



Analysis of the Characteristic Transformation and Innovative Development of Street Stall Economy --Take Chaoshan Area Jieyang City as an Example

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Abstract. In the context of globalization, the street stall economy not only promotes economic growth, but also is the stage of cultural inheritance. This paper takes Jieyang City in Chaoshan area as the research object, and deeply discusses the characteristic transformation and innovative development of the combination of local street stall economy and local culture, so as to construct the characteristic model of local street stall economy. Using participatory observation, semi-structured interview and other methods, analyze the development status of the characteristic street stall economy in Jieyang area, construct the culture-economic interaction model, innovation-driven model, etc. And comprehensively analyze how Chaoshan culture affects the street stall economy, and how the street stall economy feeds and inherits Chaoshan culture. This paper also uses SWOT analysis model to evaluate the future trend of street stall economy in Jieyang city in Chaoshan area, and puts forward the future strategic choices such as "cultural certification", "urban cultural market" and "cultural innovation enables characteristic street stall economy". Research shows that strengthening the cultural characteristics of street stall economy can promote local economic growth and cultural inheritance, and enhance the image of the city. Policy support and market guidance are crucial to the characteristic transformation and innovative development of the street stall economy. This research provides a new theoretical perspective and practical approach for the development of local street stall economy e, and also has reference value for other regions.

Keywords: Street stall economy; Regional culture; Characteristic transformation; Chaoshan culture; Jieyang City; Participatory observation; Semi-structured interview

1 Introduction

1.1 Research Background

In the context of globalization and economic integration, all countries are exploring a model of local stall economic development suitable for their national conditions. On the one hand, most of the goods sold by traditional street vendors are low-end, cheap and highly similar. Therefore, this paper focuses on whether the traditional stall economy can be transformed into a characteristic stall economy and use the regional culture, so as to provide more characteristic goods and services, which has become an inevitable trend to meet the needs of economic upgrading. On the other hand, the local stall economy is often closely linked with the local culture and folk customs, which is the biggest confidence for the people to strengthen their cultural confidence and promote cultural empowerment ^[1]. Therefore, this paper will further explore and research, take the transformation as the characteristic stall economic model as the innovation point and future development, so as to help excavate and protect local cultural resources and promote cultural inheritance and innovation.

1.2 Literature Review

The street stall economy is defined as the economic activity of obtaining income sources through the street stalls. Its contribution to the social economy is reflected in providing "zero cost" entrepreneurial opportunities for the people, and at the same time, adding fireworks to the city, and activating the life of the citizens.

Chen Bingqing (2021) through the components of Nanchang street space respectively quantitative analysis, concluded that the stall economy in the old city life street feel fireworks atmosphere and urban context. But the stalls a single type of goods, vendors management form lack of administrative levels, fresh problems still exist.

In response to the hot word of the Two Sessions "Scientific planning of regional space to drive the stall economy fire" ^[2], all provinces and cities are innovating the traditional stall economic model, promote a street stall economy that combines local cultural and folk characteristics in multiple ways. In this driving context, Zhang Jiay (2021) selected 23 characteristic towns in Hangzhou, Zhejiang Province for general survey, and to the southern Song Dynasty imperial city town, West Lake Longwu Tea Town and Yuhang Dream Town three key cases were field investigated and analyzed ^[3], the innovative development of the street stall economy should integrate the street management into the life of urban residents, regular exhibitions, performances and other activities. With the design and the landscape as the background, building a life into the streets, a new way to use car batteries as bottom stalls and provide power, promote the development of new stall economy.

The development of street stall economy in a region is closely related to the local street stall culture. Chen Yile, Zheng Liang (2020) research the most intensive Macao historic city stalls, in Macao culture as the foundation, put forward the government can strengthen the management of stall economy, build regional characteristics of "selling point". Its development into attractive "web celebrity clock", in order to promote the

city commercial economy active ^[4]. In the long run, it can be considered to delimit fixed places to permanently hold night market stall activities, stimulate the night market economy. And strengthen management to solve the traffic jams and street environment problems that may bring, so as to realize the benign interaction between street stall economy and urban development.

Similarly, as the first economic province in China, Guangdong province has developed rapidly and has more profound street stall culture. Lu Canli (2022) and others sent questionnaires to different groups in various cities in Guangdong Province and collected them. After analyzing the positive and negative effects of stall economy, the importance of standardization and rule of law of stall economy was obtained ^[5].

Based on the foregoing, this paper will be from the chaoshan culture and stall economic transformation development perspective, innovative using participatory observation and semi-structured interview research method and SWOT analysis model, culture-economic interaction model and innovation driven model, Jieyang city of Guangdong province field research analysis, evaluate the current Jieyang city local economic development present situation and the future trend, and provide relevant policy advice.

1.3 Study Purpose and Significance

Through the field investigation and analysis of the stall economic model of Jieyang city in Chaoshan area, how to face the transformation and development of the stall economic in the area is taken as the primary research purpose. Theoretically, analyze the characteristics and advantages of characteristic street stall economy, and explore how to better promote the balanced development of street stall economy and characteristic culture.

From the perspective of research significance, the characteristic stall economic model can meet the diversified consumer demand and improve the utility and welfare of consumers. The research of characteristic stall economic model can provide reference for local governments to formulate relevant policies, so as to promote the healthy development of characteristic stall economy.

2 Transformation of the Traditional Street Stall Economy

2.1 Definition of Characteristic Street Stall Economy

Traditional street stall economy is by building stalls in public places to sell goods or provide services to obtain income of economic activities, and the characteristic stall economy is on the basis of the traditional stall economy, further emphasize and mining local characteristics, cultural elements and innovative thinking business model, by building regional characteristic culture stall economy to enhance the image of the city, formed with characteristic stall economy for traction of urban tourism economy [6].

2.2 Transformation of Traditional Street Stall Economy into Characteristic Street Stall Economy

2.2.1 The Main Drivers of the Transformation.

(1) Urban management driven: City managers hope to standardize and upgrade the stall economy, improve the image of the city and enhance the city, and protect the rights and interests of consumers, which requires the stall economy from the traditional disorderly competition to the orderly characteristic operation.

(2) Cultural identity drive: The stall economy is not only an economic activity, but also carries regional culture and social customs. The transformation into a characteristic stall economy is conducive to the inheritance and development of cultural value.

2.2.2 The Opportunities and Challenges Faced by Transforming into a Featured Stall Economy.

2.2.2.1 Opportunities.

Characteristic street stall economy is often closely linked with local culture, and gradually becomes an important window to show local characteristics and culture. City managers and tourism departments can combine the characteristic stall economy with cultural tourism, which can not only effectively spread urban culture, but also attract more tourists and promote the double circular development of tourism and stall economy.

With the rise of entrepreneurship and innovation, more and more young people enter the stall economy with innovative ideas. They pay attention to brand building, product differentiation and marketing strategies. At the same time, they use new media, new technology and other means to create distinctive street brands, vigorously promoting the distinctive development of the street stall economy.

2.2.2.2 Challenge.

For characteristic stall operators, it is a long-term and arduous task to establish characteristic brand image and enhance brand awareness, which requires continuous efforts. In terms of technology and innovation, there face some difficulties and bottlenecks, such as how to introduce advanced technology and management mode, improve operating efficiency and added value of products, are important challenges.

While pursuing the economic development of characteristic stalls, we also need to consider the problems of environmental protection and sustainable development. How to strike a balance between economic development and environmental protection is a long-term challenge to face.

2.3 Research Status of Characteristic Street Stall Economy

The domestic exploration and research on the stall economy has been in the boom stage. Since 2020, Premier Li Keqiang of The State Council said in Yantai, Shandong province, the stall economy is an important source of jobs, the fireworks in the human world, and the vitality of China ^[7].

2.3.1 Research on the Integration of Culture and Stall Economy.

Scholars deeply discuss the internal connection between culture and stall economy, build a culture-economic interaction model, and propose that regional culture can be used as the core attraction of stall economy, and integrate culture with local stall economy, so as to improve the competitiveness and attraction of stall economy.

2.3.2 The Combination of Cultural Creativity and Street Stall Economy.

With the rapid development of cultural and creative industry, scholars introduce cultural and creative elements to develop the local stall economy to a higher level and a wider field. Through the survey, it is found that the local economy index has led the two cities (Fig. 1), truly realizing a win-win situation between culture and economy.

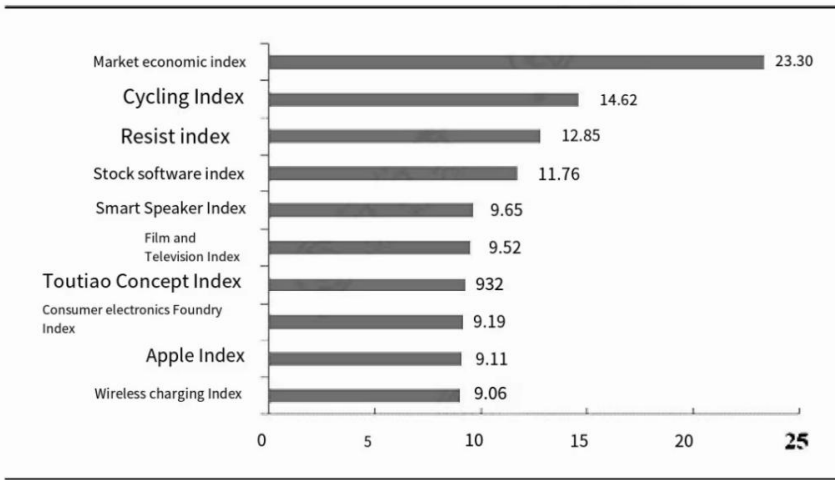


Fig. 1. Street economy index led the rise of the two cities Source: Wind, Guotai Junan Securities research

3 Explore the Characteristic Street Stall Economy in Jieyang City

3.1 The Evolution of the Street Stall Economy in Jieyang City

Jieyang city belongs to the Chaoshan area, and its market began before the Ming Dynasty. According to the Chaozhou Prefecture Annals published during the Jiajing Period of the Ming Dynasty, the Chaoshan market had yunbu, Tanghu, Caitang, Meixi, etc.; during the Republic of China, it was the concentration of vendors from all walks of life, hotels, teahouses, silk and satin houses. This prosperous market culture provides rich soil for the development of street stall economy in Chaoshan area.

The main key point is that under the influence of the epidemic, Guangdong Province issued several Policies and Measures to Address the Impact of the Epidemic and Increase Support of Individual Industrial and Commercial Households^[8]. Increase support for individual industrial and commercial households, aiming to reduce operating costs, optimize the consumption environment, and provide policy support for the recovery and development of the local economy.

Recently, Jieyang City has steadily excavated the street stall economy, combined with the needs of the masses, regional characteristics and cultural characteristics, aiming to create a night market business district with regional characteristics, such as Rongcheng Luqian Street Night Market and Gucheng Night Market, by integrating scattered mobile vendors. In addition, the holiday more local characteristic products and cultural activities to provide the cradle, such as Jieyang special new agricultural products fair, dragon boat folk culture week, Jieyang city successfully open new scene night economy, promote the related transportation, entertainment and evening shopping industry development, for the innovation and development of characteristic stall economy inject new vitality.

3.2 Field Investigation of Some Street Vendor Areas in Jieyang City

3.2.1 Purpose of the Field Investigation.

Only through field investigation, the researchers in this paper can intuitively understand the basic situation of the business conditions, commodity types, customer composition and other basic conditions of the vendors area in Jieyang City, and provide basic data for the subsequent interview and management of characteristic transformation vendors.

As an emerging economic form, the characteristic local stall economy personally participates in and understands the development bottleneck and restriction factors of the characteristic stall economy, observes the root causes of the transformation and development problems, so as to put forward more targeted solutions, and also provide reference and reference for other regions.

3.2.2 Reality of Main Roads of Vendors.

The area is selected on the main trunk road of Jinxianmen Avenue in Rongcheng, Jieyang City, near Sixian Road, Zhongshan Road and other busy sections, thus forming the main place for street vendors to gather.

Through the way of participatory observation, this paper plays an ordinary customer, personally involved in the daily transactions of the street vendor market. Thus to an in-depth understanding of the vendors in this area. The vendors mainly engage in entertainment projects such as snack snacks, fruit drinks, and ring shooting balloons. The operating time is relatively fixed, mainly from 10 am to 12 am and 7 PM to 10 PM, during which the flow of people can peak. On the road with a large flow of people, there will be characteristic small stall management, like traditional handicrafts and handmade artworks, greatly meeting the needs of different consumers.

3.2.3 Semi-structured Interview.

3.2.3.1 Purpose of the Interview.

In order to have a deep understanding of the operation status of characteristic stall economic vendors in Jieyang City, we conducted a semi-structured interview with local vendors (as shown in Table 1). In the communication with many vendors, I deeply felt their enthusiasm and persistence to the characteristic stall economy.

3.2.3.2 Interviews.

Table 1. Basic information source of street vendors: self-built

Surname and personal name	Sex	Working group	Main products	Operating years
Mr.Mu	Man	Engraving	Stone carving, Yingsong figure wood carving, small green lion jade carving	Nine years
Mr.Chen	Man	Traditional arts and crafts	Paper cutting, bamboo weaving, Chaoshan embroidery	Seven years
Ms.Lin	Woman	Special snack	Jieyang beef meatballs, Chaoshan next note	Two years

3.2.3.3 Interview Process.

According to Master Mu's oral statement:

"In fact, from the beginning of the stall, I just wanted to inherit the craft of carving. But according to what the market sees, what everyone is concerned about, one day suddenly want to design the carving products with regional characteristics. For example, red peach next, Yingge character model, small green lion jade carving, and so on, they all represent our big Chaoshan culture, so I want to carve them out, very honored to get everyone's love, I will be very motivated to continue to adhere to the carving inheritance."

Master Chen dictated:

"My street stall is relatively simple, mainly selling some traditional handicrafts, such as exquisite bamboo weaving, characteristic paper-cutting and Chaoshan embroidery. I have been setting up a stall for more than 7 years. There is no demand for profit for this stall. I just want to say, I hope that through my street stall, more people can understand and appreciate the beauty of traditional crafts in Jieyang. So I also pay special attention to the manual precision and originality of the product."

Ms.Lin dictated:

"I am doing Jieyang special snacks business, such as Jieyang beef meatballs, Chaoshan next note. Usually pay attention to the freshness of food ingredients and authentic taste, but because the business of food stalls is very hot, there will be people to imitate, so we always pay attention to the market dynamics and food innovation, so that customers with different needs can experience the food of Chaoshan."

3.2.3.4 Interview Results.

Through the semi-structured interview, the development trend of Jieyang characteristic stalls was discussed, and rich and valuable data was obtained. Summarize the positive impact of the characteristic stall economy on the life of street vendors, not only provides them with stable employment opportunities, but also gives them the opportunity to show their talent and creativity, hope that the fruits of their labor can be more respect and appreciation. At the same time, the characteristic stalls also promote the inheritance and development of local culture, so that more people can understand and love Chaoshan culture. In the future, we will continue to pay attention to and study the dynamic development of characteristic stall economy, and contribute more to the prosperity of the city and cultural inheritance.

3.3 The Relationship Between Characteristic Street Stall Economy and Chaoshan Area Culture

Chaoshan area since ancient times has a strong business atmosphere and market culture, can be called the source of Chaoshan area stall economy.

This paper combines the traditional culture of Chaoshan area with the market culture to create a characteristic street stall economic model. For example, the current Chaoshan area of characteristic snacks (red peach next), handicrafts (Chunsheng), intangible cultural heritage embroidery (Chaozhou embroidery), can be innovated and developed as an important part of the characteristic stall economy. These characteristic products not only enrich the life of the citizens, but also inject vitality into the Chaoshan area of the stall economy. At the same time, the characteristic street stall economy provides an important platform for the cultural inheritance and development of Chaoshan area.

There is a close relationship between the characteristic stall economy and Chaoshan area culture, and the two relationship is interdependent, which jointly constitutes the unique social, economic and cultural phenomenon of Chaoshan area. This not only helps to protect and inherit the traditional culture of Chaoshan area, but also for the development of local stall economy.

4 Swot Analysis of Jieyang City's Transformation into a Characteristic Stall Economic Model

4.1 Theoretical Interpretation of the SWOT Analysis Model

According to the above field investigation and interview, the following S WOT analysis was carried out for the transformation into a characteristic street stall economic model. SWOT analysis model is Andrews in the early 1970s proposed an enterprise strategic planning analysis tool, it will be closely related to the object of the advantages (strength), disadvantages (weakness), opportunity (opportunities), threat (threats), according to a certain order for matrix form, using the system analysis method to match various factors to analysis, draw a series of corresponding conclusions [9].

In this study, the SWOT analysis method is applied to comprehensively evaluate the strategic environment of the transformation of Jieyang street stall economy into a characteristic model. The analysis focuses on local culture, product innovation, management standards, market space and technological development and other key aspects. The specific application ideas are given as follows:

(1) Collect and sort out the information about the internal advantages and disadvantages of Jieyang city street stall economy, such as the local cultural resources and management status quo

(2) Analyze the opportunities and threats in the external environment, such as the market expansion potential and technological progress.

SWOT Analysis can not only analyze and identify the existing advantages, but also specifically respond to challenges and threats, so as to provide decision support for the successful transformation and sustainable development of the local stall economy in Jieyang City.

4.2 Advantage

Jieyang city has a rich and colorful local culture, including unique dialects, traditional handicrafts, folk food and so on. Through the characteristic street stall economic model, these cultural elements can be intuitively presented to the citizens and tourists, and enhance their awareness and interest in the regional culture.

Here, citizens and tourists can enjoy the authentic Jieyang food, buy handmade handicrafts, and feel the strong local cultural atmosphere. This unique cultural experience can attract more consumers and promote the development of the local street stall economy.

4.3 Disadvantages

Local stall economy is insufficient in product innovation and standardized management. Due to the lack of unified management standards and supervision mechanisms, some stalls may have health, safety and other problems, which may not only affect the experience of consumers, but also may have a negative impact on the image of regional culture.

The mobility of street stalls leads to the instability of cultural inheritance. Since street stalls usually have no fixed business sites, this may lead to the interruption or loss of some cultural elements in the process of transmission due to the change of stall owners or the migration of locations. This instability may constitute certain disadvantage conditions for the long-term inheritance and protection of regional culture.

4.4 Opportunities

After the opening of the epidemic, tourism has witnessed rapid development, and the number of tourists in Jieyang city has been increasing. This provides a broader market space for the stall economy. Display and selling cultural products with regional characteristics on the stalls can not only meet the shopping needs of tourists, but also enable

them to further understand and experience the cultural charm of Jieyang, and further promote the prosperity of tourism.

The development of modern science and technology provides more possibilities for Jieyang city to transform itself into a characteristic local stall economy. Using the Internet and social media platforms (as shown in Table 2), street stall operators can join the support program, publicize and promote their products and services more conveniently, and attract more consumers' attention and purchase.

Table 2. Platform support Source: self-summary support report

Platform support	Specific plan
Arey	Release the "street economy" assistance plan, supply interest-free credit purchase, supply the source of good goods through four aspects of support, data intelligence, financial support and customer support.
Tencent	Release of the "National Small Store Fireworks Plan", online offline integration, welfare subsidies, operation guarantee support and other aspects, to output a new digital policy, to help small and micro businesses.
Suning Corporation	Launch "night shopping partner" night market support program, "day allocation" 100 billion local direct supply traceable supply, free open live broadcast and community channels, give 1 billion live broadcast red envelope support; provide low interest support program of 2 billion night market launch funds.

4.5 Threat

Cultural homogenization is one of the major threats. When the economic model of characteristic stalls has entered the full implementation stage, there will be a large number of imitation and replication, leading in the original unique products, which will not only reduce consumers' interest in the stalls, but also damage the uniqueness and diversity of regional culture in Jieyang city.

Increased market competition also poses a threat. More and more characteristic local stalls have emerged. If the local local stall operators cannot effectively cope with the market competition, they may lose their advantages in terms of price, quality and service, resulting in declining sales and unsustainable business.

Changes in consumer demand are a potential threat. The change of times and the development of society will change the needs and aesthetic concepts of consumers. If the local characteristic stall economy cannot be adjusted and innovated in time to adapt to the changes of consumer demand, it will face the reduction of market share and the loss of consumers.

4.6 Conclusions and Recommendations

After the SWOT analysis of the street stall economy in Jieyang city, it is obvious that this economic model has huge development advantages by virtue of its profound local cultural heritage and innovation potential. However, problems such as loose management and market homogenization may also hinder its further development. In the face of these challenges, the local economy needs to seek new transformation strategies to enhance its competitiveness and attractiveness.

Based on this, it is suggested that the following measures should be taken: first, strengthen the management norms and improve the professionalism and reliability of the overall business by developing and implementing a clear set of quality and safety standards; second, encourage innovation and diversity, support street operators to develop unique products closely related to local culture, and expand the market with digital tools, especially to young consumers and foreign tourists. Through these measures, we can not only improve the quality and service of the local stall economy, but also can effectively protect and inherit the local culture, and promote the dual prosperity of the economy and culture.

5 The Innovative Development of the Characteristic Street Stall Economy

5.1 Establish a "Cultural Certification" System

Professor Wang Donglin, a member of the National Committee of the CPPCC, proposed that the management and maintenance of itinerant traders should be treated from a cultural perspective. Professor wang stressed that for those who inherit the local the essence of the culture, or have the intangible characteristics of cultural heritage handicrafts and service traders, should set up a set of "cultural certification system" [10], incentive characteristic skills of vendors, teach its craft or form a chain operation, catalytic the formation of new industries, make the intangible cultural heritage, become a new culture forms, new folk landscape.

Implementation of this strategy involves several key steps:

- (1) Formulate specific cultural value evaluation and quality standard requirements
- (2) Establish certification bodies with both cultural and commercial background for implementation and supervision
- (3) Establish a clear application and approval process
- (4) Provide necessary marketing training and financial support for vendors

The main difficulties in the implementation of the "cultural certification system" include wide acceptance, financial support and supervision and quality assurance. Firstly, the public understanding of the value of certification needs to be enhanced through extensive publicity and educational activities; secondly, the required financial support can be provided through various financing methods such as government funding and cultural development funds; finally, regular reviews and strict regulatory mechanisms are established to ensure the fairness and effectiveness of the certification process. These measures will help to overcome the challenges in the implementation process and promote the successful implementation and long-term maintenance of the cultural certification system.

The evaluation of the expected effect of the "cultural certification system" can be reflected in improving the cultural identity of the residents in Chaoshan area, promoting the cultural inheritance, and enhancing the influence and cohesion of the characteristic stall economy. The evaluation results will provide the necessary data support to help policy makers and managers to continuously optimize and adjust the certification system to ensure that it meets the established cultural and economic development goals.

5.2 Construction of an "Urban Cultural Market"

In exploring the effective utilization of urban space resources and the sustainable development of street stall economy, economic activities with the theme of "urban cultural market" can be held regularly. These cultural markets are not only used as a place for commodity trading, but more importantly, as an important window to display local culture, handicrafts and folk activities.

In the process of implementation, the key step is to create cultural, creative consumption scenarios, in area, for the content according to the booth sales flexible partition, and for each area equipped with appropriate infrastructure and management strategy, make each stall can according to their own sales characteristics design unique consumption scene, form a distinct personality of independent space [11].

For example, the March Street Ethnic Festival in Dali Bai Autonomous Prefecture, Yunnan Province, has successfully built a vibrant urban cultural market, effectively combining intangible cultural heritage with local tourism [12]. During the event, traditional delicacies such as Xizhou Baba and cold rice noodles, handicrafts such as Heqing handmade paper and Yangbi Yi embroidery and other intangible cultural heritage products were widely popular. Dali Bai Autonomous Prefecture has further promoted the integration of intangible cultural heritage and tourism through the construction of 10 intangible cultural heritage tourism demonstration sites, such as "Three Belt and 18 Corridors" and "Walking in Cang", promoting the integration of intangible cultural heritage and tourism, truly realizing the win-win situation of inheritance and protection of intangible cultural heritage and stall economic development [13].

5.3 Cultural Innovation Enables the Characteristic Street Stall Economy

Based on the innovation-driven theory, this paper constructs an innovation-driven model (as shown in Fig. 2) to explain cultural innovation to promote the development of characteristic local stall economy from multiple perspectives.

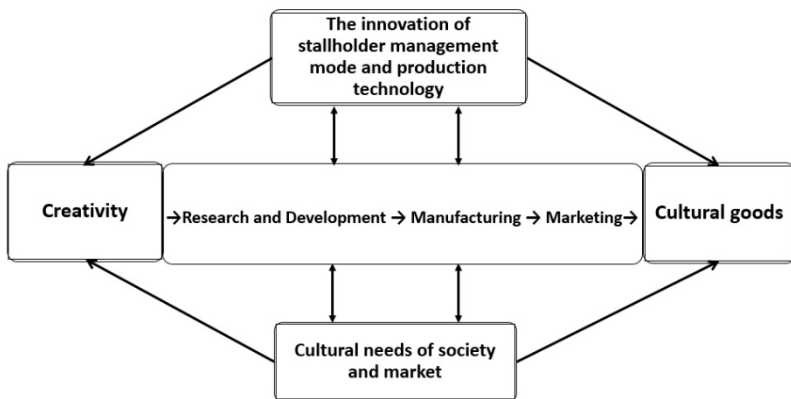


Fig. 2. Innovation-driven model source: Self-drawing

(1) "Research and development" —— needs to encourage and support street vendor operators to establish cooperative relations with local cultural institutions, artists and craftsmen, form a "cultural partnership" mode, jointly develop cultural and creative products, and hold cultural activities.

(2) "Manufacturing" —— Public administration departments can provide guidance and financial support for the cooperation of street vendors. For example, provide small loans or subsidies for vendor cooperation projects; develop training plans for relevant employees from craftsmanship, marketing, e-commerce, innovation ability, cooperative operation; and cultivate new vendors and cultural inheritors to meet the needs of current market economy and modern aesthetic concepts.

(3) "marketing" —— The characteristic street stall economic model can be integrated and developed with other industries and business models, such as tourism, cultural industry, Internet, etc., to form a diversified business model and business model. For example, cultural products with local characteristics can be combined with e-commerce and social media through online and offline combination to expand sales channels and enhance brand influence.

The comprehensive implementation of the characteristic street stall economic model enables the street vendor operators to deeply explore and use local cultural resources, create goods and services with unique cultural value, but also provide a new display and profit channels for cultural inheritors^[14].

In Quanzhou city, the intangible cultural heritage has been successfully integrated into the stall economy through the comprehensive use of "research and development", "manufacturing" and "marketing" three strategies. For example, at the "research and development" level, non-genetic inheritors are encouraged to participate in various cultural festivals and market activities, cooperate with other creative personnel to develop new cultural goods and services, so as to enable cultural innovation to^[15] in economic activities; at the "manufacturing" level, Quanzhou city provides different levels of annual subsidies for national, provincial and municipal inheritors, and supports the rescue and protection of traditional skills through subsidies, so as to continuously improve the ability of handicraft skills, marketing and e-commerce; in the aspect of "marketing" level, Quanzhou city organizes intangible cultural heritage enterprises to participate in various cultural and tourism fairs. At the same time, the municipal government also uses online platforms to promote new cultural and creative products, and improves the brand influence and market coverage of cultural and creative products through government purchase of services.

6 Conclusion

This study explores the characteristic transformation and development of local stall economy in Chaoshan area, reveals the importance of combining street stall economy with regional culture, and provides theoretical and practical support for its innovation and sustainable development. With the methods of literature research, participation observation and semi-structure interview, this paper not only shows the role of characteristic stall economy in promoting local economy and cultural inheritance, but also puts

forward innovative strategies such as "cultural certification" system and "urban cultural market", to provide new thinking for the transformation of stall economy.

The innovation of this paper lies in the in-depth analysis of the concept of the combination of stall economy and regional culture, the proposal of innovation strategies, and the construction of culture-economic interaction model, innovation-driven model, etc., which specifically shows the practical path and effect through the field investigation of Jieyang city. However, study limitations remain regarding scope breadth and depth and long-term effect analysis. Future research can broaden the scope of research, deepen the discussion on the sustainable development mechanism of stall economy and regional culture, and strengthen international comparative research to enrich the development model and experience of street stall economy, and explore its innovative practice in the application of new technologies and environmental protection.

Author Contributions

This paper was jointly completed by Li Simeng, Wu Yajing, Shi Rongyu. Everyone has made equal efforts in the research of this topic, and their contribution to the paper is average. It is hereby explained.

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