

Solutions to promote night-time economy development in Tay Ninh province

Dr. Nguyen Hoang Ha

Da Nang Institute for Socio-Economic Development

Abstract: *The Government of Vietnam has identified the night-time economy as a new economic model with strong potential to stimulate growth in services, tourism, and urban economic vitality. In recent years, many localities have proactively developed strategies and programs to promote the night-time economy and effectively leverage business, cultural, entertainment, and service activities that occur outside regular working hours. Tay Ninh is also among the localities that have begun to pay attention to developing this model, aiming to leverage its geographical advantages, transport infrastructure, and the growth of urban areas and industrial zones. Based on clarifying the theoretical framework of the night-time economy and synthesizing experiences from several countries and domestic localities, this article proposes solutions to promote the development of the night-time economy in Tay Ninh province. The study particularly emphasizes developing criteria for selecting priority areas for implementation to ensure feasibility and effectiveness in policy execution.*

Keywords: *Night-time economy; criteria for selecting priority areas; solutions; Tay Ninh.*

1. Introduction

The term “night-time economy” is believed to have originated from the summer night cultural program Estate Romana, organized by Renato Nicolini in Rome (Italy) from 1977 to 1985 (Wang et al.). Since the 1990s, this concept has been widely used in urban studies and governance practices as an initiative to revitalize urban areas whose daytime economic activity had declined due to deindustrialization. According to Chatterton and Hollands (2002),

extending economic activities into the evening and nighttime not only increases revenues from services, tourism, and entertainment but also represents a new development strategy in post-industrial urban governance.

The development of the night-time economy is closely associated with profound changes in the socio-economic structure of modern societies. Mahmoud and Zmyślony (2024) argue that the transition from an industrial to a post-industrial

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society has significantly altered patterns of work and consumption: labor has become less physically demanding, working hours have become more flexible, incomes have improved, and access to entertainment and leisure services has expanded. In this context, nighttime services, cultural, and entertainment activities have become increasingly important components of urban life. Many cities around the world have actively utilized the “economic time” after regular working hours to expand growth opportunities and enhance urban vitality.

International practice shows that the night-time economy has become a significant component of urban economic systems. In the United Kingdom, the night-time leisure economy is considered one of the sectors that contribute substantially to the growth of services and tourism. The city of London has incorporated the goal of becoming a “24-hour city” into its urban planning strategy, with a long-term orientation to expand the scale of night-time economic activities. At the same time, new governance models have been established to coordinate night-time economic activities, notably the appointment of the “Night Czar” (or Night Mayor - a night-time economy coordinator) in London since 2016 to oversee and promote night-time economy programs (Acuto et al., 2016). This model has also been adopted in many cities worldwide; by 2019, more than 40 cities had established specialized governance mechanisms for the night-time economy. According to Seijas (2024), by the end of 2022, a network of 24/7 cities had formed, with around 60 urban centers participating, reflecting the growing importance of urban governance across both spatial and temporal dimensions of nighttime.

In Vietnam, the night-time economy has received significant attention only in recent years and is considered an emerging economic

model alongside the digital, circular, and sharing economies. Decision No. 1129/QĐ-TTg dated July 27, 2020, of the Prime Minister approving the Project on the development of the night-time economy in Vietnam has laid an important policy foundation for exploiting the potential of night-time economic activities at the local level. In line with the project's orientation, provinces and cities are encouraged to develop night-time economy models suited to their comparative advantages and practical conditions, while simultaneously strengthening supporting infrastructure, ensuring public security and order, and attracting investment. On that basis, many localities such as Hanoi, Ho Chi Minh City, Da Nang, Quang Ninh, and Tay Ninh (including the former provinces of Long An and Tay Ninh) have studied, formulated, and implemented programs to develop the night-time economy in order to promote services, tourism, and urban economic activities.

In this context, studying the night-time economy in Tay Ninh province - particularly the experience of night-time economy development in Long An province before July 1, 2025 - has both theoretical and practical significance. As a locality in the Southern Key Economic Region and a connection point between Ho Chi Minh City and the Mekong Delta, Tay Ninh offers favorable conditions for the development of service, commercial, and tourism activities. However, to ensure the effective and sustainable development of the night-time economy, it is necessary to establish criteria for selecting suitable implementation areas that correspond to spatial characteristics, infrastructure conditions, and market demand. Therefore, this article clarifies the theoretical foundations of the night-time economy, synthesizes domestic and international experiences, and proposes a set of criteria for selecting priority areas to support Tay Ninh province in

formulating feasible solutions for night-time economy development.

2. Overview of the theoretical framework

(1) Definition of the night-time economy

The night-time economy refers to the set of economic activities that take place between 6:00 p.m. and 6:00 a.m. the following day. These activities are primarily service-oriented, including entertainment, cultural events, food and beverage services, shopping, and tourism, and aim to meet the consumption, leisure, and recreational needs of urban residents and tourists. Due to its close association with entertainment and service activities in the evening and at night, the nighttime economy is also referred to in many international studies as the “night-time leisure economy.” This narrower interpretation is widely adopted in many countries, including the United States, the United Kingdom, and China (Ministry of Planning and Investment, 2020).

In Vietnam, the concept of the night-time economy is largely consistent with the common international understanding. According to Decision No. 1129/QĐ-TTg, the night-time economy refers to service-related economic activities occurring between 6:00 p.m. and 6:00 a.m., which promote domestic consumption and tourism development. Under this approach, the night-time economy is not considered an independent economic sector but rather an extension of service and economic activities within urban spaces, aiming to utilize available time and existing urban infrastructure more effectively.

(2) Types of night-time economy activities

In international research, the night-time economy is often classified into three main groups of activities: the core sector, the supporting sector, and the supply sector (Edwards et al., 2024). (1) The core sector includes activities that generate direct economic value and attract large numbers of participants, such as food and beverage

services, entertainment venues, artistic performances, bars, clubs, cinemas, and nighttime cultural events. This sector plays a central role in the night-time economy, representing the largest source of revenue and a major attraction for both urban residents and tourists. (2) The supporting sector consists of services that ensure the functioning, convenience, and safety of nighttime activities. These include transportation and passenger transport services, accommodation facilities, retail activities, security services, healthcare services, and other urban utilities. The development of the supporting sector helps maintain the continuity and stability of economic activities during nighttime hours. (3) The supply sector comprises activities that provide infrastructure and supply chains for the night-time economy, including food and beverage services, logistics, environmental management, and related technical services. This group of activities forms the operational foundation for the effective functioning of the entire night-time economy ecosystem.

This classification demonstrates that the development of the night-time economy does not rely solely on entertainment activities such as night markets, pedestrian streets, bars, art venues, or cultural events. Instead, it requires the formation of a comprehensive ecosystem of supporting services and infrastructure, including transportation systems, commercial services, urban management, and environmental protection.

(3) Benefits and risks of the night-time economy

Many studies have confirmed that the night-time economy represents a new growth driver for modern cities (George River Council, 2021; Acuto et al., 2022; Rowe, 2008; Lovatt & O'Connor, 1995; Li & Li, 2024). First, the night-time economy extends the daily chain of economic activities, thereby enabling more efficient utilization of existing infrastructure

such as transportation systems, commercial centers, public spaces, and service facilities. This contributes to increased service revenues, tourism development, and the creation of additional employment opportunities.

Moreover, the night-time economy helps diversify cultural and entertainment experiences, improve urban quality of life, and enhance the attractiveness of tourist destinations. Nighttime cultural, artistic, and culinary activities often become distinctive tourism products that attract international visitors seeking unique experiences. In addition, when managed effectively, the night-time economy can help strengthen urban public safety and order. Maintaining economic and service activities at night helps prevent public spaces from becoming deserted, thereby reducing the risk of criminal activities. Furthermore, the night-time economy can generate additional government revenue through taxes and service fees, enabling local authorities to reinvest in urban development.

However, the night-time economy also involves potential risks if developed without adequate planning and management. Some studies indicate that issues such as noise pollution, crime, environmental pollution, nighttime waste, and conflicts between entertainment activities and residents' daily lives may increase in the absence of appropriate governance mechanisms (Pinke-Sziva et al., 2018; Bromley et al., 2000; Jones et al., 2003). Therefore, the development of the night-time economy should aim to maintain a balance among economic benefits, residents' quality of life, and the requirements of urban order and safety.

(4) Research methodology

This article employs a mixed-methods research approach, combining document analysis and field surveys. Secondary data sources include international studies on the night-time economy in several countries, such

as the United Kingdom, Hungary, Australia, and China, as well as policy reports and relevant documents in Vietnam. These sources provide the theoretical foundation and practical experience for developing the analytical framework and proposing solutions to advance the night-time economy.

In addition, the study conducted field surveys prior to July 1, 2025, in Tay Ninh province (formerly Long An province) to assess the potential for developing the night-time economy, identify infrastructure conditions, spatial characteristics, and market demand. The combination of theoretical analysis and empirical investigation helps ensure the scientific rigor and practical applicability of the criteria proposed for selecting priority locations for the development of the night-time economy in the locality.

(5) Criteria for selecting locations

In the context of administrative boundary adjustments and the formation of the new Tay Ninh province, inheriting and promoting previous experiences in night-time economy development - particularly from the former Long An province prior to the administrative merger - hold significant importance. Studying and proposing development orientations that align with the new province's conditions will help better utilize resources in urban space, tourism, commerce, and culture, thereby promoting service-sector growth and improving residents' quality of life.

Unlike large metropolitan areas that can develop the night-time economy on a broad scale, Tay Ninh province should select a number of suitable locations for pilot implementation before expanding the model. The selection of priority areas should be based on a comprehensive set of evaluation criteria to ensure the necessary preconditions and supporting conditions for the formation and effective operation of night-time economic activities. Based on international experiences

and local practical conditions, the criteria for selecting locations for night-time economy development in Tay Ninh can be identified as follows:

First, population size, population density, and market purchasing power.

International experience suggests that areas with large populations and relatively high income levels tend to generate strong demand for night-time services. Highly populated markets - especially urban areas or areas with a young demographic - offer potential customer bases for nighttime dining, entertainment, and shopping. O'Sullivan (2012) notes that large cities typically possess favorable conditions for developing the night-time economy; for instance, Tokyo, with about 37 million residents, Shanghai, with approximately 30 million residents, and Beijing, with about 22 million residents, have all developed vibrant night-time economic districts. In addition, high population density - particularly in urban centers or tourist areas - is also an important factor. Many cities with strong night-time economies, such as Shanghai, Bangkok, Tokyo, and London, have population densities ranging from roughly 6,000 to 9,000 people per square kilometer. Furthermore, a younger demographic with preferences for nighttime consumption and entertainment contributes to the growth of services such as bars, clubs, and night streets. Conversely, areas with aging populations or predominantly rural characteristics often exhibit lower demand for night-time economic activities.

For the new Tay Ninh province (which previously included the former Long An province), selected locations (at the commune-level administrative units under the current administrative restructuring) should have relatively large populations and sufficient income levels to ensure the viability of night-

time service markets. The most suitable areas are typically the province's administrative and economic centers or urban areas near Ho Chi Minh City, which can attract visitors from this metropolitan area of more than 10 million residents. Favorable regional connectivity, combined with a large population, will help expand the market for night-time services, including visitors from Ho Chi Minh City and neighboring localities.

Second, convenient transportation connectivity. Transportation infrastructure plays a crucial role in ensuring accessibility to nighttime economic spaces. Locations for developing the night-time economy should be situated on or near major transport corridors such as national highways, provincial roads, or ring roads connecting with Ho Chi Minh City, thereby facilitating mobility for residents and tourists both during the day and at night. In addition to road transport systems, Tay Ninh also possesses advantages in its dense river network, which could support night-time river tourism routes, such as cruise programs along the Vam Co river connecting with Ho Chi Minh City. Convenient transportation infrastructure not only helps attract visitors to nighttime activities but also contributes to ensuring urban security and safety.

Third, the potential for service-oriented urban development. The development of the night-time economy is often closely associated with a locality's level of economic development. Areas with dynamic economies, higher average incomes, and well-developed service sectors typically have greater demand for nighttime consumption. Studies conducted in China and India indicate that GDP size and GDP per capita are positively correlated with the development level of the night-time economy. Moreover, the availability of human resources in sectors such as services, tourism, hospitality, and urban security is also essential

to ensure the effective operation of nighttime activities.

In Tay Ninh province, locations prioritized for night-time economy development should be areas where new urban zones with commercial, service, and entertainment functions are being developed or will be developed. Integrating night-time economic activities into urban development processes will help diversify service offerings and revitalize urban spaces after 6:00 p.m. In contrast, areas dominated by agriculture or heavy industry and lacking consumer services are generally less suitable for the development of the night-time economy.

Fourth, appropriate public spaces and urban infrastructure. The night-time economy can only develop sustainably when supported by compatible public spaces and urban infrastructure. Many cities worldwide have designated specific areas for nighttime activities, such as pedestrian streets, public squares, food streets, or entertainment complexes. For example, Bogotá (Colombia) periodically hosts the “Ciclovía Nocturna” event, closing approximately 100 kilometers of streets to pedestrians and cyclists from 5:00 p.m. to 10:00 p.m., attracting around 1,000,000 participants annually. In Nanjing (China), authorities have used heritage streets to develop “heritage night streets,” extending museum opening hours, organizing antique markets, and hosting nighttime street performances to attract tourists.

Therefore, selected areas in Tay Ninh province should either have existing plans or the capacity to adjust planning to establish public spaces for nighttime activities, such as pedestrian streets, squares, parks, riverfront areas, or culinary districts. At the same time, urban infrastructure must provide essential facilities, such as parking areas, public restrooms, lighting systems,

telecommunications infrastructure, and other supporting services, to serve visitors conveniently and safely.

Fifth, distinctive tourism and cultural resources. Areas located near prominent tourist attractions or possessing distinctive cultural identities tend to have greater advantages in developing night-time economy products. Elements such as river landscapes, historical sites, traditional craft villages, or local cultural festivals can serve as foundations for unique night-time tourism products - for example, riverside night streets, folk cultural performance programs, or nighttime food festivals.

Sixth, participation of businesses and investors. The development of the night-time economy depends not only on government planning and policies but also on the active participation of the private sector, particularly enterprises in real estate, tourism, and service industries. Many cities worldwide have established coordination mechanisms, such as night-time economy councils or appointed “Night Mayors,” to strengthen cooperation among governments, businesses, and communities in developing nighttime activities. Therefore, in Tay Ninh province, locations where large-scale urban or tourism projects are being implemented or will be implemented will be well positioned to develop the night-time economy, as investors can integrate nighttime services and amenities into project planning from the outset. The presence of major enterprises also helps ensure financial resources, management capacity, and the long-term sustainability of the night-time economy model.

(6) Selected locations

Based on the above-mentioned selection criteria, the study identifies two groups of priority locations for developing the night-time economy in Tay Ninh province, including: (1) The administrative center of Tan

An; and (2) A group of satellite urban areas comprising communes and wards in the Duc Hoa, Ben Luc, and Can Giuoc areas - urban spaces that are rapidly developing and play a direct connecting role with the Ho Chi Minh City metropolitan region.

First, Tan An - the administrative center of the province.

Tan An is the provincial capital of Tay Ninh with a population of approximately 148.4 thousand people and a population density of around 1,816 people per square kilometer in 2024 (Long An Statistics Office, 2025). As the administrative, economic, and cultural center of the province, Tan An possesses many favorable conditions for developing the night-time economy.

In recent years, Tan An has already developed several nighttime service spaces, such as Nguyen An Ninh night market and Hung Vuong food street, providing an initial foundation for expanding economic activities during the evening. In addition, the system of riverside public spaces - particularly parks along the Bao Dinh and Vam Co Tay rivers - offers attractive landscapes suitable for organizing nighttime entertainment and tourism activities.

Based on these advantages, the development model for the night-time economy in Tan An could be oriented toward clusters of functional spaces, including: the Tan An night market area; public park spaces in central wards used for nighttime festivals and events; a pedestrian street along the Bao Dinh river; a marina along the Vam Co river; Hung Vuong service street concentrating food, karaoke, and entertainment activities; and late-night shopping areas within commercial centers and supermarkets such as Co.opmart or the planned Aeon Mall Tan An. These spaces could be interconnected to form a continuous network of activities, creating a provincial-level night-time economy center

that serves not only local residents but also attracts visitors from Ho Chi Minh City and neighboring provinces.

Second, the group of satellite urban areas bordering Ho Chi Minh City.

In addition to the provincial center, the study also identifies three satellite urban areas - Duc Hoa, Ben Luc, and Can Giuoc - as potential locations for developing the night-time economy. These areas are rapidly urbanizing communes that border Ho Chi Minh City and play an important role in the regional development network. The orientation for the development of the night-time economy in these three locations can be linked to their urban development characteristics and specific advantages.

In Duc Hoa, nighttime economic activities could be developed in the central commercial-service urban area, particularly around the Hau Nghia ward and new urban projects such as Imperia Grand Plaza. The central lake's landscape could also be used to organize festival spaces, culinary activities, and nighttime cultural events. Moreover, in Ben Luc, which has the advantage of being an industrial - commercial town located along the Vam Co Dong river, nighttime economic activities could concentrate in urban and entertainment areas such as Waterpoint urban area (An Thanh commune), Chavi Garden ecotourism site, Van Lai Vien recreation complex, along with nighttime culinary streets along major roads such as Nguyen Van Tiep and Nguyen Minh Trung. And for Can Giuoc, the orientation for developing the night-time economy can be associated with its role as a port urban area and logistics center in the province's southern part. Nighttime activities could develop around new urban areas such as Vinhomes Phuoc Vinh Tay and The Sol City, with strong road and waterway connections to Ho Chi Minh City, the Southeast region, and the Mekong Delta.

Overall, the administrative center of Tan An, together with the three satellite urban areas of Duc Hoa, Ben Luc, and Can Giuoc, could form a network of night-time economic spaces for Tay Ninh province. In this network, Tan An would serve as the central hub, while the satellite urban areas would function as complementary development poles, contributing to expanding the night-time service market and enhancing the province's ability to attract visitors from Ho Chi Minh City and neighboring provinces. This spatial connection could create a "night-time economy quadrilateral" in Tay Ninh, capitalizing on the province's proximity to Ho Chi Minh City to attract visitors seeking nighttime entertainment, leisure, and shopping, as demand for nighttime services in the metropolitan area continues to grow.

The designation of key zones for night-time economy development will enable Tay Ninh province to concentrate resources effectively, such as infrastructure investment, business attraction, and promotional activities, thereby enhancing the likelihood of successful implementation. This approach also helps avoid scattered and inefficient investments. After piloting and gradually refining the model in priority areas, the province may consider expanding night-time economy development to other locations once the necessary conditions for infrastructure, market demand, and governance capacity are in place.

3. Policy recommendations

Based on international and domestic experiences, as well as local practical conditions, the development of the night-time economy in Tay Ninh province should be implemented in a coordinated manner through several key solution groups as follows.

First, solutions related to institutions, policies, and governance.

First of all, the province should review and adjust relevant regulations to clearly define the

areas, service types, and permitted operating hours for nighttime activities, and to specify management conditions for sensitive services such as bars, nightclubs, or entertainment activities involving alcoholic beverages. If existing regulations remain restrictive, the province may proactively propose pilot mechanisms to the central government - for example, permitting nighttime pedestrian streets, extending the operating hours of certain services beyond midnight, or allowing more flexible daytime working hours in designated night-time economy zones.

At the same time, policies should be developed to encourage the growth of the night-time economy by improving licensing procedures and creating favorable conditions for businesses and household enterprises to participate in nighttime service activities. Incentive policies related to taxes, fees, credit access, or support for business premises could also be considered in order to attract investment in sectors such as entertainment, food services, tourism, and nighttime commerce.

In addition, the province may allow the flexible use of certain public spaces - such as roadways and sidewalks during nighttime hours - to organize food streets, night markets, or community cultural activities, provided that these activities are accompanied by clear requirements regarding environmental sanitation and urban order. Along with this, infrastructure supporting nighttime mobility should be developed, including the introduction of night bus routes, extended public transportation operating hours, and safe transportation services to reduce risks associated with alcohol consumption and improve road safety.

From a governance perspective, the province should strengthen inter-agency coordination mechanisms in managing the night-time economy. For instance, a task force

or coordinating board for the development of the night-time economy could be established under the leadership of provincial authorities, with participation from relevant departments and agencies. Such a mechanism would ensure coordinated management across sectors such as tourism, culture, commerce, transportation, security, and environmental protection, while also creating a regular consultation channel with businesses and the community.

Second, solutions to ensure public order and social safety.

The development of the night-time economy must go hand in hand with maintaining public order and social safety. Accordingly, the province should develop a regulatory framework for nighttime activities in designated nighttime economy zones, clearly specifying operating hours, noise limits, conditions for the sale of alcoholic beverages, and the responsibilities of business establishments in maintaining order and safety.

Nighttime service establishments should be required to install security camera systems, deploy security personnel, and fully comply with licensing conditions. At the same time, competent authorities should strengthen inspection, monitoring, and enforcement measures to address violations such as excessive noise, social disorder, and breaches of safety regulations.

Public security should also be enhanced through nighttime patrols in key areas, the installation of 24/7 surveillance camera systems, and the use of smart monitoring technologies to detect potential security risks early. Emergency response mechanisms - such as fire prevention and firefighting, medical emergency services, and rapid response support - should also be adequately prepared.

Environmental protection and food safety must likewise receive careful attention. Local

authorities should organize nighttime waste collection and environmental sanitation activities, while also strengthening inspections of food service establishments regarding the origin and quality of food products. Noise and light pollution should be controlled through appropriate technical standards to minimize impacts on surrounding residential areas.

In parallel with regulatory measures, efforts should be made to promote a civilized and safe nighttime entertainment culture through public awareness campaigns targeting residents, tourists, and businesses. Business establishments should be encouraged to commit to ethical service practices, including refraining from aggressive solicitation, avoiding unreasonable price increases, and maintaining courteous interactions with customers. The province may also establish inter-agency rapid response teams to promptly address emergencies occurring within night-time economy zones.

Third, solutions for developing products and promoting the night-time economy.

One key factor in developing the night-time economy is the creation of distinctive products and services that attract both residents and visitors. Tay Ninh could develop food streets and night markets that reflect local cultural identity, and organize nighttime cultural and artistic performances such as “đờn ca tài tử”, light festivals, and weekend music events. In addition, nighttime eco-tourism activities could be developed, such as exploring melaleuca forests, viewing river landscapes, or participating in nighttime community tourism.

Alongside product development, it is important to build a distinctive brand for the Tay Ninh night-time economy through visual identity systems, promotional slogans, and communication campaigns. Promotional activities can be conducted through multiple channels, including official websites, social

media platforms, newspapers, and television, combined with experiential content and online communication campaigns to attract public interest.

Furthermore, the night-time economy should be integrated into tourism promotion and regional cooperation programs. The province may collaborate with Ho Chi Minh City and neighboring provinces to develop inter-regional tourism routes that include nighttime experiences in Tay Ninh. Organizing famtrip programs and inviting tourism experts and influencers to experience local nightlife could also be effective promotional strategies.

In addition, signature events should be created to attract public and tourist attention. For example, a “Tay Ninh Night” festival could be organized to mark the launch of the first night streets, followed by regular cultural and entertainment activities, such as music and food festivals, or street art performances, to maintain long-term appeal.

Fourth, solutions related to investment capital, business support, and human resource development.

To sustainably develop the night-time economy, diverse sources of investment must be mobilized. State budget resources should prioritize essential infrastructure investments, including planning for night-time economy spaces, transportation systems, lighting, sanitation services, security infrastructure, and information systems. At the same time, the province should encourage private-sector investment through public-private partnership (PPP) models and investment incentive policies to develop entertainment complexes, night streets, and nighttime service facilities.

Local authorities should also create a favorable investment environment for businesses by publicly announcing investment project portfolios, establishing “one-stop-shop” administrative support mechanisms,

and accelerating land clearance processes for key projects. Maintaining regular dialogue between local authorities and businesses operating in nighttime service sectors will also help address difficulties promptly and build investor confidence.

In addition, human resource development is a critical factor for the operation of the night-time economy. The province should collaborate with educational institutions to organize training programs on nighttime tourism and service skills, including restaurant and bar service, night tour guiding, foreign-language communication, and basic first aid. Specialized job fairs focusing on night-time economy sectors could also be organized to connect employers with potential employees.

Finally, attention should be paid to welfare policies for night shift workers, such as housing support near workplaces, childcare support for nighttime workers, and ensuring safety along late-night commuting routes. Such policies will help workers maintain stable employment and remain committed to night-time service industries over the long term.

4. Conclusion

The development of the night-time economy in Tay Ninh province represents a promising direction that aligns with the development trends of modern cities and Vietnam’s broader policy orientations to promote the growth of the service and tourism sectors. The night-time economy not only extends business operating hours but also generates a wide range of socio-economic benefits, including stimulating consumption, creating employment and income opportunities, enhancing urban vitality, and promoting the image and cultural identity of the locality. However, for this model to develop effectively and sustainably, a scientific approach is required, with appropriate prioritization and accompanied by effective governance mechanisms.

The research results indicate that the selection of development locations plays a particularly important role in shaping the night-time economy. The set of criteria proposed in this study helps identify areas with the most favorable conditions for implementing the model, including the Tan An area and the communes bordering Ho Chi Minh City, such as Duc Hoa, Ben Luc, and Can Giuoc. This approach allows the locality to concentrate resources on areas with high development potential, thereby establishing pilot models before gradually expanding to other locations. Such an approach may also serve as a useful reference for many other localities as they develop their night-time economies.

In addition to selecting priority locations, Tay Ninh province should implement a comprehensive set of solutions, including institutional and policy mechanisms, spatial planning, ensuring public order and security, developing distinctive products and services, and strengthening promotional activities. In this process, local authorities serve as strategic orientators, facilitators, and supporters of development, while businesses and communities act as the primary actors, directly organizing night-time economic activities. Effective coordination between the public and private sectors will be a decisive factor in ensuring the success and long-term sustainability of the night-time economy in Tay Ninh province in the coming period.

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