

Research on the Management of Urban Unlicensed Mobile Street Vendors --- Taking Public Satisfied Degree as Value Orientation

Xuxu Chai

College of Political Science, Sichuan Agricultural University
46 XinKang Road, Ya'an 625014, Sichuan, China
E-mail: 277936780@qq.com

Ziqiang Qin

College of Political Science, Sichuan Agricultural University
46 XinKang Road, Ya'an 625014, Sichuan, China
E-mail: cassie1221@163.com

Kun Pan, Xiaoling Deng & Yongzheng Zhou

College of Political Science, Sichuan Agricultural University
46 XinKang Road, Ya'an 625014, Sichuan, China
E-mail: 542689159@qq.com

Received: May 30, 2011 Accepted: July 6, 2011 Published: December 1, 2011

doi:10.5539/ass.v7n12p163

URL: <http://dx.doi.org/10.5539/ass.v7n12p163>

Abstract

The paper studies on management of urban unlicensed mobile vendors on the street, taking public satisfied degree as value orientation, based on 119 public surveys' data. The results show that the public hope the government works out appropriate policies to make difficult problems clear in allusion to the effective management of urban unlicensed mobile street vendors. It's necessary to actively enhance the interaction between unlicensed mobile vendors on the street and urban management and law enforcement officers. Urban management and law enforcement officers should humanize management to unlicensed mobile street vendors. It's efficient to resolve the contradiction between them by building a unified management area to achieve a satisfied management of unlicensed mobile street vendors for the public.

Keywords: Urban unlicensed mobile vendors on the street, City management, Public view

1. Introduction

With the development of Chinese urbanization, a growing number of urban unlicensed mobile street vendors appeared. At the same time, it aroused a series of social problems. The management of them is one of difficult problems in urban management. In particular, the government and society pay more attention to the violence between urban management and law enforcement officers and unlicensed mobile street vendors. To strengthen urban management effectively and solve problems between them properly is not only the embodiment of the scientific development concept, but also the inevitable requirement of economic and social development. What do the public think of urban unlicensed mobile street vendors? How to resolve contradictions between urban management and law enforcement officers and urban unlicensed mobile street vendors? The paper studies on management of urban unlicensed mobile street vendors, taking public satisfied degree as value orientation, based on 119 public surveys' data.

2. Literature Review

With the appearance of the city, there is a conflict between the governors and urban unlicensed mobile street vendors. With the development of economic society and construction of the city, in recent years, the conflict

between unlicensed mobile vendors and the urban management is becoming more and more outstanding. Urban management and law enforcement officers and unlicensed mobile vendors play hide-and-seek or the former enforce the law with violence and the latter are against the law with violence. In 2005 a mobile vendor in Beijing killed the vice-captain Zhiqiang Li who worked in Urban Management Bureau, which indicated the conflict between unlicensed mobile vendors and urban management and law enforcement officers had been opposed, and became a disharmonious element of the construction of China harmonious society. If we can not deal with the conflict successfully, the harmony of the society will be harmed.

The society also paid more attention to the contradiction between urban management and law enforcement officers and unlicensed mobile vendors on the street. Domestic scholars' study about this problem is in the ascendant. Some scholars appeal that the "urban management" should give way to "urban administration" in China (Chen, 2002). When it comes to the management of unlicensed mobile vendors on the street in city, many scholars believe it is a "war" (Wang, Yuan & Liu, 2006); Some scholars believe that this is a "life-and-death game" (Zhao & Huang, 2000; Tang, 2009), they also give a analysis about how urban management's difficulties were built. Some scholars study from the perspective of administrative punishments institutional (Wang, 2004), some scholars study about the viewpoint of urban management and law enforcement officers, (Wu, 2009), some scholars study from the perspective of urban-rural dual structure (Zhang & Liu, 2009), other scholars research on a comprehensive administration of the law enforcement and its countermeasures in many places (Ye, 2010; Hu, 2009; Gong, 2008; Ma & Wen, 2008; Wu, 2006). Some scholars appeal to "human management" and "civilized management" for the emergence of violent enforcement (Zhang, 2003). To ensure the survival right of the unlicensed mobile vendors on the street by using a scientific arrangement, they bottom out the plight of urban management (Lu, 2010). In the aspect of the overall strategy of city management, scholars raise a principle that the urban management should regard the rural city as a core and the arrangement of the action in this progress as a key point. Only in that way, there should be a comprehensive advance of urban management (Lin, 2004). In conclusion, domestic researches about unlicensed mobile vendors on the street make contribution to this thesis, but they are still inadequate. This thesis based on the viewpoint of public people has a research on the management of unlicensed mobile vendors on the street which few theses do so. The thesis broadens perspective of the management of urban unlicensed mobile vendors on the street; also it provides reference for government decision-making.

3. Research on the Management of Urban Unlicensed Mobile Street Vendors Which Is Taking Public Satisfied Degree as Value Orientation

3.1 Distribution and characteristics of the sample

The study is based on 119 public surveys' data. Study data were collected from individual businesses, enterprise staff, students, civil servants, home staff, teachers and other objects via an online questionnaire survey method from 2010 to 2011. The proportion of them is 9.24%, 6.72%, 57.14%, 10.08%, 4.20%, 10.08% and 2.52%. All of 119 questionnaires were effective upon examination, and they can reflect the public views. Specific statistics is shown in table 1.

3.2 Unlicensed mobile vendors and urban management and law enforcement officers in public perspective

The management involved unlicensed mobile vendors and urban management and law enforcement officers. What do the public think of them? The above surveys' data reveals public opinions and contradiction between them.

3.2.1 Urban unlicensed mobile street vendors

(1) The effectiveness of urban unlicensed mobile street vendors. Because of low operating costs, rapid profits, fast liquidity, urban unlicensed mobile street vendors widely distribute in every quarter of the city. To a certain extent, they had an effort on urban environment. Thus the conflict between unlicensed mobile vendors and the urban-management officers was created. How to manage urban unlicensed mobile street vendors? Should it be banned or divert? It depends on whether street vendors can improve the quality of citizens' life, that is, whether they have the effectiveness. This is the effective reasons that determine whether it can exist in the city. For this, there are 14 people often buy things from the mobile street vendors, which reaches 11.8% of the total number of survey; and 88 people occasionally buy things from the mobile street vendors, which reaches 73.9%; and there are 17 people never buy anything from the mobile street vendors, which reaches 14.3% in my survey data of 119 questionnaires. Then, it means that urban unlicensed mobile street vendors provide services to 85.7% of respondents. This also testifies the reasonable and effective existence of urban mobile street vendors, that is, they can provide convenient services to urban citizens.

(2) Public views on urban mobile street vendors. Nowadays, mobile street stalls are the channels and methods for living to the people who are mostly unskilled layoffs, unemployed people, migrant workers. What are public views on urban mobile street vendors? In the survey, 87.4% of respondents can understand, they believe that urban mobile street vendors are forced to do so in order to make a living; 43.7% of respondents consider that urban mobile street vendors provide a convenient life to public; 32.8% of respondents hold that such behavior not only seriously affects the traffic and public order and also dirties the city; and 18.5% of respondents believe that the appearance of urban mobile street vendors is unfair to legitimate business. It shows the existence of urban mobile street vendors is the pros and cons of contradictions. On one hand, urban mobile street vendors indeed facilitate the public. On the other hand, they really cause some social problems, for example, environment pollution, traffic jam, and the influence on legitimate business. Without a doubt, the pros and cons of urban mobile street vendors can not be avoided, but the majority of public sympathize with urban mobile street vendors, and they believe urban mobile street vendors indeed facilitate the public.

3.2.2 Urban management and law enforcement officers

(1) Public understanding of the area of urban-management officers' responsibilities. In the survey, 5% of the respondents have a good understanding of the area of urban-management officers' responsibilities; 81.5% of the respondents have a superficial understanding of the area of urban-management officers' responsibilities; 13.4% of the respondents do not know the area of urban-management officers' responsibilities at all. From the above, we know that 86.5% of the respondents have some acquaintance with the area of urban-management officers' responsibilities.

(2) Public opinions on the law enforcement way that urban-management officers take towards unlicensed mobile street vendors. In the survey, there are 92 respondents believe that the law enforcement way that urban-management officers take towards unlicensed mobile street vendors lack of humanity, it's necessary for urban-management officers to change law enforcement way of "cat and mouse", which occupies 77.3% of the total number of survey; 18 respondents believe that the law enforcement way that urban-management officers take towards unlicensed mobile street vendors can be accepted, for they consider that urban unlicensed mobile street vendors have always been illegal groups, which occupies 15.1% ; 6 respondents do not have any sense to the law enforcement way that urban-management officers take towards unlicensed mobile street vendors, which occupies 5%; only 3 respondents do not understand the law enforcement way, which occupies 2.5%.

3.2.3 The understanding of the conflict between urban management and law enforcement officers and unlicensed mobile street vendors

The sharp conflict between urban management and law enforcement officers and unlicensed mobile street vendors has been universal. Getting pounded and hot pursuit of urban management and law enforcement officers are in great contrast with unlicensed mobile street vendors who fled in panic, it has turned in a common phenomenon in contemporary society (Shijie Fan, 2010). China now is in a period of transition. Harmonious society must come first. Thus, the public pay more attention to the conflict between urban management and law enforcement officers and unlicensed mobile street vendors. What do the public think of the conflict between them? In the survey, 98 respondents believe that there is a great conflict between them, and it is necessary to take measures for improvement, which occupies 82.4% of the total number; 11 respondents consider that there is a slight conflict between them, it does not matter whether measures taken or not, which occupies 9.2 %; 4 respondents think that there is no contradiction between them, which occupies 3.4%; 6 respondents are not familiar with the contradiction between them, which only occupies 5%.

3.3 Public views on the management of urban unlicensed mobile street vendor

Generally speaking, the management of urban unlicensed mobile street vendors should be the government responsibility. It realizes order, harmony in the city by the administrative enforcement, which is the natural function of the government. However, for several years, as the media reports, a number of incisive contradictions of urban management gradually appear. The chase and tussle of "cat and mouse", "violence of law enforcement" and "anti-violence law", which have always occurred. How to manage urban unlicensed mobile street vendors effectively? And what do the public think of it? In the survey, 119 respondents make the following proposals for the management of urban unlicensed mobile street vendors.

3.3.1 The public first, create the chance of communication between urban management and law enforcement officers and unlicensed mobile street vendors actively

The public believe it's necessary to make use of the masses for the sharp conflict between urban management and law enforcement officers and unlicensed mobile street vendors. For example, building a bridge of

communication between urban management and law enforcement officers and unlicensed mobile street vendors by organizing a group of volunteers. To some extent, it can ease the conflict between them effectively. For this opinion, 28 respondents believe it should be very effective, accounting for 23.5%; 85 respondents believe it should be effective, accounting for 71.4%. As a bridge of communication between urban management and law enforcement officers and unlicensed mobile street vendors, volunteer organization is a new attempt, which effectively deal with the contradictions between them.

3.3.2 Build unified management area for urban unlicensed mobile street vendors by dividing designated areas and sub-species

In the survey, 99 respondents believe it's feasible to make unified management of unlicensed urban mobile street vendors by dividing designated areas(to set aside a fixed operating point) and sub-specie(to operate similar goods concentratedly), accounted for 83.2%; 20 respondents consider it is infeasible, accounting for 16.8%. The author believes that the shortcomings of the urban unlicensed mobile street vendors are free to set up their stalls, causing traffic jams and pollute the environment. If mobile stalls tend to be regular and legitimate by building unified management area, to some degree, it not only abandons the shortcomings, and also promotes their advantages. In addition, it will ease the conflict between urban management and law enforcement officers and unlicensed mobile street vendors. Thus, the approach is capable of managing urban mobile street vendors.

3.3.3 Ensure the rights of urban unlicensed mobile street vendors to speak, build more extensive democratic platform for them

Most public show sympathy for unlicensed urban mobile street vendors even though they are illegal. Why does it happen? First and for most important, urban mobile vendors are vulnerable group; and they have no rights to speak; last but not least, there's a shortage of democratic platform to protect their own legitimate rights when they encounter violence law enforcement. Thus, they take improper measures, such as anti-violence law; play the fool; even they cry and scream to hang themselves. To some degree, it's due to low cultural quality of unlicensed urban mobile street vendors. With the problems above, in the survey, there are 107 respondents consider it's necessary for urban mobile vendors to build more extensive democratic platform and broaden complain methods, such as the incoming letter and phone for complained directly, accounting for 89.9%; there are 8 respondents think it's unnecessary, accounting for 6.7%.

3.3.4 Multi-joint, multi-pronged approach, actively promote the harmonious management of urban mobile street vendors

The public consider the Government should lay down appropriate policy to manage them, which is ranking first in harmonious management measure of unlicensed urban mobile street vendors, reaches 101 respondents; second is to strengthen media to report relative issues of urban management and law enforcement officers and unlicensed mobile vendors, improve the degree of public concern, reaches 73 respondents; then 62 respondents consider it's helpful to strengthen interactions between urban management and law enforcement officers and unlicensed mobile vendors, such as organize communicate meetings or informal discussions; 46 respondents think it's feasible to build a bridge of communication between them by organizing a group of volunteers. From the above, we can see the public hope the Government carry out urban management through multi-joint, multi-pronged approach, so as to resolve the contradiction between urban management and law enforcement officers and unlicensed mobile vendors and promote the harmonious management of urban mobile street vendors.

4. Summary

In view of sharp contradiction between urban management and law enforcement officers and unlicensed street vendors, the paper carries a research into the management of urban unlicensed mobile vendors, taking the value orientation which satisfies the public. What the results show us is that the public hope that the Government would take appropriate measures towards the effective management of urban unlicensed mobile street vendors and face the rationality of existed urban unlicensed mobile street vendors, thus to enhance the interaction between urban management and law enforcement officers and unlicensed street vendors. The public also hope the government to take human, civilized, discreet management, therefore the government could bring urban unlicensed mobile vendors into orderly operation. Last but not the least, the public hope that the government to build unified management area for urban unlicensed mobile street vendors by dividing designated areas and species; thus effectively remit the contradiction between urban management and law enforcement officers and unlicensed mobile street vendors. Only in this way, can the government achieve publicly satisfying management of urban unlicensed mobile vendors and harmonious society.

References

- Chen, Youqing, (2002). *From Urban Management to Urban Governance*. Xiamen: Master's Degree Theses of Xiamen University.
- Fan, Shijie. (2010). Predicament and Breakthrough of Binary Apposition between Subject and Object in Urban Management System. *Journal of Jiangsu Administration College*, 2, 5.
- Gong, Yedan. (2008). The Present Situation and Countermeasures on the Management of Urban Mobile Street Vendors -- Taking Pudong New Area as an Example. Shanghai: Master's Degree Theses of Shanghai Jiaotong University.
- Hu, Hong. (2009). *Study on Problems and the Countermeasures in Urban Management of Comprehensively Administrative law-enforcement -- Taking Nanjing as an Example*. Nanjing: Master's Degree Theses of Southeastern University.
- Lan Qiang. (2010). Research on the Plight of the Management of Urban Unlicensed Mobile Street Vendors and its Causes. *Journal of Human Resource Management, Academic Edition*, 4, 23
- Lin, Xihong. (2004). Boosting Urban Management Work All-roundly with the Core of Rural Areas into Cities and the Combing Action as Key Pint. *Journal of Reformation and Strategy*, 7, U13.
- Lu, Yan. (2010). Balanced Rights, the Flowing Landscape and Getting out of Urban Management Difficulties--an Investigation and Enlightenment about the Situation of Urban Management of Mobile Vendors in Yangzhou. *Journal of Theory and Reform*, 2, 148-152.
- Tang, Bo. (2009). Weak Living in the City: the Game of Street Vendors and Urban Management Officers. Shanghai: Master's Degree Theses of Fudan University.
- Wang, Gang, Yuan, Ye, & Wei, Liu, (2006). Urban Managers and Vendors Are in the "War". *Journal of China News Weekly*, 33, 26-28.
- Wang, Yi. (2004). Research on the Development of Relatively Concentrated Administrative Punishment System--taking Urban Management as an Example. *Journal of Law*, 9, 35-42.
- Wu, Jiali. (2009). When Power Encounter the Weak: the Behavior Logic in the Governance of Urban Mobile Vendors -- Based on the Case Study of Urban Management and Law Enforcement Team in H city. Nanjing: Master's Degree Theses of Nanjing University of Science and Technology.
- Wu, Niangong. (2006). Urban Management is not Administration but Convenience for People-- Dedicating to Build a "harmonious city" in Changsha, Hunan. *Journal of Forum Rakyat*, 3B, 52-53.
- Ye, Dan. (2010). Conflicts and the Resolvred Methods in Urban Management of Comprehensively Administrative Law Enforcement -- Taking Jinhua as an Example. Zhejiang: Master's Degree Theses of Zhejiang Normal University.
- Zhang, Luhao. (2003). Legal Principles and Practice of Urban Management with the Comprehensive Law Enforcement. *Journal of Research on Administrative Jurisprudence*, 3, 42-48.
- Zhang, Yingkui & Liu, Xingpeng. (2009). Governance of Urban Mobile Street Vendors in the Perspective of Urban-rural Dual Structure. *Journal of Administrative Tribune*, 4, 5
- Zhao, Yingjun & Huang Huaqiao, (2000). Games Behind Stalls. *Journal of Business Economics and Management*, 10, 13-15.

Table 1. Respondents' statistics

Respondents	Quantity	Percentage
A. Individual businesses	11	9.24%
B. Enterprise staff	8	6.72%
C. Students	68	57.14%
D. Civil Servants	12	10.08%
E. Home staff	5	4.20%
F. Teachers	12	10.08%
G. Others	3	2.52%
Total	119	