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### Street and Sidewalk Business in Vietnam: Should be Limited or Maintained to Develop?

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#### Abstract

Today, sidewalk business is one of the typical culture of Vietnam, in addition to some countries such as Thailand, Korea, China, Singapore are also developing this type of business. The article gives an overview of the birth, the positives and negatives as well as the need to limit or

maintain the development of the sidewalk business. From there, it is possible to see the difficulties that Vietnam has gone through. At the same time, there are also suitable solutions to overcome to preserve a cultural feature of the nation.

**Keywords:** Street Culture, Sidewalk Business, Sidewalk Trading

#### 1. Introduction to the research problem

In Vietnam, street food has been attracting domestic and foreign friends. Therefore, finding a right direction for the development of street pavement business is essential. It can be seen that "sidewalk culture" is very popular, especially in big cities in Vietnam such as Hanoi, Saigon, Da Nang <sup>[1]</sup>. This is a rich and diverse culture that has existed for a long time and now has a strong development. Instead of eating luxurious dishes at restaurants in a formal atmosphere, now they are closer to each other, to comfortably talk and enjoy meals while watching the flow of people. All these things we can easily find right at the sidewalk, street (a type of business is being popularized). Although sidewalk business is legally illegal, in the eyes of the people this is a feature, a long-standing tradition that needs to be preserved and developed.

#### 2. Theoretical basis of the research problem

##### 2.1 Define

The sidewalk economy is actually a part of the informal economy, with a natural development from a long-standing way of life and small commercial trade <sup>[2]</sup>.

##### 2.2 The birth of sidewalk and street business

If you start to study the problem of sidewalks, it can be seen that the sidewalk economy originates in small rural and suburban areas. Here the farmers have established themselves a rich production base and when the harvest comes they want to share it with people from all over the world. So he went to the big city, the busiest place in Vietnam, to spread the beauty and cuisine of his hometown. To do so, they have to go around the streets and alleys to sell. Over time, when people gradually get to know them, they "buy" themselves a fixed place to be convenient for customers to find. It is also from street vendors that small shops have become an indispensable part of Vietnamese culture <sup>[3]</sup>. Therefore, it is not surprising that any age group has a tea shop, a cake shop or a roadside cafe that is familiar with the maturity of the people here.

The process of forming the sidewalk economy in our country shows that: "The sidewalk economy is actually a part of the informal economic sector, with natural development from lifestyles, trade and commerce methods. Retail trade has existed for a long time". Although it is not recognized in a positive aspect on legal documents, its vitality and value are still persistent, existing due to the actual needs of urban people, which is to meet the needs of urban residents. meet the needs of cheap, convenient and time-saving goods and services.

##### 2.3 Classification of sidewalk and street businesses

Simply put, "sidewalk economy" refers to the trading and business activities of related people, classified into two main groups of subjects:

- Fixed group: includes street houses that use sidewalks as buffer space for entrances, temporary parking spaces or expansion of business spaces or parking lots
- Mobile group: includes methods of trading right on the sidewalk such as water bars, street vendors, restaurants, selling lottery tickets, etc.

In which, the fixed group is required to register for business and use the sidewalk, while the mobile group, without registration sanctions, is subject to the management of the Urban Order Management Board under the Ward People's Committee <sup>[4]</sup>.

## 2.4 Some forms of street pavement business in Vietnam

Currently, the collapses, roadside eateries, or street vendors have become popular with the bustling life of urban areas and Vietnamese people. Street sidewalk business or rather "streetwalking culture" has become a familiar phrase, as soon as we step out of the house, we can immediately find ourselves a small fully-equipped restaurant. An empty stomach, a neatly arranged daily grocery store or a trolley with cute and handy items. Here are some types of sidewalk and street businesses:

### - Bread business

With only a small amount of capital, the home-made ingredients are diverse and abundant, with the means of sale being just a trolley and a modest sign on the sidewalk such as egg bread, baguette, sausage baguette. Sausages, burgers, baguettes or spicy breads, you've got yourself a job and a profit. However, this form of business may be at risk due to competition as well as low sales if the owner does not have a reasonable marketing strategy <sup>[5]</sup>.

### - Street iced tea business

For only 3,000 VND a cup of iced tea can help you avoid the heat of Saigon and get a high profit. Just having a crowded place, in front of a hospital, a school, or next to a restaurant, adding five or three plastic chairs, even just a few paper-covered bricks is enough to open a restaurant. sidewalk tea.

Iced tea business is a spontaneous business form, so there is almost no cost to rent shops and locations. Opening an iced tea shop with initial investment is not too expensive, but very simple. Just invest 1-2 million dong to buy two dozen cups, more than a dozen plastic chairs, thermos, teapot and drink materials. The work is not too hard, but it can bring in an income of 15-30 million/month <sup>[6]</sup>.

### - Street barbecue business

Barbecue is a type of business that does not need to distinguish spring, summer, autumn, winter weather, it always has an attraction for any fastidious customer.

It can be very difficult to start a sidewalk barbecue business because you need to contact the ward/commune authority to confirm the permit to operate a sidewalk restaurant and obtain a permit for food hygiene and safety, implementing the commitment to ensure food hygiene and safety for consumers.

In addition, an equally important factor is that market research, competitors and service attitude also help the business to become more prosperous <sup>[7]</sup>.

## 2.5 Positive and negative aspects of street pavement business

The sidewalk has long been considered a socially

recognized profession. Sidewalk business also brings benefits to the economy, thanks to the sidewalk economy, about 1 million people are not considered unemployed, so Vietnam's unemployment rate in 2014 was only 1.84%. With a low cost because they all come from sidewalks and street vendors, there is no need to pay too much in cash, but the price is low and it does not require high qualifications, skills or skills, so all Even people without training can run a sidewalk business, with a temporary income sufficient to cover the essential needs of life. This is also a great advantage to attract urban people, they can ignore food hygiene and safety standards to accept use.

Besides, sidewalk business also brings limitations. The sidewalk is a place where the quality of goods is rarely checked, the seller is not strict when importing goods and moreover, the goods are sold at a cheap price. It is also because of the cost savings, so the majority of buyers are students, poor people, easy-going people, they just need to buy cheap, the rest of the source and origin are poor quality goods, fake goods, imitation goods. or Chinese tax evasion, they don't care. Due to the poor sense of responsibility of the sellers, even though the goods are not hygienic, food safety, harmful to health, human life is still rampant on the sidewalk. There have been countless tragic incidents, unjust deaths due to food poisoning. There is hardly a week that the press does not speak out about the terrible dangers of counterfeit goods, counterfeit goods, and dirty goods that are destroying the health of Vietnamese people. This also affects the beauty of the streets, causing loss of Vietnam's reputation in the eyes of international visitors.

In another perspective, there are also visitors to the city who sometimes want to learn about the history, culture, land, cuisine, and people of the locality. Or tourists who like the noisy, bustling nightlife, bars. And this can be seen clearly in the pedestrian streets of Nguyen Hue, Bui Vien, parks and sidewalks in the central area, where most of them are foreigners <sup>[9]</sup>.

## 3. Should limit or maintain and develop sidewalk and street business?

Sidewalk culture as an ancient traditional beauty needs to be preserved and improved so that it truly becomes a beauty that tourists cannot help but mention when talking about Vietnam.

In the city. Currently, in Ho Chi Minh City, the construction inspection team is an active unit in the cleaning of sidewalks. they have the task of disappearing the rich cultural values of the sidewalks according to the instructions of their superiors by strongly denying this supposedly existence. It is difficult to understand that Vietnam's regulations on sidewalks and sidewalk cleaning go against the world's trend, the tendency to bring sidewalk space and sidewalk economy closer to the people, currently. applied by major cities in the world and is developing strongly.

In order for this to also come closer to Vietnam, we need a good solution in organizing sidewalk and street businesses. That is, the government must divide the sidewalk space (for sidewalks over 3m wide) in a reasonable way. By creating a white painted line, from the roadway to the painted line for motorbike parking, after the painted line is for pedestrians and street vendors. This regulation will contribute to embellishing sidewalks, creating more convenience for pedestrians and shops along the roadside <sup>[10]</sup>. The business hours of small street vendors will be from 6am to 8am

(morning) and from 11am to 13pm (noon). Households entering the "food court to arrange business with time" will be considered by the District 1 Tax Department for tax exemption, and District 1 Public Service Company Limited will assist with water supply, drainage, and arrangement of trash cans, public toilet. In addition, the District Health Department will conduct training on food safety and hygiene for business households. Thanks to this project, it also helps to reduce traffic jams at rush hour or people's food safety concerns.

Therefore, it can be said that sidewalks are an indispensable part of urban areas, and a characteristic soul that helps Vietnam's cities to be different from cities in the world. From the perspective of state management, it is necessary to consider social, cultural and commercial factors rather than merely spatial factors <sup>[12]</sup>. Maintaining the specificity of sidewalks in Vietnam will help balance and harmonize many practical needs. There should be a way to manage sidewalks so as not to affect pedestrians. At the same time, to get the sidewalks clean, aesthetic, quality, good service prices, but still not change its inherent socio-cultural form.

#### 4. Research Methods

The topic uses research methods, analyzes and synthesizes theory, logic and history, compares and contrasts sidewalk and street business in Vietnam.

- **Methods of analysis and synthesis of theories:**  
The ability to visualize, clarify, and conceptualize both complex and simple problems by making rational decisions given the available information.
- **Logical and historical methods:**  
Is a research method by finding the origin, development and transformation process to discover the nature and laws of movement and development of the object. At the same time, this method is also built on an overview of the research problem and is often found based on historical sources and documents published publicly on articles, websites.
- **Compare and contrast methods:**  
It is a research manipulation used in many different scientific disciplines. More or less important role depending on the nature of the research object. Then draw conclusions about the impact of sidewalk and street businesses in Vietnam.

#### 5. Research results and discussion

Research results on aspects such as: structure, origin, negative and positive aspects of sidewalk and street business.

Currently, in Vietnam every evening, when walking on the sidewalks, we will encounter many types of goods selling all kinds of food, drinks, utensils ... to meet the needs of all ages, especially with students. It is the buying habits of Vietnamese people on the street that this industry has a lot of favorable potential. To do business on the sidewalk, you do not need to spend too much capital on renting space and many other costs.

"Delicious-cheap-cool", that is the motto that makes many people (especially young people) always choose sidewalk restaurants to gather and eat. But, few people know that these places are the cause of the problem of environmental pollution, making the street unsightly.

However, the sidewalk trade encroaches on sidewalks and curbs, obstructing pedestrians, so it is often removed by the

authorities and the state. It also unhygienic due to littering on sidewalks, loss of urban beauty, heavy impact on the environment. Therefore, it is necessary to have solutions to limit this situation and to be able to keep it. preserve and improve "sidewalk culture" in a civilized and progressive manner <sup>[13]</sup>.

#### 6. Conclusions and recommendations

##### 6.1 Conclusion

Sidewalk business is a business model that helps bring high efficiency without having to invest too much capital, but the profit is not small, this is a business model favored by many people, mostly spontaneous.

It can be seen that nowhere is the sidewalk business as busy as in Vietnam. In the past, the subjects of this business activity were mainly people with low education, the elderly (labor with little brain power) <sup>[14]</sup>, so with just a little capital, you can rent sidewalks. Sales and business activities on the sidewalk at that time were quite messy. And now the sidewalk business is like a trend, an indispensable feature for Vietnamese people. Therefore, it is necessary to preserve and rationally develop the identity of the nation.

##### 6.2 Recommendations

In recent years, street pavement business, also known as "sidewalk culture", is growing strongly, and it also makes us difficult to check the quality of goods and services. such as poor food safety. In addition, the sidewalk business will also affect traffic, easily leading to disorder in public places. Therefore, it is necessary to come up with some solutions to solve such as deploying many drastic solutions to handle the situation of encroachment on sidewalks, order and beauty of the city at the same time, it is also necessary to strengthen the propaganda work. legislation in the management of urban order. Next, it is necessary to organize the implementation of the permit to use the sidewalk, draw the use limit and strictly manage the implementation of the regulation on the use of a part of the sidewalk for non-traffic purposes. It is important to strengthen inspection and handle violations of urban order and construction order, and resolutely deal with illegal and illegal construction, planning violations, encroachment on public land and inspection. handle acts of meeting markets, using sidewalks for business, illegally parking <sup>[15]</sup> ...

However, to effectively solve the sidewalk encroachment, the most effective solution is for people to understand and voluntarily comply. Both the people and the state must have a harmonious coordination to develop together so that "sidewalk culture" becomes a beauty of Vietnam.

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