

# Challenges and Countermeasures of Zhejiang's Multicultural Community Governance under the Background of Digital Reform

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## Abstract

*In recent years, with the economic globalization, not only promote the development of international trade, but also conducive to the spread of various countries, around the culture, folk customs, customs and so on, and even Our country learn from other countries' business management model, so as to improve the business situation of our own enterprises. Under the development of the global economic reform, the digital reform is sharing information resources across China, so as to realize information exchange across China. In the process of implementing the reform of pluralistic community governance in Jiangsu and Zhejiang regions, there are many problems, and it is necessary to formulate relevant countermeasures for the problems of pluralistic community governance with the help of the background of globalization and digital reform.*

## Keywords

*Digital reform; Zhejiang Province; Multicultural community governance; Challenges and countermeasures.*

## 1. Challenges in the governance of diversified communities in Zhejiang

With the development trend of digitalization in the world, the policy of win-win cooperation among countries is not only conducive to promoting the economic development of many countries, but also conducive to the dissemination of culture. In the process of community governance in Zhejiang Province of China, through the adoption of digital and diversified governance policy, analysis and research on the hidden security problems, environmental problems, economic problems and information security problems in the process of community governance in Zhejiang Province of China, and these problems in the process of governance, This is mainly due to the influence of the background environment, information technology development, local labor force and other conditions in Zhejiang, and the community operators mainly take targeted solutions to these problems mentioned above, but the solution effect is not very obvious, there are still a series of problems. As China has a history of five thousand years, traditional concepts have been deeply rooted from generation to generation, and community management personnel just blindly solve problems from the surface, not from the root of the problem, which leads to the community management problems can not be completely cured. Second, because of the zhe jiang region belong to the middle and lower reaches of the Yangtze river, politics, economy, science and technology and culture development is rapid, very easy to bring some fresh things or some new ideas, the community management personnel perform, excessive blind not consider these things, ideas,

community management pattern is in line with the zhe jiang region, which will lead to a misunderstanding between residents and community, If these misunderstandings are not addressed promptly, the credibility of the community will be seriously affected. Thirdly, there are great differences in cultural exchanges between regions. Due to the large cultural differences among cities in Zhejiang, community operation and management personnel need to develop targeted operation and management modes according to the living habits and habits of local residents, so as to effectively improve residents' living satisfaction. Fourthly, the mode of cultural communication and sharing in different regions is weak. In recent years, with the continuous development and progress of China's Internet information technology, people use Internet information technology to query relevant information and realize the purpose of information resource sharing. However, there are still many remote areas in Zhejiang province, and relevant information and data cannot be obtained in the first time. If information is not communicated in a timely manner, community managers cannot obtain residents' information in the first time in the process of operation and management, thus delaying the solution of residents' needs.[1.2]

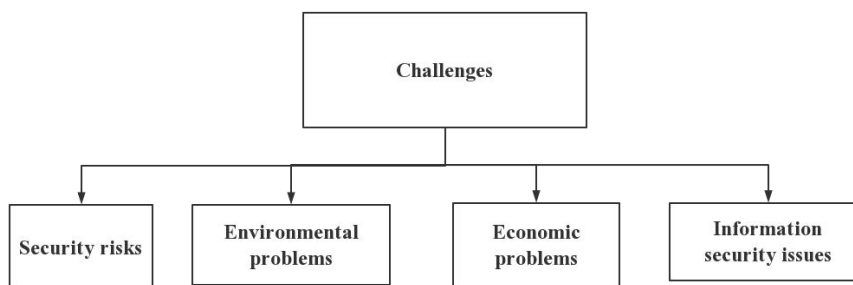


Figure 1 Challenges in community governance

## 2. Solutions to governance of diversified communities in Zhejiang

Managers in Zhejiang need to improve their own safety awareness and regularly train residents about safety precautions, so that more residents can improve their safety awareness and it is conducive to unified community management. In addition, community management needs to organize related activities, so that the residents to actively participate in the activities, enhance the affection between the neighborhood, ease the relationship between the community and residents, in the process of activities, community managers can ask residents the problems encountered in the process of life, and help people to solve the problem in time. Third, community management personnel in the management process, you can also through the use of digital information technology, the residents' information will be uploaded to the Internet terminal customers, when residents have needs, can through customer feedback to Internet terminals, community management personnel can understand directly to the residents' needs, and timely help residents to solve difficult. Fourth, digital information technology in the application process, according to the needs of residents in different areas, automatic screening, so as to effectively improve the work efficiency of community managers. Fifthly, community managers can also hire professional managers to manage the business model of the community. In the process of operation and management, professional teams will take corresponding measures according to the situation of different residents, which can effectively improve the happiness and security of residents.

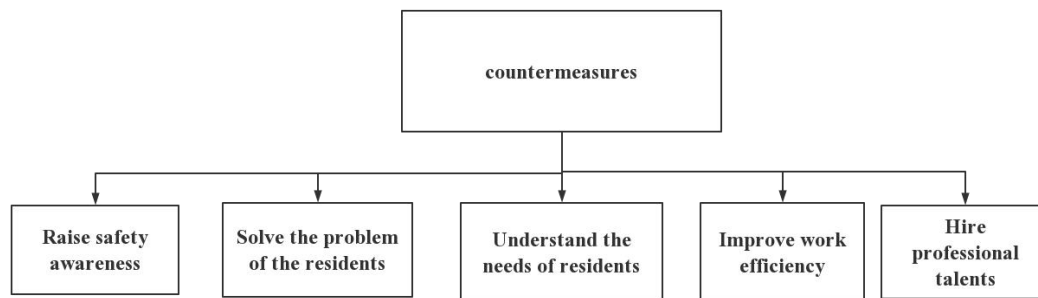


FIG. 2 Community governance solutions

### 3. Conditions for digital governance of diverse communities in Zhejiang

Community operation and management personnel should not only carry out scientific and efficient governance mode, but also operate from the perspective of green and sustainable development when using digitalization to govern diversified communities in Zhejiang. When building a diversified community, community managers need to analyze and study it from the perspectives of local government, social environment, community and residents. The specific analysis and research contents are as follows:

#### 3.1. Government level

Community management and operation personnel should fully demonstrate the core socialist values, actively implement the values advocating prosperity, democracy, civilization, harmony, freedom, equality, justice, rule of law, patriotism, dedication, integrity and friendship, and build a harmonious and civilized society under the leadership of the Party and the state. In the process of operation, community administrators should keep in mind the leading principles of the Party, fully implement the requirements of the state, strengthen the management system and ensure the management system.[3.4]

#### 3.2. Social Aspects

Community management operators can integrate and improve the technical resources of various parties, select the operation and management mode suitable for local community residents, and screen the needs of community residents by using big data information technology, so as to effectively improve the work efficiency of community management personnel and actively help residents solve problems.

#### 3.3. Community Level

Community management and operation personnel mobilize residents' awareness by constantly strengthening the construction of talent team, cultivating the organization of family, residents' own safety awareness. As the saying goes: everyone firewood high flame, individual construction of a good community living environment is more difficult, but residents unified spontaneous organization of related activities, give full play to the strength of community residents, for the construction of a good living environment to contribute to their own strength.

### 4. Conclusion

With the continuous development of digitalization reform model progress, the community management in the process of operation and management, not only through the training of

residents' safety consciousness, community residents can actively participate in the construction business, also through perfecting the management mode, which can effectively improve the community service quality and service efficiency.

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