field

Followings are the main tasks of constructing service-oriented government in the new period. First, it is necessary to effectively transform government functions, strengthen government economic regulation and market supervision, provide public services, and protect the environment. Second, we must deepen the decentralization and further reform the management of administrative examination and approval, enhance service awareness, strengthen work efficiency, reduce administrative approval items, and

establish a monitoring mechanism to promote the construction of a clean administration for local governments. The third is to innovate supervision methods and concepts, promote online supervision, establish e-government, and accelerate government disclosure. Fourth, strengthen government credibility and enforcement, because government credibility is the focus of the construction of the social credit system, which must be deployed and implemented.

3.4. Establish a local government administrative culture based on ethics and law

The first is the internal level, that is, the rule of law administrative culture meets the needs of administration according to law. The rule of law administrative culture takes laws and regulations as the core concept, pursues the supremacy of law, requires government officials to perform their duties in accordance with the law, and abandon the "rule of man" administrative culture.

Specifically, fundamentally abandon the idea of the rule of man, and cultivate the concept of the rule of law for local administrators, of which the spirit of law is particularly important. Only when local administrators have the correct concept of the rule of law and constrain their powers under the norms of laws and regulations in carrying out administrative activities, can they manage according to law. The second is the external level, that is, an incorruptible administrative culture fits the public demands of the Sunshine Government. An incorruptible administrative culture refers to establishing a sense of public servants and consciously resisting corruption, that is, government administrative staff must be in power and abandon their bureaucracy. At the same time, they need to consciously accept the supervision of the society and the public to allow power to enter the cage of the system.

For example, local governments should improve the supervision system of anonymous reports, petitions, inquiries, hearings, etc., reasonably and effectively protect the rights of local people to know and participate in supervision, and use Internet technology to improve the network reporting system. In addition, they can also improve the information disclosure system, public hearing system, press release system, and disclose government public expenditures and other matters of general public concern. Furthermore, local governments need to quicken the establishment of the supervisory mechanism, which provides detailed penalties for various corrupt acts to facilitate supervision and investigation in accordance with the law[5].

4. CONCLUSION

This article first conducts a theoretical analysis of the creative transformation and innovative development of local administrative culture in the new era, and then specifically proposes the principles of creative

transformation and innovative development paths, so as to better promote the transformation and upgrading of local governments in China, and then develop into an innovative, service-oriented, clean government, rule of law, and efficient local administrative culture to improve the service efficiency of the government and its officials.

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