

Developing the night-time economy in Vietnam: a case study of Hanoi and Ho Chi Minh City

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Abstract: Vietnam possesses numerous favorable conditions for the development of the night-time tourism economy, including abundant tourism resources, a stable socio-political environment, and a rich cultural heritage. In recent years, the night-time tourism economy has been promoted in many localities and has emerged as an important development direction for enhancing the added value of the tourism sector. This study employs a literature review, combined with policy analysis and practical assessment, to clarify the formation, development guidelines, and current state of Vietnam's night-time tourism economy. The findings indicate that the policy framework governing the night-time economy has gradually improved, while many localities have developed distinctive night-time tourism products and spaces that help attract visitors and stimulate local economic growth. Nevertheless, the development of the night-time tourism economy continues to face several challenges related to planning, infrastructure, product quality, and management mechanisms. Based on these findings, the article proposes several policy recommendations to leverage cultural, tourism, and local advantages to promote the sustainable development of Vietnam's night-time tourism economy.

Keywords: Night-time economy; night-time tourism; cultural identity; tourism development; sustainable development.

1. The emergence of the night-time economy in selected countries

Over the past few decades, the night-time economy has become an important component of urban economies and is increasingly regarded by many countries as a new driver of economic growth, tourism development, and improvement of urban attractiveness. According to

the United Nations World Tourism Organization (UNWTO), tourism encompasses not only leisure activities but also travel, accommodation, and experiential activities undertaken by visitors for a period not exceeding one year. In this context, economic activities taking place at night have come to be viewed as an integral component of the tourism and service ecosystem.

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The concept of a 24-hour economy emerged in the late 1970s and subsequently gained significant momentum across Europe. The series of summer cultural events organized in Rome, Italy, in 1977 is often regarded as one of the earliest initiatives associated with the “24-hour city” model. In the United Kingdom, major cities such as London and Manchester transformed their perception of the night-time environment, shifting from viewing it as a source of social problems to recognizing it as a valuable resource for economic and cultural development. As a result, the night-time economy gradually evolved into a distinct area of development encompassing service activities conducted between 6:00 p.m. and 6:00 a.m., including cultural, entertainment, sports, shopping, dining, tourism, festival, and community-event activities. According to a commonly used classification, the night-time economy is divided into the “evening economy” (6:00 p.m. to midnight) and the “late-night economy” (midnight to 6:00 a.m.) (Ministry of Planning and Investment, 2019).

Along with urbanization and tourism development, the night-time economy has expanded beyond entertainment activities primarily targeted at young urban residents, becoming a broader space for consumption and experiences that serve diverse customers, including local residents and tourists. Many countries have successfully leveraged this model, notably the United Kingdom, the United States, Australia, France, Japan, China, Thailand, and Singapore (Bao & Hiep, 2021).

International experience demonstrates that the night-time economy makes a significant contribution to economic growth and tourism development. According to the United Nations Tourism Organization (UN Tourism), the night-time economy can generate between 50% and 70% of tourism revenue in countries with highly developed

service sectors. In Thailand, the night-time economy contributes approximately 3% of GDP and generates substantial revenue for major tourism centers such as Bangkok, Chiang Mai, and Pattaya. In China, the night-time economy accounts for around 30% of total service-sector revenue, with more than 60% of tourist spending taking place during nighttime hours (Cam et al., 2022).

By the end of 2020, the market size of China’s night-time economy was estimated at approximately USD 2.4 trillion, driven by the rapid expansion of shopping, online entertainment, and digital content activities. The integration of the traditional night-time economy with digital platforms has significantly expanded the scope of consumption and service provision in the country. In addition to contributing to revenue generation, the night-time economy creates substantial employment opportunities. This sector has generated approximately 1.3 million jobs in the United Kingdom, 1.1 million in Australia, 3.5 million in France, and around 300,000 in New York City, United States (Bao & Hiep, 2021). Beyond food services and entertainment industries, numerous other sectors - including information technology, transportation, security services, healthcare, environmental sanitation, and performing arts - have also benefited from the development of the 24-hour economy.

International experience demonstrates that the night-time economy not only expands consumption space and enhances the value of the tourism sector but also stimulates growth in trade and services, creates employment, and strengthens the competitiveness of urban areas. These experiences provide an important foundation for many countries, including Vietnam, to formulate policies promoting the night-time economy as a new driver of economic growth.

2. Vietnam's guidelines and policies for developing the night-time economy

The guideline for developing the night-time economy in Vietnam has been shaped by the orientation of developing tourism into a key economic sector and has gradually been institutionalized through the country's legal and policy framework governing tourism and related services. The Politburo's Resolution No. 08-NQ/TW dated January 16, 2017, on developing tourism into a spearhead economic sector identifies tourism as a comprehensive service industry with strong intersectoral and interregional linkages and significant potential to generate high added value. This viewpoint provides the foundation for expanding both the space and the timing of tourism activities, including economic activities that take place during nighttime hours.

The 2017 Law on Tourism further affirms the State's policy of encouraging organizations and individuals to develop new tourism products, diversify tourism services, and meet the increasingly varied demands of the market. This legal framework provides an important basis for local authorities and businesses to develop night-time tourism products, including night markets, pedestrian streets, cultural performances, festivals, culinary experiences, shopping activities, and various entertainment services for tourists. In practice, the night-time tourism economy is regarded as an extension of the daytime tourism value chain, contributing to longer visitor stays, increased tourist expenditure, and enhanced travel experiences (Cam et al., 2022).

A significant milestone in the formulation of Vietnam's night-time economy policy was the issuance of the Prime Minister's Decision No. 1129/QD-TTg dated July 27, 2020, approving the Scheme on the development of the night-time economy in Vietnam. The

Scheme identifies the effective exploitation of the night-time economy's potential as a means of creating new growth drivers, increasing incomes, and improving people's living standards. On this basis, the Government permitted pilot programs extending the operating hours of night-time services in several major tourism centers and urban areas, including Hanoi, Quang Ninh, Hai Phong, Ho Chi Minh City, Da Nang, Hoi An, Thua Thien Hue, Can Tho, Da Lat, and Phu Quoc. In practice, however, the development of night-time products and services in many localities has yet to fully realize its potential, particularly entertainment activities capable of generating substantial revenue and attracting tourists.

In addition to the Scheme on the development of the night-time economy, Vietnam's recent tourism and service-sector development strategies have increasingly incorporated orientations for expanding night-time activities. Decision No. 147/QD-TTg dated January 22, 2020, approving the Vietnam tourism development strategy to 2030, emphasizes the need to improve regulatory frameworks for new business models and to develop high-value-added tourism products, with particular attention given to night-time entertainment activities. Similarly, Decision No. 531/QD-TTg dated April 1, 2021, approving the Strategy for the development of Vietnam's service sector for the 2021 - 2030 period, with a vision to 2050, advocates developing high-quality, diverse, and distinctive tourism products to enhance the competitiveness of the tourism industry.

At the local level, Hanoi has been one of the pioneering localities in institutionalizing an orientation toward the development of the night-time economy. Conclusion No. 80-KL/TW dated May 24, 2024, concerning the Hanoi capital master plan for the 2021 - 2030 period with a vision to 2050, calls for the study and development of distinctive night-time

economy models tailored to different areas of the city, with the goal of establishing Hanoi as an attractive and reputable destination for night-time tourism. This represents an important step in translating the central government's strategic orientations into concrete local development programs and policies.

Overall, Vietnam's guideline and policy framework for the development of the night-time economy has gradually taken shape in a relatively comprehensive manner, encompassing Party resolutions, sector-specific laws, development strategies, and projects. This reflects a shift in perception whereby the night-time economy is no longer viewed merely as a supplementary component of the tourism industry but rather as an important economic and service-sector development orientation aimed at enhancing destination competitiveness, promoting economic growth, and making more effective use of local cultural and tourism resources.

3. Current status of night-time economy development

3.1. Achievements

Based on the laws of socio-economic development, as well as findings from various studies and surveys employing different research methods, it can be observed that Vietnam's night-time tourism economy has achieved notable progress in several localities, particularly in the country's two largest economic and tourism centers: Hanoi and Ho Chi Minh City.

(1) Hanoi - a center for night-time tourism development based on culture and heritage

Hanoi is one of the pioneering localities in developing night-time tourism and has gradually established distinctive tourism products that capitalize on its strengths in culture, history, and heritage. Following the success of the pedestrian zone around Hoan

Kiem Lake and its surrounding areas, the city has continued to expand additional pedestrian streets and public spaces, including Trinh Cong Son Walking Street, Son Tay Ancient Citadel Walking Street, the Dao Ngoc - Ngu Xa pedestrian and culinary area, and the Tran Nhan Tong pedestrian zone and adjacent areas (Ministry of Culture, Sports and Tourism, 2023). Alongside these developments, numerous night-time cultural and tourism activities have been introduced, such as pedestrian zones combined with night markets, culinary streets, and service establishments permitted to extend their operating hours. In addition, a variety of night-time tourism programs have been launched at historical and cultural sites, including Hoa Lo Prison Relic Site, the Temple of Literature, the Imperial Citadel of Thang Long, and several museums across the city.

In 2024, Hanoi continued to introduce several new nighttime tourism products to unlock the potential of nighttime services and diversify visitor experiences. These initiatives have begun to enhance the attractiveness of the capital's tourism sector, contributing to longer visitor stays and increased tourist expenditure. Numerous cultural spaces, pedestrian streets, and night-time artistic performances have become popular destinations for both residents and visitors, including the Hoan Kiem Lake pedestrian zone, Tong Duy Tan Culinary Street, the Son Tay Ancient Citadel area, Thien Quang Lake - Thong Nhat Park, as well as performances staged by the Hanoi Cheo Theatre, Hanoi Cai Luong Theatre, and Thang Long Water Puppet Theatre.

Travel companies and heritage sites have also actively developed night-time tourism products that draw upon Vietnam's rich cultural traditions. Notable examples include *the Decoding the Imperial Citadel of Thang Long tour*, *the Hoa Lo Prison night tour*, the

“Virtue and Talent” program at the Vietnam Museum of Literature, and the Temple of Literature night tour. Significantly, several of these products have achieved considerable economic success, with ticket prices substantially higher than those of conventional daytime tours. These outcomes demonstrate that cultural tourism continues to serve as one of the key pillars of Hanoi’s night-time tourism economy.

Despite these achievements, Hanoi’s night-time tourism sector has yet to realize its full potential. Existing products remain relatively fragmented, limited in scale, and lacking large-scale, high-quality entertainment complexes. Shopping facilities, entertainment services, and night-time artistic activities have not yet been developed in a comprehensive and integrated manner. Consequently, the contribution of the night-time economy to the city’s Gross Regional Domestic Product (GRDP) remains relatively modest.

(2) Ho Chi Minh City - a night-time economy model closely linked to entertainment, events, and urban services

In Ho Chi Minh City, the development of the night-time tourism economy has been identified as an important strategy to enhance destination competitiveness and increase tourist expenditure (Cam et al., 2022). Leveraging its advantages as a dynamic metropolitan center, the city has developed several distinctive nighttime economic spaces, including Nguyen Hue Walking Street, Bui Vien Foreigner Street, Ben Thanh Market, various culinary streets, and night markets. These venues attract large numbers of residents and visitors by offering entertainment, shopping, dining, and leisure activities that extend late into the night.

Together with commercial and service activities, Ho Chi Minh City is well known for its large-scale cultural, artistic, and musical

events held in the evening. Many performances attract thousands of spectators, contributing to the city’s image as a “city that never sleeps.” Street food activities featuring iconic Vietnamese dishes such as bread (*banh mi*), noodle (*pho*), *bun cha*, fresh spring rolls (*goi cuon*), and *banh xeo* have also become major attractions for tourists. Furthermore, the city has expanded its network of culinary streets and night-time service areas to meet the increasingly diverse demands of visitors.

These efforts have significantly enhanced Ho Chi Minh City’s standing in international tourism. In 2025, the city was once again recognized by the World Travel Awards as “Asia’s leading business travel destination” and “Asia’s leading festival and event destination”. The Ho Chi Minh City Department of Tourism was also honored as “Asia’s leading local tourist management agency” for the third consecutive year, reflecting the city’s increasingly professional tourism management and development capabilities.

Beyond the night-time economy, Ho Chi Minh City has diversified its tourism offerings by developing river, MICE (Meetings, Incentives, Conferences, and Exhibitions), medical, ecotourism, and heritage tourism. Efforts to accelerate digital transformation, expand smart tourism applications, and strengthen and regional connectivity have further improved visitor experiences and broadened opportunities for tourism development. At the same time, the city has placed considerable emphasis on preserving and promoting the cultural values of Southern Vietnam, recognizing them as key factors that underpin the destination’s attractiveness and competitiveness.

3.2. Limitations and challenges

Despite initial achievements, Vietnam’s night-time tourism economy has not yet

reached its full potential. Even in major tourism centers such as Hanoi and Ho Chi Minh City, nighttime tourism products remain largely concentrated on shopping, culinary experiences, and pedestrian zones, while cultural, artistic, and locally distinctive experiential activities remain relatively limited. Apart from a few iconic attractions, such as water puppet performances in Hanoi, most localities have yet to establish a diverse and regularly organized system of cultural events, artistic performances, and community-based activities that can meet the increasingly varied demands of tourists (Ministry of Industry and Trade, 2021).

These limitations indicate that the night-time tourism economy has not yet become a central component of tourism development strategies in many localities. In the context of intensifying competition among destinations within the region, the lack of highly attractive night-time products and services not only reduces the ability to extend visitors' length of stay but also constrains opportunities to increase tourist expenditure and tourism-related revenue (Cam et al., 2022).

Furthermore, although Vietnam is widely regarded as a country with a stable political environment and a relatively high level of safety for tourists, the overall development of its night-time economy remains modest and has yet to produce offerings with the recognition and influence of those in several neighboring countries. According to the 2019 Global Finance rankings, Vietnam ranked 83rd out of 128 countries for safety, with a safety index higher than Thailand's (World Bank, 2019). However, this comparative advantage has not been effectively translated into distinctive night-time economy products capable of attracting and retaining visitors. Experience in Hanoi shows that extending the operating hours of night-time service establishments has increased revenue;

nevertheless, the scale and overall effectiveness of such initiatives remain limited. Therefore, many international tourists still believe that nighttime entertainment in Vietnam is not as diverse or as attractive as in competing destinations in the region.

4. Policy recommendations

First, developing spatial planning for night-time tourism products.

One of the major barriers to the development of the night-time tourism economy in Vietnam is the absence of dedicated planning frameworks for night-time service activities in many localities. Numerous service establishments continue to operate in residential areas or use public spaces, increasing the risk of adverse impacts on residents' living environments and daily activities. Therefore, the development of the night-time economy should be integrated into provincial and urban planning frameworks and aligned with developments of technical infrastructure, environmental protection, and the insurance of public security and social order.

Besides allocating appropriate spaces for night-time services, greater attention should be devoted to developing night-time tourism products that reflect local cultural identities. Such products can enhance visitor experiences and encourage higher levels of tourist spending. Attracting capable and experienced enterprises to invest in and operate night-time tourism products should be regarded as an important strategy for improving service quality and creating highly competitive tourism destinations.

The development of the night-time economy also requires cross-sectoral management and close coordination among planning, tourism, culture, environment, healthcare, and public security. In particular, ensuring the safety of residents and visitors

must be treated as a fundamental prerequisite for building a civilized, welcoming, and sustainable tourism environment. At the same time, greater efforts should be made to strengthen statistical work and develop comprehensive databases on the night-time economy. Such information systems would provide essential support for management, policy evaluation, and the formulation of long-term development strategies.

Second, promoting the development of night-time tourism in connection with other sectors.

The development of night-time tourism should be incorporated into the broader socio-economic development strategy of each locality and closely linked with sectors such as education and training, industry and trade, finance, natural resources and environment, as well as national defense and security. Cross-sectoral coordination not only enhances the efficient use of existing resources but also creates favorable conditions for developing diverse, high-quality night-time tourism products tailored to the distinctive characteristics of each locality.

Along with to economic growth objectives, the development of night-time tourism must be aligned with environmental protection and the effective use of natural resources. The expansion of night-time service activities should be implemented in a manner that minimizes adverse environmental impacts, controls noise pollution and waste generation, and promotes efficient energy use. These measures are essential for advancing a green economy, green tourism, and sustainable development, thereby ensuring a balance among economic growth, environmental protection, and improvements in local communities' quality of life.

Third, diversifying night-time tourism products to enhance economic value.

International experience demonstrates that the success of the night-time tourism economy depends not only on extending the operating hours of service establishments but also on creating a diverse ecosystem of products that meet the increasingly sophisticated and varied demands of visitors. In practice, many localities in Vietnam continue to focus primarily on activities such as pedestrian streets, night markets, shopping, culinary experiences, and a limited range of traditional entertainment services. Although these products contribute to community engagement and attract tourists, they often lack distinctiveness and have limited capacity to encourage longer stays and higher visitor spending.

In the context of intensifying competition among tourism destinations across the region, the development of night-time tourism should shift from a consumption-based model toward an experience-based model. This requires localities to make more effective use of their cultural, historical, artistic, and creative-industry resources in order to develop unique tourism products. Traditional artistic performances, live-action shows, creative spaces, museums operating at night, heritage night tours, cultural festivals, community events, and experiential activities associated with local life can help create distinctive destination identities while simultaneously increasing the value of the tourism service chain.

Vietnam possesses significant advantages, including its rich regional cultural diversity, extensive tangible and intangible cultural heritage, traditional craft villages, folk festivals, and unique forms of performing arts. These resources provide a strong foundation for developing distinctive night-time tourism products that are difficult to replicate elsewhere. Rather than adopting similar development models across localities, efforts

should focus on creating products that reflect the unique cultural identities of individual regions and destinations. Such an approach would not only strengthen the destination's competitiveness but also contribute to the preservation and promotion of traditional cultural values amid globalization and socio-economic development.

Along with product diversification, it is essential to develop supporting services in a coordinated manner, including night-time public transportation, electronic payment systems, healthcare services, tourist information services, security arrangements, and other visitor-oriented facilities. A well-developed night-time economy ecosystem can help extend visitors' length of stay, increase tourism expenditure, and generate additional employment opportunities for local communities. In this way, the night-time tourism economy can evolve from a supplementary tourism activity into an important driver of growth in trade, services, culture, and sustainable local economic development.

Fourth, innovating state management approaches to night-time economy development.

The effectiveness of night-time economy development depends not only on investment resources or the diversity of tourism products but also on the governance capacity of public authorities at different levels. Given that the night-time economy simultaneously involves multiple sectors - including tourism, culture, commerce, transportation, environment, healthcare, and public security - state management approaches should be reformed in a manner that is cross-sectoral, flexible, and responsive to local conditions. In this regard, the responsibilities and authority of relevant state management agencies should be clearly defined, while greater decentralization and

delegation of powers should be granted to local governments in organizing, managing, and promoting night-time economic activities. Such measures would not only enhance localities' proactive role but also facilitate the implementation of policies better aligned with the practical conditions and development needs of individual destinations.

Additionally, local governments should play a facilitating role in creating an enabling environment for the development of the night-time economy by ensuring the coordinated provision of infrastructure, public services, business environment, and mechanisms for cooperation among relevant stakeholders. The participation of local communities, businesses, and social organizations is particularly important, as these actors are not only direct providers of services but also key contributors to preserving cultural identity and fostering a welcoming tourism environment. Consequently, the development of the night-time economy should be approached from a community governance perspective, whereby local residents are viewed not merely as beneficiaries but also as active participants in the development process.

Another important requirement is developing a workforce capable of meeting the demands of an economy operating beyond traditional timeframes. The night-time economy requires a diverse labor force, including service personnel, transportation workers, security staff, technicians, healthcare professionals, information technology specialists, performing artists, and event management personnel. Therefore, a long-term strategy for human resource development should be established to enhance workers' professional skills, foreign-language proficiency, digital competencies, and legal awareness. At the same time, raising

public awareness of appropriate social behavior, environmental protection, and the maintenance of public order and security is essential for fostering a civilized and safe tourism environment.

In the context of increasing competition from regional destinations such as Thailand, Singapore, and China, the development of Vietnam's night-time economy should be based on comprehensive assessments of market demand, competitive advantages, and the capacities of individual localities to meet those demands. Policy formulation should adopt a long-term perspective, be implemented through appropriate development roadmaps, and be supported by regular evaluation mechanisms to ensure timely adjustments. Such an approach would help achieve a balance between economic growth, improved tourism service quality, political stability, social order and safety, and the broader objective of sustainable development.

Fifth, improving the legal framework for the night-time economy.

A comprehensive legal framework is a prerequisite for the stable, safe, and sustainable development of the night-time economy. At present, night-time tourism activities are closely associated with a wide range of sectors, including tourism, culture, commerce, transportation, public security, environment, healthcare, and urban governance. It is therefore necessary to review, supplement, and further improve regulations governing the organization of night-time activity zones, operating hours, licensing requirements, service standards, responsibilities of business establishments, and coordination mechanisms among management agencies.

The legal framework for the night-time economy should also ensure an appropriate

balance between economic development, cultural preservation, and the protection of community interests. Night-time tourism products should be developed to make effective use of local cultural resources while avoiding excessive commercialization or the distortion of traditional cultural values. At the same time, regulations on public security, safety, fire prevention and control, environmental sanitation, food safety, and the protection of tourists' rights should be further specified to establish a transparent, safe, and accountable business environment.

Furthermore, appropriate financial and policy mechanisms should be introduced to encourage businesses, households, and local communities to participate in the development of night-time tourism. Policies relating to taxation, fees, access to finance, infrastructure support, promotion, and workforce training should be designed to stimulate investment while ensuring effective governance and oversight. A clear, stable, and flexible legal framework will help reduce investment risks, improve service quality, and provide a solid foundation for the night-time economy to become an integral component of sustainable tourism development.

Sixth, strengthening policies to support the development of night-time tourism.

As well as improving the legal framework, it is necessary to formulate appropriate support policies to create stronger incentives for the development of the night-time tourism economy. At present, Vietnam does not have a dedicated financial mechanism specifically designed for night-time economic activities. Taxation, fees, and charges are generally applied uniformly across all business sectors, while existing incentive policies are primarily based on geographical areas or priority industries. This indicates that night-time

economic activities have yet to benefit from sufficiently robust support mechanisms to encourage investment and expand the scale of operations.

At the local level, current support measures largely focus on urban beautification projects, investments in public lighting systems, improvements to public spaces, and partial support for rental or space-use costs for businesses operating in pedestrian streets and night markets. Although these measures have improved the operating conditions of night-time services, they have not yet provided sufficient incentives to attract substantial private investment in high-value-added products and services. In the coming years, greater attention should be given to designing appropriate incentive mechanisms to encourage business participation, particularly from the private sector, in developing night-time tourism products and services. Policy support should focus on facilitating access to formal sources of finance, especially bank credit; enhancing governance capacity, digital transformation, and workforce development; and encouraging investment in technical infrastructure, service spaces, and night-time tourism products that reflect local cultural identities.

Furthermore, policy mechanisms should ensure stability, transparency, and consistency to build long-term investor confidence. A supportive policy environment will not only expand the scale of the night-time economy but also facilitate the development of high-quality tourism products, strengthen destination competitiveness, and increase tourism's contribution to local economic development.

Seventh, enhancing professional training and development and raising legal awareness.

Human resources are among the most critical determinants of the quality and

sustainability of the night-time tourism economy. Given the distinctive nature of activities outside conventional operating hours, personnel providing night-time services must be equipped not only with professional knowledge, occupational skills, and foreign language proficiency but also with the ability to respond effectively to security, safety, customer service, and emergency issues. Therefore, local authorities should prioritize developing appropriate training and capacity-building programs for workers in tourism, services, transportation, culture, entertainment, and other related sectors.

Apart from to improving workforce quality, greater emphasis should be placed on promoting legal awareness and fostering a culture of legal compliance among both service providers and tourists participating in nighttime tourism activities. This is an essential condition for ensuring a civilized, safe, and welcoming tourism environment. The content of campaigns should focus on regulations concerning public security and order, fire prevention and control, environmental protection, food safety, and the rights and responsibilities of stakeholders involved in night-time tourism activities.

Legal dissemination and awareness-raising efforts should be conducted regularly through mass media channels, digital platforms, tourism information systems, and community activities. At the same time, more attention should be given to providing guidance, risk warnings, and skills training to help stakeholders respond effectively to potential risks and incidents that may arise in nighttime tourism settings. The integration of professional training with legal awareness education will not only improve service quality but also establish a solid foundation for the stable, safe, and sustainable development of Vietnam's night-time tourism economy.

5. Conclusion

The experience of many countries demonstrates that the night-time tourism economy has become an important component of the modern service economy, contributing to increased tourism revenue, job creation, increased consumer spending, and enhanced competitiveness of tourism destinations. Beyond its economic benefits, night-time tourism activities also provide opportunities to promote culture, showcase local identity, and enhance visitors' overall experiences. In the context of increasingly diverse tourism demand and the growing popularity of night-time consumption, the development of the night-time tourism economy has emerged as a strategic priority attracting considerable attention and investment worldwide.

In Vietnam, although the night-time tourism economy has only recently received significant policy attention, it has already demonstrated substantial potential to effectively leverage the country's cultural, tourism, and service resources. Experiences from localities such as Hanoi and Ho Chi Minh City indicate that night-time tourism products have contributed to extending visitors' length of stay, increasing tourist expenditure, and enhancing destination attractiveness. Nevertheless, the development process continues to face a number of challenges related to planning, product quality, policy mechanisms, human resources, and management approaches. Therefore, further efforts are needed to improve the institutional framework, strengthen decentralization and delegation of power to localities, develop human resources, accelerate digital transformation, and create distinctive night-time tourism products that reflect the unique identities of individual localities. Only by achieving a balanced integration of economic development objectives, cultural preservation,

and the maintenance of public security and social order can the night-time tourism economy become a significant driver of tourism growth and sustainable development in Vietnam in the years ahead.

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