

Characteristics and Differences of Economic Policies of Ground Stalls in Large, Medium-Sized and Small Cities in the Post-epidemic Period

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Abstract: The liberalization of land sharing economy conflicts with the standardization of urban management, which determines the influence of reasonable land sharing management on the development of land sharing economy is far-reaching. After analyzing the characteristics of the land share economy in large, medium and small cities in China at present, the article combines several typical national schemes to manage the land share economy, and provides reference for the effective management of land share activities in China and the promotion of the prosperity and development of land share economy.

Keywords: Groundswell Economic Policy, Features and Differences, Small, medium and large cities in China, Countries around the world.

1. Introduction

The street stall economy is a form of economy formed by obtaining a source of income through stalls. It is a marginal economy in cities and has been a key factor affecting the cityscape, but it has its unique advantages and can alleviate employment pressure to a certain extent in the context of the financial crisis.

On 27 May 2020, the Central Civilisation Office made it clear that street markets and itinerant traders would not be included as part of the assessment of civilised cities in 2020. [1] On the morning of 1 June, Premier Li Keqiang said during a visit to Yantai in Shandong province that the floor stall economy and the small shop economy are an important source of jobs and are the smoke and mirrors of the earth, just like the "It is as vital to China as the "high and mighty".

Hubei province, which was most affected by the epidemic in 2020, is revitalising its consumption, with Yichang and Daye in Hubei trying to liberalise the night market floor stall economy. By the end of May 2020, several cities, including Zhengzhou, Changsha, Xi'an, Dalian and Qingdao, had proposed liberalising their ground-stall economies. [2] As of 4 June 2020, cities such as Jinan, Nanning, Zhengzhou, Nanjing, Chengdu, Hefei, Xiamen, Changchun, Hangzhou, Changsha, Shijiazhuang, Qingdao, Yichang, Huanggang, Deyang, Panzhihua, Guang'an, Nanchong, Ziyang, Suining and Pengzhou, as well as provinces such as Shanghai, Shaanxi, Liaoning, Jiangxi and Gansu, have explicitly encouraged the development of the floor stall economy. [3]

It is estimated that 1.8 billion people worldwide are engaged in different informal economic activities, resulting in an economic value of US\$100,000. The ground-stall economy is not only important for China's economic development, but also has a significant impact on the economies of other countries around the world. Cosmopolitan cities such as London, Tokyo, Rome and New York all have a presence of hawkers.

This paper uses a desktop research approach to explore the differences between the urban stall economy in China and

abroad by comparing the policies of the stall economy in small, medium and large cities in China with those of other countries around the world, in order to draw recommendations for urban stall economy policies.

2. China's Stall Economy

2.1. Characteristics of the Economic Policy of Ground Stalls in Large Cities

2.1.1. There Is A Deeper Contradiction Between the "Freestyle" Development of Ground Stalls and the "Standardized" Management of Cities

Compared with small and medium-sized cities, the management level of big cities is more scientific, refined and intelligent, while the ground stall economy has the essence of small-scale, informal and strong liquidity. Therefore, the contradiction between the development of ground stall economy and urban management in big cities is more profound. For example, urban management insists on restricting the operation of business areas and business hours, and strictly prohibited illegal occupation operation, but this conflicts with the characteristics of strong liquidity of ground stall economy. There are also many snack vendors who throw waste at will, which has seriously affected the construction of urban civilization. In general, more restrictions and freedom in big cities are relatively lower.

2.1.2. With High Standards, High Quality as the Goal of Developing the Local Stall Economy

In the post-epidemic period, compared with other cities that still restore employment and promote local economic development, big cities pursue high-standard and high-quality development of local stall economy. The successful holding of Shanghai Art Market Conference proves that the innovation and upgrading of stall economy in big cities, not only restricts the market to the economic field, but also integrates new elements such as art and culture to improve the quality of stall economy.

2.1.3. More Clear Planning and Policy Innovation for the Land Sharing Economy

Large cities have a more clear plan for the market stall economy, and can change relevant policies in a timely manner along with the changes of the market and national policies. For example, in the Chengdu Action Plan to boost domestic demand (2020-2022), Chengdu has formulated a clear management plan. Some small and medium-sized cities will integrate the method of ground stall management into other industrial policies, and do not propose independent management policies.

The policy adjustment of big cities will be relatively flexible. Changsha, Hunan Province will issue personal entrepreneurship guarantee loan funds, such as "stall owner quick loan", "car stall installment" and other projects, to share the pressure of local stall operators.

2.2. Characteristics of the Economic Policy of Ground Stalls in Medium-sized Cities

2.2.1. The Deployment of Night-Time Economic Clusters and Demonstration Zones, with the "Night-time Economy" Driving the "Floor Stall Economy"

In order to fully implement the requirements of "promoting consumption, increasing vitality, stabilising growth and benefiting people's livelihood" as stated in the "two sessions", medium-sized cities are focusing on various consumption experience activities such as "tourism, shopping, entertainment, food and parking". To promote the organic combination of night-time economy, tourism consumption and cultural consumption, expand the functions of night-time economic clusters, stimulate the development of tourism economy, activate the night-time economy and help the city regain vitality more quickly.

Each county (city, district) and development zone will also have a reasonable layout of one to two "night product, night shopping, night appreciation, night touring, night health" night economy clustering demonstration areas, holding one to three night economy theme activities, and conducting prize selection.

2.2.2. Strengthen the Sampling and Inspection of Food from Ground Stalls and Improve the Ground Stall Consumer Complaint Mechanism

According to data from the China Food and Drug Administration in June 2019, out of 244,000 batches of samples sampled, the pass rate was 97.6%, which indicates that the overall food safety situation in China holds a stable to positive trend. However, there is also a blind spot in China's regulation and sampling - the ground stall economy.

In order to give the public peace of mind in their choice of food from the stalls and to give them peace of mind, Jinan City, Shandong Province, arranges quarterly food safety monitoring and sampling in the stall economy, identifying the key varieties and testing items for sampling based on risk analysis. The city also organises activities such as the "You Point, I Check" campaign, which combines supervision and inspection with on-site inspections, and extended sampling of upstream suppliers and wholesalers if the sample size does not meet the sampling requirements. In addition, the 12315 complaint hotline, consumer complaint channels and complaint process are prominently displayed at the ground stall business premises to supervise the ground stall economic market operators to accept and resolve consumer complaints in the market in the first instance, so as to ensure that the ground stall market is free of counterfeit and shoddy goods,

consumer fraud, bullying and other acts. [4]

2.2.3. No More Blanket Closure of "Roadside Stalls", but Orderly Opening of "Roadside Stalls"

Legal analysis: street stalls, street markets and itinerant traders will no longer be part of the assessment of civilised cities. Temporary street stalls will be allowed in residential areas. Large shopping malls are allowed to occupy roadside promotions. Mobile vendors are allowed to sell and operate in areas such as streets, alleys and around the community. At the same time, we should regulate the operation area, operation order, health and safety, management and enforcement, so that the ground stall economy can develop under the premise of legalisation.

Support small shops with special characteristics to operate "outside stalls" and implement a "minor penalty-free" system to create a stable, fair, transparent and predictable market environment for market players. However, not all hawkers are allowed to set up stalls "at will". At present, stalls have to be set up within a red line area set out by the local government and relevant management departments, led by the street and town departments.

For example, stalls in Hefei are divided into "prohibited areas" and "diversion areas". The areas other than the prohibited areas will be designated by the district governments and the management committees of the development zones and announced to the public, and set up and managed according to the standards, provided that they do not affect the life of the public or the traffic. Zhenjiang City accelerates the development of the ground stall economy, sets up temporary convenience diversion points in a reasonable manner, regulates the setting up of stalls and strengthens the management and service of stalls.

2.3. Characteristics of the Economic Policy of Ground Stalls in Small Cities

2.3.1. For Small Businesses and Hawkers, The Management Department of Small Cities Has Always Adhered to the Method of "Combining Dredging and Blocking"

By strengthening publicity, small businesses and hawkers can accurately understand the central government's policies, and let everyone know where to set up stalls. The urban management department guides small traders and hawkers outside the regulated sites to the regulated areas, and informs them to abide by the standards and requirements of urban management.

The staff of the Urban Management and Law Enforcement Bureau of Zhaojun City stated that in order to reduce the impact of the epidemic and restore the vitality of the market economy, in this year's national civilized city evaluation indicators, it has clearly requested that road-occupying operations, road markets, and mobile vendors should not be listed as civilized city evaluation and assessment. content. However, the country's liberalization of the stall economy does not mean that vendors can freely occupy roads and dump garbage at will. Wan Wei, the squadron leader of the City Appearance Squadron of the County Urban Management Law Enforcement Bureau, said that the County Urban Management Bureau will collect suggestions from the masses, take the initiative to actively promote relevant policies, formulate relevant management measures, and guide businesses to operate in a standardized and orderly manner within the designated area to ensure the appearance of the city. The city appearance and environmental sanitation are in good

order.

2.3.2. Appropriate Policy Support and Assistance to Vendors and Their Uses

The government of Xuchang City, Henan Province not only does not charge local vendors' booth fees, but also provides vendors with a monthly subsidy of 200 yuan. Urban management also often provides enthusiastic help to vendors. "It is our duty to provide family-friendly services to vendors, and to transform from a management-oriented to a service-oriented one," said Deng Jun, deputy leader of the Xuchang City Management and Law Enforcement Detachment, "We must implement the spirit of the central government to promote the street stall economy, and realize the realization of vendors and vendors. They operate in a standardized and orderly manner to promote regional economic development."

In order to implement the central policy, the Xuchang Municipal Government is now in contact and communication with the urban management departments of various districts, and plans to select some half-way roads, vacant spaces, back streets and alleys, etc. as new standard points, so that more small businesses and hawkers have local regulations. operate.

3. The World's Stall Economy

3.1. French Floor Stalls

The street stall economy is an important part of the urban economy in all countries, not only as a solution to the problem of employment for some citizens, but also as a beautiful sight to behold. In France, the "stall" is also ingrained in the hearts of many locals.

In *Le Ventre de Paris*, the famous French writer, mile Zola, once said of Les Halles, the thousand-year-old central market of Paris: "A cart full of food comes from all sides of Paris, and soon the food is on the shelves of all the grocery shops in the city, and then it is on the tables of Parisians, in the food bowls".

To this day, itinerant traders and the 'stall culture' are still an integral part of French daily life. The regular weekly morning market, offering the freshest vegetables and fruit, the Christmas market, a must-see at Christmas time with the aroma of mulled wine and churros, and the diverse flea markets (*Le marché aux puces*).

In the post-epidemic period, French President Macron announced in a televised speech a new regulation on "free open-air stalls". According to *Le Parisien*, the regulation will run for one month from 1 December 2020 until 3 January 2021. All businesses will be able to apply to the Paris police for permission to set up a stall on the pavement in front of their shop or in a car park, provided that there is enough space and that it does not create an obstacle. Traders must also sign an agreement containing a series of commitments to ensure that their stall complies with hygiene regulations, maintains a clean public space, ensures the safety of their customers and does not disturb the peace and quiet of the neighbourhood. This plan is similar to the plan for the expansion of open-air terraces introduced in Paris for the catering sector after the first unblocking.

In France, you can't just set up a stall. It is illegal to set up a stall on the street without applying for a stand and without a permit to operate.

Firstly, if you wish to run your own small business in France legally, you will need to apply for an itinerant trader or itinerant craftsman card, which entitles you to apply for a market stall throughout France. Before you can apply for a

carte d'activité commerciale or artisanale ambulante, you need to register yourself as an individual company (*Entreprise Individuelle*), after which you can apply for a carte d'activité commerciale or artisanale ambulante at the *chambre de commerce et d'industrie* or the *chambre des métiers et de l'artisanat*). It is important to note that students cannot apply for the above-mentioned cards.

Secondly, there is also a very common type of vendor in France: the unlicensed street vendor (*vente à la sauvette*), who sells fruit and souvenirs in high-traffic areas such as metro exits or popular tourist attractions (especially the Eiffel Tower).

Thirdly, you do not need a business licence to sell used goods at flea markets in France as described above. The originator of the second-hand market in Paris is the *Marché aux puces de Saint-Ouen* (*Saint-Ouen Flea Market*). The flea market is divided into two main sections: one side of the market is dominated by groceries and second-hand goods; the other side is dominated by furniture.

3.2. American Floor Stalls

American children have been pushed to the streets by families and schools since childhood, and the community sells chocolate, lavender, homemade lemonade, cookies, etc. To earn pocket money for themselves and to raise donations for the school. 30% of the older generation of rich Americans have experienced the career of small business and hawker. The city government of San Francisco regards street vendors as symbols of the city's vitality and encourages them to set up their stalls legally. The city council passed a bill to simplify the management of mobile vendors, and the proponent of the bill, Assemblyman Dafti, said: "This is to make San Francisco have more compassionate and considerate regulations for mobile vendors. This is a place full of gourmet charm and A city with opportunities to simplify the management of street vendors, especially food vendors, can make this feature better."

For a long time, the New York City government and residents have been more tolerant and supportive of street vendors. Street fairs are considered a successful example of New York's street vendor policy. Every weekend from April 15th to October 15th, the New York City Department will close a section of one or two streets in Manhattan, prohibiting car traffic, and small businesses and hawkers will sign up to set up stalls on the streets. At the same time, the government allocated funds to some literary and artistic groups to stage performances in street markets to attract tourists. Banks, insurance, charity, education and other institutions will also apply for special booths for publicity. In addition to Manhattan, in the four districts of Queens, Brooklyn, Browns, and Stellen Island, there are also NGOs and professional companies that apply to relevant government departments to hold street fairs.

The number and stalls of all legal vendors in New York are planned and set up by government departments. The number of vendors and the establishment of stalls should not only take care of sufficient passenger flow, but also not affect the local traffic and the life of the surrounding residents. Most street vendors operate in compliance with laws and regulations, which not only solve their own survival and development problems, but also contribute to the prosperity and stability of the city; they not only provide cheap goods and convenient services for others, but also maintain the public order and stability of the streets.

3.3. Japanese Floor Stalls

Mobile stalls in Japan originated during the Edo Period and flourished during the dawn years. The early Japanese roadside stalls mostly existed in the form of hawkers carrying poles and peddling along the street, and later a simple storefront model was gradually formed. After the Second World War, Japan's economy fell into chaos. In the severe absence of living supplies, the "闇市" (namely the black market) was extremely active throughout Japan, which led to the Japanese economic recovery. It is the predecessor of today's Japanese flea market. With the development of the economy, the city has quietly disappeared, but the stalls still have an unshakable position in the Japanese economy.

Contemporary Japanese street stall economy mostly exists in the form of mobile vendors, flea markets, street occupation stalls and small stalls in tourist attractions. A more standardized and rigorous management mode appears in the public eye, among which the government mostly adopts the two management methods of legislative management and organizational management.

1. Legislative management: In order to realize the long-term development and prosperity of the Japanese street stall economy, the Japanese government promulgated the laws and regulations such as the Road Traffic Law, the Fire Law and so on to restrain the street vendors. It is clear in section 76 of the Road Traffic Act prohibiting the stacking of obstructions in the road. This indicates that ground stalls are prohibited on the road. If necessary, vendors should get the approval of the police to conduct legal stalls.

2. Organization and management: Across Japan, there are relevant stall management agencies, such as "Japan Free Market Association" in Kansai, and "Renewable Resources Movement Civic Association" in Kanto. Such institutions may be responsible for the time, place and relevant publicity of the stalls to ensure the orderly conduct of the stalls activities.

These two management modes make Japan's flea market, flower fair and other stall management mode famous in the world, and have reference significance for the development direction of the world's stall economy.

4. Differences in the Urban Stall Economy

4.1. Differences on Whether the Ground Stall Economy Needs to Be Licensed

The ground stall economy in large cities in China is more scientifically, finely and intelligently managed, but does not require a permit to operate, as long as illegal encroachment is strictly prohibited in restricted business areas and during business hours.

The management of the stall economy in medium-sized cities in China does not allow all hawkers to set up stalls "at will". At present, stalls must be set up in a bazaar set up scientifically by the local government and relevant management departments, led by the street and town departments, within a red line area, and there are no special requirements for permit holders.

Smaller cities in China do not charge local vendors for their booths and provide them with monthly subsidies.

Foreign cities, on the other hand, basically require permits to operate in their stall economy. For example, in the United States, the barriers to entry are higher and the requirements

for vendors are stricter, and a licence is required, and the vendor has to show his ID and tax card when applying for registration.

4.2. Different Cities Have Different Emphasis on "Releasing" Regulation"

In the management of stall activities, the method of "management" is adopted to make the stall economy develop in an orderly manner while full of vitality. Big cities focus on unleashing the vitality of the street stall economy. Big cities have a strict basis for governance, but this restricts the development of stall economy, gradually narrowed the scope of activity in some big cities in the post-epidemic period, and reduced the contribution that stalls should make to the economy. Therefore, gradually open the "stall economy", reform the management mode innovation, adopt a rigid system of flexible management, will stimulate the enthusiasm of the masses to participate in the stalls. Zhengzhou "about the implementation of people-centered development ideas further for the benefit of the people" make full use of square, park and other public places and idle land, according to the time, location, formats, cost, management principle, set up the market and characteristic flea market, is an effective combination of innovation and pragmatic.

In small and medium-sized cities, mainly with reasonable policy guidance, supplemented by fine management, they are committed to reducing the negative impact of the land distribution economy. Small and medium-sized cities still have problems such as road occupation, fake goods, substandard food safety and dirty, chaotic and poor that affect the appearance of the city. This makes "how to standardize the stall operation" a problem that the government needs to discuss seriously about, and also makes the introduction of relevant policies and standardize institutional law enforcement an unavoidable road in the development of the stall economy in small and medium-sized cities.

Foreign cities with prosperous stall economy have basically achieved the combination of discharge and management, and made the organic combination of stall activities and fine management. Starting from the actual situation of the city, the characteristics of the city are integrated into the stall economy to form a stall culture full of urban charm. Like the Christmas market in Paris, the Rose Bowl Flea Market in California, and the "闇市" in Japan, these flea markets have the unique imprint of their own city.

4.3. Differences on Manage Policies and Benefits

The policies of large and medium-sized cities are more complete and specific. It not only conducts centralized management of mobile vendors through measures such as planning business sites, clarifying operating hours and strengthening hygiene inspections, but also on the basis of ensuring that mobile vendors operate in compliance with laws and regulations, so that they can obtain the "street vendor economy". income". Secondly, for long-term and relatively mature mobile vendors to apply for business licenses for free or at a low cost, making them formalized and providing new growth points for large and medium-sized cities' tax revenue.

However, due to the small scale of small cities and the relative lack of personnel and geographical resources, it is difficult to achieve high-standard economic planning and operation of street stalls. Compared with big cities, the street stall economy in small cities lacks management policies in

terms of planning sites and sanitation management, and the subsidies for mobile vendors are not as strong as those in big cities.

5. Conclusion

After the epidemic, in order to promote employment and restore the economy, it has once again received varying degrees of attention. The economic situation of urban stalls. The characteristics and differences of various aspects of the country to promote the stall economy. The economic management of street stalls to implement major urban policies is very strict, which limits the economic development of street stalls; under the reasonable guidance of small and medium-sized cities, refined management is supplemented. Street stall economic development provides an example.

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