

The Challenges of "Stall economy" to Urban Management in the Post-epidemic Era

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ABSTRACT. *The epidemic of Covid-19 has a profound impact on Chinese economic development and urban management, and China is about to take the lead in entering the "post-epidemic era". In order to promote the recovery and development of our country's economy, do a good job in the "six stability" work, and implement the task of "six guarantees", after the two sessions this year, various localities have appropriately relaxed the control of street stalls, that is, mobile vendors, resulting in an unprecedented increase in the number of street stalls. In just a few days, whenever night falls, street stalls occupy the streets and alleys, and the "street stall economy" rapidly heats up. However, with the unprecedented prosperity of the stall economy, many hidden dangers have arisen accordingly, posing new challenges and urgent problems to urban management. Therefore, the government should correctly guide the market stall economy, and conduct targeted supervision. On the one hand, it should promote the market stall economy to bring more benefits, and on the other hand, it should coordinate the management of the stall market to ensure the healthy development of the stall economy.*

KEYWORDS: *post-epidemic era; stall economy; urban management; government*

1. Introduction

Under the background of the comprehensive restoration of economic and social order in the current normalization stage of epidemic prevention and control, the stall economy, a seemingly ubiquitous "small thing", is full of opportunities and vitality, that is, "small stalls, big people's livelihood."

2. The connotation and theoretical support of the stall economy in the post-epidemic era

2.1 The connotation of the post-epidemic era and the stall economy

The so-called post-epidemic era does not mean that the epidemic situation in our country has completely disappeared, and the diagnosis is 0 every day, and

everything returns to the way it was before the epidemic. It is that the epidemic fluctuates from time to time, and small outbreaks may occur at any time, accompanied by overseas imports. The threat of cases has lasted for a long time and has a profound impact on all aspects. According to reports from June to July, there are still sporadic confirmed cases in Beijing and other areas. In addition, the United States, India and other areas are severely affected, and foreign defense measures are not very strong, so imported cases are also reported from time to time. Our country is now more like a patient who has recovered from a serious illness. It has already escaped the possibility of a large-scale outbreak, but it is impossible to be exactly the same as before without the disease. Instead, many physical, psychological, and behavioral changes have taken place.

The stall economy, as the name implies, refers to a profit-making method to obtain economic income by setting up stalls on the street. On May 28, after the third session of the 13th National People's Congress closed, Premier Li Keqiang responded to reporters' questions and praised some cities for the first attempt to loosen the "market economy". Later on June 1, Premier Li Keqiang emphasized during an inspection tour in Shandong that the stall economy and the small shop economy are important sources of employment and fireworks in the world. Just like "high and big", they are China's vitality. But before the outbreak of the epidemic, our country did not advocate this approach, because setting up street stalls would affect the appearance of the city and block traffic. At present, the Central Civilization Office has also made it clear that in this year's national civilized city evaluation indicators, road occupation operations, road markets, and mobile vendors will not be included in the evaluation of civilized cities. Under the call of the central government, various local governments have issued relevant opinions to encourage the stall economy, and many Internet companies including Ali, JD.com, Tencent, Meituan, etc. have also announced support measures for the stall economy. The stall economy is showing a boom Development trend.

2.2 The theoretical support for the government to promote the market economy

In the 1980s, Janet V. Denhardt, Robert B. Denhardt and his wife put forward the new public service theory, which is mainly discussed in the book "New Public Service Theory". The main points of the new public service theory are: 1. Service rather than steering; 2. Public interest is a goal rather than a by-product; 3. Think strategically and act democratically; 4. Serve citizens instead of customers; 5. Responsibility is not Single; 6. Emphasize people rather than productivity; 7. Transcend entrepreneurship and attach importance to citizenship and public services. The purpose of the new public service theory is to improve the management level and management efficiency of government agencies, and weaken or even inhibit the abuse and expansion of public power. It is not only reflected in the control or control of the society, but is concerned with how to help the society realize public rights Maximize. Therefore, according to the new public service theory, the government should "put people first" and pursue the maximization of public interests. The stall economy, in my opinion, is a grassroots economy. It aims to increase the incomes of

disadvantaged groups, unemployment affected by the epidemic, and low- and middle-income families. In addition, the local governments promote the stall economy, and cooperate with the central government to do a good job of "six stability". The implementation of the "six guarantees" task is consistent with the policy tone, highlighting the value orientation of "people first, people-oriented" and in line with the new public service theory.

2.3 The rationality of the market economy

Judging from the basic national conditions of our country, the stall economy has always existed. In the past, most people operating stalls were laid-off workers in cities, unemployed, disabled people and other low-income groups. stalls maintained this part of the bottom of society. A channel of people's livelihood is also supporting the food and clothing of this group of families. The stall economy is not only a form of economic creation, but also has a certain social and cultural significance. Since the outbreak of the epidemic in my country began in January, many people are facing problems such as unemployment, low family income, and difficulty in finding jobs. The government encourages the market share economy to expand employment channels for the people and increase their income. When answering questions from reporters during the two sessions, Premier Li Keqiang said that in a city in the west, 36,000 stalls for mobile vendors were set up in accordance with local regulations. As a result, 100,000 people were employed overnight. It can be said that the market stall economy lights up the night and lights up China.

From the perspective of cultural sociology, the stall economy is an important cultural form in my country and has important social significance. It is not only a way and means for the bottom people to live, but also due to the impact of the new crown virus epidemic this year. Many industries have been affected, such as movie theaters, restaurants, and other jobs. They have been unable to resume work as scheduled. This has caused many people to face economic income difficulties, and it has made it more difficult to find a job. The current relaxation of the policy on the stall economy not only solves the work problems of some people, but also prevents social problems and social conflicts that may be caused by work and income problems.

From a legal point of view, our country's law is a human-centered law and a law that protects the basic rights of the people. The Constitution stipulates that the first basic right of citizens is the right to subsistence, and the core of the market economy is to solve employment and help low-income groups affected by the epidemic to support their families and make ends meet. Therefore, it is in line with the legal logic for local governments to promote the warming up of the stall economy and make the smoke and fire entangled everywhere.

From the perspective of economic development, the stall economy not only has the characteristics of low investment, low risk, and low threshold, but also a variety of stalls meet the various consumption needs of local citizens after a meal and promote economic development. At the same time, the relaxation of the stall

economy is in line with the central government's policy tone for the "six stability" work and the implementation of the "six guarantees" task. Take Chengdu, where the stall economy was the first to resurrect as an example. According to media reports, in the past three months, Chengdu has set up 2,234 temporary road-occupied stalls and stalls, allowing 17,891 mobile vendors to operate, and creating more than 100,000 jobs. The resumption rate of restaurants in central urban areas exceeded 98%. Chengdu, which took the lead in restoring the "market economy", achieved stable jobs and employed more than 100,000 people in less than two months, which strongly promoted local economic development and social employment.

3. Challenges to urban management in the post-epidemic era

3.1 Challenges posed by the epidemic

Although the new crown virus epidemic situation in my country has been very effectively controlled, due to the severe epidemic situation abroad, there are still a small number of overseas cases in my country every day, and a small number of confirmed cases in Beijing in June, so the epidemic problem still needs to be paid attention to. The stall economy is to set up stalls in places with a large flow of people and crowds. This kind of gathering activities. City managers or regional security personnel need to measure whether everyone has a normal body temperature and whether they have a health code. This is undoubtedly for the city Management work brings huge challenges. Local stalls should flexibly choose whether to promote or cancel the stall economy according to the epidemic situation. For example, in Jincheng, due to the rebound of the epidemic, the Jincheng prevention and control leadership team decided to cancel all night market mobile stalls. While promoting economic development, we must take into account the impact of the current global epidemic environment, and promote the market economy in an orderly, stable and safe manner.

3.2 Challenges in safety, transportation and environment

The reason why the street stall is called the fireworks of the world is officially because it gives people a kind of "kind and human touch". Whether it is in the countryside or in the city, whether it is early morning or early morning, the street stalls are satisfying in a "convenient, cheap and fast" way. To meet people's needs. Among the various stalls now, there are many roadside stalls selling food. How to ensure the quality and safety of the food depends not only on the vendors' own quality and moral standards, but also on the supervision of city managers, such as employees. Whether they have a health certificate and whether the food material procurement channels are formal, these large amounts of trivial but very important tasks also pose arduous challenges to city managers.

The sudden lifting of the ban on stalls may cause a large number of stalls to settle in urban blocks, which will cause pressure on the city's traffic and

environment. From the perspective of environmental protection, the "street stall economy", especially the street food stalls, will not only cause pollution to the ecological environment, such as sewage pollution and air pollution, but also noise pollution and affect the lives and rest of the surrounding residents. In order to solicit business, some vendors often use many methods for marketing and promotion, such as stall owners yelling, loudspeakers soliciting customers, and noise pollution such as noise from customers, which may cause new conflicts. The influx of a large number of stalls will inevitably hinder road traffic. Some stalls are often set up on the side of the road in the downtown area in order to attract popularity, some even occupy roads for business, and some stalls lack parking spaces and vehicles stop chaotically. Release, often causing traffic jams. From the perspective of urban management, if the stall economy swarms, new contradictions and conflicts will immediately emerge from safety issues, traffic issues, and environmental issues. For example, on June 1st, Dalian City urgently halted the economy of street stalls, because after the stalls, while leaving fireworks, they also left rubbish and oil stains all over the floor. This not only destroyed the clean streets of the city, but also affected the city. Image and government image are also destructive. Therefore, if there is no sound and complete urban management plan, it may not be conducive to the healthy development of the stall economy.

3.3 Affect normal store operations

Many media reported that the stalls occupy a large number of positions, which may block the shops on the original street, causing dissatisfaction with many shop operators. At the same time, most of the street stalls sell daily necessities, clothes, etc., which are largely similar to what the shops operate. This affects normal store operations, leads to a decline in store business, and triggers conflicts between shop operators and street vendors. Therefore, the "market stall economy" may have an impact on surrounding store operators, and even increase the number of letters and visits from these groups, which poses a challenge for city managers to coordinate the two operations.

3.4 Challenge the quality of city managers

Nowadays, city managers in many places have work indicators to develop the number of vendors, and there has been a somewhat funny phenomenon of "urban management calling for citizens to come out to set up stalls". Urban management calls for people to come out to set up stalls, which is the administrative force's intervention in the stall economy, but the administrative force's intervention in the market has boundaries. City managers can only supervise the market's operating environment and do their own market." The role of "night watchman" allows society and the market to develop fully freely. If it directly participates in the operation of market entities, it will inevitably create a space for power rent-seeking. This will affect the quality of city managers and whether they can properly handle politics. The relationship with business posed challenges.

4. Countermeasures and suggestions for the management of the economic city in the post-epidemic era

4.1 Scientific management and correct guidance

While the risk of a rebound of the epidemic still exists, the implementation of the market stall economy requires reasonable and scientific management and supervision. The government must strengthen comprehensive law enforcement and the linkage of various departments to meet the multi-faceted and multi-level consumer needs of citizens. To provide necessary guarantees for the survival and development of vendors, it is also necessary to regulate the behavior of vendors on the ground. Specifically, in the first aspect, we must first relax the restrictions on stalls. We can't completely reject them as we did before, and "kill all" when we see them. Instead, we should appropriately relax the restrictions on temporary stalls. Based on the opinions of surrounding residents, it is reasonable. Set the outer swing area and the outer swing time, and clarify the type of outer swing, that is, where to swing, when to swing, and what to swing. In this way, vendors can set up stalls in the area specified by the government, which can effectively avoid the problem of stalls affecting traffic. At the same time, it can also allow vendors to set up stalls at ease without worrying about it. On the other hand, city managers should strengthen the supervision and management of stalls to ensure that the placement of stalls does not endanger fire safety, traffic order, or pollute the environment, and intensify inspections of food stalls to ensure food safety. City managers must also strengthen the education and guidance of vendors, advocate honest management, and consciously maintain the appearance of the city. At the same time, we must always be alert to the risk of the epidemic, and must not relax the control of the epidemic. City managers must strictly follow the epidemic prevention requirements, monitor the body temperature of every stall owner and shoppers, and check their health codes, which can reduce the epidemic. The risk is to ensure the healthy and stable development of the local economy.

4.2 Combination of rigid law enforcement and flexible law enforcement

Although local governments are now relaxing restrictions on the stall economy, it does not mean that city managers have turned a blind eye to some illegal vendors in order to promote its development, nor does it mean that the stall economy is put to the end. Instead, while we should let go, we should gradually guide and standardize the spread of the economy, so that we can get rid of the previously clumsy and chaotic circle. The government should strengthen the training of city managers so that they can combine rigid and flexible law enforcement in law enforcement, taking into account the intensity and temperature of law enforcement. The government should carry out regular inspection activities, and strictly deal with vendors who violate social security, urban management, food safety, fire protection and other violations of laws and regulations. At the same time, urban management law enforcement officers should also carry out law enforcement flexibly and

smoothly in addition to law enforcement in accordance with laws and regulations. For general disputes and complaints, we still need to focus on education and admonition, especially for the disabled, unemployed, and low-income groups. We must leave room for fault tolerance and give them the opportunity to rectify within a time limit.

4.3 Policies should be tilted towards disadvantaged groups

With the growing economy of street stalls everywhere, more and more people have joined the ranks of street stalls. Some drive luxury cars to set up stalls for fun, some office workers earn an extra extra money after get off work, and some college students organize groups to set up stalls. Yes, of course there are some low-income vulnerable groups who rely on street vendors to make a living. Everyone has the right to make money, so the government should encourage this phenomenon where more and more people come out to set up stalls. Of course, local governments should also introduce various reduction and exemption policies to reduce or exempt various shop recruitment fees, booth fees, and health fees for special groups and vulnerable groups who have difficulties in life, such as those with special hardship certificates, disability certificates, unemployment certificates, and laid-off certificates. And management fees, etc., to reduce their operating costs, effectively help them solve practical problems, and give them more guidance. For some of their minor violations, education and admonition should be the focus, and the punishment methods should be softer. . As mentioned above, they set up stalls only to solve the problem of living income and solve the family's food and clothing problem. If the city management imposes strict penalties or rigid law enforcement on them, not only will the disadvantaged groups be in a more difficult situation, but also the city management, that is, the government When placed on the opposite side of the people, it caused obstacles to the law enforcement of the city management itself, damaged the image of the government, and hindered the development of the stall economy.

4.4 Innovative supervision methods

4.4.1 Social forces participate in management

A characteristic of urban grassroots governance is the participation of social forces. If the stall is set up in a residential area, it can play the role of the property and the community. Since the community and the property company know the surrounding environment of the residential area well, the relevant government department can authorize the property company to expand its service scope a bit, so that the community and the property can Send people to conduct effective supervision and guidance.

4.4.2 Establish an autonomous organization of vendors and let them manage independently

The government not only supervises and manages the various behaviors of the vendors, but also should correctly guide the vendors, strengthen the capacity building of the vendors, cultivate the autonomous organizations of the vendors, and make them become the supervisors of the vendor groups and better restrain the vendors' behaviors. Government departments must actively assist urban vendors in the establishment of autonomous organizations. At the beginning of their establishment, vendor organizations must clarify the organization's obligations, clarify the organization's functions, and conduct standardized management of the organization to make it a true organization with the right to speak. The establishment of an autonomous organization of street vendors can not only enhance the influence of the vendors themselves, but also enhance their own awareness of rules, which helps to solve various problems such as environmental problems and traffic problems, and provides a good environment for the economic development of street vendors.

4.4.3 Use information technology for management

With the continuous improvement of urban governance capabilities and the development of information technology technology, the government can consider using Internet information technology to supervise. For example, Wuxi can use urban artificial intelligence "electronic eye" technology to detect garbage accumulation, gathering of people, etc., to facilitate timely supervision And guide evacuation. The government can also use information technology to lead the establishment of a local economic information platform that is interconnected with operators and consumers to smooth communication channels.

4.4.4 Use the media to increase public opinion propaganda

On the one hand, the government can increase the promotion of the stall economy through the media, and contribute to the boom of the stall economy. On the other hand, it can also publicize the local stall culture through the media, which will not only attract more local citizens If the stall economy develops well enough, it can also attract foreign tourists to come and further promote the development of the local economy, thereby increasing the people's life satisfaction, ensuring the healthy and sustainable development of the stall economy, and improving the government's satisfaction in the hearts of the people. degree.

5. Conclusion

The people's livelihood is the greatest in the sky and underground. The stall economy has become a "reservoir" for many people in the context of the continuous

improvement of the domestic epidemic situation. While local governments are steadily promoting the development of the stall economy, they must also regulate the management of the stall economy. , And we must be more cautious about some urban management challenges brought about by the heat up of the stall economy. At the same time, the general public should also choose whether to join the stall economy in light of their own actual conditions. Do not blindly follow the trend, and do not have a fever when the stall economy heats up. . Only in this way can we ensure the sustainable and green development of the stall economy, so that it can add more fireworks to our cities and promote the development of our economy.

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