

# International Experience and Enlightenment of the Regularization Development of Stall Economy

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## ABSTRACT

Stall economy can promote the recovery of national economy, relieve the employment pressure of tens of thousands of people, increase people's happiness, and so on. Many benefits brought by stall economy show its important position and function. In fact, stall economy should be a durable product, not a substitute. We should look at it from a long-term perspective, standardize it and develop it. Combined with the practices and policies of many countries on the standardization of street stall economy, this article puts forward the reference methods for the standardization of street stall economy in the future. The country, society and individuals can enjoy the wealth and value brought by stall economy in the future.

## 1. Introduction

Stall economy can always be welcomed and popular by people in a certain period of time. The fast means of earning money, which is characterized by lower threshold of starting a business, lower business risk and lower commodity price, is popular among low-income people<sup>[2]</sup>. In the post-epidemic era, stall economy is an effective activity to restore the economy. Many places in China have made good social impact by using stall economy to alleviate economic development difficulties. The development prospect brought by stall economy makes the United States deeply study the self-driving mobile vendors<sup>[4]</sup>. Legalization of stall economy in Seoul, South Korea<sup>[9]</sup>. Drawing lessons from international experience, how to develop the stall economy in the future is the topic I want to study.

## 2. International Experience

### 2.1 Flexible Management in Chengdu, China

In the post-epidemic era, in March 2020, Chengdu, a city in western China, issued a policy of *five permits and one insistence* (Zhuo L., 2020). On the premise of doing a good job in epidemic prevention and control and sanitation, it allowed temporary occupation of roads and stalls, allowed temporary crossing of street shops, allowed large shopping malls to occupy roads and promote sales, allowed mobile vendors to sell and operate, allowed Internet rental bicycle companies to expand parking areas, and insisted on flexible law enforcement and prudent and inclusive supervision<sup>[1]</sup>. The opening of this policy allows people who have stayed at home for a long time to seize the opportunity to go out to do business. With the implementation of this policy, Chengdu has solved the employment problem of 100,000 people in one month, which has also been publicly praised

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by Premier Li Keqiang of China<sup>[2]</sup>. After the Chengdu policy achieved good results, Guangzhou, Dalian, Chongqing, and other places loosened their policies to spread the economy. The epidemic situation in China is gradually developing towards a better living condition. To release economic vitality and stimulate consumption, all parts of China have further promoted the stall economy to promote standardized development considering the current actual situation.

To promote the development of stall economy, many places have made flexible strategic changes. A few months later, Chengdu implemented an upgraded version of the *Five Permits and One Persistence* policy. Alibaba releases economic assistance plan for street vendors. JD.COM organized a quality supply of over 50 billion yuan to help small stores and expand online operations<sup>[11]</sup>. Necessary subsidy zone for online stalls in Pinduoduo. The Central Civilization Office also claimed that it had decided not to list the occupation of roads, street markets and mobile traders as the evaluation contents of civilized cities<sup>[3]</sup>. This move makes the stall economy develop rapidly, and more and more cities join it. People's cooperation and support for the new policy make the stall economy more and more popular. Stall economy not only solves the employment problem of many people and alleviates the poverty of some people, but also adds fireworks to the city and improves people's happiness in life. Of course, under the implementation of stall economy, we should also ensure the good appearance of city appearance and sanitation environment.

## 2.2 The Sales Future of American Autonomous Driving

With the continuous progress of science and technology, the rapid development of automatic driving technology has joined the street stall economy. Junyu Cao and Wei Qi (October 15, 2020) have provided theories and opinions on how to expand the stall economic scale by using automatic wheeled vending booths. They infer that two pairs of dependence and influence relationships (the size of service area and the walking distance between customers and stalls) are crucial to the challenges of sales operation<sup>[4]</sup>. The mobility of the booth has attracted customers, and the flexible operation has improved the service quality. However, customers wait for time and relocate the booth in the hope that there will be a convincing solution in the future.

## 2.3 Road Culture in South Korea

In South Korea, street stalls are called road culture. In general, South Korea implements regional management to standardize street stalls. The first category is absolutely prohibited areas, the second category is relatively static

areas, and the third category is guiding areas. In 2019, street vendors in Seoul can operate legally under certain conditions<sup>[9]</sup>. Many stall owners transform small trucks into packaged wagons, selling all kinds of sushi daily necessities, clothing and so on. South Korea has also set up a small greedy owners' association to control the street vendors' economy and solve some street vendors' problems at the same time. The stall owners also spontaneously set up the National Federation of stall owners and set up their own websites to exchange experiences with each other<sup>[10]</sup>. In South Korea, not only the government is encouraging the stall economy, but also vendors are making efforts to develop the stall economy.

## 3. Enlightenment

### 3.1 The Opening Degree of the Stall Economy should be Big or Small

Without affecting the city order, we should use the flexibility of stall economy to manage the formal business premises in different places at different times and encourage vendors to sell their products in a diversified way. The government should relax access to stall economy, but everything should develop within a reasonable standard<sup>[7]</sup>. Change people's previous views on the mess of spreading the economy, and strictly abide by local regulations on environmental sanitation, avoiding occupying blind roads, and using gas correctly and safely.

### 3.2 Sustainable Development of Stall Economy

Stall economy should not be an expedient measure to alleviate economic development during the epidemic<sup>[8]</sup>. In the future, the trend of sustainable development of stall economy will become normalized and regularized. Although social classes exist, it does not mean that there is no poverty in high-rise buildings except refugee areas. Stall economy has solved the problem of subsistence and self-reliance of low-income groups and alleviated the poverty of some people. The stall economy promotes the recovery of the economic market in a short time, but after a long time, how to keep the stall economy hot remains to be studied. Professor Huang expressed that for migrant women, the flexibility of stall economy enables them to balance their job demands while taking care of their families and children<sup>[5]</sup>. Therefore, the sustainable development of stall economy needs a long-term plan to implement.

### 3.3 The National Government Needs to Unify the Standard Stall Economy

Establish a unified industry standard, register, and

supervise stall owners, establish a self-service platform for city stall registration application, and provide free stall management qualification after obtaining approval. For example, the issue of payment and time for the use of stalls. The fees paid should satisfy the stall owners and the government. The time used by the booth should not interfere with traffic and people's travel. For the prescribed standards, the government encourages stall owners to formulate relevant codes of conduct through stall associations<sup>[6]</sup>. The stall trade association is not only a platform for stall owners to exchange professional business knowledge. As an organization, this association protects the rights and interests of stall owners and provides consumers with complaint channels. It is also the representative of effective communication with the government to stall economic suggestions<sup>[12]</sup>. This can not only standardize the business threshold, but also help urban management and market departments to manage and make the stall economy intelligent and gridded.

### 3.4 Street Stall Economy as a Special Urban Culture

As a special street culture, stall economy narrows the distance between people. Stall economy is not only a business gathering, but also provides a new channel for citizens to have leisure and entertainment. The articles placed on the stalls usually reflect the local customs and can make citizens and tourists feel the special local flavor in living areas, downtown areas, and tourist attractions<sup>[12]</sup>. Compared with online shopping, people have feelings, and street stalls often express people's sense of reality when talking face to face. The close relationship between people is conducive to understanding and tolerance, and makes the whole society become friendly slowly.

### 3.5 Using Science and Technology to Promote the Diversified Development of Stall Economy

The United States combines autonomous driving with stall economy to form mobile stalls<sup>[4]</sup>. Many stalls in China support electronic payment, electronically monitor stall management and so on, and use technology to promote the diversified development of stall economy. Electronic payment allows consumers to track and check every disputed transaction and stall owners can better understand the individual needs of consumers. Mastering the specific situation of stall owners through big data is conducive to better solving problems such as taxation, consumer disputes and quality standards. Through scientific management of big data, service and supervision of stall owners can promote the standardization of stall

economy. Then further protect the legitimate rights and interests of consumers and create a harmonious business atmosphere<sup>[8]</sup>. Scientific and effective use of the convenience brought by science and technology, stall economy can be civilian or intelligent, and maximize the economic and social value of stall.

## 4. Conclusions

Through the different ways of coping with street stall economy in China, the United States and South Korea, the value of street stall economy plays an important role in a country's economic development. It is impossible to standardize the development of stall economy only by banning it. Through reasonable means and scientific guidance, stall operators and city managers can reach a consensus, so that stall economy can develop stably, harmoniously, and healthily, and then promote economic vitality. On the other hand, the booth economy is closely related to people's daily life. With the development of booth economy, the country has increased its GDP, and the society has become more and more warm because of its development. People can get happiness because its development increases income and promotes consumption. To sum up, I think the development of the standardization of street stall economy can be realized one day in the future.

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