

The Development Characteristics and Management Policies of Street Stalls in Developing Countries——Taking China, Thailand and Malaysia as Examples

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Abstract

Since 1970, the informal economy has expanded rapidly around the world, especially in developing countries, and it has developed into the largest sector of non-farm employment in developing countries. Among them, the stall economy, as a major channel of informal employment, is of great significance to the study of developing countries. This article uses data and charts to illustrate how developing countries benefit from informal economy and will take China, Malaysia, and Thailand as examples, and summarize the significance of the stall economy to developing countries from three aspects: the relevant background of the country, the relevant policies released, and the significance of the existence of the corresponding countries.

Keywords: street stalls, developing country, informal employment

1. Introduction

Of the 3 billion economically active people in the world today, nearly 1.8 billion people are in informal employment, creating \$10 trillion in economic value (Jutting & Laiglesia, 2009). Given the size and contribution of the informal economy, the informal economy is an area that needs to be explored in depth. Research areas. The role of informal employment in developing countries is more obvious. According to statistics, informal employment accounts for 50%-75% of non-agricultural employment in developing countries (International Labour Organization, 2005). As a major channel for informal employment, the street stall economy has also attracted the attention of relevant academic circles. About the relevant research of the stall economy, the relevant academic circles have produced rich research results which are worth our reference.

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However, existing studies have either proposed some ideas for governance programs, or carried out research on a particular policy, or discussed and summarized the governance experience of developed countries. However, the significance of stall economy in developing countries is seldom studied by scholars. Therefore, this paper attempts to explore the answer to this question, hoping to study the stall-selling economy while the development of governance in developing countries has a certain reference value.

In writing this paper, mainly used the survey method, observation method, literature research method. The survey method is to collect the data about the current situation and historical situation related to the theme of the paper, and analyze, compare and summarize the collected data. The observation method refers to the on-the-spot investigation of the development status of the local stall economy and direct observation of the object being studied. The literature research method investigates the literature with a certain goal, so as to obtain a more comprehensive and correct understanding of the paper. The literature research method helps to form a general impression on the research object, and can analyze and compare relevant materials, so as to obtain a complete picture of things.

2. China

2.1. Country profile

Commerce in ancient China appeared very early. According to records, it can be traced back to 4,000 years ago. In that era when resources were scarce and communications were inconvenient, the usual form of trade was that merchants pulled all the goods and sold them wherever they went. The earliest prototype of ancient street vendors. In the following dynasties, China's street vendor economy continued to develop and gradually matured. Some street vendors gathered and developed into “markets” under the control of the government, and some became “mobile vendors” because of the particularity of the products they sold. In Chinese feudal society, the existence of street vendors is of great significance to the development of the feudal economy and to meet the needs of society. From Zhang Zeduan's “Across the River During Qingming Festival” in the Northern Song Dynasty, we can also see the prosperity of China's street stall economy at that time.

In modern times, because of the particularity of history, Chinese street vendors have been greatly developed. Especially since the reform and opening up. China's rapid economic growth, the improvement of residents' material living standards, coupled with the guidance of relevant national policies, more and more people yearn for cities with more abundant resources. As a country with a large population, a large number of people poured into cities during this period. The inability to provide enough formal jobs for a while makes some people enter informal employment, and the street stall economy, as one of the informal employment methods with low threshold, has become the choice of many people; China's rapid development, rapid

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urbanization, urbanization rate from 17.9% in 1978 to 58.5% in 2017, the urban resident population has increased from 172 million to 813 million (Su & Wei, 2018). Coupled with the development of science and technology, agricultural production has become large-scale, specialized and mechanized, making rural Most of these migrant workers have lower educational backgrounds, making it difficult for them to transfer to other industries, and engaging in the street vendor industry has also become one of their best choices.

2.2. Relevant policies

The stallholder economy in China has experienced several stages successively as a whole: the peddler buys and sells freely in the densely populated area, the government participates in the control and carries on the rectification constantly, mainly repels the stallholder by blocking, and standardizes the management by combining blocking and thinning.

In the late Qing Dynasty, China followed the example of the West and established a modern police system(Yan , 2018).During the period of the Nanjing Nationalist government, the concept of modern municipal administration was introduced to comprehensively control the vendors. In the early days of the founding of the People's Republic of China, due to the complexity of the street vendor class and some of the vendors disrupting the market order, the vendor economy was highly valued. While stabilizing the market, the measures also restrained the street vendor economy to a certain extent. Since the reform and opening up, under a series of policies, the street vendor economy has been further developed. However, in the 1990s, with the implementation of two major campaigns, “Creating a National Civilized City” and “Creating a National Sanitary City”, street vendors were regarded as detrimental to the city's image, making the city dirty and messy, and received zero tolerance of pressure. Since this banning policy has harmed the interests of some people, some conflicts have arisen during the implementation process, which has attracted great attention from the government and all sectors of society. Subsequently, local governments began to actively explore and introduce relevant policies to better manage vendors and make street vendors a The “scenery” of the city is not “garbage”, such as setting up evacuation areas (Huang et al., 2019). Since the COVID-19 outbreak, China's job market has faced the most severe challenges in the past decade. The street stall economy is an important source of jobs and an important means of stabilizing employment and protecting people's livelihood. Premier Li Keqiang has called for attention to the street stall economy to make cities more flamboyant, and also aid the recovery of the economy(Zheng,2021).All localities have paid more attention to the management of street vendors, and have once again issued relevant policies for governance. For example, Chengdu issued the “Chengdu City Management Five Permits and One Persistence in Coordinating Epidemic Prevention and Control Measures to Help Economic Development”. According to the data released by the Chengdu City Management Committee, as of May 28, Chengdu has

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set up 2,230 temporary road-occupied stalls and stalls, allowing There were 17,147 temporary over-the-door business locations, 20,130 mobile vendors were allowed to operate, and more than 100,000 jobs were added. The resumption rate of catering shops in the central city exceeded 98%.

2.3. Significance

2.3.1. Promoting the development of urbanization in China.

The street vendor economy, as a unique way of profiting from the flow of rural people to cities and towns, must have its existence value. It provides the possibility of rural people who have not been able to enter formal employment in this tide to enter the cities and towns. It provides an opportunity for some people who are “slow in response” and “failed to keep up with the times” to flow into the city, which is beneficial to the evolution of my country's urbanization.

2.3.2. Guarantee people's livelihood.

Guarantee people's income. First, most of the people engaged in street vendors are not well educated, and it is difficult to engage in high-end industries, and most of the street vendors are people who have not found formal employment channels when they migrate from rural areas to cities. Second, the low cost of street vendors engaging in the street stall economy is conducive to lower-end laborers. This activity provides a source of income for this group of people; it also provides the possibility for some people to flood into the city(Yuan,2019), which reflects China's people-oriented development idea; some vendors are also engaged in this activity to start a business, which is conducive to expanding the diversity of people's lives.

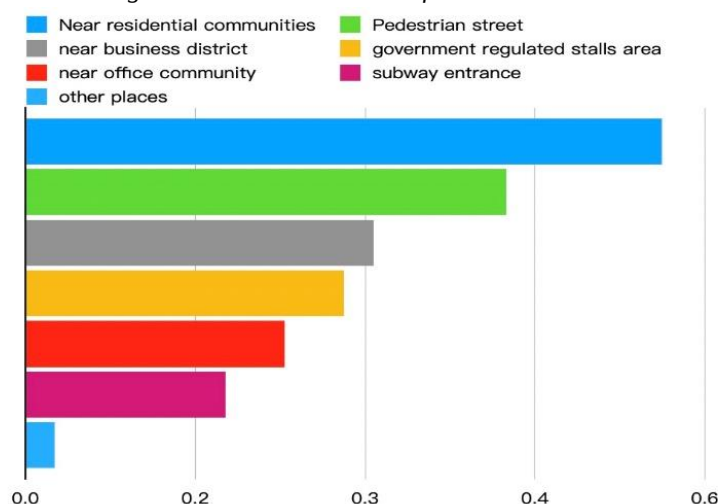
Facilitate people's lives. The existence of street vendors provides convenience for consumers' activities in the city, allowing consumers to buy the products they need at any time, saving time and cost for urban consumers to a certain extent(Gao,2020).

Help urban development and create a better living environment for the people. It has brought a new mode of economic growth to the city; it has stimulated consumption; it has provided employment opportunities for the original unemployed(Wang,2021), while reducing the crime rate, it has improved the sense of belonging and happiness of urban people's lives, making the city more harmonious and livable. The Chinese people are happier; and the street vendor economy is a beautiful sight in the city.

The primary locations of vendors in China are depicted in the bar graph below. It is noteworthy that the two localities with the greatest concentrations of vendors in the city are near residential communities and pedestrian street. This not only benefits locals and pedestrians, but it also allows market vendors an opportunity to support themselves.

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Figure 1: 2021 Distribution of Chinese Stall Venues



Source: <https://data.iimedia.cn/>

3. Malaysia

3.1. Introduce the country profile

China's street stall economy is rapidly developing, however Malaysia's street stall economy has existed for a long time. The informal economy has developed in Malaysia since Malaysia gained independence from Western colonization. The biggest feature of Malaysia compared with other Asian countries is that it is very ethnically diverse, which makes night markets and street stalls very popular in Malaysia. "After Independence in 1957, the rate of urbanization in Malaysia is on the increase, from about 25% in 1960 to 65% in 2005 and is expected to exceed 70% by 2020" (Ho, C. S. 2008). Considering that most Chinese and Indians have already moved to the cities, this 10% increase is almost entirely due to the Malay population moving from the countryside to the cities (Vlieland, C. A. 1934). And Malaysia is still in the stage of urbanization development (Ao & Huang, 2021). The huge increase in the population cannot all find work in the city, so that they have also started to engage in the street vendor economy to make a living. In addition, night market stall culture can be said to be a very important part of Malaysian urban culture. Street stalls provide people with an inexpensive and convenient shopping option to enjoy time with their families after a busy day at work. Every year, a large number of tourists travel to Malaysia from all over the world (Henderson et al., 2012). In 2006, the service industry became the third largest economic pillar and the second source of foreign exchange in Malaysia, which indirectly promoted the vigorous development of the stall

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economy in Malaysia. However, in fact, the initial development of the street stall economy also encountered some contradictions.

3.2. Relevant policies issued

In Malaysia, there are many night markets and street stall areas set up by the government (Backhaus, 2015), where vendors set up their stalls and attract customers with a variety of food and goods. From Monday to Sunday, there is a night market every day, and vendors take turns setting up their stalls in different places. Taking the capital Kuala Lumpur as an example, the city of Kuala Lumpur has many night markets that can legally set up stalls, such as Jalan Alor, Setia Alam, etc. Some of these night market owners are Chinese and some are Malay. They sell different delicacies to meet the needs of different tourists. However, the existence of street stalls threatens the ever-crowding traffic and the interests of some formal shops, and thus has also been opposed. Even though the street vendors were provided by the government with a centralized stall area and were also supported by the Prime Minister of Malaysia. But the rules still need to be improved. Like street stalls in other countries, uncleanness is still present and annoying to the public in Malaysia. According to research (Abd Hanan et al., 2021), Malaysians use street food as an important source of daily food and they tend to choose food stalls with better hygiene conditions because they are worried about their health being threatened. Of course, the impact of the covid-19 on the vitality of traders should not be underestimated. Many street vendors who were originally engaged in informal employment and made their living by seeking a steady stream of passengers. Due to the fact that the epidemic has caused people to stop going out at home. Some street vendors are already struggling financially because the epidemic has made them even more impoverished. There are also temporary workers in informal employment who are also out of work because of the pandemic. The employment of informal workers is usually very precarious, and they usually have low wages and it is difficult to earn a living and to receive social protection. Like China, the Malaysian government has also introduced relevant policies to solve employment difficulties during the epidemic. Residents can set up street stalls at their doorsteps. The application process for a stall permit has also been simplified, and vendors can apply online.

3.3. Significance

The street stall night market in Malaysia is so wonderful and rich, in fact, it can meet the two inner needs of the Malaysian people. On the one hand, economic income maintains or subsidizes people's living expenses. And more importantly, it provides Malaysians with inner happiness and a way of enjoying life. According to the official Labour Force Survey for the first quarter of 2020, 2.66 million people are employed in the informal sector in Malaysia, accounting for 17.4% of the total labour force (Department of Statistics Malaysia). It is a

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substantial number. As a major country in Southeast Asia, Malaysia's economy has been hit hard by the pandemic, and it is believed that stimulating informal employment can have a positive effect on the economy. Social protection for informal employment groups is still a serious social issue in Malaysia. In a developing country like Malaysia, if the surplus rural labor cannot be employed for a long time, usually it will lead to social conflicts. The development of the street vendor economy is also a measure to deal with the surplus labor and promote social development.

The unemployment rate in Malaysia since the outbreak is depicted in Figure 2 below. In terms of the overall trend, unemployment has decreased since May after rising steadily after the COVID-19 outbreak.

Figure 3 depicts the percentage of Malaysians working in the informal economy. It is clear that Malaysia's thriving street stall economy and informal economy account for a sizable portion of the country's employment rate and are both growing overall. (Siti Aiysyah Tumin. (2021)) .

Figure 2: Unemployment Rate, January to August 2020

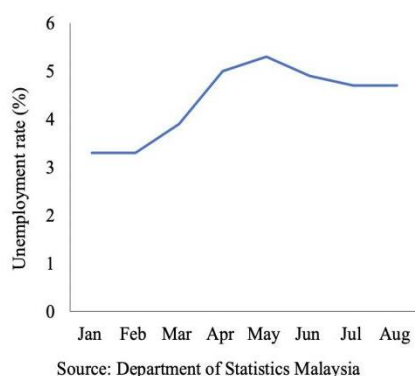


Figure 3: Number and share of informal sector employment in Malaysia the labour market, Malaysia, 2010 to 2019



4. Thailand

4.1. Economic situation and characteristics

4.1.1. The scale is large, and the layout of the stalls closely follows the trend.

One of the best countries in the world with the development of street stall economy is Thailand (Su, 2015). No night market, no Thailand. There are many night markets in Thailand, as many as bus stops. Every one or two kilometers, there is a night market. Even if you can't

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find a large-scale market, you can always find a small street stall distribution center. There are more than 100 day and night markets in the capital Bangkok. Tourists are most familiar with several street stalls and handicraft markets such as Chatuchak, Khao San Road and Patpong Night Market. In recent years, the Ferris Wheel Riverside Night Market, the Airplane Night Market, and online celebrity check-in places such as JJ Mall and DD Mall, which cater to the needs of young people, have also emerged as the times require.

4.1.2. The quantity is large and the location is not restricted.

From the most prosperous commercial streets, to remote residential areas, sidewalks and overpasses, there are mobile hawkers. According to incomplete statistics, there are about 25,000 roadside stalls of all kinds. There are probably two forms of these stalls. The high-end one is a trolley, and all the operating utensils are on the cart. Snacks or fruits are processed and sold. It is simply a piece of cloth, spread it on the ground, and it opens. There are usually no stalls in the square. The hawkers will only go when there are many active people.

4.1.3. The characteristic market is well-known, and there are many sightseeing night markets.

There are many night markets in Chiang Mai, most of which are tourist night markets. Its famous “Sunday Night Market”, “Saturday Night Market”, “Changkang Road Night Market” and “Chiang Mai University Night Market” have become the check-in attractions for domestic and foreign tourists in Thailand. A highlight of Mai travel.

4.1.4. Various performances are held regularly in the characteristic market.

Various performances and competitions are often held in tapaimen, Chiang Mai, such as graceful traditional Thai dance performances, massive beauty contests and singing competitions with different styles. These performances have gathered enough popularity for the night market. Tourists have stopped to watch, tasting the special snacks in their hands, enjoying the performances in foreign countries, and enjoying the feast of taste, vision and hearing at the same time, driving the economic development of the stall to be more prosperous.

4.1.5. The price is clearly marked and the market is stable.

All kinds of goods in Thai stalls are priced clearly, and they are sold at real prices. There is little bargaining, and the price is relatively affordable. The tour guide said that the Thai people generally don't like to use more brains on numbers, but it is this seemingly stupid method that makes the stall business prosper. At the same time, the selling prices of the same products in different cities are the same, whether souvenirs, all kinds of barbecues, snacks, drinks, etc.

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4.2. Management policies and characteristics

4.2.1. Low threshold and low cost of setting up stalls.

The so-called legal and illegal, the difference is a license, the local Chinese call it “name paper”. “Famous paper” is updated once a year, and you only need to pay 100 baht (about 20 yuan). If you want to set up a stall in front of someone's house, you have to negotiate with the owner and pay a certain fee.

It should be noted that 39 occupations are exclusive occupations for Thai nationals, and foreigners (those with legal work permits) are prohibited from engaging in such occupations, such as: setting up stalls in markets or bazaars to sell things, tour guides, beauty salons, bedding and bedding industries, Footwear, hats and tailors, etc. Among them, setting up stalls to sell things in markets or bazaars restricts foreigners from setting up stalls in Thailand. Therefore, we often see news that Chinese people are sent back to China by the embassy for illegally setting up stalls.

But in fact, the municipality has a special department responsible for registering and managing vendors. According to regulations, stalls can only be set up in designated blocks. There are 268 designated stall streets in Bangkok, and there are more than 10,000 legally registered stalls. It may be that the management is not strict enough that there are another 15,000 stalls in the city that are not registered, and they occupy 466 blocks. More illegal than legal (Si, 2020).

4.2.2. The punishment is humanized, and the people's sentiments are the priority.

For the unlicensed vendors, there are also management personnel to check, but the general rule is to run away. Sometimes they are caught, and the penalty will not exceed 500 baht, and tools such as carts cannot be confiscated. The government advises small traders: it is best to leave a one-meter-wide aisle for pedestrians. The Bangkok city government has also drawn up a 10-year plan to get illegal roadside vendors out of the market voluntarily by offering alternative employment avenues.

The hawkers come and go in the wind and rain, as long as they have other livelihoods, no one wants to taste this hardship. The government fully understands this and takes measures to protect the rights and interests of roadside stall owners. All roadside vendors do not have to pay taxes or management fees, because according to Thai law, people with an annual income of less than 25,000 baht (this 4,048 yuan) do not pay tax. The government also does not allow others to bully street vendors. Last year, the city of Bangkok carried out a centralized update and registration of “famous papers”. At the same time, police officers were sent to guard the registration points, and a group of gang members who were bullying the market and living by collecting protection fees were caught on the spot.

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4.3. Significance

4.3.1. Increase employment rate.

Among Asian countries, Thailand's unemployment rate is very low, and has remained below about 2% for many years. Compared with the world average of 5.49%, G20 countries average 5.2%, and Southeast Asian countries average 4.2%. Even after the 2008 financial tsunami, Thailand's unemployment rate is only 1.49%. After 2010, the overall average unemployment rate was lower than 1% for several years. The lower unemployment rate benefits from its large scale of informal economy, which is closely related to Thailand's famous stall economy (Qiu & Guo, 2021).

4.3.2. Drive the development of other industries.

As a large tourism country, Thailand is most attractive not only for its unique culture and beautiful scenery, but also for its prosperous stall economy. According to statistics, Bangkok, Thailand, has the largest number of urban tourists in the world. Stall economy is undoubtedly a major selling point to attract tourists and a major ladder to help the development of tourism and related production industries in Thailand.

4.3.3. stimulating domestic demand and promoting consumption.

Because the market situation is relatively stable, tourists consume a lot at the stall, and more goods are manufactured for sale. The development of relevant industrial chains has been relatively perfect; With the continuous development of the economy, tourists' demand for goods is becoming more and more abundant. Stall owners will have choices when purchasing goods, which has stimulated domestic demand to a certain extent.

5. Conclusion: Significance of Street Vendor Economy in Developing Countries

5.1. Facilitating the development of urbanization in developing countries

With the development of mankind society, people's living environment and standard is improving day by day, which promotes the process of urbanization. In this process, various studies have shown that developing countries are prone to two problems of over-urbanization and lagging urbanization.

“Excessive urbanization” is also consistent with the view of early Western theorists, that is, the urbanization model in which the level of urbanization exceeds the level of domestic industrialization and the speed of economic development makes industrialization far insufficient to absorb the huge rural labor force. But what early Western theorists' thought was that the massive influx of people into cities as urban unemployed exiles aggravated social

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instability while wasting social labor, but it did not happen in most developing countries (Meng & Yang, 2020). The reason can be seen from the research on informal employment since 1970. A large part of the rural surplus labor has flowed to the informal sector outside the government's control for employment, becoming an invisible employment group in the city. In developing countries, the proportion of informal employment is as high as 50%-75%, becoming the largest sector of non-agricultural employment (International Labour Organization, 2005), and it can be said to be one of the important forces shaping national economic development. From the previous analysis of China and Malaysia, it can be seen that both countries are developing countries with relatively rapid urbanization development. As a form of informal employment, the street stall economy undoubtedly provides a large number of people who flock to the city to settle down in the city. It provides a better living environment for this part of the people and stimulates the economic development of the region, which can effectively avoid the occurrence of "over-urbanization". In the future, the further mechanization of agricultural production will generate more surplus labor in the countryside, and the more abundant and advanced resources in big cities will attract more people to move in big cities. With the advancement of urbanization, the role of the street stall economy in the transitional period between urban and rural areas cannot be underestimated.

"Lagging urbanization" refers to an urbanization model in which the level of urbanization lags behind the level of industrialization and economic development in the country. Thailand mentioned above is the most typical. The dualistic economic structure of Thailand's urban and rural areas has further widened the gap between the rich and the poor in Thailand. The social inequality caused by this phenomenon has led Thailand to fall into the so-called "Myrdal trap", that is, developing countries unilaterally follow Western industrialization, leading to those who cannot. The welfare of rural laborers combined with industrial capital decreases, while the welfare of urban laborers who have the opportunity to combine with industrial capital increases. Since the rural population generally has a low level of education and the cost of holding funds is low, The government can actively promote the adjustment and upgrading of the internal structure of the industry, vigorously develop the industrial operation of agriculture, help the rural surplus labor force to achieve local transfer, at the same time guide the direction of investment, vigorously develop the tertiary industry, promote the local transfer of rural surplus labor force, while as much as possible to be absorbed by the tertiary industry employment, so as to provide rural population with survival opportunities in the city (Cheng & Zhou, 2014). promote the circulation of urban and rural population, and narrow the gap between the rich and the poor. With the development of science and technology and the continuous improvement of agricultural production methods, the agricultural products processed by farmers can also realize the last link of production activities through the way of street stalls. And the existence of the stall economy has a stimulating effect on consumption, which is conducive to promoting economic development (Wen & Wen, 2007).

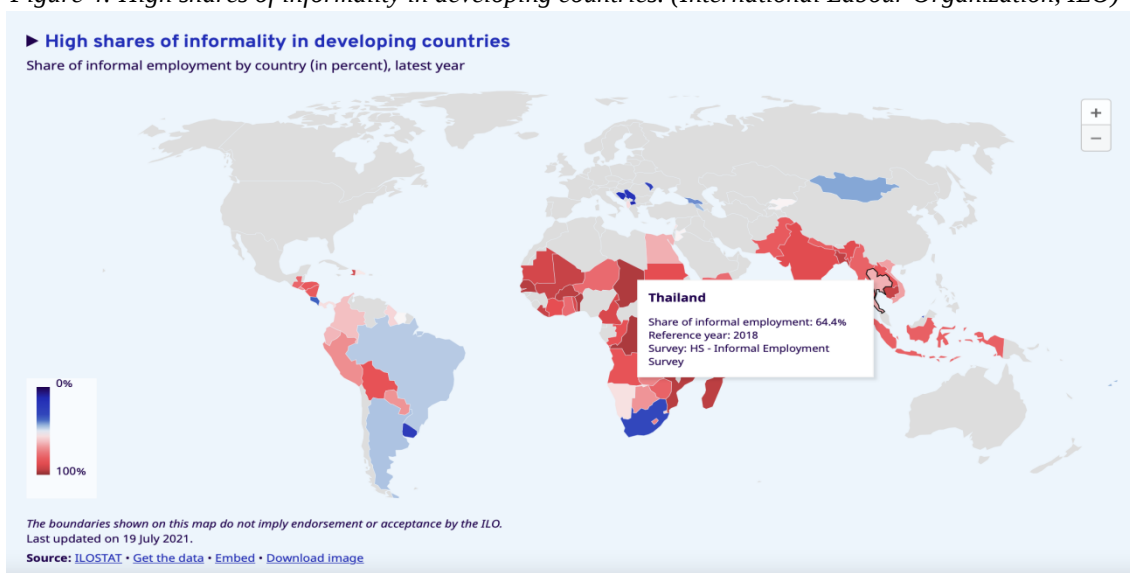
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5.2. Meeting the normal needs of residents

As a developing country whose economy is developing but not at a high level of development, or a low- and middle-income country that has not developed at all, the per capita national income of developing countries is not high, and there are a considerable number of low-income people. The existence of the stall economy can effectively alleviate this problem and act as a safety valve to maintain social harmony and stability. The first is to alleviate the employment plight of the people at the bottom of the city. The existence of the stall economy has absorbed a large number of surplus laborers in the lowest class of society, providing employment opportunities for migrant laborers, urban laid-off workers, the poor and other people with employment difficulties, bringing income to these people, alleviating the anxiety of the relevant population, enhancing their sense of social participation. The second is to meet the rigid needs of the low class people for low-end products. Most of the products sold by the vendors are lower-end products, and there is no need to rent a store. The cost of employment is low, so the price is relatively cheap, which meets the needs of low-income people.

The significant percentage of the informal economy in developing world is depicted in Figure 4 below.

Figure 4: High shares of informality in developing countries. (International Labour Organization, ILO)



5.3. Improve the country's ability to cope with economic challenges and stabilize employment

The income of people in developing countries is generally low. For example, Chinese Premier Li Keqiang once pointed out that while China's per capita annual income has reached 30,000 yuan, there are still 600 million people whose monthly income is only about 1,000 yuan.

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No work income for a long time. And these people have also become the larger impact targets when facing huge challenges. For example, in the face of the global outbreak of the epidemic, the existence of the street stall economy has provided people with low-threshold jobs and stimulated consumption while promoting economic recovery.

5.4. Stimulate the development of other industries in the country

Many developing countries lack advanced technology and sufficient funds to develop domestic manufacturing or other industries. The development of tourism can promote employment, accumulate funds, and then promote the development of other domestic industries and improve the economic level. "Street stall economy" is the need for the integrated development of culture and tourism, an important source of tourism development vitality, and can drive the development of national tourism(Wang,2019). At the same time, the "street stall economy", as a consumption method, can promote the circulation of commodities, stimulate national consumption, and promote the development of related industries through the reaction of consumption to production.

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