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Development of the Night-Time Economy in Tourist Area: Case Study in Quang Ninh Province

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Abstract

Along with socio-economic development and international integration, night tourism activities in Quang Ninh are increasingly diverse and rich. With the potential and conditions for development, Ha Long gradually focuses on expanding night tourism products and services to serve domestic and foreign tourists. After controlling the COVID-19 epidemic, Quang Ninh soon reopened to welcome tourists, and proactively put a number of new tourism products into operation such as a cruise night street at Ha Ha international passenger port. Long and Bai Chay walking

street. These are the premises for Quang Ninh to better research the development of the night-time economy. The article uses secondary data to research the current status of the night economic in Quang Ninh. Research results show opportunities as well as challenges from developing the night tourism economy in Quang Ninh. From there, the article also proposes some suggestions to enhance the development of the night tourism economic in Quang Ninh.

Keywords: The Night-Time Economy, The Development of the Night-Time Economy, The Night Tourism Economy, Quang Ninh

1. Introduction

Developing the night-time economy is an unavoidable tendency among countries and regions around the world in order to maximize trade time, so offering new prospects for economic growth in general and tourism in particular. For a long time, a variety of nighttime commercial activities have become a cultural and lifestyle aspect of a huge number of locals, as well as an unmissable tourist attraction. However, nighttime commercial activities in our country are only utilized on a modest scale, spontaneously and fragmentedly in select important urban and tourist hubs, such as Hanoi. City of Ho Chi Minh. In Da Nang, the new night economy is available from 6:00 p.m. to 11:00 p.m., or until 2:00 a.m. the next morning.

Overall, the night-time economy produces a never-ending cycle that allows the economy to run at full pace. In addition to generating a significant economic contribution, the night-time economy has a significant impact on the domestic service and tourism industries, providing additional momentum for economic recovery, particularly following the slump caused by the pandemic's impact. The present pandemic of Covid-19. The night-time economy has the advantage of attracting tourists and creating highlights and colors for each locality and region. As a result, the more diverse and affluent the nightlife economy is, the more likely it is to retain tourists. Create a conducive environment for operating activities and associated services to attract investment in various sorts of "24-hour city" tourism.

In addition to the accomplished accomplishments, significant contributions to budget income and local economic growth have been made. Some night economic activities have become a typical and familiar cultural feature of a portion of the local people and are a must-see destination for tourists, so the development of the night economy in tourism activities also faces difficulties and obstacles such as: limited awareness of the night economy; limited awareness of the night economy; limited awareness of the night economy; limited awareness of the night economy; limited awareness of the night economy; limited awareness of the night economy; There are no explicit rules in place to stimulate the growth of the night economy by providing cultural, entertainment, culinary, and shopping services. Most towns' night time products and services are still limited to eating and drinking, with little cultural and artistic events. Some cities' night markets or night streets are not particularly appealing.

Quang Ninh is a province implementing a project to develop the night economy for the period 2022 - 2025. The night economy is considered by experts to be a potential of Quang Ninh province, however, it has not yet been exploited properly really.

Many years ago, Quang Ninh was interested in developing this type of tourism with the appearance of a number of night markets, walking streets combined with cuisine...

Based on practical and theoretical needs of the night-time economic activities, the article studies the current status of the night-time economic development in Quang Ninh province in recent years, thereby proposing a number of recommendations to Enhance the development of the night-time economy.

2. Theoretical Foundation for the Development of the Night-Time Economy

Night-Time Economy

The term "Night-time Economy" has appeared in the world since the 1970s. A series of summer evening cultural events in the capital Rome (Italy) in 1977 made its first mark. For this concept, along with the birth of another similar concept, the 24-hour City (24-hour city). The night-time economy can be simply understood as a concept covering cultural, entertainment, food and beverage services, shopping and tourism services that take place from 6:00 p.m. the previous night to 6:00 a.m. the next day.

In some countries, the considered time frame for economic activity at night can be from 5:00 p.m. to 4:00 a.m. the next morning. The definition of economic night time varies from country to country. However, the nature of night prayer is often analyzed into two time periods, which are before 8pm and after 8pm. The period before 08:00 pm is often characterized by purely consumer activities and caters to different groups of people and ages. The time after 8pm is usually a vibrant time, mainly attracting young people from 18 to 40 years old, concentrated in the city center with pubs, bars and some fast-food restaurants.

In fact, there is no difference between daytime economic activity and nighttime economic activity, resulting in no pure night time economic activity. With that perspective, night prayer is mainly an extension of a number of daytime prayer activities in a certain area to serve the needs of tourists and residents. Thus, it can be said that night-time economic activities have been taking place today, not a new activity or concept, but depending on the provisions of law (time), customs (type of product). Export, business), only operate during the specified time. On that basis, determining the core issue of night economy development is expanding operating hours, policy mechanisms, operating space planning, changing habits, and state management within the time frame. Operating hours are extended...

Thus, the notion used in this study: night economy is defined as all economic activities that occur between 6:00 p.m. and 6:00 a.m. the following morning. All economic activities that contribute to urban regeneration and economic growth, including the ownership and operation of bars, clubs, night markets, cinemas, theaters, festivals, and cultural events, as well as banking and financial services...

Development of the Night-Time Economy

Development is an evolutionary process of every society and every ethnic community in which the subjects lead and manage, with strategies and policies appropriate to the historical, political, and economic characteristics. economic, cultural and social of their society and ethnic community, creating, mobilizing and managing natural and human resources to achieve sustainable results and be equitably

distributed to members. Members of society for the purpose of continuously improving the quality of their lives.

According to economics: Growth is a concept that describes the quantitative change of an object, phenomenon, or entity. Development is a concept with broader reflection content, it not only includes quantitative changes but also reflects qualitative changes.

According to this study, the development of the night - time economy is the change in both amount and quality of economic activities that occur between 6:00 p.m. and 6:00 a.m. the following morning.

To assess the development of the night-time economy, indicators must be available to assess changes in the quantity and quality of economic activity occurring between 6:00 p.m. and 6:00 a.m. the following morning. These indicators frequently include: the night-time economic development policies, types of night-time economic services, contributions of the night-time economy, and risk management in the night-time economy. Changes in these variables are frequently assessed throughout time, depending on the study.

Factors Affecting the Development of the Night-Time Economy

According to Dhakad *et al.* (2021), the issue examines elements influencing the growth of the night-time economy, such as legal policy, attitude of local people, infrastructure, environmental pollution, social security, and social order.

Legal Policy

Legal policy is the legal framework related to the night economy, from: overall regulation, market orientation, environmental management, infrastructure, to the main tools that can link to the time frame, security and order, specific products and services. A country or a locality has clear regulations on conditions for night-time economic activities for businesses and business households; or have regulations on operating hours that will cooperate in developing the night economy in a positive direction. The more complete and clear the legal regulations are, the more the night-time economy develops and vice versa.

Attitude of Local People

Development of the night-time economy in a locality has challenges and barriers due to the negative impacts of the night-time economy such as: increasing crimes and leading to common social evils, such as: prostitution, drugs, gambling; traffic safety violations and public order disturbances. These phenomena pose many potential risks, complicating the security and order situation and affecting public health. Not only that, night-time economic activities also create problems of noise, light, and waste pollution; fire prevention and fighting risks, illegal occupation of public space for business activities. These impacts directly affect the lives of local people; Therefore, the attitudes of local people in turn have an impact on the development of the night-time economy. People's attitude is ready for night-time economic activities; The greater the level of participation of local people in night-time economic activities, the more developed the night-time economy is and vice versa.

People's understanding of the night-time economy and the benefits it brings in economic, tourism and service development; Increased participation of people and business

households also plays an important role in promoting the development of the night-time economy.

The Infrastructure

Local infrastructure implementing night-time economic development activities is a factor that promotes night-time economic development if the following factors are guaranteed: good infrastructure; technology development; workforce availability. Good infrastructure on the transportation platform; medical; Electricity, water, fire protection. Convenient and adequate for night-time economic activities. In addition, technological development is reflected in the installation of security camera systems everywhere in the night economic activity area; information technology applications in management, ensuring science and synchronization; for example: management software, incident reporting, hot spots on smart mobile devices.

When the local labor force is available, abundant and actively participates in night economic activities, the night economy will develop more.

Environmental Pollution

Environmental pollution is one of the barrier factors affecting the development of the night-time economy. Service areas, tourism, and nighttime economic activities can cause noise and light effects, affecting the health and sleep of people living near that area. In addition, night-time economic activities can also pollute the environment and pollute waste. On the contrary, the level of sound, light, and garbage pollution can affect the development of the night-time economy. If a locality has good solutions to manage environmental pollution levels, it will have a positive impact on the development of the night-time economy.

Social Order and Security

One of the challenges to developing the night-time economy in each locality is the issue of security and social order. Commercial activities taking place at night have the potential to cause social evils such as prostitution, gambling, drugs, etc., causing insecurity and order. The development of the night-time economy can unintentionally become a favorable environment that increases crimes and leads to common social evils, such as prostitution, drugs, gambling... causing difficulties for social managers. For example, consumption of alcoholic beverages tends to increase as the night-time economy develops. Traffic safety violations and public order disturbances are also at risk of occurring as a consequence of alcohol abuse and the use of alcoholic beverages. These phenomena pose many potential risks, complicating the security and order situation and affecting public health. Therefore, ensuring security and social order will positively impact the development of the night time economy.

3. The Current State of the Development of the Night Time Economy in the Tourist Area of Quang Ninh Province

Introduction to the Tourist Region of Quang Ninh Province

Quang Ninh is regarded as having some of the most exceptional and distinctive tourism resources in the country. Not only is Ha Long Bay a world heritage and natural marvel, as well as the famous Yen Tu scenic relic site, which draws millions of people each year, but Quang Ninh

also has over 600 relics, historical and scenic sites. Because of these benefits, the smokeless sector in Quang Ninh province has grown significantly in recent years. Quang Ninh aspires to be a worldwide tourism hub as well as a major national tourism destination.

It must be affirmed that one of the greatest strengths of Quang Ninh tourism is island tourism. With a coastline of more than 250km, nature has created for Quang Ninh a continuous system of marine tourism resources connecting Ha Long Bay with Bai Tu Long Bay, Bai Tu Long National Park, Co To island, Tra Co, Vinh Thuc. In addition to Ha Long Bay, a famous tourist destination of Quang Ninh tourism that is attracting millions of international tourists to visit each year, tourist attractions at other beach resorts such as: Van Don, Co To, islands on Bai Tu Long Bay are also becoming attractive destinations for many tourists. Because these places have special advantages such as wide open space, still wild, not under much environmental pressure, outstanding with beautiful beaches such as: Quan Lan, Minh Chau, Ngoc Vung (Van Don). Hong Van, Van Chay (Co To) are very suitable for developing resort and beach tourism. Not only are there beautiful beaches, but the system of islands in the sea is also endowed with beautiful primeval forests, extremely rich ecosystems, flora and fauna with many rare seafood species that can grow. Developing various types of exploration, adventure, culinary tourism...

Along with island tourism, spiritual cultural tourism is also one of the strengths of Quang Ninh tourism. Currently, Quang Ninh owns more than 600 historical and cultural relics of all kinds. Among them, there are relics and landscapes ranked as special national relics that are valuable to exploit for tourism development such as: Yen Tu historical relics and scenic spots, historical relics Bach Dang and Tran Dynasty historical and cultural relics in Dong Trieu. Among them, Yen Tu relic site is one of the highlights of spiritual cultural tourism. Every year, during the festival season, this destination attracts about 2 million visitors. In addition to the Yen Tu relic area, other famous historical and cultural relics include: Cua Ong Temple (Cam Pha City), Long Tien Pagoda, Monsignor Tran Quoc Nghien Temple (Ha Long City), Cai Bau-Thien Pagoda Truc Lam Giac Tam Institute (Van Don) are also attractions for tourists from all over the world to visit. However, currently, in Quang Ninh province there are many other valuable historical and cultural relics such as: Quynh Lam Pagoda (Dong Trieu), Tran Hung Dao temple, King Ba temple, Phong Coc communal house (Dong Trieu) Quang Yen town), Xuan Lan pagoda, Xa Tac communal house (Mong Cai city) have not really attracted many tourists to visit.

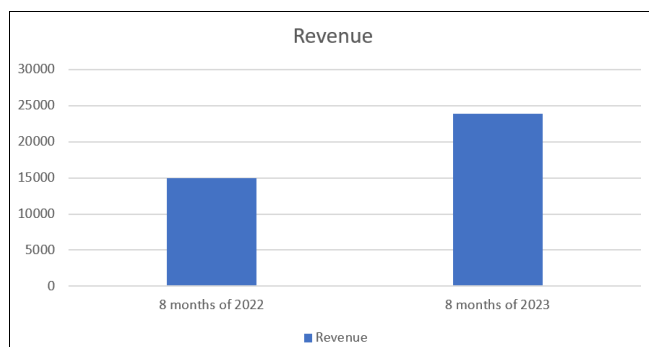
Night Time Economic Activity in the Tourist Region of Quang Ninh Province

According to the Department of Statistics of Quang Ninh province, revenue from accommodation and food services is expected to increase by 37% in August 2023, with revenue from accommodation services increasing by 88.6%, food service revenue increasing by 18.2%, revenue from travel and support services increasing by 114.9%, and revenue from other service industries increasing by 13.1% compared to August 2022.

In general, revenue from accommodation and food services is expected to increase by 40.4% in the first eight months of 2023, with accommodation service revenue increasing by 67.3% and food service revenue increasing by 30.9%;

revenue from travel and support services increased by 90.5%, and revenue from other service industries increased by 14.3% over the same period in 2022.

According to the Quang Ninh Statistics Department, the total number of tourists visiting Quang Ninh in August was anticipated to reach 1,260 million. In 8 months, 12,060 million visitors were accumulated, representing a 47% increase over the same period in 2022. Total revenue reached nearly 24 trillion VND, representing a 60% increase over the same period last year.



Source: Department of Statistics of Quang Ninh province

Fig 1: Total revenue

In recent years, the infrastructure system has been invested synchronously, service quality has been constantly improved, and mechanisms and policies to improve modern and effective business investment have been implemented, resulting in Quang Ninh province attracting many large investors with brands providing tourism and resort products and services in the area. The province as a whole has one national tourism region, five provincial tourist areas, and 91 recognized tourist spots.

Tourism infrastructure with a synchronous transportation system, creating a chain of modern, world-class road - air - waterway links, such as: Van Don International Airport; Ha Long International Cruise Port - the only specialized cruise port serving tourism in Vietnam at the present time.... Currently, Quang Ninh has over 2,000 tourist accommodation establishments on shore and ships.

With the above advantages, in order to develop, exploit and promote the advantages of the night economy, immediately after the project to develop the night economy in Vietnam is approved by the Prime Minister, Quang Ninh province directed the establishment of a Working Group to systematically develop a night-time economic development project in the province.

On December 27, a representative of the People's Committee of Quang Ninh province said that the above content is part of the night economic development project, period 2020-2025, which is being completed by the authorities.

According to the Project, the province's the development of the night-time economy is divided into 3 phases:

Phase 1 (pilot) is expected from 2021-2022, the province will survey and select organizations to exploit available areas and services serving the night-time economy on the principle of ensuring aesthetics and security quiet.

Phase 2 from 2022-2025 completes the planning for the development of the night time economy.

Phase 3 is expected from 2025 onwards, completing and putting into operation projects and night entertainment complexes.

According to the pilot project of the night-time economic growth model in Quang Ninh province for the year 2023-2025, five areas, including Ha Long City and Ho Chi Minh City, have been originally selected to pilot this model. Mong Cai, Cam Pha City, Dong Trieu Town, and the Co To Island District are also worth a visit.

The pilot initiative permits four industries to participate in night economic activities: culture and arts, tourism, sports, beauty, and food. Localities determine the proper style of development based on actual conditions.

As a result, in the realm of culture and art, choose distinctive and symbolic types of nighttime entertainment, such as live art performances, music concerts, and activities, to meet entertainment needs. Film, art, light shows, and fashion... To accomplish so, it is required to plan or reorganize bars and dance halls, as well as to implement preferential policies to entice enterprises and individuals to invest in business. Public culture, entertainment, and entertainment services (karaoke, dance halls, bars, pubs, clubs, tea rooms) assure regulatory compliance with construction planning and land use purposes. Prioritize the selection of large-scale cultural and artistic performance programs of national and worldwide caliber, rich in innovation, highly creative, filled with regional and iconic ethnic cultural traditions of the world, and consistent with Vietnamese traditions and customs.

On the basis of tourism resources, it is necessary to select, finish, update, and diversify night tourism trips (lasting up to 24 hours) in the area. availability and new investment to exploit the value of art, culture, history, and natural landscape, employed by appropriate means of transport and traditional methods, typical types of local means of transport. Learn about historical and cultural treasures, works of art, museums, landscapes, and cruise ships as you explore the city.

Upgrade and diversify sightseeing tours by inland waterway, sightseeing and enjoying the city at night (by double-decker bus); Coordinate the organization of night sightseeing services from Tuan Chau to Quang Ninh Museum, cultural and historical sites, and major tourist attractions in Ha Long city; Pilot hourly tour model for night cruises along the coast of Ha Long Bay combined with cuisine, music along the routes: Tuan Chau-Bai Chay bridge and vice versa; Visit Ha Long Bay combining cuisine, music, and nighttime entertainment on Ha Long Bay. To prepare well for this activity, there needs to be a solution to call for investment in luxury accommodation ships; Actively deploying overnight fleet operations on Ha Long Bay; Piloting the experience of staying on a land yacht model - Boatstay (resort ship) in Co To; Form 3-5 unique tours combining culinary and cultural services to serve international tourists with an average stay of 3-5 days; cruise tour connecting Ha Long - Bai Tu Long - Van Don bays; night squid fishing tour; overnight camping on Thanh Lan island and islands near the shore of Co To; See the panoramic view of Co To at night by hot air balloon; Experience watching the sunrise at Mong Rong - Co To rocky beach, walking and cycling program at night on Love Street-Co To.

4. Conclusion

The night time economy is one of Quang Ninh province's development priorities in order to utilize the benefits of available infrastructure and tourism. However, aside from the economic benefits provided by the night, there are also restrictions that managers must assess and consider in order to achieve balanced and harmonious development.

In fact, the area's night time economic activities are still tiny, lack systematic investment, and have not attracted significant investors. The province's two tourism centers, Ha Long City and Mong Cai City, have the most nighttime service activities, featuring walking, gastronomic, and retail zones. There are no exceptional and appealing cultural events and activities in Quang Ninh; there are no large-scale evening entertainment facilities and venues.

Not only that, but the development of the night-time economy activity has a substantial impact on social security issues at first. Specifically, bars and karaoke bars at various kiosks in Sun World Ha Long Park (Bai Chay district, Ha Long city) employ high-power sound, disrupting residents' and tourists' daily activities. In response to this scenario, the essay recommends a variety of options for developing a sustainable night economy in tourist areas in Quang Ninh:

Complete the Legal Framework on the Night-Time Economy
To develop the night-time economy, there needs to be different mechanisms and policies suitable for the night-time economy, not just existing laws related to land, human resources, and technology issues... as in normal economics. Developing the night-time economy requires clear planning. To develop the night-time economy, the role of the locality is very important (Hobbs, 2003). Quang Ninh province needs to include night-time economic development in the province's overall socio-economic development planning. On the basis of the province's strategies and plans, it is necessary to clearly plan areas and areas focused on developing the night-time economy, central areas and satellite areas, support policies, and priorities. Provincial incentives to attract strategic investors, businesses, and people to invest in entertainment, nightlife, and shopping activities and services.

Improve the night-time economic development institutions and policies; structure the night-time economic development management apparatus (decentralization, decentralization....); On the basis of strengthening decentralization and decentralization of power to cities, districts, and communes in management, the Provincial People's Committee must clearly define responsibilities and authority among state management agencies in managing night-time economic activities and expand the night-time economy.

Create a Number of Night-Time Economic Products

It is clear that there is a high demand for night tourism items among visitors to Quang Ninh. Night tourism items are required if the night economy in Quang Ninh province and tourism are to expand in order to retain visitors longer, spend more, and offer locations for tourists to explore. Creating night tourism items is a way to diversify products and services, extend tourist stays, and improve purchasing power. As a result, Quang Ninh must prioritize the development of nighttime services such as: nighttime entertainment (amusement zones, river views by boat, tram, cyclo); supermarkets, night markets; restaurants, street food stalls; refreshment services; bars, discos, beauty salons.

Increase Resources for Development of the Night-Time Economy

To develop the night-time economy in Quang Ninh province, increase resources such as: Infrastructure; Financial resources are very important.

Quang Ninh needs to ensure infrastructure conditions for the night economy including social order and security, traffic, and healthcare. It is necessary to increase the installation of surveillance camera systems and apply software to manage night economic activities. Invest in appropriate infrastructure and products and ensure safety; The most important of which are security, traffic, healthcare, fire prevention...; have transparent statistics and reports; At the same time, include the night economy in calculating the scale and evaluating the nature of the economy.

Deploy financial solutions to aid the growth of the night economy. To encourage the development of the night-time economy, Quang Ninh province may suggest to the government that it consider implementing tax exemption policies such as lowering tax rates, establishing preferential tax rates, or providing tax exemptions to firms and households. Offering night-time services, or exempting or decreasing ground rent, land rent, land usage, and supporting energy and water expenses... for restaurants and apartments that operate at night.

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