



Research on the Compatible Development Model of International City and Street-Stall Economy—Take Shanghai as an Example

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Abstract. The street-stall economy is the product of the development of human society to a certain stage. It has played a certain role in providing transitional jobs for the unemployed, ensuring the livelihood of the vulnerable groups, promoting the sustained recovery, recovery of the economy and meeting the consumption needs of consumers at different levels. International cities are highly functional and serve the whole world. It is required to continuously attract global technology, funds and talents with a good urban image order, so as to continuously empower the world's economic development. However, the stall economy is not easy to be regulated. As it causes varying degrees of impact on urban traffic and environment, it is contrary to the development of an international city. Therefore, it is necessary and urgent to study how to grasp the dual role of the stall economy and give full play to its advantages to promote the sustainable development of an international city.

Through literature method and summing-up method, this paper analyzes the government policies, area distribution, economic benefits and characteristic culture of the local street-stall economy, taking the representative international city Shanghai as an example. By analyzing its practical significance and existing problems, the author summarizes the contradiction between the international city and the street-stall economy. Based on the coordination between the government and the commercial groups, it constructs a windmill model of compatible development of street-stall economy and international cities, from the perspective of innovation, consumption, mobility, benefiting the people and relevance.

In the specific exploration and summary of the compatible mode, the author summarizes the exploration direction of the development of the street-stall economy of the international city. It constructs the compatible development mechanism of the street-stall economy and the international city from the four aspects of doing a good job in government planning, innovating multiple projects, creating brand characteristics, and relying on scientific and technological forces.

Keywords: international city · street-stall economy · urban development · case study

1 Introduction

1.1 Concept of Street-Stall Economy

Street-stall economy refers to a kind of irregular economic activity in which individual workers sell legitimate commodities in urban public spaces, thus gaining income [1].

All along, vendors have been a difficult problem in urban management. After the reform and opening up, a series of systems and policies that are conducive to the development of individual economy have been gradually implemented. As the result, the street-stall economy has expanded rapidly driven by urbanization. With the development of globalization and marketization, in order to promote capital accumulation, improve the investment environment and raise the city's popularity, the government regards vendors as a spatial symbol of urban chaos, and gradually forms a targeted spatial control mechanism. With the impact of Covid-19, the street-stall economy is regarded as a way to stimulate the recovery and development of market economy, and it has been supported and encouraged by the government again.

1.2 Characteristics of Street-Stall Economy

First, it is small scale. From the perspective of participants, there are fewer people involved in the operation. As far as the mode of operation is concerned, the stalls of vendors have the characteristics of simple structure, easy disassembly and easy movement. As for commodities, vendors often choose commodities that are cheap and close to daily life, and the types of commodities sold in each booth are relatively single.

The second is low cost. The street-stall economy does not have a fixed place of business, it does not need to pay the high rent of urban shops, nor does it need to bear the corresponding taxes. At the same time, because there are few operators involved, some labor costs are saved.

The third is high flexibility. The stall economy has no fixed place, time and mode of operation, and its working conditions are highly flexible and free.

2 Analysis of the Present Situation of Shanghai' Street-Stall Economy

2.1 Government Policy

As an international city, as early as 2019, in the Implementation Plan for Further Optimizing Supply to Promote Consumption Growth, Shanghai explicitly proposed to relax the control of night parking. On May 21, 2020, the latest guidance on street stall economy was released, in which Shanghai municipal government proposed to create a stable, fair, transparent and predictable market environment for market participants from nine perspectives. On the evening of June 6, 2020, the first Shanghai nightlife festival held a launching ceremony in the central square of Sinan mansion, and launched more than 180 key characteristic activities. At the same time, Shanghai has launched 12 landmark night life gathering areas such as Huangpu Binjiang Bund area to encourage the development of street-stall economy (Fig. 1).

Table 1. The Sampling Quantity of Shanghai Street Stall

Distribution area	Huangpu	Putuo	Jing 'an	Xuhui	Pudong	Changning	Hongkou	Songjiang	Minhang	Yangpu
Stall number	84	44	40	38	28	20	18	14	8	6

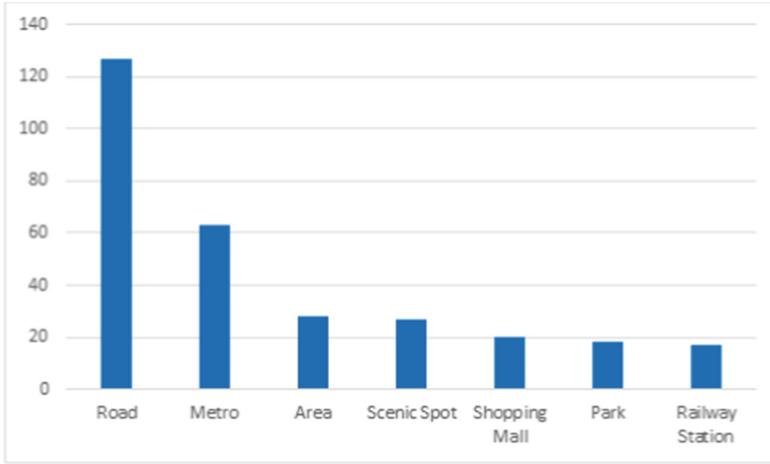


Fig. 1. The Distribution Regularity for the Location Selection of Shanghai Street Stall

2.2 Area Distribution

According to the sampling results of stalls in Shanghai, the number of stalls in various districts of Shanghai is relatively uneven, and the number of stalls is positively related to the prosperity of the geographical location. The downtown areas of the core city have relatively concentrated passenger flow due to their geographical advantages, and the traffic conditions and commercial facilities are relatively perfect, which are conducive to the spread and gathering of the market, so the stalls are more densely distributed [2] (Table 1).

2.3 Economic Benefits

From the individual point of view, the average daily turnover of Shanghai street stalls is generally between 100 yuan and 800 yuan, and the profit rate is generally between 30% and 40%. On the whole, compared with the scattered street vendors, large-scale street vendors can drive the development of urban areas, create greater profits and promote economic development. In 2020, the functions of key areas in Jing 'an District will be continuously enhanced, and the passenger traffic of Anyiye Alley, the most representative stall economy, will increase by more than 20% compared with that of 2019. The total realized tax revenue of high-end business clusters on both sides of Nanjing West Road will be 27.942 billion yuan, accounting for 40.7% of the total tax revenue of the whole

Table 2. The Daily Business Status of Shanghai Street Stall

Daily turnover (RMB)	Quantity (number of households)	Daily profit (RMB)	Profit Rate (%)
80	4	60	75
> 100	48	60–160	60–84
> 200	52	100–200	50–90
> 300	48	180–300	60–86
> 400	14	200–350	50–88
> 500	48	300–400	60–80
> 600	20	200–400	33–66
> 700	10	420–500	60–71
> 800	22	480–600	60–75
> 1000	16	600–1200	60–80
> 2000	8	1000–1500	50–75
> 3000	6	1000–2000	33–66
> 20000	4	15000	75

district. The sales growth rate of the business district ranks first among the municipal business districts in the central city (Table 2).

2.4 Characteristic Culture

According to the analysis, the relatively prosperous stalls in Shanghai have obviously formed the characteristics of relative scale and characteristics. Their common feature is to combine the large shopping malls in this area, rely on different target customer groups, fully explore the preferences of young people at present, and create a characteristic market stall with excellent visual effects and atmosphere. At the same time, vendors integrate music, food, social interaction and entertainment to create a large-scale market with distinctive themes (Table 3).

3 Analysis of the Contradiction Between International City and the Development of Street-Stall Economy

International city is highly functional and serves the whole world. It requires a good city image order to continuously attract global technology, capital and talents, so as to continuously empower the economic development of the whole world. It is required to build a healthy, clean and orderly national sanitary city through comprehensive environmental remediation actions, so as to improve the city's popularity. However, because of its small scale, low cost and high flexibility, street stall economy is not easy to be regulated, which has caused different degrees of impact on urban traffic and environment. At the same

Table 3. The Summary Table of the distinctive Stall in Shanghai

Name	Place	Target customer	Characteristic
Anye lane	Jing 'an Kerry Center, Anyi Road, Jing 'an District	Consumers in surrounding shopping malls	It is divided into seven sections: Night Lane Garden, Organic Farm, Mini Golf, Bar Street, Charming Stage, South Square, and Entertainment Interaction, combining with customized themes such as food, sports and environmental protection.
Abao Haibin market	Libao Amusement Park Open Square Area, Minhang District	Intra-regional communities and business travel groups	It is created by Hailibao Paradise and comic book authors, it reconnects the audience through its own innovative and empowered theme IP image-Red Dog "Bob" of Millions of Fans Network, and creates a folk culture and art market that combines retro and modern.
Disney Night Market	Disney Town, Pudong District	Tourists and lovers of parent-child activities	It integrates music, food, eastern and western cultures, which fully meets the needs of parents and children. Non-cultural products integrate Disney elements into the tradition, and launch Mickey Paper-cut, Donald Duck Sugar Man and other special products.
Yedaoyoujing blind box market	Weijing Square, No.1507 Qixin Road, Minhang District	Intra-regional communities, business travel groups and trendy young groups.	The theme of the market is blind box, which includes gourmet drinks and performances. Visitors need to get the chance to draw blind boxes through interesting interaction and game experience, so as to get mysterious gifts.

time, the process of vendors selling products and services is relatively hidden, which also increases the risk of consumers buying.

From the main point of view, the sustainable development of stall economy requires the top-level design of the government, and also requires large-scale commercial clusters to combine their own development plans to build IP with brand characteristics, so as to continuously promote the development of international cities with innovation, consumption, mobility, benefiting the people and connection. Among them, innovation refers to creating a new development model of stall economy; Consumption refers to bringing brand-new consumption experience to consumers with brand-new stall economy model; Mobility refers to the mobility of knowledge, talents, patents, information, data and other high-end production factors that serve the stall economy, and jointly stimulate economic development; Benefiting the people, it means spreading the economy provides transitional jobs for the unemployed, guarantees the livelihood of vulnerable groups, and promotes sustained economic recovery. Its particularity grasps the people-oriented value of the city; Related, international cities occupy the commanding heights of the global market, spread the demand for economic products and meet them, then radiate and lead other markets.

Based on the cooperation between the government and commercial groups, the windmill model integrates the functions of innovation, consumption, mobility, benefiting the people and connecting with others into the operation of “windmill”, thus promoting the compatible development of stall economy and international city [4] (Fig. 2)

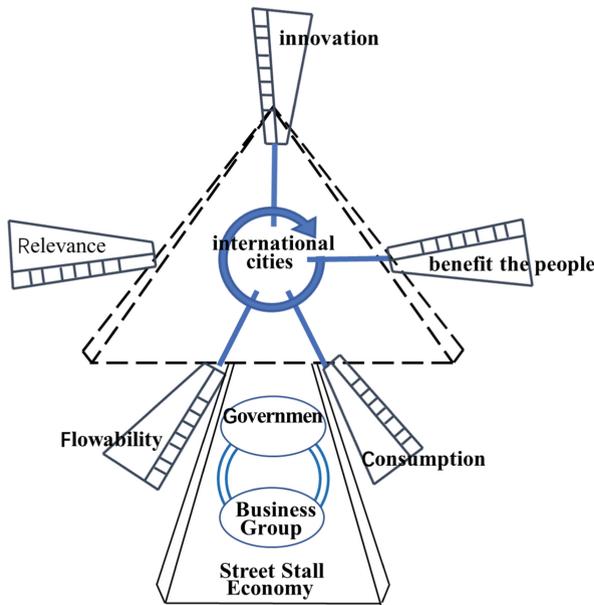


Fig. 2. Windmill model of compatible development of street-stall economy and international cities

4 Research on the Compatible Mode of International Development of Urban Economy

4.1 Do a Good Job in Government Planning

The development of street-stall economy is related to people's livelihood, which requires the government to make top-level design and make adequate preparations in all aspects. From the perspective of vendors, the government needs to formulate relevant policies and systems to implement fine management of vendors' display time and scope. At the same time, the government should vigorously carry out popularization of law, guide vendors to operate legally, and safeguard their legitimate rights and interests according to law. From the perspective of consumers, the government should protect consumers' rights and interests, further improve the supervision system and vendor information registration system, and smooth the channels for consumers' feedback and complaints. From the perspective of law enforcers, the government needs to promote the implementation of fair and civilized law enforcement in urban management, improve law enforcement efficiency, and reduce the impact on the normal production and operation of market players [5].

4.2 Innovative Multiple Projects

There are differences in economic development level, historical and cultural characteristics, spatial pattern and crowd preference in each area of the city. Most international cities have many landmark buildings and characteristic projects. We can learn from Shanghai's practice, and combine the land stall economy with famous tourist landmarks such as Disney, or with large shopping malls with large passenger flow, or with special groups such as arts lovers, so as to create large-scale and creative projects to drive the overall development of vendors [6].

4.3 Create Brand Characteristics

Integrate street-stall economy with social, food, entertainment, cultural and creative activities, games, etc., and cultivate IP brands as well as characteristic street-stall economic commercial blocks suitable for local stall economy according to local characteristic culture. We can learn from the practice of Anye Lane in Shanghai. According to customers' needs and experience, it is divided into seven main themes, which meet customers' various needs. At the same time, Anye Lane regularly launches customized theme activities, which has become a business card in Shanghai. Large-scale stall economy needs to pay attention to brand image building which provides new kinetic energy for building an international central city.

4.4 With the Help of Science and Technology

With the help of the power of science and technology, it can definitely promote the combined development of international cities and street-stall economy. From the vendor's point of view, the stall economy can be combined with WeChat or APP, which provides

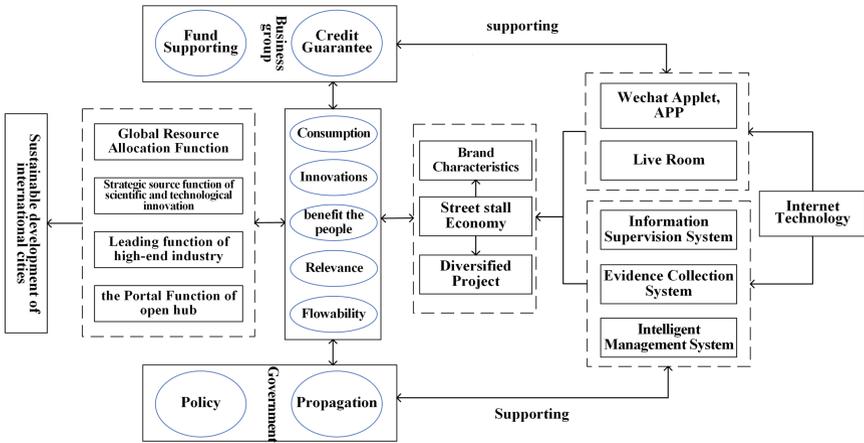


Fig. 3. Compatible development mechanism of street-stall economy and international cities

convenience for customers to pay and inquire. The application is also convenient for vendors to track sales information, so as to make more favorable marketing decisions. The combination of offline stalls and local live broadcast rooms will increase the sales of goods. From the perspective of government department management, relying on Internet technology and big data, using urban management law enforcement object supervision system, intelligent urban management system and other systems to manage vendors can improve management efficiency (Fig. 3).

5 Conclusion

From the above needs for the development of international cities, the successful experience of Shanghai’s street-stall economy, it can be seen that the development of street-stall economy does not contradict the development of international cities. On the contrary, as a special economic form, the street-stall economy is playing a great role in providing transitional jobs for the unemployed, ensuring the livelihood of the vulnerable groups, promoting the sustained recovery of the economy, and meeting the consumption needs of consumers at different levels. At this stage, it is particularly important to correctly grasp the dual role of the street-stall economy and give full play to its advantages to promote the sustainable development of the international city.

The windmill model shows that the compatible development of street-stall economy and international city requires that the functions of innovation, consumption, flowability, relevance and benefiting the people, based on the coordination between the government and commercial groups. Drawing on the successful experience of Shanghai, the government needs to do a good job in top-level design and make adequate preparations. It is necessary to innovate multiple projects and create brand characteristics according to the specific conditions of the city. At the same time, with the development of Internet technology and science, it can facilitate the operation of vendors and government management. At present, we should seize the opportunity of the times to promote the compatible development of street-stall economy and international cities.

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