

Research on the Current Situation and Innovative Development of Land Sharing Economy in the Post-epidemic Era

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Abstract

As COVID-19 is effectively contained across the country, in order to further stimulate economic development, increase local employment opportunities and raise common people income level, a series of preferential policies were adopted, which is in order to achieve the purpose of stimulating economic development. Premier Li Keqiang once visited the city of Yantai in Shandong Province. It is proposed that "land sharing economy" is an important measure for local governments to stabilize employment. Meanwhile, During the two sessions in 2020, "land sharing economy" has also become a hot topic among deputies. This paper is based on the background analysis of the introduction of land sharing economy after the epidemic so as to bring about the idea of the necessity of local government to develop the land - sharing economy. The purpose of this paper is to discuss the nature of China's land economy under the wave of land economy. The core purpose of land sharing economy is to stabilize the economy and guarantee the bottom line of China's macro economy. The timeliness of land sharing economy policy is related to the degree of economic development, and the development of land sharing economy is bound to directly or indirectly affect other industries. The land sharing economy can be used as a testing ground for entrepreneurship and experience the real market at the lowest cost.

Keywords

Land Sharing Economy; Post-epidemic Era; Stock Combat; Emerging Industries; Entrepreneurship.

1. The Background of the Idea of "Land Sharing Economy"

In his 2020 government work report, Premier Li Keqiang called for ensuring stability in ways of stimulating the economy by setting employment to promote people's income and ensure people's livelihood. He aimed to drive the improvement of people's spending power and the recovery of the local affected by COVID-19. The cultural, tourism, catering and other tertiary industries are gradually recovering and developing in an orderly manner. During the two sessions in 2020, "land sharing economy" has also been the majority of CPPCC members, the National People's Congress. On the basis of standardizing urban management, an orderly way was proposed. Unleash the vitality of the "land economy" and increase the employment opportunities and disposable of local people's income, and encourage non-local tourists to increase tourism spending, driving local governments to liven up the economy. Premier Li Keqiang made the remarks when answering questions from Chinese and foreign journalists after the two sessions. An example of a city that relies on "land sharing economy" to create 100,000 jobs. It also emphasizes the importance of land sharing economy in stabilizing employment and driving the development of tourism industry.

Premier Li Keqiang's recognition and evaluation of the Land-sharing economy is not only for land. The government has provided support for the development of the land sharing economy, and also pointed out the key concerns of municipal management of the local governments.

Ahead of the two sessions, the "Land-sharing economy" has been. Most cities are called "land" by the word "dirty" or even "unattractive." Sharing economy "has taken severe control measures by some local urban management staff.

Members of the stalls will be called "vendors" which is in terms of the nature of the Land-sharing economy. The Land-sharing economy is not the low-end economic behavior that people imagine from the market economy. And from the point of view of economic law, peddlers sell goods to achieve economic benefits. Profit does not violate national laws and administrative regulations, and the government should not give it to the land sharing economy.

1.1. Overview of Land Sharing Economy

Land sharing economy is an important part of informal economy [1]. Premier Li Keqiang, on an inspection tour of Shandong province, called the Land-sharing economy "a firework on earth" and "China's vitality." Since the beginning of 2020, the real economy has been hit hard by the COVID-19 epidemic, leading to a severe employment problem in China, and a large-scale unemployment wave is likely to come. In this context, the country relaxed the spread of the economy is for the bottom of the old family employment security. From the perspective of economic theory, when workers have no possibility of re-employment in the short term, temporary income can become their economic source of subsistence and get rid of the dilemma of zero income. The employment supply created by the formal economy is not enough to support all the job demands, and the informal economy (dominated by the land sharing economy) alleviates this problem to some extent. China's economic growth rate keeps rising and China has made remarkable achievements in the world. However, behind these figures are unreasonable income distribution, inadequate social security system and increasing employment pressure. Of course, this is also the inevitable dilemma of any developing country in the process of modernization. Therefore, the "land sharing economy" after the epidemic is in line with the needs of social development, and is also a "strong medicine" to solve the livelihood of the industry.

Land sharing economy is the "activating molecule" of a city, stimulating endogenous power and releasing infinite value. In 2021 to set the reasonable flow vendors premises in the government work report, during the two sessions, premier li keqiang as "difficult economic thumb up", in yantai, shandong province during the inspection, prime minister li keqiang said: "the street economy, shop is an important source of jobs, is the fireworks, like" tall ", is the life of China."

The land - sharing economy is an immediate policy for the welfare of the people. China is still in the primary stage of socialism, and this generation is shouldering the great task of rejuvenating the Chinese nation. The more important the historical environment is, the more attention should be paid to the people's life world. With the sudden onset of the epidemic, many ordinary migrant workers have become the first wave of unemployment. They do not have the high-tech possessed by highly educated talents, and the physical labor they rely on is highly substitutable. Keenly aware of this, the government has introduced a number of policies to broaden the livelihood of ordinary people.

"Spread economy" concept is mentioned again, visible spot. The country's positive attitude towards the Land-sharing economy and its more tolerant evaluation of civilized roads and hawkers are exactly the hope for migrant workers to settle down and survive in society. Based on this consideration, the government launched such a policy at this time to provide more convenience for vendors to enter the market by increasing the scale and reducing the cost, and to provide certain subsidies, in order to prevent migrant workers from losing their livelihood and relieve the employment pressure of ordinary people. Solicit opinions from the public during the outbreak in the country, a large number of field investigations, the real have solve difficult employment of squatter communities to give great support on policy, let people see a

profit for the people of the party a huge advantage in social governance, also virtually enhance the confidence of the people on the social system theory and path of confidence.

2. An Overview of Land Sharing Economic Policies

Whether the Land-sharing economic policy is a short-term measure or a long-term return depends on when the current environment of internal troubles and external aggression will be improved. The timeliness of policies is closely related to the social environment. As the saying goes, "Stable economy means stable employment." When Answering questions from journalists during the "Two Sessions", Premier Li Keqiang repeatedly mentioned that "ensuring the bottom line for those at the bottom of society who are hardest to find jobs means ensuring the bottom line for the entire working population and the entire macro economy. Only when the economy is bad. When the economy gets better, there is no need to talk about the bottom line. Known global disasters fall into three categories. Exogenous disaster is natural disaster: such as the eruption of large volcanoes, alien body impact; Endogenous disasters: such as world war, nuclear war, biological and chemical war, super economic crisis, technological runaway (AI); Exogenous with endogenous disasters: such as natural plague. The plague is exogenous in origin, but its spread depends on control efforts, and this outbreak clearly falls into the third category. the state began to support the resumption of production and work at the end of February 2020. Since late March, the focus has been on preventing imported COVID-19 and preparing for economic recovery. The essence of economic crisis is the imbalance of supply and demand. Several economic crises in history are caused by the failure of social internal market regulation. But this economic crisis is not endogenous, it is exogenous. Unlike the endogenous economic crisis in human society, this crisis has a huge impact on both supply and demand. The real industry almost suddenly went to zero in a very short period, not because consumers lost their purchasing power, but because the parties involved in the transaction had to directly stop the transaction if they had not isolated the potential contagion [2].

Even real estate has seen some overall price declines as transactions have declined due to its inability to serve customers. The financial industry, which relies on the real economy and serves the real economy, is also heavily influenced [3]. Now that financial transactions can be done online, there has been a lot of selling in countries around the world. Stocks and bonds, and even gold, have seen rare simultaneous declines. China's economic development mainly depends on services and manufacturing. As mentioned above, "land sharing economy" is a "fierce medicine" at present, which can stop short-term pain but is not a "good medicine" to remove roots. If it is a long-term policy guidance, it is bound to run counter to China's ultimate goal of realizing the rise of a great power and the rejuvenation of the nation. Moreover, land sharing policies have not generated new demand. The rise of online shopping makes shopping more fast and economical, and stimulates more shopping demand. The rise of take-out, so that people taste food more than a choice --take-out, but also for consumption to provide more convenience. These two new things are in the ascendant, both have their internal reasons. At the same time, it also conforms to the general trend of the development of Internet and mobile interconnection [4], both of which are the progress of modern society.

However, the street economy did not increase new demand, on the contrary, it increased the supply, for small shops is a blow to reduce dimension, the cost of setting up a street stall is significantly lower than opening a shop, because the house rent is greatly saved, the cheap booth fee is a drop in the sky compared with the annual rent rise. The purpose of the Land-sharing policy is to enable workers who cannot afford to open shops to do small business. Low cost means that the floor share can sell the same product at a lower price. In other words, the total supply increases when the demand does not increase significantly. According to the demand principle of economics, the demand curve remains unchanged and the supply curve

moves to the right, leading to the decline of equilibrium price [5]. What industries will be directly affected by the Land-sharing policy? It is the industry with small profit, low investment and low market access threshold, including early investment and skills, such as snacks, hairdressing, small commodities, clothing and so on. What industries will be affected indirectly by the land sharing economy? The market economy does not increase the total demand significantly, that is to say, the new supply of the market needs to compete with the original supply demand, forming a stock fight. It's like a cake that stays the same size and is divided by new people, so there's less of it for everyone. Once the street vendors take over the store business, then the store business is more difficult to do, the economy is depressed, consumption is degraded, and now someone is taking over the business. If you are a shopkeeper, you may choose to close the shop and join in setting up a street stall.

Following this line of thinking, closing shops and setting up stalls will directly lead to an increase in the vacancy rate of small shops along the street and even in the mall. The rent of shops decreases, and the investment value of shops declines, ultimately leading to the decline in the buying and selling price of shops [6]. This is also the media said that the market will hit the inherent logic of commercial real estate. Therefore, the street economy should be shaped into a dislocation economy with the store economy, so that the street economy can provide new employment, otherwise it is easy to shape into the internal transformation of employment and stock fight. Prices fluctuate around values, and economic losses from the pandemic have reduced the value of many industries. In today's integrated economy, there are no winners from broken supply chains. That's why things are still tough at work, even at home. Instant policies are often unsustainable. If someone asks, "Can you get rich by selling land?" I want to answer "absolutely not!" People cannot blindly believe the myth that you can become a billionaire by selling a street stall, which only makes a little hard money. Different levels have different ideas, and any level has a ceiling, but at the current level, it can be an introduction to business practice to understand competitors, to understand the market, to understand human nature, to feel the real market for just a thousand or two thousand dollars, to explore the rules of business.

The ground stall is to let the worker guarantee the bottom of the industry, not to let the investor make money. The seemingly simple stall is not so easy as imagined. Even if short-term gains are obtained, the total factor input needs to be increased simultaneously to ensure the synchronous increase of returns, and the bottleneck of the stall is obvious. Therefore, it is a kind of ability to stand out in a certain industry, but it is only a low-level basic ability, and how to choose the industry is the ability above ability. Only by standing out in the process of choosing the industry can we surpass our competitors at a higher level and have the possibility of obtaining high returns.

3. The Current Situation of the Local Economy Income Groups with Difficulty in Employment

3.1. The Owners of Ground Stall are Mainly Low-income Groups with Difficulty in Employment

First, rural migrant workers in cities. With the process of citizenization, a large number of rural people move into cities, and the migrant labor force from rural areas gathers in cities. The ground sharing requires no large investment and the operating cost is very low, thus attracting migrant workers to set up stalls. The second is the urban population without fixed occupation and laid-off workers. Urban population of low education, no skills and limited employment of the crowd, because of the shortage of funds, time constraints need flexible employment of the crowd, ground stalls is undoubtedly a good choice. Third, college students and new stallholders who want to start their own businesses. In order to accumulate the first bucket of gold in entrepreneurship, increase market practice, accumulate entrepreneurial experience, and

reduce the risk of entrepreneurship, some college students and entrepreneurs choose to "practice".

3.2. The Land Beach Commodity Variety is Rich, the Profit Interval is Large, the Small Profit is Easy, the Large Profit is Difficult

The main types of street stalls are breakfast and dinner, clothing and accessories, fruit and vegetable sales, mobile phone film, barbecue snacks and children's toys, small goods, etc., among which, barbecue snacks, fruit and vegetable sales and clothing and accessories are the most widely distributed and the largest in number.

3.3. The Employment Threshold of the Local Economy is Low, and the Role of Employment Reservoir is Gradually Played

It has no age, educational background, time limit, low employment threshold, low cost, flexible form, and has become the first choice for flexible employment, effectively increasing the number of jobs and expanding the scope of employment.

3.4. Residents have a Passion for Street Stall Consumption and are more Tolerant of the Street Stall Economy

First, most of the residents have experience of stall consumption. Second, the vast majority of residents recognize the ground economy, the ground economy support degree. Although the land economy looks insignificant, compared with the industrial economy, it is difficult to play an obvious economic driving role, but residents hold a highly recognized attitude towards the land economy.

4. After the Epidemic, the Necessity for Local Government to Develop the Land Sharing Economy

In order to adapt to the situation of regular epidemic prevention and control, the Central Civilization Office of the CPC Central Committee has decided not to carry out epidemic prevention and control this year Occupy Road management, street market, mobile vendors as civilized city assessment. Content to promote civilized city creation in the restoration of economic and social order, meet the group People need to play a more active role in the process of life.

4.1. The Development of the Land Sharing Economy Will Promote the Depth of Local Culture and Tourism Merge

During the COVID-19 outbreak in Wuhan in 2020, China Each local government vigorously strengthens the six stabilities, six guarantees the work, "the ground share economy" one party on the one hand, it assumes the responsibility of increasing employment and promoting economic development, on the other hand, it affects the level of local city management has become a hot topic during the national two sessions The topic. Land - sharing economy not only has a certain effect on local employment, but also on Local tourism cause plays a huge role, do a good job livening the stall economy can be sucked Attract more foreign and provincial tourists to this region. The development of tourism industry also Chinese tradition and culture can be effectively displayed to the world, and the realization of culture The organic combination of industrialization and tourism industry makes the local economy and culture, local people. Vulgar let people all over the world know, make it become tourists like the scenery, in order to Drive local economy and common people employment and even increase income. At present, our country many places. To promote the tourism concept of a local lifestyle to tourists, so that the vast. Tourism is in the national culture and well-integrated into the culture of the city. And in life. Whether it's catering or selling small goods, or other categories of forms can focus on

display, easy to focus on the experience of the local. The real-life form of "common people", such as common culture, market culture, Road culture is also an element of cultural and tourism integration, and "ground stall" is also literature. A space and stage for the integrated development of culture and tourism.

4.2. The Development of Land Sharing Economy can Increase Local Tourism Income and Increase the Number of People

Employment opportunities Land sharing economy is an important driving force for the development of tourism industry in a city Directly related to the quality of service to tourists, it should not be directly classified into simple Snacks, dirty and messy nouns, local government should actively guide the stall economy According to the layout of urban planning and management, without affecting the requirements of urban management In order to present the cultural and ethnic characteristics of the region to the vast number of tourists Drive the development of local tourism, and increase employment opportunities for local people, to achieve The rapid growth of regional economy. For example, a large agricultural county is attracted by tourism.

A certain number of tourists to local consumption, if again through the stall economy will be local products, handmade souvenirs and so on to display to tourists, not only can increase Add tourism income, can also stimulate the income of local farmers, small workshop owners. With When, the local government in order to encourage the development of land sharing economy, can be detailed in advance Layout and planning, through product design, product competition and other forms widely Collect souvenir design scheme, and communicate with relevant competent departments to unify Product standards, and constantly improve the quality of local tourism souvenirs.

For example, to the government may prescribe it as a local product on a fixed day of the week Sales day, in the long run, will give the vast number of tourists a fixed consumption pattern and thinking D, help local tourism to form a good shopping atmosphere, which has no Few unique local characteristics and creative handicrafts.

These places are often also for sightseeing Where visitors are willing to hang out, it is a good place to attract tourists to increase their stay. The stay time is extended, the consumption experience is satisfied, and the economic benefit of tourism is also natural It increases.

4.3. Developing the Land-sharing Economy can Improve the Comprehensive Governance Capacity of Local Governments

In some scenic spots at home and abroad due to the existence of stall economy, especially Such as Beijing's overpass, Xi 'an' s Hui street snacks, such a stall economy Presence will not only increase local tourism revenue, but also make the surrounding hotels, coffee with the increase in income from services such as restaurants, tourists can enjoy the convenience of shopping on the street Enjoy quality leisure experience, increase the added value of tourism. Such as, land The Government of China should actively introduce relevant systems and measures concerning land sharing economy, as well as Shanghai as early as 2007 on the introduction of urban stalls guidelines and other documents, so that stalls Cultural recognition by the government, but also can continue to regulate the stall culture toward health, Sustainable development forward. To sum up, if the local government is facing the existence of land sharing economy, through reasonable norms, guidance, management, and for its development by providing the necessary safeguards and policy support, the decentralized distribution will change in order to create an orderly economic activity, and to promote local products, handicrafts, Fast development of catering industry, accommodation industry and other industries. The local government passes the land Sharing economy can attract a certain number of tourists from other places to spend money in local tourism. Make the city's culture quickly known and accepted by the outside world, and make the city to The outside world presents a positive, healthy energy and image.

Therefore, local governments should to provide various platforms for the economic development of the stall, so that more tourists can understand when Local culture. At present, local governments should follow the spirit of the premier and the two sessions Good land economy, land economy into social economic development, in the impact On the basis of the overall urban planning and travel conditions, reasonably set up stalls And classify the stalls with different cultural characteristics to form local features Color of the stall culture, improve the income level of local people.

5. The Significance and Existence Problem of Land Beach Economy

5.1. The Dixiong Economy is an Indispensable Economic Form to Increase Employment and Invigorate the Market

5.1.1. Increase Employment Opportunities

Whether it is the "six stability" or "six guarantees", employment has been placed in the first place. To solve the problem of employment, we need the initiative of the government, more importantly, the efforts of society and the market. Difficult economy because of "small quick spirit" and other characteristics, has become the first choice of flexible employment. In particular, in the crucial period of poverty alleviation and the normalization of epidemic prevention and control, the accumulated flexibility in employment needs to be released. To some extent, the development of "decentralized economy" has broadened employment channels, met employment needs, eased employment pressure and solved the problem. The livelihood of part of the population.

5.1.2. It is Convenient for Citizens to Shop

Due to its small space impact, it has not only become a useful supplement for large shopping malls, supermarkets and hypermarkets. The floating stalls also facilitate the daily shopping of residents. When they go shopping or go off work, they can buy all kinds of fruits, vegetables or small goods in daily life, which is convenient and fast. At the same time, due to the low cost of ground sharing operation, the price of most commodities is lower than that of shops or supermarkets, which not only saves some expenses, but also meets the low consumption demand of residents.

5.1.3. Smart Trashes

Ground stall is one of the most active trading methods. The rapid circulation of commodities on the one hand increases the income of individual businesses and improves the living conditions of families; On the other hand, it has extended the sales chain of production enterprises, accelerated the recovery of enterprise funds, and activated the market demand. It is an important part of national economy and plays an important role in promoting economic and social development.

5.1.4. Add a Cultural Touch

The development of urbanization cannot blindly pursue bright and uniform, but should fully consider the objective existence of the structure of all social classes. The development of street stalls gives a city a living soul, whether it is the "wine boxing" of street stalls, the "guidance" of people in the park to solve the broken chess, or the guitar beside the square "Divine comedy" is the true way of life, the need of reality, and the humanistic feelings of the development of modern urban civilization.

5.2. With the Rapid Development of the Land-sharing Economy, Five Major Problems can not be Minimized

5.2.1. Pollution of Environmental Hygiene

Mobile stalls often appear disorderly stalls, large noise, lampblack flying, sewage treatment is not timely, fruit peel and garbage littering and other environmental health conditions, and stall owners and consumers are prone to a variety of behavior not in line with urban civilization, the scene of the city appearance order.

5.2.2. The Scenery Sounds the Traffic Orde

Mobile life-nut vendor in the busy section of the road, the school I gate, the entrance of the community, scenic spots and other crowded places occupy the road operation, and most of the traffic flow, people peak, seriously affect the road traffic order.

5.2.3. Increased Administrative Costs

Floating traders are mostly small businesses, no fixed place, no fixed time, the management department is very elegant control, in the actual management can not achieve centralized and unified effective management: in addition, its strong liquidityA lot of jingxiang city appearance environmental order, traffic order and other behaviors can not be timely and effectively dealt with, has become a hot spot of mass complaints, the focus of social reflection and the elegant point of urban management.

5.2.4. Poor Protection of Rights and Interests

"Ground stall jing Qi" contains a variety of products, full of beautiful things in eyes, overwhelmed, compared with the regular store pu, has the advantage of low price, attract many customers.However, many mobile pickers have dishonest behaviors such as short weight, shoddy goods and so on. Coupled with unpaid taxes, free pricing infringes the interests of consumers and legal business units and disrupts the normal social and economic order.

5.2.5. Loss of National Tax Sources

From the overall level of the country, "pay for the ride, business tax."Is the duty of every citizen.The development of the national economy needs the guarantee of tax revenue, and the loosening of the "land sharing economy" does support the livelihood of the economy. However, if things go on like this, more and more shops will lose the national tax source and damage the national interests. [7]

6. Summarized

For ordinary entrepreneurs, the biggest significance of land sharing economy is the cost of trial and error.In the workplace, companies are like trains;When you start your own business, you can only move on your feet.A lot of people get black faces because they confuse the value of a position in a company with their true value, so some people call it lean entrepreneurship. The minimal implementable model is as simple as simplifying, simplifying, simplifying your project to a single feature or sentence, inviting customers to play with the feature and seeing if anyone wants to pay for it.It's not just about thinking, it's about the ability to execute, the ability to execute at the lowest possible level.A lot of people go one step at a time, because they only see the illusion, stay in a good direction, a good idea stage, think that as long as the investment can be successful.However, anyone with market experience and field experience will understand that the idea is worthless and that the stall is more for practice and warm-up.

People sometimes yearn for the fireworks of the street economy in the busy city, which may be more like sympathy for the underdog and nostalgia for life in the pre-urbanization period. Squatter communities have their own limitations, it is only a small entity economy, countries and people certainly not pointed to the street economy of the future, but in this wave, right of

government should be put in place, the construction of environment construction, the set of rules, making management concept and management ability to ascend the radiation effect Immeasurably, It may not be the key move to open up the economy. Let more people, in the broader market to find their own "booth". It's not just about lighting a light to warm a city, it's about starting an engine to move a nation. The government's timely implementation of the Land-sharing economic policy shows the strong confidence of the government and the public and reveals the vitality and vitality of China's economy in the future.

In the Post-epidemic period, China's economic activities are facing a restart. At a time when many people are facing unemployment and enterprises are facing the resumption of work and production, the "land sharing economy" has contributed to releasing economic vitality. Although the former "land economy" has not been well combined with the development of urbanization, now we hope that the "land economy" can seize the opportunity and find its own place in promoting the sound development of society as soon as possible. To maintain advantages, make up for shortcomings, so that the "land economy" better for the social vulnerable groups, Low-income class to provide living space, but also to solve the problem of unemployment to add a reasonable plan.

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