

Innovative Management of Stall Economy in China Community

Junxuan Gu^{1, a*, †}, Wanyi Huang^{2, b, †}, Ke Liu^{3, c, †}

¹School of Sociology, Soochow University, Suzhou, Jiangsu 215000, China

²School of psychology, South China Normal University, Guangzhou, Guangdong 510000, China

³School of Sociology, Soochow University, Suzhou, Jiangsu 215000, China

^a2765707339@qq.com, ^b1660806164@qq.com, ^c1981156793@qq.com

†These authors contributed equally

Abstract. People were quarantined at home during the outbreak of Covid-19. Not only has the economy been hit hard, but communication among communities has also been blocked. The market stall arises when it can help recover the economy with low cost and considerable profit. However, challenges of stall governance exist in the community. Therefore, this paper aims to explore how the innovative management of the stall economy can stimulate the local economy and communication among the community in the epidemic. Based on previous studies and practical situations, this paper puts forward some suggestions for integrating the local economy with community management.

Keywords: Stall economy, Community management, Public space, Epidemic Situation, Chinese community.

1. Introduction

Street stalls are itinerant vendors that usually sell food, clothing, ornaments, daily necessities by the side streets with no fixed shops. The threshold to start a stall business is low because of its small scale, low cost, and flexible time and space. Stall economy provides a platform to promote and exchange self-produced goods. Allowing residents to set up stalls at appropriate times and locations is an important measure to implement the "six stability" (i.e., employment, financial operations, foreign trade, foreign investment, domestic investment, and expectations) and "six priorities" (i.g. job, basic living needs, operations of market entities, food, and energy security, stable industrial and supply chains, and the normal functioning of primary-level governments) of the Communist Party of China Central Committee. On May 28, 2020, after the third session of the 13th National People's Congress, Premier Li Keqiang praised some cities for taking the lead in loosening the "stall economy". Promoting the healthy development of the "stall economy" conforms to the requirements of normalized epidemic prevention and control, meets the public's diversified needs, and increases the number of jobs. It brings new vitality to the people's livelihood, employment, consumption, and economic recovery. It is an effective means to do a good job in the "six stabilities" work and implement the "six priorities" task. It provides experience and enlightenment for us in stabilizing employment and protecting people's livelihood [1].

Stall economy boosts the interaction of community as people recover from Covid-19. When residents quarantine themselves, the interaction of community and social economic vitality decreased. Unlike many closed shops with cash shortages, street stalls survive relying on the local economy, a mode of operation and consumption with relatively low operating costs and selling prices. Some areas of China have opened up such a similar economic model in the past. For example, Urumqi has made a beneficial attempt in the management of small traders. The city attaches great importance to the existence of small traders and has received good economic benefits. As a result, the number of self-employed households in Urumqi increased at that time under the background of the decline of the number of self-employed households in the whole country. The number of individual households reached 65600, and the number of employees reached 124000. In 2006, Urumqi's annual GDP was 57.1 billion yuan, of which the added value of the tertiary industry was 33.4 billion yuan, accounting

for 59% [2]. The stall market creates the space for social communication and activities, which will lead to more united and harmonious communities.

However, stall economy does not achieve proper management with the concerns of dirty and messy environment it may cause, the quality of goods and economic crimes [3]. Other problems arise, such as irregular distribution, unstable fluidity, and lack of unified evaluation standards [4]. These problems make it difficult for the grassroots community to govern.

More importantly, Chinese domestic research does not emphasize the relations between stall economy and interaction among communities. Instead, most of them focus on how the stall economy expands the surge in employment and investigating macro-economic policy. The viewpoints include: (1) The basis of the stall economy depends on people's benefits, symbolizing and promoting openness and ideological emancipation. (2) Stall economy has an impact on the adjustment of local fiscal policy. All regions adhere to the use of traditional fiscal policy in the short term to maintain the smooth operation of the economy and society. Meanwhile, they need to be more flexible to promote sustainable economic development in the long term. (3) All regional governance should reflect the willingness to assume responsibility and be based on an urban policy with a forward-looking vision. At the same time, these studies do not reveal the stalled economy's historical and cultural significance on the community and the public. They also fail to fully link it to the post-epidemic background and the long-term existence.

Stall economy increases the daily interaction among community residents, expands the scope and direction of community public space, and strengthens the community's sense of belonging and interpersonal trust. Meanwhile, the power of public opinion shaped by public communication also makes society more harmonious and stable. As Jacobs mentioned, Public space should be a social platform for integrating strangers and multiculturalism [5].

The community interaction represented by the stall economy began to be active again, which utilized and expanded the community public space more effectively and strengthened the interaction and communication among residents. The Chinese scholar Fang Yaqin pointed out that residents' daily interaction is the main source of social capital in the community, which helps to form an informal neighborhood network, special reciprocity, interpersonal trust, and a sense of belonging in the community [6]. The community needs to strengthen the interaction of residents to alleviate the social trauma caused by the epidemic.

Social interaction is always based on a specific space, and residents' sharing the same physical space is a prerequisite for neighborhood interaction. As a booster, the stall economy increases the possibility of residents' daily interaction. The nature and structure of public space affect the frequency and nature of residents' participation and social interaction. A rich and reasonably distributed community public space is conducive to reconstructing governance mechanisms at the grassroots level, optimizing public services, resolving conflicts and contradictions, and cultivating public spirit. Space thus becomes an essential external condition for neighborhood interaction and community governance [7].

The enhancement of communication and interaction among residents also greatly displays public opinion's power shaped by public communication. Face-to-face communication and interaction can promote a sense of belonging and interpersonal trust in the community and harmonize the social atmosphere. Habermas believes that the power of public opinion formed through public communication is an indispensable part of promoting social harmony and can facilitate the sound development of state power and the health and stability of society [8].

These consequences haven't been refined into specific operational measures as the influence of stall economy on the community has not yet been fully investigated as well as the social significance. Therefore, this article explores the modern meaning of stall economy, which mainly refers to the unique significance of stall economy under the epidemic situation and how to use it to revitalize the community.

2. Challenges

There are three main challenges in the development of the local economy in the community.

2.1. Messy Allocation

Lack of unified management results in a disordered scattering of street vendors. It undermines the city's appearance and overruns the public space, causing traffic jams and inconvenience in the community. For example, without strict security measures, some vendors bring gas tanks and lighting equipment that can easily cause fires and threaten public safety. People then are less willing to go to public spaces, which arouses safety concerns and hinders residents' gathering. At the same time, scattered distribution of street stalls restricts the consumption environment

2.2. Loose supervision, fake and substandard product

Due to the low threshold and lack of supervision, the quality of products cannot be guaranteed. The increase of counterfeit and shoddy products in the community spoils the happiness of the community, leading to increasing quarrels between vendors and residents, which are not conducive to creating a harmonious community. The growth of children in the community will also be adversely affected. Children may think that it is correct to gain profits through cheating, which encourages them to be dishonest.

2.3. Environment Pollution

The waste materials generated by street vendors are often disposed of on the spot, which pollutes the community's public space environment. Food stalls usually leave grease stains, packaging boxes, disposable tableware, etc., on the floor. This rubbish can make the streets of the community smelly and messy. The noise of night market vendors, such as the speakers' noise used to play music to attract customers, will also disrupt the quietness and affect the residents' rest. This turns the community into a noisy and boring nightclub, causing serious noise pollution. Cooking food at stalls, especially fried food, will produce a lot of oily smoke. The smoke pervades everywhere, polluting the air. Some residents are even affected by oil fume at home. People's living environment has thus become worse. Residents will complain more about the vendors and even the community managers.

2.4. Community unity after isolation

With the development of the epidemic, long-term home isolation alienates people from each other and makes the community less cohesive. Wirth pointed out that the essence of urban life is heterogeneity, and heterogeneity means that social cohesion based on the formation of groups of homogeneous individuals decreases and leads to alienation of interpersonal relationships and weakening of social control, which will shake or even destroy the existence basis of urban communities [9]. This phenomenon is especially obvious after the epidemic.

3. Suggestions

3.1. Formulate classification management and operational mode of local distribution

Ground sale classification management policy needs to be established. To be specific, quantitative indicators should be formulated to qualify the street stalls, and a strict supervision mechanism should be established to examine different types of ground stall sales. For example, in addition to the business certificate, the vendors should provide hygiene certificates for food and beverage goods.

Second, according to the service characteristics of the facility, the spatial layout pattern should be determined. With the post-epidemic era coming, we should consider the local economy from current consumption upgrading and new business technology. How to free the layout from the "fixed" and "supporting" thinking to cater to the mobility of local stalls is an issue that needs to be considered in the planning process to create greater safe economic benefits while meeting the needs of the

grassroots. For example, the proposed ground stall small program scans the code at the market entrance and selects stalls or shopping through the small program. Users who choose to set up a stall can click on specific buttons on the map to register the stall. In addition to personal information and commodity information, Alipay and WeChat also need to be authorized for payment. Apart from the function of managing stalls, another main purpose of the program is to remind people to stay away from crowded places. So the program's main interface shows people the number of people near the current stall by color. In addition to telling the current crowd information of the stall, users can directly click on the merchant that supports online shopping to place an order. Click on the merchant system in the dark area, and it will prompt that the current area is crowded and suggest placing an order in advance and then picking it up by yourself to minimize your stay in the crowded area.

3.2. Rationally plan the space and time layout of the local stalls in the community

The government should set up a certain period that allows stalls to operate, register the vendors' information, and demarcate the area in the community public space for the vendors to carry out business activities, putting other stalls of the same kind together. This helps to make full use of the community public space and enriches the functions of the community public space. What's more, it helps to form economies of scale and improve residents' shopping experience, thus stimulating the growth of local turnover and fostering the community new life leisure and consumption center. It also provides more job opportunities for the unemployed, thus reducing the crime rate.

Regional management

To make effective regional planning for the economic development of street stalls, urban planning departments of various regions can, according to different urban areas' characteristics, set up special zones in places with convenient transportation and easy access and leave them for various street stalls and hawkers. It is convenient for management and conducive to the generation of economic benefits, in line with the original intention of supporting the local economy. When scale effect is formed, small traders will unconsciously accumulate in this area, forming an area with urban characteristics, which can also alleviate urban management pressure. Local governments should take measures according to local conditions, combine various factors such as urban consumer culture, geographical environment, and urban history, manage and plan the local economy's business sites through market means, and integrate the local economy into the city through upper-level planning and design.

Time-sharing management

Areas with a large flow of people are often with convenient transportation. To make traffic run smoothly, time-sharing management is very necessary. This can reduce the conflict between urban management and vendors and better reflect the strict city management, making the street stall economy a real booster to urban development.

Hold "Street Stall Cultural Festival"

The community can actively organize the vendors in the community to hold the "Street Stall Culture Festival" in the community life square or other public activity spaces. By doing so, the vendors can display their cheap but quality goods. At the same time, it is accompanied by some artistic performances to attract more community residents to the street stalls. While improving the enthusiasm of stall owners, it meanwhile promotes consumption in the community. With the economies of scale generated by the activities, the popularity of the public activity space is increased, and the community life square's social nature is improved, reflecting the lively atmosphere of community public space and enhancing the sense of belonging and well-being of residents.

3.3. Carry out community activities related to the local economy

Strengthen the social attribute of public space

Community residents should be encouraged to visit street stalls together. Community workers are supposed to take the initiative to guide residents to participate in the Street Stall Culture Festival activities held by the community. Residents are encouraged to visit night markets and street stalls. Ample facilities for rest and entertainment are set around the stalls, organically combining the stalls

and leisure space. It is convenient for residents to have other social activities after going to the stalls. When the community holds the booth exhibition, its social attribute should be emphasized. For example, you can negotiate with the booth owners to get some coupons for the residents who come together. Residents are encouraged to participate in group games at the venue to earn points and redeem prizes. In this way, we can activate community public space's vitality and promote interaction and communication among neighbors.

Carry forward the traditional "stall culture"

Exhibitions that show the historical development of the street economy and activities to publicize it should be organized in the community. The management and publicity work of a three-dimensional local stall economy enriches the function of community public space. In the community life square, the historical materials related to the ancient stalls, poetry, documents, and so on can be displayed. The activity to collect photos of the community night market can be launched, displaying excellent photography works, etc. It mainly reflects the community's lively atmosphere so that residents can feel the happiness of life in the exhibition. Similar activities can bring residents out of their homes and guide them to the community activity center to enjoy the exhibition.

Involve "ground vendors" into community life

Street stalls are usually run by people from lower social classes or other places. Their sense of community is not so strong, and they're not so sensitive to community activities. Take the stall owners in central Shanghai as an example. The stall-runners in this area are mainly between 30 and 60 years old, and most of them are from Jiangsu, Henan, and Anhui. As migrants, they lack the support of relatives and friends around, having much lower enthusiasm for community activities than residents with certain social relations in the local community. Taking this as an opportunity to involve them, the community ought to organize the stall runners and dwellers inside the community together, establish community stall owners' federation, and so on, promoting the communication among vendors within the community and the formation of social networks for special groups. The community shall cooperate with relevant local departments to offer training on street stall operation, stall culture, road civilization, community public space utilization, and other aspects for vendors in the community, improving the stall owners' management level and quality. The communication platform between the community residents' committee and the stall owners' federation should be established to allow the residents in the community to put forward their own demands to the stall owners so that the stall owners can understand the residents' consumption tendency, also let it's in the course of business, and accept the supervision of residents, standardizing its way of business. By doing so, the autonomous and collaborative management mechanism of community public space will be gradually formed, and the operation mode with both the residents' participation and stall owners' autonomy will be realized.

4. Conclusion

The purpose of this study is to explore how to utilize the influence of the street economy on community governance through innovative management. We identify the challenges are the lack of unified management results in a disorder allocation of street vendors, losing supervision, fake and substandard products, and environmental pollution.

We suggested that fine classification management and the local distribution operation mode should be set up to solve these problems. Simultaneously, the spatial and temporal layout of local stalls in the community should be reasonably planned. The most important is using a properly managed local economy for community activities related to the local economy.

The recommendation provides insights into the supervision system of street vendors in the community. It helps arrange the social layout and solve the corresponding traffic problems and environmental problems. It also utilizes the physical space and cultivates a harmonious atmosphere, strengthens the communication and connection between neighbors, and enhances community belonging and integration.

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