

# Development of night tourism in Da Nang city, Vietnam

Nguyen Thanh Tuong

*PhD. Head Faculty of Geography, University of Danang - University of Science and Education*

*Email: nttuong@ued.udn.vn; nguyenthantuongdn@gmail.com*

*Phone: 07.88.55.77.33; 07.88.55.77.66*

*Add: 459 Ton Duc Thang street, Danang City, Vietnam*

## ABSTRACT

The objective of this study is to analyze the potentials, assess the current situation and propose solutions to develop night tourism in Da Nang city. The scope of the study is mainly focused on activities such as: culture, entertainment, dining, shopping and night tour services that take place from 06 pm to 6 am the next day, aimed at forming unique tourism products, encouraging consumption, increasing the length of stay and spending of tourists; contributing to creating more jobs for people, developing urban areas and contributing to the GDP of Da Nang city.

**Keywords:** night tourism, solutions to develop night tourism; from 06 pm to 6 am the next day; Da Nang city

## I. INTRODUCTION

The development of night tourism is gradually becoming one of the new economic growth engines by promoting the development of many business lines, creating many jobs for the society, increasing people's incomes, contributing to national and local budgets... In fact, some countries around the world have measured and estimated the contribution of night tourism to socio-economic development in some specific localities and of the country.

In Vietnam, the development of night tourism has been established for many years and is considered as a new opportunity in the process of socio-economic development of the country. Although, there are no specific statistics on the contribution of the development of night tourism to the socio-economic of the country, but it can be seen that the development of night tourism can bring economic benefits through creating more jobs, develop urban areas, encourage domestic consumption, increase tourist spending.

For the spiritual life, developing night tourism provides entertainment activities to help people feel happier, the city is more lively. For a long time, some night activities have become a feature of cultural activities, the life of a part of

local people and formed places not to be missed by tourists. Typically, the night markets, nightlife activities and bustling pedestrian streets at night.

Da Nang city is located in the Central region of Vietnam, located on the North - South traffic axis in terms of road, rail, sea and air. The city is also the end point on the East-West Economic Corridor passing through Myanmar, Thailand, Laos and Vietnam. With the advantage of geographical location, the city under the central government, infrastructure in general and tourism infrastructure in particular of Da Nang city has been focused on investment to ensure its role as the "gateway" of the region Central and the central key economic region of Vietnam for socio-economic development, especially for tourism development.

Da Nang is one of the cities with a lot of potential for developing night tourism with the traffic infrastructure system, facilities, activities and night services basically synchronously formed; A safe and friendly tourist environment, annually attracts a large number of domestic and international tourists to visit the resort, especially the attention and orientation of the Central Government with the issuance of Resolution No. 43 -NQ/TW dated January 24, 2019 of the Politburo on construction and

development of Da Nang city to 2030, with a vision to 2045 has identified tourism as one of the three main pillars of economic development - society of Da Nang city.

In recent years, a number of entertainment activities and night services have been formed in the city such as An Thuong tourist street, Son Tra night market, Helio, Sun World Danang Wonders... However, it can be seen that the above services are only exploited on a small scale, operating independently and scatteredly in some areas in Da Nang city, not making enough difference compared to other services. with activities in the traditional time frame. In addition, the development of night tourism also faces many risks and challenges related to local

security issues, infrastructure pressure, social evils, noise pollution, and waste... and there is no legal framework and policy to promote the development of night tourism.

The implementation of the study “Development of night tourism in Da Nang city, Vietnam” is necessary, which can be considered as one of the important levers that both serve the goal of recovering tourism activities during the Covid-19, overcoming the above limitations, contributing to creating more products to attract tourists, developing night services in general and tourism services in particular in Da Nang city, Vietnam.



Figure 1. Administrative map of Socialist Republic of Vietnam



Figure 2. Administrative map of Danang city

**2. RESEARCH METHODS**

The article applies both methods: qualitative research and quantitative research; in which, qualitative research plays a key role to describe in general the development of night tourism in Da Nang city. Quantitative research method was introduced with the aim of assessing the needs of tourists for the development of night tourism in Da Nang city.

- Field survey method: This method helps the author to have practical experiences about night tourism activities in 8 districts (Cam Le, Hai Chau, Lien Chieu, Ngu Hanh Son, Son Tra, Thanh Khe, Hoa Vang and Hoang Sa) of Da Nang city. The author goes to survey on

weekday evenings, especially on holidays, Tet, Christmas... to have a basis for analyzing potentials, assessing development status and proposing development solutions night tourism in Da Nang city.

- 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 tourism in Da Nang city is collected and systematized. On the basis of analyzing and exploiting information from these available documents, a panorama picture of the development of night tourism in Da Nang city will be depicted. Some legal bases as a basis for

proposing solutions to develop night tourism in Da Nang city are:

Law on Tourism No. 09/2017/QH14 of 2017 (Congress, 2017); Resolution No. 08-NQ/TW dated 16/01/2017 of the Politburo on developing tourism into a spearhead economic sector (The political, 2017); 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 (The political, 2019); Decision No. 1129/QD-TTg dated 27/7/2020 of the Prime Minister approving the project of developing night economy in Vietnam (Prime Minister, 2020); 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 (Prime Minister, 2014) ; Decision No. 147/QD-TTg dated 22/01/2020 of the Prime Minister approving the Strategy for Vietnam's tourism development to 2030 (Prime Minister, 2020); 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 (Prime Minister, 2020); 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 (Da Nang city, 2019); 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 (Da Nang city, 2020).

- Sampling method: Select and survey 2 subjects: domestic tourists and international tourists, ensuring to meet the requirements of the survey in 8 districts of Da Nang city. The number of surveyed tourists is 668 tourists (328 international visitors and 340 Vietnamese tourists) and the survey period is from November 2020 to November 2021. The survey content is: Level of preference to participate in night tourism activities in Da Nang city today; night tour products and services that tourists prefer; the level of satisfaction with the quality of night tourism activities in Da Nang city today; limitations of night tourism activities; propose

solutions to develop night tourism in Da Nang city.

- Expert method: the author has exchanged and interviewed 15 experts, scientists and managers on issues related to night tourism development such as: orientation of spatial planning for night tourism development; mechanisms and policies to encourage investment; build the infrastructure; organize the exploitation and development of products and services for the development of night tourism; promotion, promotion and cooperation; ensure security and order, environmental sanitation, food hygiene and safety and service quality; human resource development and the process of organizing and implementing the development of night tourism in Da Nang city.

### 3. RESEARCH RESULTS

#### 3.1. Potential and current status of night tourism development in Da Nang city

##### 3.1.1. Potential and current status of infrastructure, technical facilities for the development of night tourism

- Da Nang airport is the largest airport in the Central - Central Highlands region and the 3rd largest airport in Vietnam. In 2019, the number of passengers through the airport was 15.5 million passengers. In 2020, there will be a total of 37 international routes to Da Nang with a frequency of 536 flights/week (an increase of 15 routes compared to 2015) and 9 domestic routes with a frequency of 697 flights/week. In particular, the Doha city - Da Nang city route opened in December 2018 has opened up opportunities to connect Da Nang with 150 destinations from the Middle East, Western Europe, North America markets... Especially, Da Nang International Airport is cooperating with Chubu Centrair International Airport and related agencies to promote direct flights connecting Da Nang city and Nagoya city, Japan. It is expected that in the coming time, Da Nang city will continue to promote a number of new routes to Russia, Australia (Melbourne), India (New Delhi) in order to expand the tourism market and contribute to local economic and cultural development.

- Waterway traffic is considered an advantage of Da Nang city with Tien Sa seaport, Han river

port and piers being invested in a comprehensive manner and playing an important role in the region, ensure the domestic transportation and import and export in the region to foreign countries and at the same time be the starting point of the East-West economic corridor. Although so far, there is no dedicated port for tourism, but in 2019, Da Nang welcomed over 129,900 visitors, an increase of 5.7 times compared to 2015.

- Tourist accommodation establishments: In 2020, Da Nang city has 1080 tourist accommodation establishments with 42863 rooms. Nearly 30 leading hotel groups in the world have invested in Da Nang city, creating a chain of modern 4-5 star resorts on My Khe beach and Vo Nguyen Giap coastal route connecting Da Nang city with Hoi An ancient town (Quang Nam province). In 2019, Japan's Mikazuki Corporation invested over 100 million USD in Xuan Thieu beach to build the first 5 stars hotel on Da Nang bay.

- Tourist attractions and zones: Da Nang city has 14 tourist zones and attractions, in large attractive areas and attractions, attracting many tourists such as Sun World, Ba Na Hills (welcoming more than 4.7 million visitors in 2019), Son Tra peninsula (welcoming more than 2.8 million visitors in 2019), Special National Monument - Marble Mountains (welcoming nearly 2 million visitors in 2019)... Besides, there is a system of accommodation facilities, areas and attractions, a system of restaurants, bars and pubs (besides accommodation establishments) in Da Nang city which is quite developed such as: Bushido restaurant, Sky restaurant. View Restaurant, The Golden Dragon, Table 88, Rom Kitchen, Horison Bar, Cape Nao Beach Club, Seafood Street, Old Space, Vietnamese Kitchen Restaurant, ... meet the needs of tourists to enjoy the food.

However, the entertainment service system is not diversified and this is one of the reasons for the low spending of tourists. In addition to the above advantages, the transport infrastructure in Da Nang city also reveals some limitations such as: Da Nang airport shows signs of overload; the public transport system has not been developed and has not created favorable conditions for users, especially in the night time frame; the construction of a number of roads in the city area causes dust and congestion in the process of moving; public toilet system is not up to

standard and is still lacking at beaches and city centers; traffic situation at some roads in peak season is quite complicated (Vo Nguyen Giap, Ngo Quyen...); pedestrian support infrastructure is still not synchronized such as lack of information boards, directions, lack of light signal system, tunnels/overpasses...

### *3.1.2. Potential and current status of activities and services for the development of night tourism*

#### a) Cultural and entertainment activities/services:

- Large-scale amusement parks such as: Sun world, Asia Park, Nui Than Tai hot spring resort organize activities to welcome guests to entertain and enjoy food at night; 02 golf courses, Ba Na Hills Golf Club and BRG Danang Golf Resort, organize golf activities for guests at night (until around 10pm).

- Amusement park with prizes for foreigners such as: Crowne Plaza Furama resort, One Opera. Cinema system: there are cinema clusters such as CGV, Metiz, Lotte, Starlight, Galaxy, Le Do.

- Shows: Da Nang Charming, Ao Dai show, Vietnamese soul, Han River sediments, festival activities 02 on the banks of the Han River... (operating until about 10pm).

- Night street, pedestrian street: forming a tourist town in An Thuong (Ngu Hanh Son district) with entertainment, dining, shopping, health care services... (operating until about 12pm). Bach Dang Street is spontaneously a pedestrian street.

- Bar/disco activities, music venues, health care facilities such as: Sky36 (Novotel Hotel), F29 Sky bar (Golden Bay Hotel), Sky21 Bar (Belle Maison Hotel), The Top bar (A La Carte Hotel), New Orient Dance Hall (New Orient Hotel), Dana Beach Color ... (operating until 02 am); system of health care and beauty care facilities (spa, massage, nail ...), 180 karaoke establishments... (operating until about 12pm).

#### b) Food service:

- Food service establishments are formed along the city center roads such as pubs, clubs, restaurants, eateries, coffee shops, etc., concentrated on Bach Dang and Tran Hung Dao

streets, coastal route Truong Sa - Vo Nguyen Giap - Hoang Sa and a number of routes near the sea ... (operating until about 12pm).

- Street specializing in culinary such as: Pham Hong Thai night food street, Le Thanh Nghi street specializing in civilized and commercial cuisine (operating until about 12pm).

c) Shopping service:

- There are 04 commercial centers: Vincom, Big C- Parkson, Lotte, Coopmart with fashion, cosmetics, souvenirs... (operating until 11pm). A system of convenience stores (of Vinmart) and some mini marts 24/24h in areas crowded with foreigners.

- Night market, specialized shopping street: Son Tra Night Market, Helio, Le Duan fashion street (operating until 12pm). Chain of specialty stores of Da Nang (operating until 10pm).

d) Night tour service:

Inland waterway tour enjoying on the Han River at night with services of sightseeing, enjoying music, food... (operating until 10pm). In 2019, the number of tourists experiencing inland waterway tours is estimated at more than 700 thousand visitors. Cyclo tour to enjoy the city center, scenic walk 02 on the banks of the Han River, along the coast of Da Nang (operating until 10pm). Architectural highlights to visit and check-in in the evening: Dragon Bridge, Nguyen Van Troi Bridge, SunWheel (Sun Wheel), Love Bridge.

However, the night service is still not really diverse, mainly food and drink, cultural and artistic activities are still few; The night markets or night streets of Da Nang city are not really impressive and not attractive to tourists. The common feature of many cultural, art, and entertainment services at present is that they have not created many opportunities for guests to experience activities and have not created conditions for visitors to become one of the key actors in the tourism industry contribute and create an abundance and attractiveness for the service. In addition to accommodation services, the remaining night services are mostly of medium and small scale; There is no connection of services to create attractive programs for tourists. Besides, the opening time of the night service is too short; Most night service businesses close between 23pm and 24pm.

### 3.1.3. Potential and current status of human resources for the development of night tourism

- In 2019, the total number of employees in the tourism sector of Da Nang city is 50963 people, an increase of 41.9% compared to 2017. The number of employees in accommodation establishments has the largest proportion, accounting for more than half of the city's tourism human resource (55.5%) and an increase of 63.1% compared to 2017. The main reason is due to the strong growth in the number of hotels, especially high-class hotels. Workers at restaurants and tour guides also account for a high proportion (16.7% and 9.1%). The number of guides is 4646 guides (an increase of 44.2% compared to 2017), of which 1279 are guides with domestic cards and 3367 are guides with international cards. Lecturers at tourism training institutions and state management staff in tourism account for a small proportion (1% and 0.5% respectively).

- Regarding the level of training in tourism: The rate of tourism workers at enterprises in Da Nang city who have been trained in tourism is 75.4%. In which, the rate of training from college, university and graduate level is 28%. There are 29.5% trained at intermediate level, primary vocational level or through short-term training courses; 17.9% were trained through self-training courses of enterprises. The proportion of untrained workers in tourism accounted for 24.6%.

- Regarding the ratio between local and migrant workers: 69.9% of employees in tourism businesses are locals, accounting for the highest percentage. Migrant workers accounted for 29.2% and foreign workers only accounted for 0.9%. On the one hand, this shows that local workers meet most of the needs of tourism businesses. On the other hand, this structure shows that the attraction of high-quality human resources from outside the city is still limited.

- Regarding the demand for labor resources: Each year, the tourism industry in Da Nang city will need an average of about 5500 additional workers. It is estimated that 65% of them (3575 employees) have requirements for tourism expertise (receptionist positions, room rooms, tour operators, kitchen...). Mean while, the number of students graduating from tourism majors in Da Nang city is about 3600 in the last 3 years, just enough to supply the labor market.

In the process of developing night tourism, Da Nang city will face a number of difficulties and challenges as follows:

- For projects such as casino, 4 - 5 stars standard accommodation ships, dining and entertainment ships, art activities on both sides of the Han River, strengthening bars, pubs, shopping malls, night market to serve tourists at night... will increase the demand for laborers requiring specific skills (bartenders, card dealers, performing arts...).

- The number of students with only basic training (graduated from short-term and elementary courses) accounts for 43.1%, leading to the fact that the highly specialized workforce is still not enough to meet business needs. The source of graduates can only be filled for low-level job positions. The scarcity of high-quality labor resources for management and leadership positions (has occurred) for the development of night tourism will continue to happen and if there is no other source of labor supply other than the employer, mainly taken from the current internal labor source of the city.

- The training of human resources still focuses on a few industries such as: hotel management (accounting for 27.9% of graduates in 2019), travel management (accounting for 18.4%) and professional services. restaurants and food processing (26.1%). The number of trained human resources in housekeeping and reception is still limited (accounting for 5.7% and 6.7%). In addition, a number of industries that have or are expected to have high demand (such as Korean, Thai, tourism marketing...) do not have specialized training for the tourism industry. In addition, if foreign language training for students and staff is not improved, with the number of foreign tourists expected to grow strongly in the coming years, the shortage of human resources with good foreign language skills will be serious.

### *3.1.4. Demand for night tourism development*

The assessment of tourists' needs for night tourism activities is based on the results of the analysis of the tourist questionnaire. The results show that:

- For domestic tourists: Domestic tourists to visit Da Nang city mainly come from: Hanoi city

(17%), Ho Chi Minh city (11%), central provinces (40%), Central Highlands (8%)...with an average stay of 2.75 days/tourist.

Domestic tourists tend to prefer to participate in tourist activities at night in Da Nang city. The favorite places of tourists are: Da Nang beach, Special National Monument - Marble Mountains, Son Tra Peninsula and Sun World Ba Na Hills tourist area and bridges on the Han River. Up to 97.2% of domestic tourists rate the city's festival programs as very attractive; shopping services is 89.8%; amusement parks is 91.5%. According to the current trend, domestic tourists, especially young people, are not only interested in entertainment destinations, nature visits, health care... but also community activities, conservation. environmental protection.

However, for products such as night markets, convenience stores, fast food restaurants, and sidewalk restaurants, tourists rate them as less attractive. Up to 91% of domestic tourists have high demand in using food services, shopping, sightseeing at night; especially young customers want Da Nang city to have a night market service selling local products; Night food street, selling local specialties, eating and drinking at the beach, walking street or street music.

- For international tourists: International tourists to visit Da Nang city mainly come from: Korea and China (accounting for nearly 70% of the total number of international visitors to Da Nang). The number of tourists from Southeast Asia (Thailand, Singapore, Malaysia, Indonesia...), Japan, Europe and Australia increased significantly, specifically: Thailand tourist market rose to the 3rd position in 10 international market, reaching 284406 arrivals (accounting for 7.1% of international visitors to Da Nang); followed by the Japanese visitor market with 196035 arrivals, an increase of 1.4 times compared to 2018. The average number of days of stay of international tourists to Da Nang city reached 2.95 days/tourist.

International tourists have a high demand for using food services, bars, discos, shopping and sports more than domestic tourists (accounting for over 96%). International guests enjoy night cooking classes, dining, street food service, street prom and using the city's nighttime public transport service (accounting for over 98.2%).

The potential for the development of night tourism for the international tourist market lies in the fact that many tourists come to Vietnam with time zone differences. Moreover, international guests from countries such as Europe, America, Australia, Taiwan, Korea, Japan, China... are used to participating in nightlife entertainment activities in their country. Therefore, they also expect to discover the local characteristics in night tourism products and services in Da Nang city. The development of a variety of night tourism products and services creates opportunities for tourists to have more interesting experiences and participate in entertainment activities develop into specialized culture and services of tourist areas to serve tourists.

Surveyed by face-to-face interviews, quite a number of tourists pointed out a number of limited problems with tourism activities at night in Da Nang city, such as: street stalls littering causing waste toilet; there are few entertainment activities at night; products and services are mainly concentrated in Hai Chau district but have not been expanded to other districts. Many tourists also proposed to develop more night tourism services such as cruises on the Han River; building programs to visit historical sites, culture, cuisine, street art performances, casino... at night.

### *3.1.5. Mechanisms and policies related to night tourism development*

Vietnam currently does not have a separate overall policy framework at the national level to develop night tourism. In general, the current policy framework does not distinguish between actors participating in daytime tourism activities and those participating in night tourism activities. However, some policies have their own impact on some night tourism activities, specifically as follows:

- Decree No. 103/2009/ND-CP of the Government dated 06/10/2009 promulgating the Regulations on cultural activities and business of public cultural services, stipulating: discos and karaoke are not allowed to operate after 12pm to 08am; Bars in tourist accommodation establishments rated 3 stars and above may open after 12pm but not later than 02am. This Decree is a barrier, causing difficulties for businesses,

limiting the ability to provide services to tourists, and limiting visitors' options for nightlife entertainment services.

- Decree No. 167/2013/ND-CP of the Government dated 12/11/2013 on sanctioning of administrative violations in the field of social security and safety; prevention of social evils; fire prevention and fighting; domestic violence prevention and control mentioned the sanctioning sanctions for the act of "making loud noises in residential areas and public places between 10pm and 6am tomorrow morning". Currently, because most dining, shopping and entertainment activities are located in residential areas, so these activities must close before 10pm.

- Decision No. 1129/QĐ-TTg of the Prime Minister dated 27/07/2020 on the approval of the night economic development project in Vietnam, thereby allowing the pilot to extend the time for organizing activities. Night service operation until 06 am the next morning in some attractive tourist spots and areas with favorable conditions to manage the risk of night service operations in some cities/centers. With this decision, it has created important conditions for the development of night tourism in Vietnam in general and Da Nang city in particular.

### *3.1.6. About the state management for the development of night tourism*

Da Nang city does not have a specialized agency or department to manage night tourism activities. The management of night tourism is carried out by agencies according to sectors and fields similar to daytime tourism activities. For economic organizations that are enterprises doing business in the area of Da Nang city, they are subject to the adjustment, management and reporting of business activities to city-level departments and agencies (Department of Planning and Investment, Department of Construction, Department of Natural Resources and Environment, Department of Tourism, Department of Labor - Invalids and Social Affairs, Department of Taxation...) according to regulations. In general, the current management is the same as for a normal tourism development scenario, there is no priority for night tourism development.

### 3.2. General assessment of night tourism development in Da Nang city

#### 3.2.1. Conditions of benefits for developing night tourism in Da Nang city

- The system of transport infrastructure and facilities for the development of night tourism in the city is relatively modern and synchronous (international airports, waterways, roads, a system of high-class hotels and resorts, urban areas, development market...).

- The Government of Vietnam has guidelines and policies to promote the development of service activities, such as: Decree No. 54/2019/ND-CP dated 19/06/2019 of the Government has extended the time of disco activities until 02:00 am; Decision No. 1129/QĐ-TTg of the Prime Minister dated 27/27/2020 approving the project of developing night economy in Vietnam, creating a premise for the formation of a policy framework to support the development of night tourism in Da Nang city.

- The environment is safe and secure, the work of supporting tourists is increasingly concerned, the people of Da Nang city are friendly and hospitable. Nightlife activities and services (entertainment, shopping, dining, sightseeing) of Da Nang city are gradually forming and gradually developing in quantity and quality.

- Night tourism 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 visitors. Income from the middle class in Vietnam has increased in recent years, leading to an increase in the demand and spending levels of locals and domestic tourists for night activities.

#### 3.2.2. Difficulties and limitations to develop night tourism in Da Nang city

- Regarding spatial planning: Da Nang city does not have a separate planned area for night tourism development, some services are mixed with residential areas, using public spaces, causing impacts to the lives of local people.

- In terms of infrastructure and traffic: the airport shows signs of being overloaded; public transport system has not been developed to

develop in the night time frame; the public toilet system is not up to standard at the beaches and the city center; traffic at some routes at peak times is quite complicated; pedestrian support infrastructure is not yet synchronous.

- Regarding product and service development: projects to create products for night tourism have not yet been formed due to limited resources, as well as time-consuming procedures. The scale of projects serving night tourism 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...

- Regarding human resources: lack of high-quality human resources and good foreign languages, with specialized skills in serving some night tourism activities; There is a lack of management human resources with experience in developing night tourism in both the public and private sectors.

- Regarding mechanisms and policies: There are no mechanisms and policies to attract investment in developing night tourism; Services such as bar, pub, karaoke... are only allowed to operate until 24 pm, limiting the experience of residents and visitors.

- Regarding state management: there is no agency or department in charge of managing night tourism activities while this is a new development model with many impacts on economy, culture - society and environment.

- About awareness: Night tourism is a new field in Da Nang city. Awareness and thinking about the development of night tourism of a part of officials and local people are still not synchronized. Da Nang people are not used to night activities, so it is difficult to mobilize the community to jointly develop night tourism; the self-consciousness and urban civilization of a part of the people are not high. In addition, cultural thinking and traditional management with concerns about negative issues arising from night tourism activities lead to barriers, regulations restricting the development of night businesses.



- Regarding the promotion: there is not much information about activities and night services of Da Nang city to people and tourists.

### 3.3. Solution to develop night tourism in Da Nang city

#### 3.3.1. *Raise awareness of night tourism development for residents, visitors and business community in tourism and service business*

- Raise awareness and prepare human resources of the state management apparatus, local authorities towards open thinking, multi-dimensional view of the role, opportunities and challenges of night tourism; accordingly, it is necessary to recognize that the development of night tourism, if well managed, will make an important contribution to economic growth, fully exploit the potential of tourism activities, services, shopping, cuisine, contribute to promoting the culture and people of Da Nang city to the world.

- Develop television programs and reportage on the benefits that night tourism brings and solutions to limit possible risks, through which, calling on the business community and each local person join hands to develop night tourism in accordance with the potential, advantages of the locality and the interests of the community.

- Create a channel to receive information about the development of night tourism in the districts for people and tourists to contribute ideas and solutions to develop night tourism, solutions to limit risks from night tourism activities.

- Propaganda and dissemination to create consensus of the people and encourage people to participate in night tourism activities, with the role of both a supplier and an experiencer of products and services.

- Disseminate the Code of Conduct in tourism activities and urban civilization to people, tourists and the business community of tourism and service businesses.

#### 3.3.2. *Solutions on orientation planning for night tourism development*

- Formulate an overall orientation for the development of night tourism in Da Nang city

and design a map of the night tourism development areas in the city.

- Prepare subdivision planning on the basis of the Adjustment Project of the general planning of Da Nang city to 2030, with a vision to 2045, in which priority is given to the selection and specific planning of key clusters/area, separately especially develop night tourism to call for investment, form large-scale and unique night entertainment complexes, meeting international standards.

- Implement calls for investment in forming services, forming unique sightseeing and sightseeing destinations for 02 coastal routes: Hoang Sa - Vo Nguyen Giap - Truong Sa and Nguyen Tat Thanh roads.

- Organize a survey of the needs of people and visitors for night activities of Da Nang to have a basis for orientation on operation time and call for investment and development. The districts, depending on the characteristics and conditions of the locality, review and propose planning a number of locations and areas suitable for the development of night tourism in association with the time frame of night tourism activities of each locality. points, ensuring to serve tourists with 04 service groups: culture - entertainment; Eating; shopping and tourism (visiting) depending on the development advantages of each district.

- Have a plan and mechanism to mobilize people to agree to separate residential areas from areas planned for night tourism development, avoiding affecting people's activities.

#### 3.3.3. *Develop mechanisms and policies to encourage investment and development of night tourism*

- Develop mechanisms and policies to encourage investment and development of night tourism such as: free support for temporary use of roadbeds and sidewalks; providing free support for the collection, transportation, treatment of waste and ensuring security and order; supporting training and coaching for the management team and night tourism service staff; supporting propaganda and promotion of night tourism products; subsidies for public passenger bus transport to areas selected by the

city to develop night tourism; interest rate support for bank loans.

- Piloting to extend the time of organizing night service activities until 06 am the next morning in some attractive tourist areas and areas. Note the management measures to limit the risks of night activities and services.

- Research and propose to the competent authority policies, tax incentives for night tourism activities and solutions to create a source of costs related to night tourism management.

- Develop appropriate trade and service policies to promote the development of night tourism; research and develop policies to diversify products and services at night markets, encourage and manage the list of traditional and regional but practical product groups to serve tourists.

- Encourage and support online payment, payment via QR code, limit the use of cash, support stimulus programs for sightseeing, shopping, entertainment and nightlife.

#### *3.3.4. Improve infrastructure for night tourism development*

- Prioritize public investment resources to invest and focus on completing infrastructure items in areas/projects that are planned to develop night tourism, taking advantage of the current low tourism period, in order to create favorable conditions to anticipate, put into operation and serve promptly when the Covid-19 epidemic situation is under control, tourism activities are restored, and at the same time create motivation for accelerating the process of tourism development in Da Nang city.

- Planning and investing in construction of works creating highlights at night in squares, central parks, landscapes on both sides of the Han River, enhancing underground spaces.

- Calling for investment in upgrading Song Han Port and Song Thu Port to serve the development of inland waterway tourism.

- Decorate and form artistic light routes to make a difference and attractiveness to attract people and tourists at night, organize a number of suitable locations on the routes: Bach Dang,

Tran Hung Dao, Vo Nguyen Giap, Nguyen Tat Thanh and Nguyen Van Troi Bridge, Nhu Nguyet Street; expanding Chuong Duong route...

- Review and upgrade the communication infrastructure, supplement the public wifi system in areas crowded with tourists and people at night; in which deploying and installing mobile base stations.

- Formulate and implement a plan to organize traffic, ensuring convenience for residents, tourists and employees to participate in nighttime activities (time to turn off traffic lights, public transport system, system static traffic...). The study proposes to organize subsidized bus routes to separate night entertainment complex areas.

- Review, research and school in each area (especially drainage and wastewater treatment infrastructure, solid waste collection and storage infrastructure), waste collection and treatment, toilet system public birth.

#### *3.3.5. Organization of exploitation and development of products and services for the development of night tourism*

##### a) Cultural activities - entertainment

- Pilot organization of cultural activities and entertainment at night at My An beach area (An Thuong Tourist Street).

- Organize Bach Dang - Nguyen Van Troi - Tran Hung Dao pedestrian street with night activities and services such as sightseeing, check-in, entertainment, food, shopping, street art...

- Research and propose the form of upgrading and renewing the form of fire and water spraying of the Dragon Bridge (at 9pm) by laser light combined with music; create 3D mapping effects, light, sound.

- Improve infrastructure and service organization at An Thuong Tourist Street. Encourage investment in sea sports and entertainment services, cuisine (coffee, bar, pub, restaurant...), shopping, health care (spa, massage); implementing and completing high-quality resort projects... along Hoang Sa - Vo Nguyen Giap - Truong Sa, Nguyen Tat Thanh roads. Supporting investors to organize

activities and services at night at Sun World Da Nang Wonders, SunWorld Ba Na Hills, Nui Than Tai; invest in amusement parks with prizes for foreigners, invest in and upgrade night services (coffee, bar, pub, karaoke, massage...) in a number of tourist accommodation establishments.

Organize performing arts activities such as Street Show (Street Art Performance), Street Parade (Color Parade, Street Light) with music at Phan Dang Luu Street. Continue to support investors to soon put into operation projects: Mikazuki Resort and Nhat Ban Night Street; Complex of works for Da Nang International Fireworks Festival; Lang Van tourist area; expanding the Project of Cultural and Amusement Park in the Southeast of the Monument; Non-tax area and outlet in Hoa Vang district; Thang Long Food Street; calling for investment in ships staying on Da Nang Bay; international commercial and entertainment centers; unique art show...

- Maintain annual organization and upgrade the scale of events: International Fireworks Festival, International Food Festival, Da Nang Wonderful Festival... Host and organize new events every year : Beach concert (invite famous DJs, singers, artists), carnival parade, Light festival, Hot air balloon show, Street dance, Music program gathering famous artists Language... Research, organize and upgrade suitable events and activities at night in Son Tra peninsula, Quan The Am Festival, Hai Chau communal house festival...

- Allow inland cruise ships to extend their operating hours to 24pm; mobilize ships to upgrade and equip them to meet the prescribed conditions so that they can organize cultural, entertainment and culinary activities on board. Professionalize the activities of welcoming and serving guests, ensuring safety criteria for visitors.

- Focus on establishing a series of unique cultural events and festivals held at night in the development of projects and annual event and festival plans. Organizing cultural activities, entertainment, special art shows along the Han River.

- Developing community-based tourism products associated with night tourism: developing community-based tourism at Tho

Quang beach - Man Thai, Nam O, Hoa Vang, K20 revolutionary base area; create its own characteristics and suit the trends and needs of tourists; design and promote places to watch the city at night, watch the sunset, watch the sunrise, camp at night, make a campfire...

#### b) Food service

- Forming specialized markets for seafood cuisine to serve tourists, investing in upgrading Tho Quang Seafood Wholesale Market, Thanh Khe Seafood Market, a number of large seafood trading and business markets to combine with other markets activities: buy and enjoy food prepared on the spot such as the Seafood Market model of Korea and Thailand, experience the daily life of coastal people... serving tourists at night, in which pay attention to the division of service functions and environmental sanitation and waste treatment.

- Encourage restaurants, eateries, coffee shops, cinemas; Art shows: Charming Da Nang, Ao Dai show, Vietnamese soul, Dana show... organize and extend nighttime activities.

- Upgrading the service quality of Pham Hong Thai and Le Thanh Nghi Night Food Streets; Forming a seafood city on Nguyen Van Thoai and Vo Nguyen Giap streets and surveying and choosing to form a number of food streets in the city center.



Figure 3: Han River Bridge



Figure 4: Thuan Phuoc Bridge



Figure 5: Nguyen Van Troi Walking Street



Figure 6: Tran Thi Ly Bridge



Figure 7: Dragon Bridge



Figure 8: Fireworks Festival



Figure 9: Sun World Ba Na Hill



Figure 10: Sun World Danang Wonders



Figure 11: Street music



Figure 12: Son Tra Night Market



Figure 13: Helio Night Market



Figure 14: Pham Hong Thai Food Street



Figure 15: Food Festival



Figure 16: Ngu Hanh Son Mountain



Figure 17: Ba Na Hill

c) Shopping service

- Upgrade the scale and quality of services and products at Son Tra Night Market, Helio Night Market, commercial centers... and mobilize facilities and locations (Han market, Vincom, Big C, Lotte, VV Mall) to extend nighttime operations. Building Nai Hien market into a souvenir market for tourism.

- Encourage convenience stores to open 24/24 hours, especially in night tourism development areas, central areas; attracting famous brands such as 7Eleven, Circle K to form in Da Nang city.

- Attract and develop high-end shopping brands to turn Da Nang into a luxury shopping city in Southeast Asia (such as Singapore and Bangkok - Thailand).

## d) Travel services

- Organize night tours at cultural and historical sites (museums, national relic sites, special landscapes of Ngu Hanh Son...) in accordance with the actual situation.

- Travel agencies organize sightseeing tours, tours to discover Da Nang cuisine, processing, observing and shopping for specialties; develop walking tours, cyclo tours...

- Encourage units and individuals to invest in a variety of indoor nighttime activities/services such as dining, shopping, enjoying indoor shows to limit risks in unfavorable weather conditions, rainy season.

## e) Essential services for the development of night tourism

- For medical services: encourage drug stores (Pharmacy chain) to open near night tourism development zones and extend operating hours to provide necessary products for health care.

- For transportation services: in addition to the public transport system, it is recommended that taxi companies and tourist transport vehicles provide professional services at a suitable price during the night time frame for tourists.

3.3.6. *Strengthen promotion, promotion and cooperation in developing night tourism*

- Develop communication campaigns, promote the development of night tourism with the brand "Da Nang Night" with the characteristics of diverse activities along the poetic Han River and Da Nang beaches with friendly features, hospitable people; at the same time associated with the image of "a livable city", dynamic, safe and civilized, while preserving traditional cultural values; building Da Nang into a leading tourist destination, service, regional scale, event city, international convention center, effectively conveying messages to residents and visitors to position the image tourism of the city. For each year's theme, it will be built with the main activities taking place during the year, such as "Da Nang Night - Dance of Waves" (Danang by Night- Dance of Wave), "Da Nang Night – Party contemporary" (Danang by Night - Ocean Party) ...

- Research on the tastes and needs of people and tourists to effectively promote products suitable for each market.

- Develop reportage, promotional articles, videos, folding files, columns about night tourism and nighttime activities and services in Da Nang on media channels, social networks of the city and the country and international; develop a promotional video "Discover Da Nang tourism at night" in many languages...

- Organize contests such as writing slogans, designing logos about night tourism in Da Nang or tourists sharing experiences, making movies about night activities/services in Da Nang.

- Organize a contest to create unique night tourism products, branded "only in Da Nang" to increase competitiveness and attract tourists from neighboring provinces at night.

- Integrating content promoting night tourism into the city's tourism, trade, investment and diplomatic promotion programs; cooperation program with localities to promote night tourism.

- Take advantage of the business community's resources for promotional activities of Da Nang tourism products.

- Business units of travel, accommodation, resorts, tourist attractions, tour guides will promote products and services at night in programs and activities serving tourists and maps. night tourism development spots in the city.

- Increasing investment in 4.0 technology system in using extensive database connection and updating products and services, nighttime entertainment activities to propagate and promote to visitors easily accessible.

3.3.7. *Ensuring security and order, environmental sanitation, food hygiene and safety and service quality*

- Formulate and effectively implement a plan to ensure security, order and safety for people and visitors, rescue and rescue, fire prevention and fighting, environmental sanitation, food safety and hygiene in the organization area organize night tourism activities.

- Arrange police force to be on duty and patrol to maintain security and safety, rescue and rescue forces and provide support and guidance in areas planned for night tourism development. Installing security guard stations for local police forces in areas where nighttime entertainment and service activities are organized, combined with tourist information kiosks; pilot established at An Thuong Tourist Street, Bach Dang - Nguyen Van Troi - Tran Hung Dao pedestrian street, then will evaluate the effectiveness and replicate the model in other locations.

- Improve the efficiency of the Quick Response Team and Visitor Center; inspect, guide and remind night business establishments to comply with the law, uphold business ethics, and create a healthy business environment.

- Install signage, information hotline to support residents and visitors when using night services in the city. Invest in installing cameras in night tourism development areas to monitor, ensure security, order and safety for people and visitors.

- Develop and implement procedures to prevent epidemics to ensure safety in tourism activities.

- Implement tasks to ensure environmental sanitation, arrange trash cans and public toilets to meet the needs of residents and visitors; waste needs to be collected at least once a day, regular cleaning of trash bins; install water supply and drainage systems, treat and discharge wastewater, avoid direct discharge of wastewater into the sea; have sanctions for individuals and business units that fail to ensure environmental hygiene in the night tourism development area.

- Regularly check and measure the sound intensity, detect establishments with a higher sound intensity than the permitted level, and apply sanctions to violators. At the same time, encourage the use of noise-proof materials in the construction of houses as well as business establishments providing night tourism services. Ensure the supply of electricity and water for night tourism activities.

- Encourage investors in tourism projects to use environmentally friendly technologies and have specific solutions to solve environmental pollution.

- Develop and propagate a set of rules on criteria for ensuring security and order, environmental

sanitation, food hygiene and safety and service quality for night tourism units and grant certificates to units that fully meet the conditions, and at the same time support the propaganda... for these units.

### *3.3.8. Developing human resources for night tourism development*

- Implement professional standards in serving tourists for tourism business units, service providers, and tour guides.

- Organizing training and fostering a contingent of cadres, civil servants and public employees of the Department, the department, the service industry, trade, culture - tourism, environment, security, market management, local government localities and enterprises on the skills of managing night tourism activities. Organize training courses on service skills, foreign languages, culture and behavior in tourism... for households and employees participating in night tourism.

- Research, review, amend and supplement policies on labor, employment, labor inspection and examination in order to ensure the working environment and working conditions for night workers in the city.

- Increasing the application of technology in the management of exploitation and development of night tourism; using automation technology (vending machines...) in providing services and products for tourists.

### *3.3.9. Ensuring state management of night tourism development*

- Implement a management model of night tourism activities suitable to the advantages and conditions of each locality and region. Develop management regulations and rules in night tourism development areas (people, tourists, business units and management units).

- Allocate personnel and funds to ensure the good performance of tasks for the development of night tourism.

- Ensure effective implementation of market management, regulations on standards, specifications, product origin... Regularly survey and collect opinions of people, visitors



and orders night tourism activities to create a database, timely adjust and develop orientations and strategies for night tourism development in accordance with the actual situation. Research and test to build a model of night tourism associated with tourism development in Da Nang city.

### *3.3.10. Organizing and implementing the development of night tourism*

- 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 Finance: provide money to develop night tourism activities based on the request of relevant units.

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

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

- Department of Transport: allow inland ships to operate until 6 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 Natural Resources and Environment: develop and implement solutions to minimize impacts caused by waste and noise from night tourism activities affecting neighboring residential areas.

- 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. night.

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

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

## **4. CONCLUSION**

Research results show that: Da Nang city has a lot of potential to develop night tourism with rich and diverse services. However, night tourism has only developed on a small scale, with individual and fragmented spontaneity activities, which has not yet made a difference compared to daytime tourism activities. In addition, the development of night tourism also faces many risks and challenges related to local security issues, infrastructure pressure, social evils, noise pollution, waste...and there is no legal framework and policy on promoting development. Therefore, this study has analyzed the potentials, as well as assessed the current situation of night tourism development, thereby proposing solutions to develop night tourism in Da Nang city in a reasonable way and lasting.

## **REFERENCES**

- [1] Congress. 2017. Tourism Law No. 09/2017/QH14 in 2017, Hanoi, Vietnam.
- [2] Da Nang city. 2019. Program No. 29-CTr/TU dated 10/05/2019 of Da Nang city on the implementation of Resolution No. 43-NQ/TW of the Politburo on construction and development of Da Nang city until 2030, vision to 2045, Danang, Vietnam.
- [3] Da Nang city. 2020. Plan No. 2984/KH-UBND dated 07/05/2020 of Da Nang city deploys the theme: Focus on developing tourism and high-quality services associated with resort real estate; building Da Nang become a leading tourist destination, service, regional scale, event city, international convention center, Danang, Vietnam.

- [4] Prime Minister. 2014. Decision No. 2350/QĐ-TTg dated 24/12/2014 of the Prime Minister approving the Master Plan for Tourism Development in the South Central Coast until 2020, with a vision to 2030, Hanoi, Vietnam.
- [5] Prime Minister. 2020. Decision No. 147/QĐ-TTg dated 22/01/2020 of the Prime Minister approving the Strategy for Vietnam's tourism development to 2030, Hanoi, Vietnam.
- [6] Prime Minister. 2020. Decision No. 393/QĐ-TTg dated 18/03/2020 of the Prime Minister on the adjustment of the Master Plan for Socio-Economic Development of Danang City to 2020, with a vision to 2030, Hanoi, Vietnam.
- [7] Prime Minister. 2020. Decision No. 1129/QĐ-TTg dated 27/07/2020 of the Prime Minister approving the project of developing night economy in Vietnam, Hanoi, Vietnam.
- [8] The political. 2017. Resolution No. 08-NQ/TW dated 16/01/2017 of the Politburo on developing tourism into a spearhead economic sector, Hanoi, Vietnam.
- [9] The political. 2019. 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, Hanoi, Vietnam.