

# *Research on the Management of Street Stall Economy during the Regular Epidemic Prevention and Control*

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**Abstract:** This study uses literature research method, comparative research method and qualitative analysis method, from the perspective of economics, with the background of Linyi City's normalized epidemic prevention and control period, to collect and analyze the urban areas of Linyi City before and after the normalized epidemic prevention and control. The relevant data on the economic management of street stalls sorted out three problems in the economic management of street stalls during the period of normalized epidemic prevention and control: high management costs and low returns; low level of third-party management; and lack of support from the masses. Conclusion is to improve government management, standard third-party institutions, and strengthen publicity and guidance to provide countermeasures and suggestions to improve the effectiveness of the economic management of street stalls in Linyi City during the period of normalized epidemic prevention and control. Urban management under other public health crisis conditions has certain reference value.

## 1. Introduction

With the emergence of Corona Virus Disease 2019 (COVID-19), the world's epidemic is spreading rapidly, and the current economic situation continues to decline. After more than two years, the number of people infected by the new round of epidemic in Shanghai has reached 500,000. The occurrence, development, and spread of this wave of epidemics are fast, powerful, and hidden, which has brought huge impact to the national epidemic prevention and control difficulty. It is precisely because of the characteristics of the Omicron mutant strain itself that the positive infection occurred in an occult transmission within a certain range, and then spread rapidly through wholesale markets, vegetable markets, collective units and other crowd gathering places, until within a short period of time. It further triggered widespread dissemination in the community.

The normalized prevention and control of the epidemic for more than two years has seriously affected the economy of our country. Many enterprises are facing the risk of bankruptcy, and the number of unemployed people is also increasing sharply. The employment situation is severe, and the pressure on funds has increased sharply. However, the street stall economy, characterized by low start-up costs, low risk of failure, and low commodity prices, has gradually entered people's field of vision. As Premier Li Keqiang inspected Yantai, Shandong Province, he pointed out that "the street stall economy and the small store economy are important sources of jobs and are the world's best.

Pyrotechnics, like "Gaodashang", are the vitality of China", the street stall economy, which wanders in the legal gray area, and the economic form in the corner of the city has jumped from the corner of social life to the center of the social stage. In the face of normalization During the period of epidemic prevention and control and the fiery economic situation of street stalls, how to manage the street stall economy scientifically, rationally and effectively is asking the heart of every city manager<sup>[1]</sup>.

Linyi, known as Langya and Yizhou in ancient times, is a prefecture-level city under the jurisdiction of Shandong Province. It is a central city in southeastern Shandong approved by the State Council, a modern industrial and trade city with waterfront characteristics, and a commercial and logistics center. It is an important commodity grain base in Shandong Province. Linyi was awarded the first batch of national logistics hubs, China's logistics capital, China's food capital, China's top ten ecological and livable model cities, China's top ten cities with the most investment value, the world's water skiing city, the United Nations green industry platform and national civilization City and so on. As of 2021, the city has jurisdiction over 3 districts and 9 counties, with a total area of 17,191.2 square kilometers. According to the seventh census data, the resident population of Linyi City is 11,018,365. Affected by the epidemic, the economy of Linyi City, which is civilized in logistics and trade, has been severely affected. The number of businesses has increased, and physical stores are on the verge of closing or going bankrupt. Many people have invested in the street stall economy in order to reduce transaction costs.

The street stall economy is a product of the development of human history to a certain stage. "Urban and rural markets all have a long term, and when the time comes, it will come from far and near, and the sun will recede" is a common scene of the market. The street stall economy, in theory, refers to a special economic form that obtains income sources by setting up street stalls. It has the characteristics of low threshold, low cost, and freedom of operation. In recent years, as my country's economic growth rate has slowed down significantly, especially under the special background of the outbreak of the global new crown epidemic in 2020, employment pressure has increased. In order to restore the economy quickly, various places have loosened the control on the street stall economy, and the street stall economy has become active again in people's sight. Especially in the context of normalized prevention and control of the epidemic, the existence and development of the urban street stall economy is necessary. It not only has a positive role in promoting socialist economic construction, but also has a certain negative impact. Therefore, we must correctly understand and Grasp the dual role of the street stall economy, use its strengths and avoid its weaknesses.

## **2. Research status and development trends at home and abroad**

### **2.1 Research Status and Development Trends Abroad**

#### **2.1.1 Urban development and street stall economy**

Robertson Kent (Robertson Kent, A. 1991)'s point of view is that some streets in the city need to be transformed and upgraded. They should be planned as pedestrian shopping streets to meet the business needs of street stall operators and to shorten the distance between street stall operators and consumers in between. Onyebueke (Victor U. Onyebueke 2001)'s point of view is that urban planning and policy formulation need to pay attention to the needs of the urban bottom-level people, and in terms of space to meet the commercial needs of the street stall economy, the city needs to coordinate development and take into account the street stall economy. The survival and development needs of the survivors. Geetam Tiwari (Geetam Tiwari 2002) pointed out that the practitioners of the street stall economy need bustling and lively places to operate, and bustling and lively places are very rare in cities, which leads to conflicts in business places, so it is necessary to

Formulate relevant policies and measures to make various functions of the city coordinate and develop together<sup>[2]</sup>.

### **2.1.2 Urban planning and street stall economy**

Omuta Gideon (E.D. Omuta Gideon.1986) put forward the view that the contradiction between the street stall economy and the urban environment is mainly due to the imbalance of population distribution in the city, and the mismatch between spatial planning and population distribution. Perera and Amin (L. A. S.R. Perera, A. T. M. N. Amin 1996) stated that the contradiction between the street-stall economy and the urban environment is mainly caused by the lack of business premises and supporting facilities. They all believe that the contradiction between the street-stall economy and the urban environment is not an inherent negative externality of the street-stall economy, but mostly caused by unreasonable urban planning. Therefore, in order to resolve the contradiction between the street stall economy and the urban environment, the key point is that urban planning should leave room for the survival and development of the street stall economy, match the corresponding supporting facilities, and create a stable business environment for the street stall economy practitioners , so as to encourage the employees of the street stall economy to consciously and actively abide by the rules and regulations related to the city appearance and environment.

### **2.1.3 Economic management of street stalls**

Allen Feucht and Loukaitou-Sideris (Renia Ehrenfeucht & Anastasia Loukaitou-Sideris 2005) point of view is that the self-government organization of the street-stall economy industry can effectively improve the operating efficiency, and at the same time, there are representatives of the industry organization. In the process of communication and negotiation between departmental organizations, the legitimate rights and interests of the employees of the street stall economy can be better protected, and a better external environment can be obtained for the survival and development of the street stall economy. According to research by Petronella W.K. Muraya (2006), the conflict between the street stall economy and the city's urban environment requires government management departments to take measures to strictly control it developmental problems. The key to solving this problem is that government departments need to guide street stall economy practitioners to form self-governing industry organizations, let the street stall economy industry self-government organizations participate in the government's decision-making related to the street stall economy, and give full play to the internal management and restraint role of self-governing organizations.

At the same time, in order to strengthen the self-governing role of the street-stall economy industry self-government organization on internal causes, government departments can adopt the form of authorization to enable the industry self-government organization to provide relevant services to members. In *Street vendors and cities* (2016), Sally Roeber and Caroline Skinner took a participatory approach to their investigation and found that street vendors face challenges in their day-to-day operations even when licensed, and explored Organizational models and policy approaches in Ahmedabad and Lima, Peru, where collective action among suppliers resulted in more innovative policy approaches. The authors argue for legislative reform, greater transparency in the implementation of laws and regulations, combined with political will to challenge the appropriation of strategic urban spaces by more powerful interest groups.

## 2.2 Domestic Research Status and Development Trends

### 2.2.1 Problems in the street stall economy

Tao Yongli et al. (2011) concluded that setting up street stalls is the easiest way for most unemployed and college students to support themselves. However, this "road economy" has been hovering in the gray area of the law for a long time, and conflicts frequently occur between street stall operators and urban management and law enforcement departments. How to solve the contradiction between the street stall economy and urban development is a problem that the 17th National Congress of China specified that the government should give priority to. Recognizing the economic form of the street stall economy in law can provide guidance for street stall operations that meet the requirements of the law and urban management, and help this group of people resolve the difficulties of survival and life.

Wang Siyao (2021) based on the new public management theory and super-large social governance theory, etc., starting from the economic situation of Taiyuan City in the post-epidemic period and the policy of stimulating market vitality, comprehensively carried out three representative shopping gatherings of street stalls in different urban areas of Taiyuan City Regional investigation and research, collecting field interviews and questionnaire survey data, summarizing and sorting out, and elaborated on the current situation of street stall economic governance and the work experience of relevant departments. It is proposed to combine the city's own development orientation to build a public governance system of "government department planning services, social groups standard supervision, professional companies' overall operation, and individual subjects consciously and self-disciplined".

### 2.2.2 Street stall economy and urban governance

Gong Yu (2012) found through research that many countries and regions are currently facing a common problem, that is, the mismatch between the rapid development of cities and the growing needs of citizens and the speed of urban management improvement. The large and medium-sized cities in the front are particularly obvious, so there is a modern urban management concept of synchronizing construction and management and emphasizing management. By analyzing the types, characteristics, influences, and changes in management methods of non-standard stalls, the theoretical basis includes public control theory, etc., and the author combines practical work experience with foreign excellent management experience, and finally concludes that the economic governance of stalls is based on the combination of dredging and blocking, Grooming is the priority conclusion.

Zheng Luwei (2021) took the period of normalized epidemic prevention and control as the background, from the perspective of urban management departments, and took the street stall economy within the urban area of Yueqing City as an example, collected and analyzed the number of cases and fines in the governance of street stall economy before and after the normalization of epidemic prevention and control Relevant data in other aspects, and provide countermeasures from the three aspects of improving government management, regulating third-party institutions, and strengthening publicity and guidance<sup>[3]</sup>.

### 2.2.3 Absence of urban management laws

Zhang Mei (2014) researched on the adverse effects of the absence of laws on urban management, pointing out that there is currently a lack of national or provincial unified laws and regulations to regulate and restrict urban management and law enforcement, which has also resulted in urban management and law enforcement power. Responsibilities are not clear, and there is often a

situation of mutual shirk responsibility when there are overlapping responsibilities with other departments. The article fully combines the subject of law enforcement, the boundary of power and responsibility, and the framework of the departmental system, and finally concludes that optimizing the law enforcement of urban management must improve the formulation of laws and regulations. Han Mengjie (2021) focused on the legal regulation path of my country's street stall economy under the background of the new crown epidemic, and discussed the current legal dilemmas faced by my country's street stall economy, including specific issues such as imperfect legal system, imperfect legal content, and unclear legal status. It shows the importance of perfecting the legal regulation measures of the street stall economy.

#### **2.2.4 Positive and negative effects of street stall economy**

The debate on the two sides of the street stall economy has always existed. Zhu Bin (2012) mentioned in the article "Helping People's Livelihood and Promoting Harmony Cannot Ignore the Street Stall Economy" that the street stall economy has four advantages: (1) the street stall economy breeds entrepreneurs; (2) the street stall economy is beneficial to solving employment and maintaining social stability Positive effect; (3) The street stall economy has brought life to the city; (4) The street stall economy is a beneficial supplement to the consumption level of the city. Chen Zhijia, Cao Ling, and Wang Lun (2020) believe that the recovery of the street stall economy after the epidemic can further improve the country's economic system, accelerate the speed of urbanization, and promote the stable development of the overall economy. Zhang Suqin (2020) pointed out that because the selection of stall location and time is guided by the flow of people, traffic congestion at a certain location and time is caused; due to the cultural quality of stall owners, garbage pollution affects the appearance of the city. Moreover, the quality of goods cannot be guaranteed, which may affect the normal order of market operation to a certain extent.

To sum up, the research on urban management and street stall economy in foreign countries is relatively early, but there are relatively few relevant documents. This probably just reflects that the conflict between urban management and street stall economy in foreign countries is not as intense as it is in China. Few scholars, whether in developed or developing countries, believe that it is necessary to carry out in-depth research on such conflicts. In the current post-epidemic era, the urgent need for economic stimulus at the government level and the growing demand of the people to increase income, as well as the economic difficulties caused by the epidemic, need to give due care and hope to the masses at the bottom. For these requirements, it is said that the previous academic research has not been able to achieve a good fit, leaving enough room for exploration and research for future generations. At the same time, from the perspective of the competent urban management department, this is not only a problem between the street stall economy and urban management, but also a problem between people's livelihood and urban management. The delicate balance between the seemingly contradictory two is tantamount to a big test for the management department<sup>[4]</sup>.

Although the domestic and foreign research on the street stall economy has been fruitful and fruitful, there are few research results based on special periods such as the epidemic. At present, my country has made good progress in the prevention and control of the new crown pneumonia epidemic at this stage, and is in a normalized epidemic situation. During the special critical period of prevention and control, the street stall economy and its management during this period have particularities different from those in the past. They play a decisive role in the overall epidemic prevention and control of our country and the harmonious development of the whole society. It is closely related to urban management. The various problems that exist between the two are unavoidable and must be properly dealt with as soon as possible. How to properly deal with the problems between the street stall economy and urban management during the period of normalized

epidemic prevention and control has become a task worthy of in-depth research.

### **3. Exploring and analyzing the relationship between normalized epidemic prevention and control and street stall economy**

#### **3.1 The connotation of normalized epidemic prevention and control**

The new type of coronavirus pneumonia is a highly contagious virus that appeared at the end of 2019 and spread widely around the world. It is almost unrealistic to end the domestic epidemic prevention work in a short period of time, but through the arduous struggle of the whole country from top to bottom, the epidemic prevention and control work has changed from a state of emergency to a normal state. From a practical point of view, normalization refers to the unity of the whole country, the State Council and local governments at all levels, the opinions of professional institutions such as disease control departments as the criterion, and the long-term and stable nature of epidemic prevention and control work. The characteristics and trends of epidemic prevention and control measures used in some emergency situations need to be transformed and upgraded to long-term sustainable epidemic prevention and control measures.

The epidemic prevention and control has entered the "protracted war" stage. The whole country must pay close attention to the normalized epidemic prevention and control work, thoroughly implement the overall epidemic prevention and control policy of "external defense import, internal defense rebound", resolutely achieve early detection and early treatment, and integrate accurate management and Control is implemented throughout the entire process, and efforts are made to safeguard people's lives and health as well as economic and social order<sup>[5]</sup>.

#### **3.2 The role of street stall economy in the period of normalized epidemic prevention and control**

In the context of normalized epidemic prevention and control, the street stall economy has a unique and important role in promoting social and economic development compared with the past, mainly reflected in the following aspects: 1) It is conducive to normalized epidemic prevention and control. 2) Initiate consumption and enhance economic vitality. 3) Expand employment and ease employment pressure. 4) Increase the income of families with economic difficulties and stabilize social development. This study will conduct research and analysis based on the normalization of epidemic prevention and control in Linyi City's street stall economy.

#### **3.3 Problems and causes and existing problems in the economic management of street stalls**

During the epidemic prevention and control period, the urban area of Linyi City has achieved certain results in the management of the street stall economy, and the negative impact of the street stall economy has been controlled to a certain extent. There are still problems in the management of the government, such as high cost of government management, low efficiency, low management level, and lack of support from the masses, and the deep-seated reasons behind the problems are explored. The questionnaire survey method was used to conduct interviews with street stall owners and management entities during the epidemic prevention and control period, and collected problems in the economic management of street stalls from the perspective of owners and managers. Lay the foundation for accurately improving the management effectiveness of the street stall economy.

## **4. Countermeasures and suggestions**

According to the latest normalized epidemic prevention and control policy, and based on the problems and reasons existing in the management of the street stall economy in Linyi City, it is recommended to improve the management efficiency of the street stall economy by improving government management, standardizing third-party management agencies, and strengthening publicity and guidance.

### **4.1 Improve government management**

Government management is an important part of the economic management of street stalls during the period of normalized epidemic prevention and control. Improving government management will play a steady and long-term role in improving the efficiency of street stall economic management. It is suggested to improve government management efficiency from the aspects of enhancing the awareness of contingency management, clarifying the division of responsibilities, strengthening the construction of law enforcement teams, improving the government linkage management mechanism, guiding multiple subjects to manage together, and strengthening the supervision and assessment mechanism.

### **4.2 Regulating third-party management agencies**

During the normalized epidemic prevention and control period, the third-party management agencies participating in the management of the street stall economy can not only greatly relieve the management pressure of government departments, but also effectively improve urban governance capabilities. By cultivating professional management teams, introducing market competition mechanisms, and formulating street stall economic management, we can standardize the three aspects to standardize the third-party management agencies and promote the third-party agencies to play a greater role.

### **4.3 Strengthen publicity and guidance to the masses**

In order to normalize the management of the street stall economy during the epidemic prevention and control period to satisfy the masses, publicity and guidance to the masses is essential. Trust the masses and rely on the masses in the work, and improve the image of public opinion by strengthening publicity; guide the masses to participate in management, Improving the recognition of the masses is a two-pronged approach, which can effectively improve the efficiency of economic management of street stalls and the satisfaction of the masses.

## **5. Conclusions**

Under the general environment of normalized epidemic prevention and control, the steady development of the street stall economy that closely matches the hot spots of the people's livelihood is of great significance. Exploring management strategies suitable for the urban street stall economy during the period of normalized epidemic prevention and control has enriched the experience of street stalls during the period of normalized epidemic prevention and control. The study of economic management issues has certain reference value for urban management under other public health crisis conditions.

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