



DEVELOPING NIGHT-TIME ECONOMY: INTERNATIONAL EXPERIENCE AND POLICY IMPLICATIONS FOR DA NANG CITY, VIETNAM

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ABSTRACT

In Vietnam in general and in Da Nang city in particular, many experts believe that there is no official study to determine the scale and impact of the “night-time economic” or “night tourism” to economic activity in general. Most of Da Nang's tourism products are now mainly concentrated from 07 am to 05 pm, in the tourism industry called “hard products”. However, the product that can make the most money is between 06 pm and 06 am the next day, which has not been developed so far. In order to pave the way for the night-time economic in Da Nang city to develop, the study of the current situation, development policies, and night economic activities in some cities around the world, thereby proposing some measures to help develop the night-time economic in Da Nang city more sustainably and effectively. Leading in the development of the night-time economic in the world, there are very effective and innovative development models of cities such as Beijing (China), London (UK), Sydney (Australia), Bali (Indonesia), Toronto (Canada), New York (USA)...

Keywords: night-time economic, night time, 06 pm to 6 am the next day, Da Nang city.

1. INTRODUCTION

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In Vietnam, in the past time, there have been a number of provinces/cities interested in the construction and development of night pedestrian streets - part of the night-time economic. Various types have been deployed in Hanoi city, Ho Chi Minh city, Da Nang city ... shown in the model of night market, night street, 24/24 convenience store chain, walking street or typical entertainment streets such as Ta Hien (Hanoi city), Bui Vien (Ho Chi Minh city) and Ba Na Hills (Da Nang city). However, due to the lack of reasonable planning, the operation of these models is not as effective as expected. Night economic activities have only been exploited on a small scale, individually, scattered in some areas, and have not yet made a mark. The night-time economic also faces many risks and challenges related to security and order, noise pollution, waste... and there is no legal framework and policies to promote this type of development. The psychology of being afraid of the negative sides, negative arising and risks of the night-time economic from the management agencies has made the night tourism product not yet effectively exploited by the organization.

The Prime Minister has approved the project of developing night economy in Vietnam [1], aiming at two main goals: promoting domestic consumption and developing tourism, through focusing on developing the fields of cultural services, entertainment, food services, shopping services and tourism, taking place from 06 pm the previous day to 06 am the next morning. According to the scheme, the Government allows pilot to extend the time of organizing night service activities to 6 am the next morning at some points, attractive tourist area and favorable conditions to manage risks of night activities in 10 cities, large centers with a large number of tourists such as: Ha Noi city, Ho Chi Minh city, Da Nang city, Quang Ninh city, Hai Phong city, Hoi An city, Hue city, Can Tho city, Da Lat city, Phu Quoc city. At the same time, it is required to research and propose to prioritize investment in the construction of a number of separate nightlife entertainment complexes in Hanoi, Ho Chi Minh City and Da Nang city in the period from 2021 to 2025.

The scheme offers groups of synchronous solutions. In which, first of all, it is to gradually reduce and gradually eliminate prejudices about the negative effects that may arise from the night-time economic, prejudices about types, activities and entertainment spots at night. Fully recognize, do not be too afraid of the risk of instability and order to ignore opportunities for economic development at night. If managed well, the night-time economic will make significant contributions to economic growth, exploiting the potential of tourism, service, shopping, and promoting Vietnamese culture and cuisine to the world. The Government has assigned the Ministry of Culture, Sports and Tourism to assume the prime responsibility for, and coordinate with relevant agencies and localities in, researching and proposing a number of models for developing night tourism products in the area a number of tourist centers, suitable to the local situation and the needs and tastes of tourists coming from the target markets [1]. This is the legal basis to promote night economic development.

Night-time economic with night tourism products is a “gold mine” for the tourism industry to exploit. Because normally during the day tourists spend time to visit the scenic spots, at night is the time for them to have fun, experience services and spend money. Therefore, it is necessary to have a synchronous

and appropriate management solution, planning the night-time economic development concentration zones, with night tourism products that are really attractive and attractive to tourists. does not affect the population. Developing night-time economy is also a matter of each locality, because the locality must meet all infrastructure conditions (technical and socio-cultural) and must spend more money to ensure security and order, invest in for lighting infrastructure, entertainment services, shopping at night... In the context of the Covid-19 pandemic which is having a strong impact and greatly affecting the development of the tourism industry, this is the right moment. This is the right period for localities to have enough conditions to develop night economy in order to create momentum for the recovery of the tourism industry in particular and socio-economic in general.

Da Nang is one of the cities with a lot of potential for night-time economic development, with a system of traffic infrastructure, facilities, activities, and night-time services that have been basically synchronously formed, friendly tourism, annually attracting a large number of domestic and international tourists to visit the resort. Over the years, a number of entertainment activities and night services are being formed and developed in the city... However, it can be seen that the above services are only exploited on a small scale, individual and fragmented spontaneous activities in some areas in Da Nang city, have not made enough difference compared to the activities in the traditional time frame. In addition, developing night-time economy also faces many risks and challenges related to local security issues, pressure on infrastructure, social evils and noise pollution, waste... and there is no legal framework and policies to promote night-time economic development.

The implementation of the study “Developing night-time economy: international experience and policy implications for Da Nang city, Vietnam” is necessary and can be considered as one of the important levers that both serve the purpose of economic recovery after Covid-19, overcome the above limitations, contribute to creating many products to attract tourists, develop the nightlife economy in general and tourism in particular in Da Nang city, Vietnam.

2. RESEARCH QUESTIONS

- What is the concept and nature of night-time economic?
- What are the benefits and negative impacts of night economic development?
- What are the achievements and limitations and weaknesses in night-time economic development in Da Nang city in recent years?
- What is the experience of some cities in the world in developing and formulating policies to develop night economy? And what lessons do you draw for Da Nang city?
- In the coming time, what solutions does Da Nang city need to develop a more sustainable and effective night-time economic, in accordance with the new context?

3. RESEARCH METHODS

This study applies the integrated research method; compare and contrast practice with theory; and qualitative research is key. In addition, the following research methods were used:

- Methods of collecting and processing information: Using the method of document research and the method of comparing and contrasting secondary data. Collecting statistics on night-time economic in Da Nang city is collected and systematized. On the basis of analyzing and exploiting information from these available documents, it will depict a full picture of the achieved results, as well as limitations of night-time economic development in Da Nang city. Some legal bases as the basis for proposing solutions to develop night economy in Da Nang city such as: Law on Tourism No. 09/2017/QH14 of 2017 [2]; Resolution No. 08-NQ/TW dated 16/01/2017 of the Politburo on developing tourism into a spearhead economic sector [3]; Resolution No. 43-NQ/TW dated 24/01/2019 of the Politburo on construction and development of Da Nang city to 2030, vision to 2045 [4]; Decision No. 1129/QD-TTg dated 27/7/2020 of the Prime Minister approving the project of developing night economy in Vietnam [1]; Decision No. 2350/QD-TTg dated 24/12/2014 of the Prime Minister approving the Master Plan on tourism development in the South Central Coast region to 2020, with a vision to 2030 [5]; Decision No. 147/QD-TTg dated 22/01/2020 of the Prime Minister approving the Strategy for Vietnam's tourism development to 2030 [6]; Decision No. 393/QD-TTg dated 18/03/2020 of the Prime Minister on the adjustment of the Master Plan for Socio-Economic Development of Da Nang city to 2020, with a vision to 2030 [7]; Program No. 29-CTr/TU dated 10/05/2019 of Da Nang city on implementing Resolution No. 43-NQ/TW of the Politburo on construction and development of Da Nang city to 2030, vision to 2045 [8]; Plan No. 2984/KH-UBND dated 07/05/2020 of Da Nang city to deploy Theme: Focusing on developing tourism and high-quality services associated with resort real estate; building Da Nang into a leading tourist and service destination, regional scale, event city, international convention center [9].

- Expert method: the author discussed and interviewed 15 experts, scientists and managers on issues related to night economic development; some comments, evaluations and recommendations. Use this method in the form of: writing articles, direct exchange, inheriting documents, research publications of experts and published research institutions.

4. RESEARCH RESULTS

4.1. The nature, benefits and negative effects of night-time economic development

4.1.1. The concept and nature of night-time economic

According to a widely accepted definition, “economy” is the totality of production, distribution, exchange, and consumption of goods and services by a community or a country. The concept of “night” is a period of the day from sunset to sunrise. In fact, countries have different definitions of night-time economic. The scope of definitions also varies considerably, which can be broad or narrow depending on trends, night-time consumption behavior across countries, as well as cultural diversity and dynamism, social and economic of nations [1].

The term “Night-time economic” is believed to have originated from the work of scholars associated with the Comedia organization - a creative city research organization by Charles Landry Franco Bianchini, one of the scholars involved. Comedia at the time coined the term in 1987. The night-time economic model was introduced as part of an effort to encourage deregulation and the growth of the entertainment and alcohol industries in night time in the early 1990s. The term first gained popularity among urban planners in the UK, more specifically the post-industrial cities of the North of England, and is now widely used. widely around the world. “Night-time economic” is associated with the term “24-hour city”, nightlife and night culture. The night-time economic is not simply an economic development, but it must also ensure the safety and quality of the “nightlife” and match the “night culture” in each country [10].

In the broadest sense, “Night-time economic is all social, cultural and productive activities that take place during the night time frame”. The widest night time frame is defined as from 06 pm the previous evening to 06 am the next morning. This understanding has the advantage of not discriminating economic activities by industry, type and time frame which is wide enough to cover all research and exchange on night-time economic in countries. However, this understanding does not represent the specific types and economic activities of the night-time economic. For example, some production activities may simply take place in the night time frame without directly serving the people's consumption and rest needs during this time frame. For example, Australia defines night economic activities as consisting of 3 components [11]:

- (i) core group includes: food industry (restaurants, cafes, takeaway services), beverages (wine retail, pubs) and entertainment (tourist activities, night horse racing, gambling, etc.) nightclubs, performing arts, sports...);
- (ii) the core group includes: service activities mainly during the day and have been converted to night service such as: retail services (except selling alcohol) and hotel services, culture, education, health care, planning design, traffic, infrastructure (waste treatment, electricity supply, night-time state management system...);
- (iii) supply group (activities of producing and supplying food, beverages, tobacco, entertainment... for night activities)

In some countries, the time frame considered for nighttime economic activity can be from 05 pm the night before to 4 am the next morning. The definition of economic night time varies from country to country. However, the nature of the night-time economic is often analyzed into two time periods, that

is, before 08 pm and after 08 pm. The period before 08 pm is typically characterized by purely consumer activities and caters to different groups of people and ages. The period after 8 pm is usually an exciting time, mainly attracting young people from 18 to 40 years old, concentrated in city centers with pubs, bars and some fast food restaurants [12].

In a narrower sense, night-time economic is a collection of economic - cultural activities taking place from 06 pm the night before to 4 am the next morning and mainly includes recreational activities, including: bars, discos, karaoke facilities, restaurants, music venues, fashion shows, performing arts, sightseeing and other forms of nightlife (night markets), commercial areas at night...). This narrow definition is currently being used by many countries such as the USA, UK, China... Specifically, the New York city (USA) has determined that the night-time economic consists of 5 main areas, including: art (museums, painting exhibitions, movies, theaters, performing arts spaces), bars (nightclubs, alcoholic beverages), food services (restaurants, cafes, fast food joints, food trucks, food business areas), sports and entertainment (stadiums, spectator sports grounds, participatory sports activities, bowling, billiards and other entertainment) and entertainment venues (music and independent space). In this understanding, night-time economic activities focus on entertainment and lifestyle, to meet the needs of tourists or the need to rest after a working day, or the consumption needs, culture - other individuals of the people. Therefore, in order to properly understand the nature of the night-time economic, many countries also call the full name "night entertainment economy". Even the above definitions of the night-time economic are only relative [13].

In Vietnam, the concept of "night-time economic" currently has many definitions, but the most common "night-time economic" is understood as all service activities that take place after 6 pm the previous evening until 6 am the next day, including: shopping at night markets, 24/24 convenience stores, food, art, music, entertainment programs, festivals, events, to tourist attractions only open door at night. According to experts, night-time economic and service activities bring many benefits to both tourists and locals. Specifically, along with daytime service activities, visitors have space to have fun, cultural exchanges, enjoy food, shop for souvenirs, and participate in folk games. [14].

In fact, there is no difference between daytime economic activity and night-time economic activity, leading to the absence of pure night economic activity. With that view, the night-time economic is mainly an extended form of a number of daytime economic activities in a certain area to serve the needs of tourists and people. Thus, it can be said that night-time economic activities have been taking place today, not a new activity or concept (due to the provisions of law (time), custom (type of production and business) which operate only for the specified time) [1]. On that basis, determine the core problem of night economic development, which is to expand operating time, to be policy mechanisms, to plan the space for activities, to change habits, to manage state in the operating time frame is extended...

Conclusion: "Night-time economic" has many different definitions, but basically it is understood as all economic activities that take place from 06 pm to 06 am the next morning. All activities during this period are economic, contributing to urban regeneration and economic growth, the main profit being

the night-time economic, including the business and operation of bars, clubs, night markets, cinemas, theatres, cultural festivals and events or banking and financial services...

4.1.2. Benefits from developing night-time economic

* Economic benefits: Night-time economic can bring economic benefits through creating more jobs, rebuilding and developing urban areas, encouraging domestic consumption, extending length of stay, increasing tourist spending and generating tax revenue for the locality. Many areas of industrial creativity have developed such as: film, music, and design and publishing jobs. At the same time, nighttime economic revenue from tourists can be relatively large.

- Creating jobs for workers: In 2020, the size of the night-time economic market in China is estimated to reach \$2.4 trillion, mainly based on the strong growth of online shopping, entertainment, and interior services, number capacity. Electronic and communication services have helped to connect the traditional night-time economic area (direct trade) and the online night-time economic area (indirect trade) in this country. This type of economy has created around 1.3 million jobs in the UK; 1.1 million jobs in Australia; 3.5 million jobs in France; 300,000 jobs in New York (USA) [15, 16].

The structure of employment in the 24-hour economy in London (UK) is relatively developed in both width and depth, rich and diverse. Specifically, not only restaurant and bar service jobs attract a large number of workers, but a series of other jobs also show rapid growth in labor demand, such as: Engineer jobs, security guards, nurses, cleaning workers, taxi drivers, technology-information support specialists, performing artists... In general, economic activity taking place in the evenings in London has supported very well supports the job market (in 2016 created 723,296 jobs for workers), creating a job ecosystem with potential for further development in the overall night-time economic activities in this city. The night economic activities that bring high revenue in cities around the world are mainly directed towards the fields of tourism and culture, namely food service, bar, shopping, art, drama stage, museum visit, hotel resort.

- Generating large revenue from night-time economic development: In 2017, tourist spending in Toronto (Canada) was \$6.3 billion for travel, accommodation, dining, entertainment activities and shopping, of which USD 4.38 billion (equivalent to 70% of the total target) is at night. Revenue from daytime tourism products and services of Ho Chi Minh city (Vietnam) only accounts for 30%, while the remaining 70% is in the night time frame [17]. Currently, 80% of the world's cities are developing strategic management plans, but only a few of them incorporate the night-time economic into these strategies. In the UK, the night-time economic has an average annual turnover of around £66 billion, contributing around 6% of GDP to the UK economy [15]. Newcastle (UK) "Alive after Five" campaign launched in 2010 has increased the value of the city's nighttime economy by £350 million and attracted an additional 7.9 million visitors to the city at night [18]. In London, the scale of nighttime economic

activity could grow by £2 billion (from 2017 to 2026). Densely populated cities in the United States such as San Francisco or New York can generate about \$6 billion and \$10 billion in revenue, respectively, from evening service operations.

With revenues of nearly \$134 billion in 2018, night-time economic activities contribute about 4% of Australia's GDP. Particularly for Sydney (Australia), the cost of maintaining the night-time economic is about 127 million Australian dollars, but in return it generates nearly 2.7 billion Australian dollars in revenue. As for countries in Asia such as Thailand, the size of the night-time economic market has a turnover of about 5.5 billion USD. Thailand has developed a very well-developed tourism model based on events, parties, and nightclubs, attracting a large number of international tourists to relax and spend. In 2017, Thailand was the world's fourth-largest spending destination by international tourists, after the United States, France and Spain, with a total spending of about 57 billion USD [19].

As a country facing a shortage of labor, Japan is showing its determination to develop its night-time economic, in order to promote tourism and economic growth. The country has seen a spike in foreign tourists in recent years, with 30 million visitors in 2018, after crossing the 20 million threshold for the first time in 2016. As the number of foreign visitors increased increased, Japan has also set a higher target for night-time tourist spending, which is expected to generate 8 trillion yen, or about \$74 billion, by 2022. This number is nearly 80% higher than it is now [14].

* Socio-cultural benefits: Night-time entertainment makes the locals happier and the city more vibrant. Night-time is also a fundamental time to enhance social communication and develop self-awareness, especially for young people. Accordingly, the night time frame is not only for people to rest after a working day, but can actively consume products and services to better meet their own material and spiritual needs [20]. A more proactive approach to nighttime economic development can pave the way for new opportunities for a better quality of life. Night-time economic is also considered an important field to attract talents, business people, tourists and promote the country's culture [21]. For example, 20% of tourists to the UK participate in nightlife activities such as dining and night out; the corresponding figure in Berlin (Germany) is 35% and an estimated 150,000 people visit the city at night every weekend. Besides, if accompanied by reasonable planning, the development of “24-hour society” also helps to reduce infrastructure overload and daytime traffic jams. The night-time economic also helps to decorate the city through investment and improvement of public infrastructure so that it can be used 24 hours a day [22].

4.1.3. The negative effects of night-time economic development

- Negative impacts on economic development: As analyzed above, night-time economic development has a direct impact on economic development through the obvious effects of increasing revenue, creating jobs, contribute to the development of the commercial and service sector and spread to other areas (industry, agriculture) through infrastructure development, investment promotion, manufacturing

and manufacturing. In addition, the night-time economic also brings economic benefits through the reconstruction and development of urban areas, encouraging domestic consumption, and generating tax revenue for the local budget. The night-time economic also has a number of interactions with economic development orientations and solutions, such as contributing to the orientation of e-commerce development, sharing economy, improving the competitiveness of the tourism industry. However, if not properly managed, the night-time economic will cause negative impacts [23]. When focusing on developing various types of services and tourism, the local economic development will depend on the service industry, specifically the tourism industry; meanwhile, tourism is a particularly sensitive industry to the influence of socio-economic fluctuations at home and abroad, the effects of climate change, natural disasters, epidemics (Covid-19 is examples). Some nighttime economic activities are accompanied by cash transactions, potentially with risks of illegal transactions. The night-time economic can create the risk of breaking the law, which in turn requires local authorities to allocate more staff and perform more operational tasks outside of office hours, lead to an increase in costs [24].

- Negative impacts on culture - society: Some areas of night economic development are oriented to operate continuously around the clock - night to serve the needs of entertainment, entertainment, sightseeing, shopping and visitors; therefore, in addition to the positive effects, exceeding the capacity of strict control may lead to the degradation of the environment and thereby affect the health and welfare of both visitors and local people. When tourism activities are overcrowded, it will lead to stuffy, dusty, noisy, food scarcity, difficult traffic, high cost of living... Promotion and expansion of tourism activities night schedule will inevitably use drinks with high alcohol content causing loss of control for users; leading to the risk of social evils and unsafe behaviors, affecting health. In addition, there are risks and challenges related to security and order, risks of terrorism, riots, food hygiene and safety [25]. Therefore, if it is not effectively oriented and managed, it may affect the image of the tourist destination due to safety problems for tourists and local people....; affects the image of a safe, friendly and hospitable tourist destination that has been known in the past time.

For the field of culture and local image, the development of the night-time economic can cause effects such as: lifestyle and the impact of social evils; traditional architecture is changed to attract tourists; intentionally creating “representative cultures” and in some cases turning cultural features into types of performances for foreign tourists to see; changing the way of thinking, the traditional concept because of the influence of multiculturalism from tourists of many places to adapt to new needs and meet the expectations of tourists. The development of business activities serving the night-time economic may affect people in the vicinity, creating conflicts in the community, between businesses and businesses, businesses with people. The socio-cultural impacts of night-time economic development play an important role in guiding policy and developing solutions to minimize negative impacts. However, if the level of negative socio-cultural impacts is too much, the development of the night-time economic will become unreasonable despite the many benefits it brings [26].

- Negative impacts on the environment: When developing night-time economy, some major environmental impacts such as [12, 27]:

Solid waste pollution: Waste, single-use plastic waste from residents and visitors can be a serious problem affecting the ecological environment, especially when there are cultural events, art, entertainment. Therefore, it is necessary to strengthen the arrangement of public trash cans, appropriate waste treatment points, and at the same time strengthen recommendations for environmental sanitation, and have regulations and strict sanctions for those cases violate the law.

Air pollution: This problem can arise from many sources. During the infrastructure construction phase, dirt, debris, low prices, etc. will be discharged, so it is necessary to strengthen the supervision of construction activities. In areas of service activities, nightlife can generate air pollution due to the large volume of traffic passing around. Besides, bad odors can also arise from public toilets or trash cans that are not cleaned in time. Therefore, environmental sanitation needs to be the top concern, waste needs to be collected regularly.

Noise pollution: Sound, especially music, is an indispensable part when organizing events, festivals and entertainment venues, which can cause discomfort to a part of people in the area, especially the sensitive night time frame, is often the resting time of people in the area. Therefore, it is necessary to select locations for night economic development away from residential areas.

Water pollution (river, sea): Developing night economy in some areas such as along rivers and beaches can cause water pollution if service business activities, especially eating is not strictly reasoned. Therefore, it is extremely important to set up a suitable wastewater treatment system to minimize the impact on the water environment.

Increased population activity and tourist arrivals in a site can affect ecosystems and landscapes that are not well protected. Thus, in order to minimize impacts on the environment, it is necessary to plan the space to arrange the most suitable types of activities, prescribe the operating framework, and the frequency of activities for some specific types. On that basis, functional forces will strengthen inspection, supervision, detection and handling of organizations and individuals that cause negative impacts on the environment.

4.2. Assessment of the current situation of night-time economic development in Da Nang city in recent years

4.2.1. Achievements in night-time economic development

- Vietnam has more open guidelines and policies to promote the development of service activities, such as: Decree No. 54/2019/ND-CP dated 19/6/2019 of the Government has extended the time the time of disco activities until 02 am; Decision No. 1129/QĐ-TTg of the Prime Minister dated 27/7/2020

approving the project of developing the night-time economic in Vietnam, creating a premise for the formation of a policy framework to support early developing night-time economy in Da Nang city.

- The system of transport infrastructure and facilities for the development of the night-time economic is relatively modern and synchronous (international airports, waterways, roads, high-class hotel and resort systems, smart urban areas...).
- Night activities and services (entertainment, shopping, dining, sightseeing) of Da Nang city are gradually forming and gradually developing in quantity and quality.
- A safe and secure environment, supporting tourists is increasingly concerned, and the people of Da Nang city are friendly and hospitable.
- Income from the middle class in Vietnam has increased sharply in recent years, leading to an increase in the demand and spending levels of people and domestic tourists for night activities.
- Night-time economic is often more popular in countries with a lot of tourists, while tourism in Da Nang city is on the rise in recent years with an increasing number of tourists coming, especially international tourists.

4.2.2. Limitations in night-time economic development

- Since the issuance of Decision No. 1129/QĐ-TTg of the Prime Minister dated 27/7/2020 approving the night-time development project in Vietnam, the situation of Covid-19 epidemic is very complicated. Many times, it is necessary to limit mass gatherings and social distance in the whole country as well as in Da Nang city, which directly affects the main activities of the night-time economic such as night entertainment (activities of the night-time economic) cultural activities - art, theatre, music, entertainment, festivals, events), night tourism, night food (restaurants, bars...) and shopping activities (these night market, shopping area, commerce).
- Da Nang city does not have a separate planned area for night-time economic development, some services are mixed with residential areas, using public spaces, affect the lives of the people.
- The airport shows signs of being overloaded; the public transport system is not really developed and convenient at night-time; the public toilet system at the beaches and central areas is not really good, the traffic at some peak roads is still quite complicated; pedestrian support infrastructure is not yet synchronized...
- Projects to create products for the night-time economic have not yet been formed due to limited resources, as well as investment procedures that take a long time. The scale of projects serving the night-time economic is still small, with no typical nighttime products/services of the city. The entertainment service with prizes for foreigners (this is an activity that generates a large source of budget revenue) is still small. Some activities are affected by seasonal factors and are difficult to organize in the rainy season such as night markets, events, festivals...

- Lack of high quality human resources, foreign language ability, professional skills in serving some night-time economic activities; there is a lack of management personnel with experience in night-time economic development both in the public and private sectors.
- There are not mechanisms and policies to attract investment in developing the night-time economic; Services such as bar, pub, karaoke... are only allowed to operate until 12 pm according to regulations, leading to limited experience of residents and visitors.
- There is not agency or division in charge of managing night-time economic activities while this is a new development model with many impacts on economy, culture - society and environment.
- Night-time economic activities are a new field in Vietnam. Awareness and thinking about night-time economic development of a part of officials and local people are still not synchronized. People in Da Nang city are not familiar with nightlife, so it is difficult to mobilize the community to work together to develop the night-time economic; the self-consciousness and urban civilization of a part of the people are not high. Besides, cultural thinking and traditional management with concerns about negative problems arising from night-time economic activities lead to barriers, regulations restricting the development of night businesses.
- Information about activities and night services of Da Nang city to people and tourists is still not much.

4.2.3. Causes of limitations

- The concept and scope of night-time economic is still quite new and has not been fully recognized and unified. Determining the scope as well as the limitation of night-time economic sectors currently varies between provinces/cities.
 - The night-time economic develops more and more diversified with various types and activities; some types, night economic activities have not been reported, specific statistics and regularity.
 - Traditional cultural thinking and management with concerns about negative issues arising from night-time economic activities may unduly dominate the policy approach to night - time economic. Therefore, there are still regulations that prohibit or hinder night business.
 - Due to the new nature of the concept of night - time economic, in recent years, Da Nang city has not promptly launched its own strategies or plans/plans (long-term) for early developing night-time economy.
- Therefore, the spatial planning for night economic development is not synchronized with the supporting infrastructure system such as traffic, electricity, water. Services such as food, shopping, entertainment...has a small scale, scattered in residential areas; There is no land fund to build large-scale entertainment centers, separate from residential areas.
- Although it has been gradually developed, the quality of human resources in general has not yet met the increasing demands of tourists. The sense of self-discipline, civility and politeness of a part of people

and tourists is not high. In addition, Vietnamese people, especially young people, have little interest and do not have the habit of visiting museums and historical sites.

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- Investment resources of Da Nang city are limited, while night economic development is a complex, long-term issue that requires a lot of resources and time to research and implement.

- Procedures for project investment in tourism and services to develop night-time economy are still complicated and take a long time, leading to new products and services that have not yet been formed to serve tourists. There are no specific mechanisms and policies to attract investment and develop the night-time economy.

4.3. Experiences in developing night-time economy in some cities around the world and policy suggestions for Da Nang city, Vietnam

4.3.1. Developing night-time economy in some cities around the world

a. Beijing (China)

- Regarding the night-time economic development plan: In 2018, Beijing city developed the “Action plan to build an international focal city for consumption in the period of 2018 – 2022” with the goal to 2022, this city will become a unique and high-class international consumer destination; and by 2035, becoming an international consumer center with the globally famous “Beijing Night” brand. In the Night Economic Development Plan, Beijing focuses on three priority contents, including:

(i) identify iconic places so that tourists to Beijing can easily identify which places are most crowded and bustling at night;

(ii) to build a night trade area within an area of about 10 - 20 km (planning 10 food streets and 16 night markets areas with the principle that each area has its own policy);

(iii) building a nightlife area (where many people live in the city) to meet different needs for night consumption [28].

- Regarding the management model: In 2019, Beijing city appointed the title of night-time economic manager at 3 levels: city, district and neighborhood by leaders of governing agencies at all levels of government and business associations. holding business. Those who are appointed to the title of night-time economic manager are often referred to as “lighters”. In addition to strengthening the direction and guidance of government agencies at all levels, business associations are also encouraged to promote night-time economic development in many areas of the city [29].

- Some solutions to develop night-time economy: Beijing city has stepped up the implementation of measures to promote night-time economic development, including [30]:

(i) develop canteens that close late along important subway lines, encourage shopping centers to extend business hours, organize night-time promotions and convenience stores operating 24/24h (Beijing sets a target that by 2022, more than 50% of convenience stores will operate 24/24h);

(ii) encourage tourist attractions of grade 4A or higher to extend the visit time from 01 to 02 am, healthy entertainment activities in the evening are encouraged to be organized in famous parks (Di Hoa Vien, Thien Tan, Chaoyang...), museums extend the visit time;

(iii) promulgating a financial support package (15,000 - 700,000 USD) to encourage shops, food courts, and convenience stores to extend their night-time operations; form of ticket support for art performance activities at theaters and performance venues with a capacity of less than 3,000 people;

(iv) encourage sports service providers to extend their business hours until 10 pm; deploying and installing more equipment for sports and physical training in parks; constantly diversify the market of sport services and sports performances;

(v) optimization of public transport services at night in the areas identified as “Beijing Night” brand development and adjacent commercial areas: extending the operating time of the metro underground, bus, increase car parking space by hour, encourage traditional taxis, technology taxis to participate in serving customers at night;

(vi) synchronizing equipment for landscape decoration, lighting equipment, planning of entertainment spots, ensuring environmental sanitation, telecommunications equipment serving the public wifi and 5G service;

(vii) edit and publish the handbook "Consumer at night in Beijing" to strongly propagate, increase understanding, and create convenience for consumers [31, 32].

b. London (UK)

London (UK) is the world's leading model of night life. City of London government leaders, especially the mayor of the city, consider night-time economic development a top priority for the city. The city government has included the content of night economic development in the "New London City Development Plan" with the goal of turning London into a “24-hour London city” and expand the night-time economic by 10% over the next 10 years [33]. In 2016, the mayor of London selected and appointed the head to hold the position of “Queen of the Night” with the main tasks being:

(i) ensure the development of the city of London 24 hours;

(ii) realizing the vision of the 24-hour city (issued by the mayor of London);

(iii) ensure security at venues around the city;

(iv) effectively coordinate and cooperate with business owners, police, transportation, residents, community groups, 33 local authorities and customers. In 2017, the mayor of London appointed the head of the Night Commission - an independent body that has its own agenda and provides independent policy advice to the mayor for the sustainable development of the city of London at night. Currently,

the mayor of London, the head of the “Queen of the Night” and the Night Commission along with 33 local governments and businesses have worked closely to share good experiences, New ideas on the development and management of night economic activities. Starting in 2016, a number of London Underground lines operated all night (both during the week and on weekends). In addition, London city has set up a Data Analytics Office to improve its approach to data management and sharing, including data related to the night-time economic such as spending trends, map of the nocturnal population, the age structure of the night-time economic participants, and the main activities of the night-time economic [15, 16].

c. Sydney (Australia)

In Australia, in 2013, the Sydney city government developed the “Sydney Night-time Economic Development Strategy and Action Plan 2030” with the goal of turning Sydney into a global nightlife city with revenue from the night-time economic will double by 2030 (reaching 30 billion USD) and create 100 thousand jobs (25% increase), 40% of shops will be open 24/7 [34]. The Sydney Night-time Economic Task Force has been established with the task of realizing the Night Economic Development Strategy and Action Plan [35]. Every year, the task force spends \$3.2 billion to develop sports activities and night-time physical recreation activities. In addition, in 2016, with the support of the New South Wales government, the City of Sydney, Parramatta and Newcastle Council established the Night-time Economic Committee, whose main role is to help:

- (i) raising awareness of the value of the night-time economic,
- (ii) advise state and federal governments on safe, vibrant and sustainable nighttime economic development,
- (iii) sharing practical experiences on good night-time economic management;
- (iv) seek ideas for developing the night-time economic and build and strengthen cooperation and a network of night-time economic cooperation across the New South Wales region. The City of Sydney has actively conducted research and collected some data related to night-time economy such as: collecting walking data to summarize walking trends in the city both during the day and at night and survey of visitor profiles and perceptions at locations in the city both during the day and at night [36].

d. Bali (Indonesia)

Considered as one of the night-time economic paradises in Asia, night activities in Bali's central neighborhoods are quite busy with music services, restaurants, bars, on the street in the form of bars and restaurants. Beer car, sightseeing in accordance with the needs of European guests. At Jimbaran beach, the local government has built a form of community tourism that allows locals to operate a chain of restaurants on the sea at night with romantic decoration and traditional dance performances. Indonesia. Every 20 households will operate 1 restaurant, after finishing, people will be responsible for cleaning and returning the sea area as it was during the day. Along the restaurants are traditional music clusters, nomadic music groups registered to perform for visitors. An average monthly income of about

800 - 900 million Rupiah, of which the Government pays 11% of income - about 50 million Rupiah [37].

e. Toronto (Canada)

Toronto is Canada's largest city, with a population of approximately 3 million people living in the inner city and 6.3 million in the Toronto area (2017). In 2015, the Toronto area welcomed 40 million tourists, including 14 million overnight travelers. Total visitor spending was \$6.3 billion on industries such as transportation, accommodation, food and beverage, entertainment and retail, of which about 70% (about \$4.38 billion) is spent by overnight visitors [38]. The night-time economic is one of the defining characteristics of Toronto as a large and growing city. Toronto offers international tourists and residents a vibrant nightlife, ranging from food, music and other entertainment. A necessary condition for the development of the night-time economic is safety. Toronto has proven to be a safe city for nighttime activities. Toronto's nightlife development has enhanced the city's international reputation, attracted talent and businesses, developed tourism, and helped create a 24-hour network of services and infrastructure [39]. However, a number of issues are currently assessed as barriers to the nighttime economy in Toronto, including traffic, public restrooms, lighting, and lack of resources to support night-time economic activity. Businesses that want to operate at night must be issued with some type of business license. For example, nightclubs in the central area will be licensed to operate at night according to regulations. Challenging problems when developing the night economy that the city has to solve are: problems of noise, public sanitation, and crime. In addition, local small and medium-sized enterprises are facing increased costs, typically labor costs and business premises rental costs when the night-time economic develops. The following issues are proposed to be researched by the city to develop the night-time economic:

- (i) Firstly, policy planning: changing thinking about night activities; develop a strategic plan for the night-time economic; recognition of night-time economic in relevant strategic plans; collecting data on the city's nighttime economy; develop regulations related to night-time economic activities.
- (ii) Second, improve infrastructure: improve infrastructure for traffic at night; improve public health and safety such as public toilets; improvement of public areas such as late public street lighting.
- (iii) Third, ensure safety for the community: research on the impact of noise on health; review of regulations related to noise [39].

f. New York (USA)

In New York, although the government admits that night activities bring economic benefits to the city, night life has been opposed by city residents because of excessive noise, heavy traffic and insecurity at night in the 1980s. The protests of the people have led to the Government tightening the rules related to the locations and activities of businesses at night, especially in the entertainment sector. Since the mid-1990s, there have been associations advocating for the development of night activities, notably the New York Nightlife Association and the Legalization of Dance in New York city (Legalize Dancing in New York city). These two associations have launched a night operation protection campaign [38].

As the night-time economic develops, the city government has taken many measures to manage, the city's outstanding experience, which is learned from many places, is the issues of waste treatment and noise control. Specifically, in terms of noise control, the government does not allow large-scale clubs/bars to operate in residential areas, establishments of this type operate in compliance with the planning law and the Anti-Noise Law (Noise code) [Marion Roberts, 2004, Good practice in managing the evening and late night-time economic: a literature review from an environmental perspective].

g. In some other cities

In Europe, local authorities have taken many initiatives to organize cultural events based on local advantages and characteristics. For example, the event “Art Night in Helsinki”, “Museum Night” in Munich, “White Night” in St Petersburg, Paris, Rome, Brussels or “European Science Night” in Berlin. Expos, new store/facility openings or shows held at night, and nightly price reductions have also attracted many nightlife participants, also increasingly growing at night and leading to night-time health care services [39].

4.3.2. Policy suggestions for night-time economic development in Da Nang city, Vietnam

Policies to manage and develop night economy in cities around the world show flexibility and diversity, not following a stereotypical policy framework to develop night-time economic, specifically:

- Regarding the organizational model of the management apparatus: most of the cities that develop night-time economic have decentralized the management of this economic activity to local government levels (city level, district level). Implementing this policy, local governments can appoint key positions to manage night economic activities. It can be a dedicated individual such as the “Nighttime Mayor” or a multi-stakeholder Council that participates in the night-time economic. This management position is completely separate from the position of local government manager for daytime economic activities. Basically, the organizational model of the management apparatus in these cities and countries has close participation and consultation from the local community (from service providers, residents' associations, managers, security forces).
- Regarding policies to develop public transport services, invest in infrastructure: cities around the world exploiting the night-time economic all focus on expanding and improving the public transport system, increasing the recovery time. night service of public transport services such as all-night trams, night buses, public bicycle sharing services. Metro lines that pass through busy commercial areas at night have been extended their operating hours to serve both customers and service workers. Investment in infrastructure, landscape embellishment, public lighting equipment, public wifi, and 5G services are also focused on by these countries in major tourism and commercial areas.
- Regarding financial support policy: Implement a specific subsidy program for business activities, consumption of goods and services at night, or promotion of night tourism activities. The form of financial support focuses on supporting construction investment, infrastructure renovation, and space

rental costs, especially for nighttime businesses affected by social distancing in the context of the Covid-19 pandemic.

- Regarding policy implementation, management, licensing, commercial centers, convenience stores, supermarkets, restaurants, sports and entertainment centers are encouraged to extend their opening hours at night. Liquor businesses are also allowed to stay open until the next day. Night-time economic activities are piloted in some planned areas, if effective, the model will be replicated.

- Regarding policies to strengthen human resources: cities have long-term preparation for the quality of the night-time working environment as well as the skills and abilities of workers when participating in this particular economy.

On the basis of development experience and policies on night-time economic management in some cities around the world, lessons and policy suggestions for Da Nang city can be studied and applied in practical contexts. The city's current night-time economic development, specifically:

- The night-time economic management model follows the trend of establishing a separate Management Board (Night Economic Development Management Board) and assigning a Vice Chairman of the City People's Committee to be in charge and direct. This management board needs to coordinate and connect well with all departments, boards and branches of the city in the areas of planning, renovation, tourism and culture, environment, security, health services, thereby creating practical values for the community through night-time economic activities.

- Da Nang city needs to create decentralization, assign clear and specific tasks to the city's departments, boards and branches on the management of night-time economic activities. It is necessary to synchronize and plan in a long-term view the development and management policies of the night-time economic in the city, through a group of policies to strengthen the transport system, infrastructure investment, and management model, financial support policy, implementation policy, management, licensing and human resource development policy. The city should invest in infrastructure and the quality of human resources to prepare the best development conditions for businesses trading in cultural and entertainment services at night in the city. In particular, policies to develop the night-time economic need to be flexibly and creatively combined with economic development policies based on the digital economy, 4.0 technology and sharing economy.

- Night-time economic management should be planned for pilot development in certain areas of the city to assess feasibility, efficiency and socio-economic impacts before mass development throughout Da Nang city. Especially, in the context of the night-time economic in Da Nang city, it faces fierce competition from major domestic and international cities in attracting tourists to stay and spend. It is necessary to have a clear night-time economic development plan, to be piloted in each phase and specifically studied with a long-term vision in order to best ensure the basis of political security and social order and festival.

- Spatial planning and traffic management: The selected areas for planning and economic development at night should be arranged appropriately so as not to affect the daily life of local people. Enhance static

traffic infrastructure, have parking lots to ensure security, order and safety, increase public transport to gradually reduce the density of private vehicles. Spatial planning and investment in public infrastructure are suitable and convenient to serve the development of the night-time economic. Development programs and plans in line with clear and specific goals.

- Preserving the city's tourism image: The development of the night-time economic must be associated with a specific feature and image of the destination to make a difference, thereby orienting the development of various types of products and services, provide appropriate management and development solutions. Do not let night activities affect the positioning of the destination that has been successfully built in the past time, which is safe - friendly - attractive Da Nang city.

- Products and services: Diversifying products, activities and services on the basis of building a typical local brand along with extending flexible operating hours for each region. Develop based on the strengths and characteristics of the city (sea, Han river, bridges...) to position in the hearts of tourists, promote local products at night markets, restaurants...; do not develop widespread, mass.

- Ensuring security and order, environmental sanitation... but still keeping civility and friendliness, without affecting the visitor's experience. Building a team of security and order with civilized tourism to ensure security and safety for people and visitors.

- Improve business awareness and sales skills: Training and fostering for households selling night products and services to consciously comply with urban civilization principles, improve sales skills, ensure Item price guarantee.

Proposing a number of solutions to develop the night-time economic of Da Nang city in a sustainable and effective way, which are:

- Changing mindsets, creating breakthrough mechanisms: In fact, Da Nang city is focusing on developing tourism products between 07 am and 05 pm, but these products bring relatively little revenue. Meanwhile, the products and services that earn the most money are from 06 pm to 6 am the next morning, bringing in very high revenue but not yet investing in development. In cities around the world that thrive on tourism, investment is focused on promoting tourism and developing night-time economy. Therefore, we need to change the perception and perspective on the development of night tourism products to be effective. If Da Nang city has a breakthrough policy, creating a good mechanism for people to boldly invest, the night-time economic will develop. We ask the question: Are state management agencies concerned about security and order for operations after 24 hours? So why can businesses and households do business overnight to serve tourists but management agencies cannot? This issue needs to be reconsidered if you want to develop the night-time economic. Currently, nocturnal activities to serve tourists are lacking. Increasing tourism at night will encourage visitors to stay in Da Nang city longer, which in turn will promote night-time consumption.

- It is necessary to remove the policy for night services: Exploiting the night-time economic for the tourism industry is very necessary. However, currently some activities do not allow business more than 24 hours, which hinders the deployment of nightlife entertainment products. Therefore, it is necessary

to remove inadequate policies that limit the development of night tourism such as regulations on business hours. In addition, the city should organize and re-plan tourism areas, prioritize the development of the night-time economy, and concretize the policy of night economic development, so that the night-time economic will have the opportunity to thrive and sustainable.

- Should do a good job of controlling and supporting instead of banning because it is difficult to control and manage: During the day people go to work, at night is the time when people have very high consumption demand, not only tourists but also ordinary people, especially people living in urban areas. Therefore, promoting entertainment activities, shopping and using other services at night will obviously stimulate consumer demand. The stimulation of nighttime consumption will attract more investors to the entertainment and shopping establishments. From there, increasing resources for tourism, travel companies will have many options to extend the stay for tourists, longer tours. If tourists stay longer, they will spend more. And it is important that the tourism industry of Da Nang city pulls foreign tourists back. However, the city needs to develop an adequate legal framework for night-time economic development. Accordingly, when developing any service activities, time, area, participants in those fields... must meet the standards of noise and light; far from residential areas, hospitals, schools; at the same time increase state management to avoid negative impacts and arising social evils. The reality of night-time economic development in cities around the world shows that there are negative impacts, but they are well controlled and have very clear and effective regulations. Therefore, the city's management agencies should not be banned when it is difficult to control and manage night services.

- Close coordination between agencies of Da Nang city to participate in night economic development: People's Committees of districts/districts: Study and develop a local night-time economic development plan on the basis of carefully calculating influencing factors, in accordance with advantages, conditions, infrastructure responsiveness, ability to allocate resources and mobilize and attract investment in each specific location.

Research Institute for Socio-Economic Development: Researching and piloting building a night-time economic model associated with tourism development in Da Nang city.

Department of Tourism: Review, supplement and complete policies to strengthen the management and support the development of night tourism; Research and propose a model of developing night tourism to apply to Da Nang city in accordance with actual conditions and the needs of tourists.

Department of Culture and Sports: Researching and organizing art performances, cultural and sports activities, organizing tours, implementing services for tourists at night.

Department of Transport: allow inland ships to operate until 06 am the next morning in accordance with the actual conditions of the city; develop bus routes to night tourism development areas to serve tourists.

Department of Information and Communications: to complete the public wifi system in areas with a large concentration of tourists at night; install mobile base stations throughout the city.

Department of Finance: provide money to develop night-time economy activities on the basis of request of relevant units.

Department of Natural Resources and Environment: develop and implement solutions to minimize impacts caused by waste and noise from night-time economic activities affecting neighboring residential areas.

Department of Construction: planning separate areas to develop night-time economy; organize artistic lighting decoration on the routes, creating a difference and attractiveness to attract tourists.

Department of Industry and Trade: develop and diversify products and services at night markets, supermarkets... to serve tourists.

Department of Labor, War Invalids and Social Affairs: review, amend and supplement policies on labor, employment, inspection and examination of labor, in order to ensure the environment and working conditions for employees in terms of working conditions at night.

Da Nang Radio and Television Station: Propaganda to raise awareness about night-time economic development; communication on cultural behavior in tourism, environmental sanitation, food safety to serve the development of the night-time economic.

Da Nang City Police: To assume the prime responsibility for, and coordinate with functional agencies in, ensuring safety and security, order in the areas where night-time economic activities are held, limit the effects and harms in the process of night-time economic development on society. At the same time, direct subordinate units to ensure security and order in areas of night-time economic development.

City Tax Department: To assume the prime responsibility for, and coordinate with relevant departments, agencies and units in studying tax incentives and policies for night-time economic activities.

City Statistics Department: To assume the prime responsibility for, and coordinate with the Department of Planning and Investment and relevant units in, researching and supplementing statistical expenditures on night-time economic activities.

Food Safety Management Board: Take charge and cooperate with relevant departments, agencies, sectors and units to ensure food safety, especially in key areas of night-time economic development with catering services.

State Bank of Vietnam, Da Nang branch: Strengthening instructions for business units in night-time economic development areas on how to make non-cash payments for customers through means of payment. POS, QR CODE... in accordance with the law.

College of Culture and Arts: Organizing music performances and fine arts practices, organizing cultural and artistic activities for night tourism.

Danang Tourism Association: Together with the Department of Tourism, promote, communicate and advertise night tourism activities and services to domestic and international markets. Coordinating with the Department of Tourism and related departments and agencies to develop night-time economic products, activities and services to serve tourists. Mobilize tourism service businesses to invest, organize night entertainment activities and services, and form night tourism products for tourists.

5. CONCLUSION

According to experts, the night-time economic is certainly not encapsulated in night markets, discos, bars, karaoke or pedestrian streets, but includes shopping needs, meals of tourists coming to the city in the evening, employees working out of hours in the evening and a variety of other services such as transportation services, trade, even cross-border financial transactions due to the characteristics of different time zones when the night-time economic develops because industrial cities will not be divided into night or day, but operate 24 hours. However, in order to develop the night-time economic in Da Nang city effectively and sustainably, need a specific plan, should initially only be operated by large investors, high-quality services, mass development should not be done without effective management measures from the city government and the night-time economic management agency.

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