



Proposed Criteria and Process for Assessing and Measuring Nighttime Economic Development For Tourism Activities In Thanh Hoa - Vietnam

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Date of Submission: 28-04-2025

Date of Acceptance: 07-05-2025

ABSTRACT: The study focuses on proposing a set of criteria and an evaluation process for developing the night-time economy for tourism in Thanh Hoa, aiming to tap into the province's potential for night tourism. With activities taking place from 6:00 PM to 6:00 AM, the night-time economy is currently a popular trend in many major cities worldwide and is expected to extend tourists' stay and increase their spending. Thanh Hoa possesses significant potential with its rich natural landscapes and cultural heritage. However, the night-time economy in this area remains limited. The proposed criteria focus on aspects such as infrastructure, tourism products, the number and satisfaction of tourists, economic contribution, social and environmental impacts, and government management policies. The evaluation process includes steps such as expert interviews, data collection, and assessment based on the established criteria, helping to evaluate the sustainability of the night-time economy in the locality. With this scientific approach, Thanh Hoa can sustainably develop its night-time economy, create a unique appeal for local tourism, and contribute to economic, cultural, and social development.

KEYWORDS: Night-time economy, Tourism, Criteria, Evaluation, Process, Thanh Hoa, Viet Nam

I. INTRODUCTION

The night-time economy refers to economic activities that occur from approximately 6:00 PM to 6:00 AM, including entertainment, dining, shopping, cultural arts, and various other experiences. It is increasingly becoming an important development trend in the global tourism industry. Major cities such as New York, London, Paris, and Tokyo have effectively utilized this resource to not only attract large numbers of tourists

but also increase revenue through diverse nighttime entertainment activities.

Stabler et al. (2009) found that nighttime economic activities generate about 15% of revenue in urban centers and popular tourist destinations worldwide. On July 27, 2020, the Prime Minister of Vietnam issued Decision No. 1129/QĐ-TTg approving the Scheme on Developing the Night-Time Economy in Vietnam. Specifically, the scheme states the viewpoint: "Developing the night-time economy to promote domestic consumption and tourism development, focusing on the development of cultural, entertainment, dining, shopping, and tourism services taking place from 6:00 PM to 6:00 AM," "... to better serve the material and spiritual life of the people, foreigners, especially tourists" (Government, 2020). Additionally, the scheme emphasizes building night tourism products based on indigenous cultural elements, creating highlights based on local characteristics (selecting iconic types of services and locations to attract tourists).

Building on the solid foundation of strong daytime tourism development, the night-time economy helps expand the service supply chain, increase tourists' length of stay, and stimulate spending during their vacations. Many localities in Vietnam, including Hanoi, Da Nang, and Ho Chi Minh City, have been researching and applying this model to enhance tourism appeal and increase budget revenue from tourism activities.

Thanh Hoa is a coastal province in North Central Vietnam, boasting prominent natural landscapes such as Sam Son Beach, Pu Luong, and the Ho Dynasty Citadel – a UNESCO World Cultural Heritage site – as well as many historically and culturally significant destinations. With its geographical advantages, diverse culture, and



increasing number of tourists, ThanhHoa has great potential to develop a night-time economy, transforming the province into an attractive tourism destination not only during the day but also at night. However, night-time economic activities in ThanhHoa's tourism areas remain relatively limited. Tourists currently mainly engage in sightseeing and culinary experiences during the day, while after 6:00 PM, entertainment and nighttime experiences are not yet truly diverse or professionally organized.

Therefore, developing a night-time economy is a crucial strategy to extend tourists'

II. THEORETICAL BASIS OF THE NIGHT-TIME ECONOMY

Night-Time Economy

The night-time economy refers to economic activities occurring after official working hours, usually from 6:00 PM to 6:00 AM, including entertainment, dining, shopping, and cultural events. A study noted that the night-time economy emerged as a strategy to cope with industrialization and inner-city urban decline (Rowe &Bavinton, 2011).

The broadest definition of the night-time economy encompasses activities happening from 6:00 PM of the previous day to 6:00 AM of the next day. Various economic activities may occur at night, but the Scheme primarily focuses on the following areas: cultural and entertainment services (cultural-art activities, theaters, music, entertainment shows, festivals, events, etc.), dining services (restaurants, bars, etc.), shopping services (markets, shopping centers, etc.), and tourism (Le et al., 2023). More broadly, the night-time economy is defined as a prominent manifestation of the complex and dynamic relationship between the economy, society, culture, and materiality of cities, focusing on entertainment activities and lifestyles (Rowe et al., 2008).

Thus, the night-time economy refers to economic activities occurring after official working hours, approximately from 6:00 PM to 6:00 AM, including entertainment, dining, shopping, and cultural events. It not only reflects a strategy to address the decline of inner-city areas due to industrialization but also represents a complex and dynamic relationship between economic, social, cultural, and material aspects of the city, focusing on developing night-time entertainment activities and lifestyles to promote consumption and tourism.

The Role of the Night-Time Economy in Tourism Development

The night-time economy plays an essential role in promoting overall economic growth,

stay, increase their spending, and enhance the economic value for the locality.

To effectively develop the night-time economy for tourism activities in ThanhHoa, establishing a set of evaluation criteria is essential. This set of criteria will help local authorities, tourism managers, and businesses gain a comprehensive and specific view of how to implement and improve the night-time economy model.

particularly in urban areas and tourist destinations. It expands the scope of economic activities, extending the consumption time of residents and tourists beyond regular working hours. Activities such as entertainment, dining, shopping, and cultural events not only increase revenue for businesses but also create jobs, contributing to the improvement of the local socio-economic life.

The night-time economy is increasingly seen as a key factor in economic development, not only enhancing income from service activities but also playing an important role in revitalizing urban areas and promoting sustainable development. According to Roberts &Gornostaeva (2007), the night-time economy significantly contributes to the revitalization of urban centers by promoting new economic and social activities, thereby attracting residents, tourists, and investors, thus driving robust urban development. Another study by Rowe &Bavinton (2011) states that developing the night-time economy is an effective strategy to counter urban decline by creating vibrant night spaces that attract participation from both local residents and tourists. This approach not only increases the appeal of central areas but also helps mitigate issues such as economic decline and imbalance in urban development.

Similarly, Lin et al. (2022) point out that the night-time economy not only diversifies the local economy but also creates a foundation for sustainable development by expanding night-time activities in city centers, from entertainment services to culture and arts. These activities extend tourists' stay and spending while enhancing the quality of life for local residents. As a result, the night-time economy contributes not only to tourism development but also to fostering prosperity and long-term sustainability for urban areas.

The night-time economy contributes to diversifying tourism products. Night-time activities, from cultural-art events, festivals to culinary and entertainment services, provide tourists with new and enriching experiences, extending their stay and



spending. According to Le et al. (2023), night-time economy development projects in Vietnam have focused on building tourism products based on indigenous cultural elements, creating unique highlights to attract tourists.

Moreover, the night-time economy is not only economically significant but also plays a crucial role in cultural and social development. It creates spaces for residents and tourists to interact, exchange cultures, and experience urban nightlife, contributing to the prosperity and sustainability of the local community.

In summary, the night-time economy plays a key role in promoting economic, social, and cultural development, particularly in urban areas and tourist destinations. By expanding the scope of economic activities beyond official working hours, the night-time economy helps increase income, create jobs, and extend tourists' consumption time. Additionally, it contributes to revitalizing urban areas by promoting new economic and social activities, bringing about sustainable and balanced development. Cultural, artistic, and entertainment activities at night not only diversify tourism products but also provide tourists with rich experiences, increasing revenue and improving the quality of life for local residents. As a result, the night-time economy brings economic benefits and makes significant contributions to social, cultural development, and building sustainable communities.

Related Studies on Indicators for Assessing Night-Time Economy Development in Tourism Activities

Although the night-time economy is increasingly becoming an important field in economic and tourism development, research related to the system of indicators for assessing its development remains relatively limited and novel. Studies on comprehensive and general assessment systems for evaluating the vitality of the night-time economy have only recently emerged, such as the work by Lin et al. (2022), which established a framework for assessing night-time economy vitality. While these studies have laid important foundations, more extensive research is needed to develop assessment methods and apply them on a broader scale, suitable for the cultural and economic characteristics of each locality.

Table 1. Framework of Night-Time Economy Vitality Indicators by Lin et al. (2022)

Sub-indices	Dimensions	Indicators	Weights (%)
Catering Index	Supply	Number of night-time catering businesses per 10,000 people	11.00
		Night-time commercial electricity	11.00

Demand	consumption from catering per 10,000 people (kWh)	11.00		
			Proportion of catering businesses open after 10 p.m.	11.00
	Demand	Per capita spending on night-time catering (yuan)	16.25	
		Number of night-time catering consumers per 10,000 people	16.25	
		Proportion of spending on catering after 10 p.m. (%)	16.25	
		Proportion of catering consumers after 10 p.m. (%)	16.25	
Consumer Satisfaction	Average online review ratings of night-time catering	2.00		
Shopping Index	Supply	Number of night-time business districts per 10,000 people	11.00	
		Number of 24-hour convenience stores per 10,000 people	11.00	
		Night-time commercial electricity consumption from shopping per 10,000 people (kWh)	11.00	
	Demand	Per capita spending on night-time shopping (yuan)	16.25	
		Number of night-time shoppers per 10,000 people	16.25	
		Proportion of spending on shopping after 10 p.m. (%)	16.25	
		Proportion of shoppers after 10 p.m. (%)	16.25	
	Consumer Satisfaction	Average online review ratings of night-time shopping	2.00	
	Touring Index	Supply	Number of night-time 5A/4A scenic spots per 10,000 people	33.00
		Demand	Per capita spending on night-time tours (yuan)	16.25
			Number of night-time visitors per 10,000 people	16.25
			Proportion of spending on tours after 10 p.m. (%)	16.25
Proportion of night-time visitors after 10 p.m. (%)			16.25	
Consumer Satisfaction		Average online review ratings of night-time tours	2.00	
Recreation Index	Supply	Number of night-time recreational businesses per 10,000 people	11.00	
		Night-time commercial electricity consumption from recreation per 10,000 people (kWh)	11.00	
		Proportion of recreational businesses open after 10 p.m. (%)	11.00	
	Demand	Per capita spending on night-time recreation (yuan)	16.25	
		Number of night-time recreational consumers per 10,000 people	16.25	
		Proportion of spending on recreation after 10 p.m. (%)	16.25	
		Proportion of recreational consumers after 10 p.m. (%)	16.25	
	Consumer Satisfaction	Average online review ratings of night-time recreation	2.00	
Accommodation Index	Supply	Number of star-rated hotels per 10,000 people	16.50	
		Night-time commercial electricity consumption from accommodation	16.50	



Fitness Index	Demand	per 10,000 people (kWh)		
		Per capita spending on night-time accommodation (yuan)	16.25	
		Number of night-time hotel guests per 10,000 people	16.25	
		Proportion of spending on accommodation after 10 p.m. (%)	16.25	
		Proportion of hotel guests after 10 p.m. (%)	16.25	
	Consumer Satisfaction	Average online review ratings of night-time accommodation	2.00	
	Supply	Number of night-time sport venues per 10,000 people	16.50	
		Night-time commercial electricity consumption from fitness per 10,000 people (kWh)	16.50	
		Demand	Per capita spending on night-time fitness (yuan)	16.25
			Number of night-time exercisers per 10,000 people	16.25
Proportion of spending on fitness after 10 p.m. (%)			16.25	
Consumer Satisfaction	Average online review ratings of night-time fitness	2.00		

Source: Lin et al. (2022)

III. PROPOSED CRITERIA AND PROCEDURE FOR ASSESSING AND MEASURING ECONOMIC DEVELOPMENT IN TOURISM ACTIVITIES

Proposed Criteria for Evaluating Nighttime Economic Development in Tourism Activities in ThanhHoa – Viet Nam

To date, there has not been a unified and standardized set of criteria to evaluate nighttime economic development in tourism activities. Furthermore, the existing criteria are still very limited and appear challenging to apply for assessment at the local level. Developing a scientific and appropriate set of criteria will help manage, orient, and promote the nighttime economy in ThanhHoa, enhancing tourism activities' efficiency and optimizing local resources. Below is a proposed set of criteria for evaluating the development of the nighttime economy in tourism activities in ThanhHoa, suggested by the author, which is considered more feasible for assessment at a provincial level.

Table 2. Proposed Criteria for Evaluating Nighttime Economic Development for Tourism Activities in ThanhHoa – Vietnam

Criteria	Sub-Criteria	Description
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1. Infrastructure Criteria	Quality of Nighttime Transportation and Infrastructure	Assess the convenience and safety of routes serving tourists participating in nighttime activities, including roads, waterways, and public transportation. (Using tourist survey forms, > 80% satisfaction – Ensure, < 80% - Not ensured)
	Service Facilities	Assess service facilities such as restaurants, bars, hotels, entertainment areas to ensure adequate capacity and services for tourists at night. (Using tourist survey forms, > 80% satisfaction – Ensure, < 80% - Not ensured)
	Diversification of Night Tourism Products	Assess the number and diversity of nighttime activities and events, from cultural-art activities, cuisine, shopping, to traditional experiences. Product richness is essential for attracting and retaining tourists. (Using tourist survey forms, > 80% satisfaction – Ensure, < 80% - Not ensured)
2. Nighttime Tourism Products	Local Cultural Characteristics	Reflect the integration and exploitation of local culture in nighttime activities, such as night markets, traditional art performances, or symbolic festivals of Thanh Hoa. (Using tourist survey forms, > 80% satisfaction – Ensure, < 80% - Not ensured)
	3. Tourist Volume & Satisfaction	Night Tourist Volume



	Tourist Satisfaction	Includes assessing tourists' satisfaction with service quality, tourism experiences, and facilities in nighttime activities. (Using tourist survey forms, > 80% satisfaction – Ensure, < 80% - Not ensured)			management agencies, businesses, individual businesses, and local residents, > 80% positive impact – Ensure, < 80% - Not ensured)
	Public Security & Safety	Assess the safety level of nighttime activity areas, with security systems, lighting, and crime prevention measures. (Using tourist survey forms, > 80% security satisfaction – Ensure, < 80% - Not ensured)			Assess environmental protection measures in nighttime economic activities, including waste management, noise, lighting, and the use of sustainable energy sources. Developing the nighttime economy must not harm the natural environment and local ecology. (Using secondary data reports, surveys of state management agencies, businesses, individual businesses, and local residents, > 80% positive impact – Ensure, < 80% - Not ensured)
4. Economic Contribution	Revenue from Night Economy	Assess the contribution of nighttime tourism activities to the local tourism industry's total revenue, including revenue from dining, accommodation, shopping, entertainment, and other services. (Using secondary reports and surveys, > 80% satisfaction – Ensure, < 80% - Not ensured)			
	Job Creation	Assess the number of jobs created from nighttime economic activities, including employment in restaurants, bars, entertainment areas, and other tourism services. Developing the nighttime economy contributes to reducing unemployment and improving local livelihoods. (Survey of businesses, individual businesses, and local residents, > 80% increase in employment – Ensure, < 80% - Not ensured)			
5. Social and Environmental Impact	Social Impact	Assess the impact of the nighttime economy on the local community's life, including increasing cultural and entertainment opportunities for residents, as well as the ability to create positive changes in lifestyle and sustainable development mindset. (Using secondary data reports, surveys of state			
6. Policy and State Management	Environmental Impact				
	Night Economy Support Policies				Assess the level of support from local authorities in encouraging nighttime economic development, including policies on taxes, finance, and licensing for nighttime businesses and organizations. (Survey of businesses, individual businesses, > 100% positive evaluation of policies – Ensure, < 100% - Not ensured; Effective support policies > 80% – Ensure, < 80% - Not ensured)
	Management and Supervision				Assess the effectiveness of management and supervision of nighttime economic activities, from ensuring food safety, traffic safety, to managing public order and preventing social evils. (Survey of businesses, individual businesses, and local residents, > 80% positive evaluation of management and supervision – Ensure, < 80% - Not ensured)

Source: Proposed and developed by the author.



Design of the Evaluation and Measurement Process for Nighttime Economic Development for Tourism Activities in ThanhHoa - Viet Nam

To achieve the objectives of the criteria set above, the author designs a research process combining expert interviews, synthesis, and sociological surveys to collect data, secondary data, and analyze them. The evaluation and measurement process is conducted through the following four steps:

Table 3. Design of the Evaluation and Measurement Process for Nighttime Economic Development in Tourism Activities in ThanhHoa

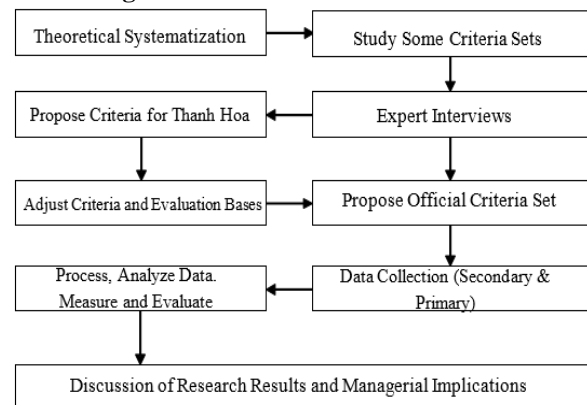
No.	Method	Research Subjects	Objective
1	In-depth interviews with experts	03 managers of nighttime economy - tourism 03 experts in nighttime economy - tourism research 03 experts from nighttime economy - tourism development organizations 02 business units operating in the nighttime economy - tourism sector	- Explore the suitability and feasibility of the proposed criteria for evaluating nighttime economic development in tourism activities in Thanh Hoa - Identify evaluation bases for each criterion in the criteria set - Adjust and supplement criteria and evaluation bases (if any) before moving to the next step.
2	Collection of secondary data	Secondary data from sources: Government reports, Provincial People's Committee, Departments, scientific reports, newspapers, research works	- After completing the criteria set, secondary data will be collected to serve as evaluation and measurement bases for each criterion - Note all criteria that lack data for evaluation and proceed to the next step.
3	Collection of primary data	State management agencies related to nighttime economy - tourism, business units operating in nighttime economy - tourism, tourists, local community residents	- Design a social survey questionnaire to supplement missing data for criteria lacking secondary data - Collect relevant data for load-bearing measurement - Complete all evaluation bases and proceed to

			the next step.
4	Measurement, evaluation, and conclusion	Compare proposed evaluation bases with the collected results for each criterion from steps 2 and 3	- Measure each evaluation base and evaluate each criterion: Whether nighttime economic development for tourism activities is ensured or not - Evaluate groups of criteria: infrastructure, nighttime tourism products, tourist numbers and satisfaction, economic contribution, social and environmental impact, policy and government management - Provide overall evaluation, identify limited criteria groups, and conclude.

Source: Proposed and developed by the author.

Based on the research design foundation, the research implementation process of the study is carried out according to the flowchart shown in Figure 1.

Figure 1: Research Process Flowchart



Source: Compiled by the author

To prepare for Step (3) - Primary Data Collection: To ensure high reliability and representativeness, the author recommends using Yamane Taro's formula (1967) in cases where the overall population size is unknown, as follows:



$$n = Z^2 \times \frac{p \times (1 - p)}{e^2}$$

In which:

- n: The required sample size.
- Z: The Z-score corresponding to the desired confidence level. Typically, a 95% confidence level is used, corresponding to Z = 1.96.
- p: The estimated proportion of the population. Commonly, p = 0.5 is chosen to maximize the product p(1-p)p(1 - p)p(1-p), ensuring the most conservative and safest estimate for sample size.
- e: The acceptable margin of error. Commonly used error rates are: ±0.01 (1%), ±0.05 (5%), ±0.1 (10%), with the most common choice being ±0.05.

Sample Size Calculation for Tourist Surveys: It is challenging to determine the exact number of tourists participating in nighttime tourism activities in ThanhHoa at a specific moment. The overall population size cannot be determined immediately and is usually estimated after a period of data collection. Thus, the minimum sample size required for the research concerning tourists is:

$$n = 1.96^2 \times \frac{0.5 \times (1 - 0.5)}{0.05^2} = 384.16$$

Therefore, a minimum of 385 survey questionnaires should be collected from tourists to ensure reliability and representativeness.

Sample Size Calculation for Local Resident Surveys: Similarly, determining the exact population size of local residents is also challenging. Therefore, the sampling method follows the same approach as the tourist survey, with a minimum of 385 questionnaires to ensure reliability and representativeness.

Sample Size Calculation for Tourism Business Units: According to data from the ThanhHoa Provincial Party Committee Office (2023), as of December, ThanhHoa Province has about 83 travel service businesses, including: 16 international travel businesses. 63 domestic travel businesses. 4 tourism company branches. Additionally, the province's accommodation system includes approximately 1,300 motels, hotels, and other lodging facilities. Thus, the total population size (N) of tourism business units is approximately 1,383 units. Using Yamane's formula with e = 0.05, the sample size is calculated as:

$$n = \frac{1383}{1 + 1383(0.05)^2} = 311$$

Therefore, to ensure scientific rigor, representativeness, and accuracy, the authors will collect around 320 survey questionnaires.

Sample Size Calculation for Government Management Units in Tourism: ThanhHoa Province has the largest number of administrative units in Vietnam, with: 27 district-level administrative units (including districts, towns, and cities). 579 communes, 30 wards, and 28 townships. Additionally, there are government tourism management agencies such as: Department of Tourism. Center for Investment, Tourism, and Trade Promotion of the province. ThanhHoa Tourism Association. Monument Management Boards. Tourism route management boards, etc. The estimated population size (N) of government management units is approximately 800 units. Using Yamane's formula with e = 0.05, the sample size calculation is: Therefore, a minimum of 267 survey questionnaires should be collected.

Proposed Survey Sample Sizes for Each Group:

No.	Survey Target	Proposed Sample Size
1	Tourist Surveys	Over 400 questionnaires
2	Local Resident Surveys	Over 400 questionnaires
3	Tourism Business Units Surveys	Over 320 questionnaires
3	Government Management Units Surveys	Over 280 questionnaires

Source: Proposed by the author

IV. CONCLUSION

The development of the nighttime economy is increasingly becoming an important trend in the global tourism industry, with particular potential in tourist-rich areas like ThanhHoa. However, nighttime economic activities in ThanhHoa remain limited, especially regarding the diversity and scale of services. Building and implementing a set of criteria to evaluate nighttime economic development for tourism activities will help the locality fully utilize this potential, not only by extending tourists' stay but also by increasing revenue and creating jobs for local residents.

The evaluation criteria set includes not only factors related to infrastructure, tourism products, and the number of tourists but also addresses economic contributions, social impacts, environmental effects, and state management policies.



This research has proposed scientific criteria and an evaluation process to help the locality effectively direct the sustainable development of this sector. The criteria focus on infrastructure, nighttime tourism products, tourist satisfaction, economic, social, and environmental impacts, and government management. This ensures that nighttime economic development not only boosts revenue but also improves the quality of life for the

local population.

By applying a comprehensive evaluation process, ThanhHoa can optimize the potential of nighttime tourism, contributing to longer stays for tourists and building a unique tourism brand. The nighttime economy is not only a driver of economic growth but also a factor that enhances cultural and social values, creating a sustainable, harmonious, and prosperous community.

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