

Analysis of the Impact and Prospects of the Street Stall Economy on Urban Development

— Taking Chengdu as an Example

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Abstract: The commerce of street stalls has existed since ancient times. The economy of street stalls has gradually migrated from the countryside to the cities and become more prosperous as the nation has developed. Currently, the stall economy provides new employment opportunities. Following the implementation of pertinent national policies, the safety of products sold at street stalls has significantly improved. The outbreak of the epidemic has had a negative impact on the economy of the country, and the street stall economy can help stabilize the economy, create more employment, and adapt better to the environment. As the first city in China to develop a street stall economy, Chengdu created the miracle of "driving 100,000 people to work overnight" and was praised by Premier Li Keqiang for its effectiveness in solving employment problems during the two sessions of the National People's Congress. However, in the process of developing a street stall economy, some urban governance issues still need to be addressed. This paper examines the development of Chengdu's ground-stall economy and its impact on urban development, as well as the future of the ground-stall economy's administration, through a review and analysis of the relevant literature.

Keywords: street stall economy, Chengdu, city development

1. Introduction

In the past two years, a new urban paradigm of ground-stall economy has emerged nationwide, further stimulating urban vitality and enhancing residents' sense of accessibility. Numerous locales have formulated policies to encourage the development of urban street markets. Simultaneously, the rapid development of the stall economy has introduced many issues to urban governance, government management, and the lives of residents, including increased pressure on urban governance, urban environmental pollution, and security and safety risks. As the first city in the country to develop a stall economy, Chengdu has created the miracle of "driving 100,000 people into employment overnight," and its effectiveness in resolving employment issues was praised by Premier Li Keqiang during the two sessions of the National People's Congress [1]. However, in the process of developing a stall economy, there are still some urgent urban governance issues that must be resolved. This research was conducted under these conditions.

This paper examines the development of Chengdu's street stall economy and its impact on the city's development, as well as the future of the administration of the street stall economy, through an overview of the literature and literature analysis. This paper discusses the urban governance issues that exist in the development of the stall economy in the city and seeks to identify effective urban management measures for the stall economy, which has significant theoretical research value and practical relevance for the improvement of the government's urban governance and construction level.

2. The Concept and Evolution of the Street Stall Economy

The floor economy is both a historical and modern economic system [1]. In ancient times, people first exchanged goods and commodities, then used mollusk as 'money' for commerce, and when the state was established, a uniform currency was used to exchange goods. The stall economy consists of highly mobile, small-scale trade between merchants and purveyors. In other terms, sellers and buyers create and trade products using carts, trunks, etc. It is now common to find vendors selling food, jewelry, etc.

The earliest stall commerce dates back to primitive societies, when people traded their own harvests or captive birds for essentials. During the Xia and Shang dynasties, compact, convenient 'shells' were used in place of products. The Song dynasty destroyed the traditional pattern of bazaars and abolished the Tang dynasty's curfew system, and the trading model of the floor stall economy allowed the Song dynasty to reach its commercial apex [2]. The Qingming Shanghe Tu depicts a bustling market from the Northern Song Dynasty, complete with pharmacies, farm stores, and merchant businesses.

Concurrently, the state issued an injunction against this practice for multiple reasons, including occupation and sanitary conditions. The outbreak of the new crown epidemic had a certain impact on the country's economic level, and to increase employment, the government issued legal provisions pertaining to operating in designated locations, such as the Notice of the General Office of the Chengdu Municipal People's Government on Issuing Policies and Measures to Support the Healthy Development of Market Operators and Promote Stable Economic Growth.

The ground-stall economy is a type of economy where people make money by selling things on the ground. The benefits of the floor stall economy are evident; it requires minimal operational costs and does not require the high rent required to rent a storefront, thereby increasing employment opportunities and options for average citizens. From the perspective of the consumer, it offers a vast selection of products at affordable prices and a degree of mental solace to working individuals. Nonetheless, the economy of floor platforms also faces a potential crisis. For instance, street occupation affects the flow of traffic, particularly during morning and evening rush hours. The inability to guarantee the hygiene and safety of food can have long-lasting negative effects on health. The stall economy can also contribute to environmental pollution and noise pollution.

When food production became the primary focus in the 1990s, the street stall industry began to recover. Urban management has become more regulated and stringent due to economic and social changes. The state has enacted urban planning and construction regulations and laws. Beijing established the nation's first urban inspection and management brigade and served as a model for the centralization of administrative sanctions for city management. Following the epidemic, the planned operation of the ground-floor economy contributed to the city's recovery and development.

3. The Development of the Street Stall Economy for the City

3.1. The Relationship Between the Street Stall Economy and Urban Development

The growth of the street vendor economy in Chengdu, China, has both positive and negative consequences. Its benefit is that it can assist the public exceptionally well. The vendors are typically

concentrated in pedestrianized areas and night markets with a high volume of foot traffic. In a large city like Chengdu, it can cater to modest consumption levels with affordable prices and services. Consumers place a greater emphasis on the cost-effectiveness of carpet vending machine merchandise. In addition, it can provide a human contact to those with excessive consumption.

However, the development of the carpet vending economy has had a negative impact on Chengdu as a result of problems in urban governance, such as the carpet vending environment and the unregulated patrols by law enforcement officers, which have had a negative impact on the socio-cultural and economic aspects of the city.

3.2. The Economic Impact of the Street Stall Economy on the City

Since restrictions on stalls have been loosened, the number of stall spaces has increased, necessitating an increase in personnel to regulate the ground stall economy. However, as part of their duties, law enforcement officers are unable to conduct every meticulous inspection. Numerous businesses have irregularities, such as illegally parked vehicles that interfere with normal traffic flow and the improper disposal of unwanted fruit and vegetable shells. In accordance with the Urban Governance Evaluation Score Summary for Chengdu's Ground Stall Economy, law enforcement officials are required to impose appropriate penalties.

3.3. The Impact of the Ground Stall Economy on Urban Society and Culture

Environmental issues are one of the government's concerns, and a dirty and disorderly environment is to blame for the expansion of some online stores. According to the Urban Governance Evaluation Score Summary of Chengdu's Ground Stall Economy, some stall owners have a low level of cultural education, resulting in low quality and a dearth of a rich cultural environment for their stalls, which impacts the cityscape as a whole. Similarly, some stall owners discard the trash they generate near their stalls in an effort to save time or speed, and neglect or grow weary of cleaning up afterwards. Regarding consumers, they will act similarly. This has a negative impact on an area's environment, significantly increasing the burden of cleanup and causing environmentalists additional difficulty in eradicating it.

3.4. The Impact of the Floor Stall Economy on the Urban Environment

Some businesses may occupy normal motorized and non-motorized lanes during unscheduled delays, thereby affecting the flow of traffic. Due to the growing demand for automobiles, cities frequently experience traffic congestion and other problems. The problem is made worse by stall owners who block the roadways. Nowadays, the situation described above exists at the night market in the Rifu district of Pidu, Chengdu, where vendors sell their wares on both sides of the road, leaving only space for tricycles, electric vehicles, and bicycles to pass. Despite the fact that the night market is held for the convenience of the public, the raucous hawking and non-motorized vehicle horns disrupted the slumber and tranquility of the neighborhood residents [3].

4. Management and Development of the Urban Economy

4.1. The Current Situation and Problems of the Management of the Ground Stall Economy

The current economy of the ground-stall has regional management factors, regulatory aspects, and its own growth trends [4]. The new situation of the ground stall economy unfolding across the nation has loosened restrictions on the ground stall economy and stoked the entrepreneurial spirit of the populace. However, the vigorous development of the ground-stall economy can also bring many problems to the city, such as the lack of planning of the space for stalls, the absence of timely

corresponding punishment by law enforcement officers for the existence of violations, the traffic congestion in the city, and the rejection of loud sounds by nearby neighbors.

4.2. Experiences and Insights from the Floor Stall Economy

The poor conduct of vendors has caused significant difficulties in regulating the economy of ground-level stalls. Without self-reflection and optimistic attitudes on the part of vendors, it is impossible to enhance the floor stall economy's overall environment. First, protecting the moral bottom line, acquiring food through formal channels, raw materials, and ensuring consumer food safety. The second step is to comprehend the local laws governing the operation of the ground floor economy, as well as the compliance and legal conduct, and to establish an excellent trading environment.

A city's calling card is unquestionably its clean environment. Based on past experience, law enforcement officers should conduct stringent patrols and discipline vendors and customers who litter haphazardly, as well as promptly clear debris from public lanes to reduce the likelihood of traffic congestion. In order to minimize the impact of hawking on the lives of nearby residents, random inspections of the kiosks' cleanliness and the volume of hawking should be conducted at specific times.

4.3. Innovative Development Models for the Floor Stall Economy

In order to accelerate the economic development of a region, the internet can be used for supervision and management [3], and the country introduced a relevant law in 2022 that aims to expedite the construction of an urban operation and management service platform and promote "one network for urban operation and management" [5]. The government of Chengdu has combined the internet and supervision, utilizing technology to remotely detect violations, and law enforcement officers can use law enforcement recorders to transmit the collected data to the terminal, thereby reducing the utilization of human and financial resources. The convergence of fundamental law enforcement data, the flow of law enforcement procedures, and the disclosure of law enforcement information will be realized by ensuring the security of the linkage and convergence of data from different geographical areas and different areas of supervision and enforcement platforms.

The information of the purveyors will be included in the electronic file so that the economy of the ground stalls can conduct supervision more efficiently. The traditional paper-based files cannot satisfy the stringent management requirements of the highly mobile ground stall economy. The incorporation of vendor information makes it easier for law enforcement agencies to investigate the legitimacy of the stalls and the provenance of the merchandise. Using GPS, it is also possible to monitor the behavior of vendors, investigate their past, and administer penalties in a timely manner. This also has close ties to "Internet" and "regulation" [6].

4.4. The Path to Regulation of the Stall Economy

Chengdu's government has authorized the occupancy of street stalls in the administration of the stall economy [7]. When making plans for the kiosks, the government should take into account the opinions of the locals and prioritize their interests. Stalls in residential activity centres should pay attention to the space and time for visiting the stalls, not interfering with the normal range of activities of the residents, and providing convenient services to the people, thanking the generation of waste that affects the community's cleanliness. Large-scale stalls should be avoided during times of intense pedestrian traffic, such as the morning and evening rush hours, as they may interfere with traffic flow.

To ensure maximum benefit and to satisfy the needs of people at every stage, the development of a scientific and democratic policy necessitates a comprehensive survey of local opinion, the monitoring of market trends, and the consideration of a diverse range of opinions. In the development

of rules for law enforcement, decisions should not be made solely by the relevant departments; rather, the public should be given ample opportunity to participate in the rule-making process, both to ensure the fairness of rulemaking and to ensure that traders and the public comply with the rules [7].

5. Conclusion

The economy of street vendors will exert both a draw and a push on urbanization. To restore the level of national consumption, the country has required more assistance for the development of the ground-level economy since the final phases of the epidemic. Understanding the process of elaborating the development of the ground stall economy and the extant problems and hidden dangers of the ground stall economy in Chengdu is the significance of this thesis research. In addition, it investigates potential solutions to the problem from the problem's perspective, taking public opinion into consideration, and proposes an innovative method of governance that combines law enforcement with the internet in the context of digitalisation.

Due to my limited research time, the length of my thesis, and my dearth of research skills, this paper focuses primarily on Chengdu's ground stall economy's current general development. Future research on the urban governance of the ground stall economy must pay more attention to the quantity and empirical nature of survey statistics. Nonetheless, the countermeasures and measures proposed in this paper regarding the urban governance of the ground-stall economy in Chengdu are not necessarily novel, and how to better realize the urban governance of the ground-stall economy in accordance with the urban development and urban civilization in the new era is something that this paper must continue to study and improve.

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