

On the Rise and Development Path of Chinese Stall Economy in the Post Epidemic Period

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Abstract

As a part of China's urban economy, vendor economy has been in a relatively "gray area" in the history of China's urban economic development. In the post epidemic period, the rise of vendor economy also reflects the contradiction between vendor economy and urban governance. The immature and non-standard development of vendor economy has added many problems to urban governance. To solve these problems, we need to explore an effective path of vendor economic governance, so as to make the benign development of vendor economy harmonious and unified with the effective governance of the city, so as to promote the high-quality development of society.

Keywords

Vendor Economy; Post Epidemic Period; Vendor Economic Governance.

1. Introduction

With the economic take-off and historical changes of more than 40 years of reform and opening up, China's urbanization is also developing synchronously and rapidly. The speed and scale of China's urbanization are presented in the development wave of cities in the world with an unprecedented development trend. With the further advancement of urbanization, some problems in urban governance have emerged one after another. In the process of governance of vendor economy, the contradiction between urban managers, residents and vendor groups is particularly acute. The management of mobile vendors in urban governance is a chronic disease that is difficult to cure. At present, China has not established an effective vendor economic governance mechanism. The governance measures of relevant departments for vendor economy are relatively single and superficial. If a laissez faire attitude is adopted, vendor management will cause environmental health pollution, affect the appearance of the city, hinder public transportation and other problems, The adoption of "one size fits all" measures such as compulsory ban, due to the lack of people's livelihood bottom line thinking and humanistic care, will often affect the employment and survival of relevant groups, aggravate the contradiction between vendor groups and law enforcement departments, and cause tension in public relations. Looking at the development process of vendor economy in China, we can see that it has played an important role in promoting the development of market economy and urbanization in China. In the post epidemic period, the vendor economy plays a role in stimulating consumption, increasing employment and stimulating domestic demand to a certain extent. It also shows many problems such as aggravating the pressure of prevention and control in the post epidemic period and affecting the city image. The significance of Stall Economy is not only a sharp tool to promote the economic recovery of our country, but also an effective means to reawaken the spirit of perseverance, diligence and courage of our working people.[1]Therefore, in the post epidemic period, we need to adhere to the macro layout and micro examination, change and sublimate the governance concept, explore a new long-term path for vendor economic governance, and standardize and guide the healthy development of vendor economy.

2. An Overview of the Development of Vendor Economy in the Post Epidemic Period

2.1. "Restart" of Vendor Economy in the Post Epidemic Period

With the global spread of COVID-19 in 2020, the state closed all kinds of markets, and the stall keeper economy was temporarily suspended. After the overall situation of the domestic epidemic is stable, it enters the post epidemic period. The post epidemic period is a long-term process, which refers to a period when the epidemic is stable, but it does not mean the end of the epidemic. Life will still be accompanied by small-scale epidemic fluctuations and epidemic prevention pressure, and the imbalance of economic and social order caused by the epidemic, It will also promote people's comparison and Reflection on the governance system and human civilization.

The epidemic has brought many changes to the economy and society, and the restart and opening of the vendor economy is one of them. The year 2020 is a new stage of stall economic development. Due to the complex economic situation at home and abroad and the COVID-19 epidemic, the stall economy has reentered people's vision and gone upstream in the downward economic situation.[2]The government's policy and attitude towards the vendor economy has changed from strict law enforcement and ban to full start. Chengdu, Hangzhou and other places have issued policies to temporarily relax the management of road occupation. With the continuous promotion of the stall economy in the country, in order to solve the problem of alleviating employment and promoting economic recovery, a total of 27 provinces and cities set up stall standard points to develop the stall economy. The stall economy became popular almost overnight. On May 26, 2020, Chengdu municipal government issued the policy of Chengdu action plan for boosting domestic demand under the guidance of new consumption (2020-2022), supporting conditional streets to carry out the pilot placement outside specific periods at night. As of May 21, more than 100000 jobs have been added in Chengdu, and the resumption rate of catering stores in the central urban area has exceeded 98%. On May 27, 2020, the central civilization office made it clear that in the 2020 national civilized city evaluation index, it has made it clear that road occupation, road market and mobile vendors are not included in the evaluation content, so as to promote the restoration of economic and social order and meet the people's living needs. This reflects the relaxation of the central government's economic policy towards vendors, and the government encourages and allows the development of the stall economy.Only by solving the problems faced by the current restart of stall economy can we better play the role of stall economy in driving economic recovery.[3]

2.2. Analysis on the Causes of the Rise and Popularity of Vendor Economy in the Post Epidemic Period

Internationally, since the Sino US trade war in 2019, the suppression and blockade of China's economy by countries led by the United States has posed a great challenge to the stable and healthy development of China's economy. China's current economic situation is still very complex and severe. From the perspective of long-term development, it is urgent to accelerate the formation of a new development pattern with domestic big cycle as the main body and domestic and international double cycles promoting each other. At the key nodes in the post epidemic period, the stall economy is also an important link. In the current external environment of rising protectionism, depressed world economy and shrinking global market, the vendor economy, known as the "economic capillary", is consistent with the purpose of giving full play to China's super large-scale market advantage and domestic demand potential in the domestic cycle. Under the economic internal cycle in the post epidemic period, the vendor economy can play a positive and flexible role, help the construction of domestic double cycle, and promote the transformation of exports into domestic consumption and domestic demand,

so as to deal with the fluctuations and impact of China US trade war and epidemic on the domestic economy.

Domestically, due to the severe epidemic situation and economic downturn, the central economic work conference put forward the "six stabilities", and the first stability is to stabilize employment. Subsequently, although the two sessions did not set specific targets for economic growth this year, the government work report deepened the "six stabilities" into "six guarantees". The first guarantee is to ensure employment. Employment has become an important requirement for doing a good job of "six stabilities" and implementing the task of "six guarantees". After the closing of the third session of the 13th National People's Congress, Premier Li Keqiang mentioned the example of "mobile vendor stalls" in a western city to solve the employment of 100000 people, indicating that the role of "stall economy" in stabilizing employment can not be underestimated. In the context of normalization of epidemic prevention and control, the stall economy on the one hand can promote economic recovery to some extent, expand employment channels and increase employment opportunities. It has become an important means to stabilize employment and protect people's livelihood, and work hard to mitigate the adverse effects brought by COVID-19, such as Chengdu's loosening of the peddlers' economy. As of May 28th, Chengdu has set up temporary occupying stalls. There were 2230 stalls, 17147 temporary crossing points and 20130 mobile vendors, which increased the number of employees by more than 100000, revived the urban fireworks and gradually restored the prosperity of the economy. Opening up the development of vendor economy can enhance consumer confidence to a certain extent, meet people's consumer demand and bring convenience to people's shopping.

3. Characteristics and Difficulties of Vendors' Economic Development in the Post Epidemic Period

3.1. Characteristics of Vendor Economy in Post Epidemic Period

Firstly, the special development background. During the epidemic period after 2020, the vendor economy is "restarted" and "recovered" under the special background of the impact and heavy blow of the new coronal epidemic in the world, the economic downturn and the depression of many industries. The main purpose is to focus on solving the basic needs of people's life under the influence of the epidemic. For some people and businesses seriously affected by the epidemic, they can carry out certain forms of business activities through a specific trading platform, so as to solve their needs and protect the people's right to life and right to life. This is the starting point of stall economy in the post epidemic period, It is also a true embodiment of taking the people as the center "Vendor economy" is the government's livelihood project under the current policy guidance. It does not encourage the whole people to set up stalls, but has specific service objects.

Secondly, special business model and business requirements. Although the vendor economy in the post epidemic period is a special business model under specific conditions, it is consistent with the direction and trend of social and economic development towards good and high quality in the new era. It is a specific form of orderly liberalization, standardized management, convenience and pragmatism under the current situation of the national fight against the epidemic. This requires businesses to standardize their operations within the time and place specified by relevant departments, maintain normal economic and social order, and change the "dirty, messy and poor" image of street vendors that blocked traffic, occupied public space and hindered the appearance of the city.

Thirdly, special management methods. In the post epidemic period, the development and governance of vendor economy involves many aspects, such as city appearance and order, environmental health, product quality, food safety, health and epidemic prevention, road traffic

and so on. It requires the joint action and scientific implementation of multiple departments of market supervision, public security and emergency management, so as to be orderly, regulated and regulated, and form an effective and feasible comprehensive law enforcement management service mechanism. Although China's economic and social order has been gradually restored, but in the absence of limited control of international COVID-19, China still can not easily relax the epidemic prevention and control efforts. The crowd brought by the stall economy brings pressure to the epidemic prevention and control.

3.2. The Plight of Vendors' Economic Development

The existence of vendor economy is reasonable, but it not only brings convenience to life, but also brings many problems. The reason why stall economy is defined as a marginal form of urban economy lies in its sustainability and uncertainty, and the liquidity of stall owners is too large, so it is difficult to protect their rights in a timely and effective manner.[4]

Firstly, security. Most of the vendors' businesses are unlicensed, and their business qualifications and food hygiene and safety cannot be guaranteed. In addition, because small businesses mainly sell relatively low-cost products and services, most of the food they operate is exposed. Although it facilitates people's life, there is a lack of hygiene and safety standards and after-sales protection, which brings hidden dangers to consumers' use and the healthy development of business.

Secondly, the disorderly operation of the vendor economy occupies roads, public areas and public space, blocks traffic, and affects the appearance of the city and traffic order. The vendors' economy is unevenly distributed in the city and has mobility. They flow to and gather in places with a large flow of people and vehicles, which often aggravates the degree of traffic congestion, affects the normal order and image of the city, and brings great challenges to urban management.

Thirdly, the stall economy produces a large amount of garbage, sewage, dust and oil fume, causing environmental problems such as air pollution and noise pollution, making the city dirty and disorderly. In addition, the long business hours affect the normal living order of the surrounding residents, which often aggravates the contradiction between the stall and the surrounding residents, and even leads to fierce conflict.

Fourthly, because the stall economy occupies public space and belongs to undocumented operation, coupled with the characteristics of mobile operation, some vendors evade various taxes and controls, resulting in the phenomenon of profit retention, tax evasion and less tax, which brings certain losses to the national tax collection and tax system.

4. The Path of Vendor Economic Management in the Post Epidemic Period

4.1. Adjust Measures to Local Conditions, Implement Normalized Supervision, and Resolutely Avoid "Death as Soon as You Manage, Chaos as Soon as You Put it Away"

American urban sociologist Parker said: "the essence of a city is the artificial environment created by human beings to meet their own survival and development needs." We should face up to the reasonable existence of vendor economy and give necessary development planning, construction and service management according to law. Only by formulating relevant management rules and specific specifications according to the economic characteristics of land stalls can we ensure the basic rights and interests of consumers.[5] While setting up mobile stalls, the government and relevant regulatory departments should also clarify detailed management measures, put forward measures such as classification, operation by road in different periods, and do a good job in assistance policies, deepen the construction of temporary diversion areas for mobile vendors, and guide mobile vendors to enter, enter houses and

operate at entry points. Not only managers should formulate reasonable plans, but also operators should operate in good faith and order, Manage the environment of their own stalls to ensure product quality and food safety. For example, in Jianou and Wuyishan of Fujian Province, relevant departments have opened special venues for mobile vendors in accordance with the principle of liberalization and non laissez faire, convenience and non disturbance, providing business convenience, balanced management and fine management, so as to make the vendor economy release vitality in an orderly manner. On June 2, Fuzhou announced the policies to promote the development of night economy, build a municipal night economy experience demonstration block, integrate fashion, convenience, culture and tourism, create a "2.0 upgraded" night economy brand, and guide the development of vendor economy towards standardization and normalization.

4.2. Learn from the Experience of International Governance and Pilot Vendor Organizations and Vendor Autonomy

Most of the stall economy is self-employed, with great dispersion and liquidity. Its business location and commodities are determined by the stall individual. At the same time, it is difficult to form a unified management due to the vendors' less compliance with various laws and regulations. Although the local government has issued relevant regulations and continuously strengthened publicity and law enforcement. However, it is difficult to carry out effective management. On the contrary, it will exacerbate the conflict and contradiction between vendors and law enforcement personnel, and cause a series of related problems. To solve this kind of contradiction, we need to establish a third-party intermediary between the government and the vendor group, that is, the vendor authorization organization. On the one hand, through the organization of vendors, the internal coordination of the vendor economy can be achieved to realize self-service, self-discipline, self-management and self-development, which can reduce the management burden of the government and avoid the government playing the role of arranging everything and falling into the vortex of inefficient management; On the other hand, through vendor organizations, vendors safeguard their own rights and interests, have the platform of vendor organizations to rely on and guide, and conduct dialogue, consultation and cooperation with governments through vendor organizations, so as to reduce barriers and contradictions with governments and enhance communication and cooperation.

Street vendor organizations first appeared abroad. The street vendor project in the United States believes that vendors must be organized, self-management and self-service, and negotiate and deal with their contacts with the government and regions to achieve good operation. SEWA ((Self Employed Women's Association) in India and CCUVA (Vendor Alliance) in Cebu in the Philippines are all representatives. These vendor organizations provide platforms and opportunities to deal with vendor contradictions and formulate vendor economic development strategies, form transparent, responsible and democratic mechanisms, and become organizations that truly represent the interests of vendors.

In the urban governance in the post epidemic period, the governance of the vendor economy requires the government and non-governmental public welfare organizations to guide vendors to establish vendor organizations, vendor public welfare groups, vendor associations and other organizational forms, so that vendors can supervise and urge each other, abide by regulations, formulate development plans, avoid vicious competition, reasonably allocate business time and space, operate legally, pay taxes according to law, and protect the environment and health, In order to achieve vendor autonomy and maintain good economic and social order while promoting vendor economic development.

4.3. Relying on the Internet and Digital Economy to Develop Vendor Economy

At a time when modern information technology and the Internet are highly developed and integrated, we should develop and make use of the digital economy platform, introduce the Internet into the vendor economy, and make use of the characteristics of the Internet, such as rapid dissemination of information, fast timeliness and wide audience, which is beneficial to the extension of the space and time of vendor economic activities, carry out product sales publicity and commercial value promotion, expand the audience and enhance the influence; Understand and collect consumers' product preferences and needs through the Internet to improve the pertinence and effectiveness of business; Strengthen the exchange and interaction between vendors and buyers on the Internet, enhance customer stickiness and cultivate consumer loyalty. At the same time, under the background of digital economy, the vendor economy can make use of the inclusive nature of digital economy and digital platform to realize intellectualization, obtain new wholesale capacity, increase consumption, increase income, increase employment, develop new vendor economy and activate vendor economy. For example, in the post epidemic period, multi platform companies supported the vendor economy, and JD announced the launch of the "spark" plan; Ali 1688 released the "stall economy" assistance plan; Suning launched the "night shopping partner" stall night market support plan; Wechat released the "national small store fireworks plan". Make rational use of the digital platform to revitalize the "vendor economy" in terms of purchase, capital, operation and payment.

4.4. Combination of Humanized Law Enforcement and Rigid Law Enforcement

For a long time, in the law enforcement of the vendor economy, reports of conflicts and contradictions between managers and vendors have been common. They have repeatedly become a network hotspot, fermented into a huge network public opinion, and aroused the boiling of social conditions and public opinion. For a long time, they will leave a bad impression on the public and damage the image and credibility of the government. The root of the violent law enforcement of the government management department against the vendor economy is the deviation in the cognition and operation of the government department in the humanized law enforcement and rigid law enforcement. Humanized law enforcement and rigid law enforcement should be a symbiotic law enforcement concept, rather than an either or law enforcement choice. Therefore, in the economic governance of vendors, the government should take humanized management measures on the basis of ensuring the basic survival rights and human dignity of vendors, avoid "cat and mouse game" and "vendor guerrilla war" between vendors and law enforcement departments, eliminate violent law enforcement and violent resistance to the law, and respond to public opinion in case of accidents. Firstly, the government should make scientific and rational planning and set up street vendor counseling points to facilitate residents' daily life. Secondly, carry out hierarchical management and dredging of roads to ensure traffic trafficability and order during peak traffic periods. Thirdly, law enforcement with a smile, tolerant and flexible law enforcement for vulnerable groups for the first time, and limited tolerance shows the humanistic care of law enforcement departments for social vulnerable groups and law enforcement for the people.

5. Conclusion

As an innovative measure to promote employment and protect people's livelihood, where the vendor economy goes is directly related to the employment and survival of relevant groups. With regard to the future development direction of the vendor economy, first of all, the vendor economy should comply with the development of the new era. It should not only extend and expand in the direction of refinement and quality, so as to meet the consumers' sense of interaction and life breath in offline vendor economic transactions, but also transform the

vendor economy from an abnormal economic form to a new economic normal, and integrate into the domestic "double cycle" construction, So as to promote the long-term and healthy development of vendor economy. Moreover, a new model of harmonious development should be built between vendor economy and urban governance. The return of the vendor economy in the post epidemic period is an opportunity to improve urban governance. All localities should adjust measures to local conditions and orderly guide the vendor economy to adapt to and promote urban positioning and urban development goals, integrate the vendor economy into urban culture and tourism construction, give full play to the long-term and inclusive role of the vendor economy, and achieve a balance between people's livelihood security and urban governance, Promote the stall economy to move towards a new era of high-quality development.

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