



Study on the Difficulties and Countermeasures of Mobile Trafficking in China's Small and Medium Cities

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Abstract: Under the environment of accelerating urbanization in China, the phenomenon of urban mobile vendors has become one of the important difficulties in urban management in China, and the problem of governance of mobile vendors has become particularly difficult. The causes of urban mobile vendors are difficult to have a profound social history and institutional roots. Its governance should be based on finding a balance between urban management and the mobile vendor economy, and finding an entry point to meet the needs of residents and the orderly environment. This paper analyzes the group characteristics, living status and social impact of mobile vendors in China's small and medium-sized cities from the perspectives of urban managers, mobile vendors and the public. It finds out the predicament of urban mobile vendors. By drawing on the successful experiences of developed cities such as Wuhan, Wenzhou and Beijing on the management of mobile vendors, they will adopt the combination of unblocking and arranging; classifying time-division and regional management; improving the management system and related laws and regulations of mobile vendors; establishing autonomous organizations for mobile vendors; establish and improve the supervision mechanism, and so on, promote the governance of mobile vendors in small and medium-sized cities to promote harmonious coexistence between the vendor economy, urban cityscape and people's lives.

Keywords: Mobile Vendors, Urban Governance, Experience

1. Introduction

The purpose of governance is to use power in various institutional relationships to guide, control and regulate the activities of citizens in order to maximize the public interest [1]. With the acceleration of the urbanization process, a large amount of surplus labor has poured into the city. Because of the lack of skills, some people choose to use the mobile stalls as a livelihood channel in the streets. According to Maslow's hierarchy of needs, most mobile vendors are designed to meet the lowest physiological needs. A series of social problems caused by mobile vendors have always been the focus and difficulty of urban governance. To this end, by drawing on the experience of domestic urban governance mobile vendors, properly handling the relationship between mobile vendors and urban management law enforcement agencies is of great significance not only to the harmonious and stable society, but also to the ability of urban governance in China.

2. Literature Review

2.1. Domestic Research on the Management of Mobile Vendors

Domestic scholars have studied the management of mobile vendors from different angles. Although the research is later than foreign countries, many achievements have been made.

On the governance model of mobile vendors. Lei Shi, Wei Chen and others, from the perspective of public service theory, advocate the establishment of a public service model based on the government, urban management, community-based, commercial trade associations as the main body, and individual participation in the management of mobile traders different from the traditional management system. [2].

In the management of mobile vendors in accordance with the law. Yanni Xing pointed out that the fundamental reason for the "difficulties" of mobile vendors is that their existence

and supervision lack institutionalized normative methods. The institutionalized normative approach refers to the path of the existence and supervision of mobile vendors into the legalization. The most appropriate way is to establish Registration and filing system [3].

In terms of the employment of mobile vendors. Zhongwei Han and Yongwei Ma believe that the random, flexible, low-cost, fast-acting street mobile operation method naturally becomes a form of employment for migrant workers and laid-off workers to maintain their own and family basic living. In order to avoid various taxes, reduce operating costs and seek maximum Profits, expand the living space, they are mostly on the street to set up stalls, mobile operations [4].

In terms of mobile vendors' management rights and business premises, Changsheng Li and Wei Dong suggested that government departments can learn from the experience of the United States, and can divide the time between the farmer market and the flea market, and divide the mobile vendors in different regions, or the government can Formulate policies, propose incentives, encourage private people to hold such markets in places such as idle places, and make this market a place of exchange for local people's holiday gatherings, shopping, and entertainment [5].

In terms of the choice of ways to manage mobile vendors. Zhijie Wen believes that compared with the previous way of "mainly blocking" in urban management, it should be gradually transformed into "mainly based on sparseness". The existence of mobile vendors involves basic rights such as the right to subsistence and work of individuals and families. We should recognize the rationalization of the mobile vendor market and promote the standardization of the mobile vendor market in line with the principle of people-oriented, and the government acts as a market administrator and supervisor. The role of the mobile vendors to take a healthy and harmonious road [6].

2.2. Foreign Research on the Management of Mobile Vendors

There are few scholars specializing in the study of mobile vendors in foreign countries, but some scholars have conducted an overview of the problems of mobile vendors.

The urban planning expert Jane Jacobs pointed out that maintaining multiple types of shops on small-scale blocks and streets can further enhance the security of the streets, while the

charm of the city is also inseparable from the urban culture created by street shops [7].

The sociologist Katrina Fuhai believes that in urban management, the city's bottom groups also have a corresponding role, the government should encourage them to participate in social public affairs, government public decision-making should reflect their will and interests [8].

The scholar Martin Hozhe suggested that urban management should treat street vendors with more transparent law enforcement methods. Mobile vendors are an indispensable part of the city's charm. Relevant departments can make corresponding legal approvals for the materials provided by street vendors [9].

The economist John Friedman suggested that the city should accommodate the interests of all walks of life. The goal of governance is that the residents live and work in peace and harmony, and the city is harmonious and beautiful. The concept of urban development should be tolerant and harmonious, fully respect the basic survival rights of the underlying vulnerable groups, and give mobile vendors a certain living space [10].

3. The Current Dilemma of the Management of Mobile Vendors in Small and Medium-sized Cities in China

3.1. City Manager's Perspective

In recent years, the "guerrilla warfare" approach adopted by urban management departments and mobile vendors has become a hot topic of concern for the society. Because of the strong mobility of mobile vendors, the location and time of operation are not fixed, which brings greater difficulty to the enforcement of urban management (as shown in Figure 1). In the face of the incompatibility of mobile vendors, some law enforcement officers have fined, expelled, suspended, and even "violent law enforcement". Improper enforcement methods have intensified tensions with mobile vendors. The negative news caused by this also left a bad law enforcement impression in the public mind. The society has deepened the misunderstanding of law enforcement and gradually refused to recognize the work of the manager.

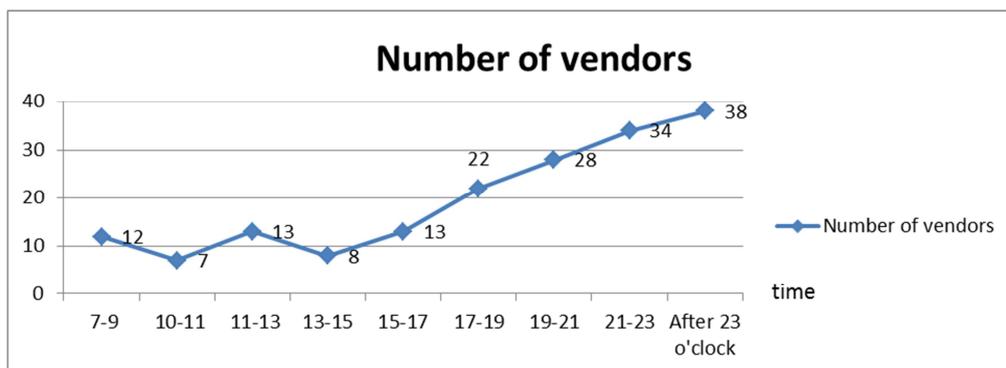


Figure 1. The change of numbers of street vendors at different time on one day.

Urban management law enforcement personnel not only need to have sufficient legal knowledge and legal concept, but also must have rich social experience, so as to ensure the effective implementation of law enforcement [11]. In order to complete the law enforcement tasks, the urban management departments of various localities have recruited a large number of coordinators, and the law enforcement team has been mixed, which has caused problems in the construction of urban management teams. Secondly, some law enforcement officers have low quality and law enforcement concepts are backward. They have not strictly followed the relevant procedures to enforce the law, and it is difficult to guarantee fairness and fairness. In addition, the urban management department has a single law enforcement method, relying on simple and ruthless means of management, and it is difficult to serve the public.

3.2. Angle of the Mobile Vendor

From a holistic perspective, the level of education of mobile vendors is low, there is no technology, employment is relatively difficult, or laid-off, and the social security system is not perfect. The government cannot solve the problem of food and clothing for these people. In order to support the family, this huge surplus labor force is managed by the stalls. According to the statistical survey, the mobile vendors are mainly young and middle-aged (as shown in Figure 2). Because of the “confinement” restrictions imposed by city managers, repeated “guerrilla warfare” is performed every day in cities. In the long run, mobile vendors are prone to fear and rebellion. Sometimes urban management law enforcement personnel are not handled properly, and it is inevitable that there will be intense competition between the two. Speech or physical conflict.

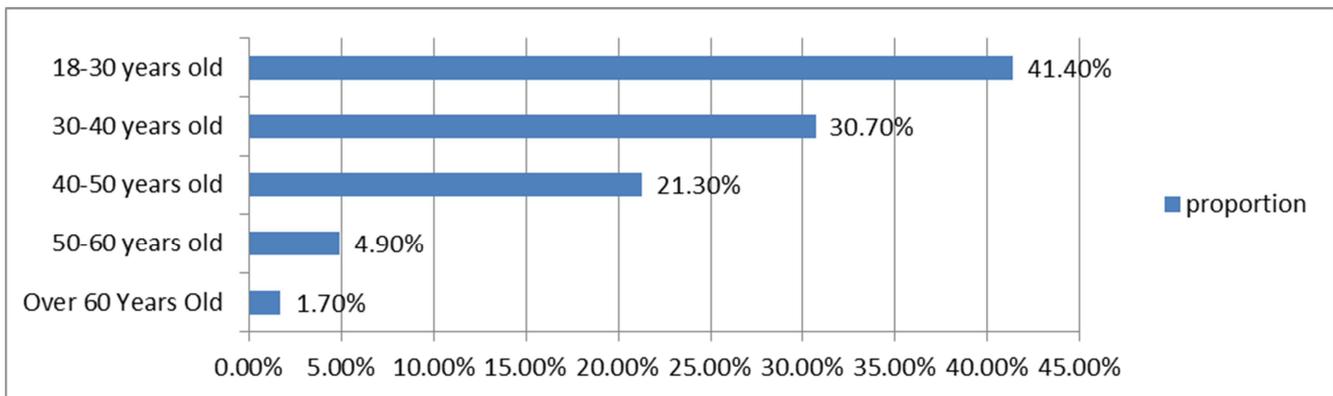


Figure 2. Age distribution of mobile vendors.

3.3. The Perspective of the Public

Mobile vendors are a way of living in the grassroots society and an indispensable part of the socialist market economy. On the one hand, mobile vendors are both long-term, reasonable and necessary. It is undeniable that the mobile vendor has a long history and is a reflection of the cultural diversity of the city and also has profound cultural characteristics. In the general consciousness of the society, mobile vendors are difficult groups, and they are in a disadvantaged position in the market competition. Together with the attitude towards living for a living, they can gain broad sympathy and affirmation from society. Most mobile vendors operate catering snacks, fruits and vegetables, and the price is much more affordable than the formal market. It not only facilitates nearby residents, but also meets the daily needs of low-income consumers. At the same time, mobile vendors rely on self-reliance, which can alleviate part of the employment pressure in the city and contribute to social harmony and stability.

On the other hand, mobile vendors are distributed in cities

of all sizes, and their business activities will inevitably bring about certain negative impacts, affecting traffic, polluting the environment, and food safety. Firstly, non-standardized occupations, mobile vendors are often concentrated in places with large traffic, such as school gates, squares, and parks. As a result, the traffic order was disturbed, posing a safety hazard to the originally crowded road surface. Secondly, mobile vendors often do not take the initiative to clean up the garbage after leaving, leaving waste water and waste to increase the workload of the sanitation department. The air pollution caused by barbecues and fried street vendors, the noise of fruit vendors and the noise of noise, and the lack of strict regulations on the operation time of the vendors have seriously affected the normal life of nearby residents. Then, the mobile vendors are generally open-air operations, the basic equipment for food processing is simple, and the stall owners have not handled relevant health certificates and health permits, and food hygiene problems and quality problems are more difficult to guarantee (as shown figure 3).

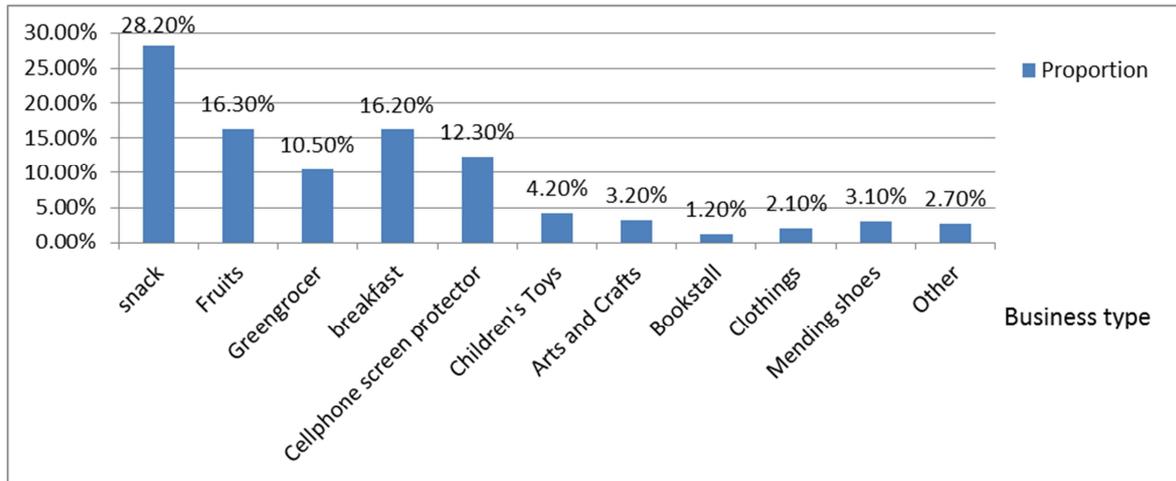


Figure 3. Types of operation of mobile vendors.

4. China's Urban Governance Experience in Solving the Problem of Mobile Vendors Management

4.1. Wuhan: "One-shot" Filing Management of Mobile Vendors

In May 2009, the Qikou District of Wuhan City took the registration and supervision system of the Innovative Community Service Center as the entry point, and carried out the pilot work of the "one-touch" filing management of the mobile vendors. This model is managed by the community to the mobile vendors in different regions and sub-operations, and no management fees are charged. However, the community service centers will supervise and inspect the registered mobile vendors.

By integrating community service functions, standardizing market access qualifications, and strengthening daily supervision and management, Wuhan Qiaokou District effectively solved the problem of the lack of legal business status of mobile vendors, promoted effective employment, safeguarded the rights of mobile vendors, and improved the level of urban governance, regulate the market order. The "Wuhan Experience" started from the Qiaokou District and was continuously promoted to the city. Through continuous exploration and practice, the "Wuhan model" for the management of mobile vendors has become increasingly mature. Many regions have begun to use it as a blueprint to implement the record-keeping model of mobile vendors.

4.2. Wenzhou: Operation and Management of Mobile Vendors

In November 2008, Wenzhou introduced a market-oriented mechanism and established the first "street vendor" in the country. Wenzhou Citizens Business Service Co., Ltd. Through the organization of the company, a platform is established between urban managers and mobile vendors to effectively resolve the contradiction between mobile vendors and urban governance [12]. Through democratic management

and market-oriented operations, the company collects a certain deposit for mobile vendors and appropriately collects rent and sanitation fees every month to provide corresponding services [13]. After the establishment of the "Street Vendor Company", Wenzhou City's capacity has improved significantly.

4.3. Beijing: People-oriented, Source Governance

Facing the contradiction between the huge number of foreign unemployed people and urban management, Beijing has set a "people-oriented" concept based on reality, scientifically and rationally plans and constructs a bazaar market or regulates temporary trade points, and strives to solve a large number of illegal traffic vendors. Occupy the operation of the road and the chaos. According to the actual needs of the residents of each community, the urban management department selects the venues to establish a convenient market for the people, guides and regulates the scattered mobile vendors to enter the market, sets the operating venues to implement unified management time, unified booths, unified planning and management, unified handling of garbage and so on. This kind of humanized management has achieved obvious results, not only improving the tension between urban management law enforcement departments and mobile vendors, but also strengthening the management of mobile vendors, it also provided employment opportunities for migrant workers to meet the living needs of urban residents. At the same time, the city appearance and urban order have gradually improved, and the society tends to be harmonious and stable.

5. Countermeasures for the Management of Mobile Vendors in Small and Medium-sized Cities in China

5.1. Unblocking and Combining, Giving Space for Legalization of Mobile Vendors

In the process of urban mobile vendors, Beijing's

humanized governance is to protect the survival rights of vendors, respect and protect the basic rights of mobile vendors, and guide mobile vendors to operate legally. Combined with Beijing's governance experience, other cities can also implement a humanized approach to the management of mobile vendors: "sparse" and "blocking". Nowadays, it is a top priority to recognize the legal status of mobile vendors, and it is the premise and basis for realizing the rule of law in the management of vendors. The urban management law enforcement department should carry out civilized law enforcement and break the previous attitude of adopting a "one size fits all" approach to mobile vendors. Gradually recognize the rationality and inevitability of the existence of mobile vendors, and change "forbidden" and "blocking" into "unblocking and blocking", and focus on "sparse" to build a relatively stable space for the business activities of mobile vendors. Standardize the law enforcement methods of urban management departments, and improve the bad image left by the "violent law enforcement" of urban management in the hearts of the public.

Although the specific practices of domestic cities on the pattern of mobile vendors are different, the core is the same, which is to promote the legalization of mobile vendors. The legalization of mobile vendors means that they have legal market access qualifications, market subject status, and equal market competition and management rights, which plays a decisive role in the survival and development of mobile vendors. In order to legalize mobile vendors, it is necessary to adopt a legal system to balance and coordinate the interests of various parties.

5.2. Establish Legal Boundaries for Urban Management Duties, Improve Supervision and Management System

To realize the harmonious relationship model between mobile vendors and urban management, it is necessary for the national legislature to formulate relevant laws and regulations. It is necessary to improve the system of mobile vendors, to achieve legalization and standardization of mobile vendors, and to prevent some illegal activities of government departments. Standardize management at the legal system level and administration according to law [14]. In practice, China's legislature has not yet formulated a comprehensive and systematic law and regulation on the management of mobile vendors. The management of mobile vendors is mostly based on reference, reference or other relevant legal provisions. Although various local government departments have issued a series of regulations on mobile vendors based on local conditions, they lack systematic, standard and uniformity in actual implementation. Therefore, the national legislature should formulate laws governing mobile vendors and formulate uniform principles, methods, and standards. Through a sound legal system to provide legal basis and standards for local government departments to develop local regulations, we can truly achieve legal compliance with mobile vendors.

In order to promote fair and equitable law enforcement, the city management department should promptly improve the

supervision and accountability of the internal system and external organizations. Internal system oversight accountability mainly includes strengthening supervisory accountability between lower and upper levels and departments. External system oversight accountability includes the establishment of a mobile vendor autonomous organization and the establishment of an information disclosure mechanism. The masses often provide rich information resources for government decision-making and policy improvement. Only when the government information is open and transparent can we hand over power to the society, make the dialogue fair and just, and give full play to the external supervision function of the society [15].

5.3. Classification Time-division Regional Management

For the more effective management of the urban management department, according to the characteristics of different types of vendors, the implementation of classified time-sharing management.

Firstly, classification governance. Classified management for different types of mobile vendors. For fresh fruits and vegetables, guide them to choose the right location to develop the morning market and the night market. For food and beverage snacks, it should be set up in the control area and set up centrally without affecting nearby traffic. For barbecues, deep-fried stalls that seriously affect the urban environment, and on the basis of ensuring food safety and hygiene, guide them to open stores, strictly require them to handle relevant business licenses, and resolutely ban them if they fail to meet the requirements. For vendors such as clothing and small commodities, they are classified into the standardized management area according to the number and size of the stalls.

Secondly, the time period is governed. In the control area, based on the flow of people in different time periods, the mobile vendors are managed in a time-sharing manner, and the vendors sell the stalls within the prescribed time. However, in the early and late traffic peaks, the vendors are strictly prohibited. In the standardized management section of the community and alleys, mobile vendors can extend the operating hours appropriately.

Thirdly, subregional governance. Urban management personnel can divide the urban area into three types according to the function of the block, infrastructure, prosperity, population density, etc., and implement the regional hierarchical management mode. The first level is the prohibited area, that is, the railway station and the underground passage. Key areas such as main roads must be set up with warning signs. It is strictly forbidden to set up booths here; the second level is the control area. Under the premise of ensuring the cleanliness of the city appearance and convenient daily life of the residents, the area can be reasonably planned and can only be set at the specified place. Convenience service stalls; Level 3 is a standardized management area. In areas where traffic and city appearance are basically unaffected, including communities and alleys, under the premise of ensuring environmental sanitation and

food safety, rationally plan operating stalls and conduct standardized management [16].

5.4. Establish a Vendor of Self-management and Restraint

Different policies or governance methods for mobile vendors in different cities. From the successful experience of domestic cities, we can see that in the process of urban management, we must not rely too much on the government, and fully mobilize the power of non-governmental organizations, communities and vendors. All registered vendors must join the autonomous organization. Each vendor has elected a responsible person to conduct self-management. At the same time, the vendor-sponsored autonomous organization also has a certain supervisory role for the vendors, timely discovering problems and solving problems, and achieving the effects of autonomy and self-management. Through the establishment of a vendor-sponsored autonomous organization, scattered vendors can be centralized, and the autonomous organization can communicate with the vendors in a timely manner, which not only avoids the direct negotiation between the vendors and the government urban management law enforcement departments, so as to avoid unnecessary conflicts and strengthen the self-defense ability of the vendors, smooth and broaden channels for expressing interests [17].

5.5. Improve the Management System of Mobile Vendors

The “one-touch” filing management of the mobile street vendors in Wuhan has achieved remarkable results, and its essence is to give mobile vendors a certain living space. Through the introduction of third parties, there are many lessons for the management of mobile vendors in Wenzhou. Therefore, city managers should give full play to the role of the vendor of the vendors and support the vendors to develop relevant management systems. Firstly, the licensing management is implemented. The mobile vendor shall apply for a business to the local community, issue a legal license to the vendor who applies for the permit, grant the license for the legal operation of the vendor, and implement a mobile vendor registration system. The business license applied for shall have a certain period of time, one person and one certificate, and cannot be rented or loaned. And transfer to prevent the occurrence of high-priced sub-leasing stalls. At the same time, city management personnel should conduct real-time assessments on all aspects of food hygiene, product quality, and service level. If they violate the regulations, they should be ordered to rectify within a time limit. If they are serious, they can recover the business license. The registration system is conducive to the integrity management of vendors and the management level and efficiency of the urban management department. Secondly, develop a reasonable fixed-point application fee. City managers can formulate reasonable booth application fees based on the income level of local vendors, and guide mobile vendors to the regional operations designated by the government [18]. In addition, establish a related charging system. The vendor will collect appropriate management fees and sanitation fees for each mobile vendor

and provide corresponding management services and cleaning services for mobile vendors.

6. Conclusion

The governance of mobile vendors in small and medium-sized cities in China faces the same problems as developed cities. In the process of governance, we must learn from the successful experiences of other cities. We need to constantly improve the law enforcement system, improve the quality of law enforcement personnel, improve the supervision system, and avoid the single mode of urban management law enforcement. At the same time, it is also necessary for the broad participation and unremitting efforts of the public to promote the proper settlement of the problem of vendors. On the issue of managing mobile vendors, we must always grasp the degree of strict management and human governance, and seek an optimal balance of interests. Only in this way can urban management work be trusted and supported by the broad masses of the people and achieve real results [19]. Realizing the concept of humanization into all aspects of urban management is conducive to improving the governance capacity of mobile vendors in small and medium-sized cities, improving the urban management system, and promoting the modernization of governance and governance systems. Therefore, we will alleviate the negative impact of the vendor's economy and promote economic development and social harmony and stability.

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