Factors affecting the night-time economy development in Vietnam today

Nguyen Thanh Giang

Faculty of Public Finance, Academy of Finance

DOI: https://doi.org/10.56293/IJMSSSR.2025.5725

IJMSSSR 2025
VOLUME 7
ISSUE 4 JULY – AUGUST **ISSN: 2582 – 0265**

Abstract: This study aims to analyze the impact of some factors on the night-time economy development in Vietnam today. The data was obtained by administering 193 survey questions to individuals residing in the surrounding area, including managers, business owners, and tourists. The study used Cronbach's Alpha testing method, exploratory factor analysis method and multiple regression analysis. The estimation results show that encompass institutional and environmental factors, infrastructure and safety, natural resources, labour force scale and quality, and socio-cultural characteristics are five important factors affecting the night-time economy development in Vietnam today. Based on the research results, some policies are proposed to develop the night-time economy development in Vietnam next period.

Keywords: encompass institutional and environmental factors, infrastructure and safety, natural resources, labour force scale and quality, and socio-cultural characteristics, the night-time economy, Vietnam.

1. Introduction

The *night-time economy* (NTE) refers to the range of economic activities that take place between the hours of 6:00 p.m. and 6:00 a.m., encompassing both formal and informal sectors. Traditionally associated with leisure and entertainment industries-such as bars, nightclubs, restaurants, cinemas, and cultural venues-the scope of the NTE has expanded in recent years to include a broader set of services, including transportation, logistics, healthcare, retail, and information technology services operating during nocturnal hours. The NTE is increasingly recognized as a critical component of the 24-hour urban economy, driven by shifts in consumer behavior, flexible work arrangements, and technological advancements that enable continuous service delivery. In modern urban planning, the NTE contributes to city vibrancy, cultural diversity, and social cohesion, especially in rapidly urbanizing societies. From a policy perspective, the night-time economy has emerged as a strategic domain for fostering employment, tourism, and small business development. In many global cities, the NTE is formally recognized and governed through specific regulations, licensing schemes, and urban development plans aimed at ensuring safety, inclusivity, and economic viability during nighttime hours. Thus, the concept of the NTE is not confined to after-dark recreation but represents a complex, dynamic, and multidimensional sector embedded in broader economic systems. As cities and nations seek to maximize their economic capacity, particularly in post-pandemic recovery phases, the systematic development of the NTE provides an underexplored but potentially high-yield avenue for inclusive and sustainable growth. Moreover, acknowledging the NTE as an economic asset rather than a peripheral or marginal sector is essential for formulating effective urban and national development strategies. The growing academic and policy interest in this area signals a paradigm shift in how nighttime urban spaces are valued, regulated, and integrated into comprehensive economic planning.

The strategic development of the night-time economy presents a significant opportunity for advancing national economic growth through several mechanisms. First, the NTE extends the operating hours of cities, thereby enhancing the productivity and utilization rates of urban infrastructure, such as public transport, roads, and commercial real estate. This improved asset efficiency translates into higher returns on urban investments and greater economic throughput. Second, the NTE plays a vital role in job creation, particularly in service-oriented sectors, and offers flexible employment for youth, women, and informal labor, contributing to inclusive economic participation. This is particularly important in emerging economies where underemployment and informality are prevalent. Third, the night-time economy boosts domestic consumption and tourism by offering diverse experiences and services that attract both local residents and international visitors. In many cities globally, NTE-

related activities account for a substantial proportion of GDP and tax revenues, demonstrating its fiscal significance.

Moreover, in the context of economic diversification, the NTE helps countries move away from over-reliance on traditional industries by promoting creative economies, cultural enterprises, and tech-enabled services. This transition is crucial for adapting to the knowledge-based and experience-driven global economy. Night-time economic development also plays a role in urban regeneration by revitalizing underutilized districts, reducing crime through increased foot traffic, and fostering social interactions in public spaces. In post-pandemic recovery contexts, the NTE serves as a catalyst for reviving affected industries such as hospitality, retail, and arts, while supporting mental health and community cohesion. Additionally, the night-time economy intersects with sustainability agendas by encouraging low-carbon transport, distributed energy usage, and compact urban design. Therefore, investing in and strategically managing the NTE not only drives economic output but also contributes to social equity, environmental stewardship, and spatial planning efficiency. These multifaceted benefits make the NTE a compelling component of national development strategies.

The expansion of the night-time economy is underpinned by a confluence of socioeconomic, technological, cultural, and policy-driven factors. Demographic shifts are one of the primary drivers, particularly the rise of younger, urbanized populations with evolving consumption patterns that favor experiential spending and late-hour social engagement. In many countries, growing middle classes and increased disposable income have fueled demand for after-dark services and entertainment. Furthermore, the changing nature of work, including gig-based, remote, and shift employment, has altered traditional temporal boundaries and created markets for 24-hour services, including food delivery, transportation, and online commerce.

Technological advancements have significantly contributed to the viability and expansion of the night-time economy. Digital platforms facilitate mobile payments, bookings, ride-sharing, and social networking, making it easier for consumers to access and navigate night-time services. Smart city infrastructure-including enhanced lighting systems, surveillance technology, and urban mobility solutions-has improved the safety and accessibility of urban spaces during nighttime hours. Moreover, digital transformation has enabled real-time data collection, allowing policymakers and businesses to better understand and respond to nocturnal economic trends.

Policy interventions are also crucial. In cities where NTE development has been successful, proactive government strategies-such as night-time zoning regulations, the appointment of "night mayors," licensing reform, and investment in public transport-have enabled the growth of vibrant, diverse, and regulated night economies. Internationalization and tourism are additional drivers, with cities seeking to attract foreign visitors through nighttime attractions and cultural festivals. Finally, the post-pandemic environment has renewed attention to the importance of flexible, resilient urban economies. Governments and businesses are now more motivated to diversify revenue streams and support sectors capable of operating outside traditional daytime cycles. In sum, the driving forces behind NTE development are multidimensional, requiring holistic governance approaches to harness their full economic and social potential.

In Vietnam, research on the night-time economy remains relatively limited, both in terms of scope and depth, despite its growing policy relevance and urban development implications. Most existing studies are confined to descriptive analyses or case studies of major cities such as Hanoi, Ho Chi Minh City, and Da Nang. These cities have exhibited some level of night-time economic activity, primarily concentrated in tourism, hospitality, street food culture, and informal retail. However, comprehensive, multidisciplinary investigations into the structure, performance, and governance of Vietnam's NTE are still lacking. Academic publications are sparse, and those available often focus narrowly on tourism promotion, safety management, or cultural preservation, without integrating these themes into broader economic development frameworks.

A notable characteristic of Vietnamese research in this area is the absence of a unified conceptual or methodological framework for studying the NTE. As a result, findings remain fragmented and are often policy-informative only at the micro or sectoral level. Furthermore, the available literature tends to overlook key dimensions such as labor dynamics, infrastructure requirements, digital integration, and environmental sustainability—factors that are crucial for the systemic development of a night-time economy. There is also insufficient attention to the role of regulatory systems, institutional coordination, and stakeholder engagement, all

of which are critical enablers in successful international NTE models.

In terms of data, Vietnam lacks disaggregated nighttime economic indicators at both the national and provincial levels, complicating efforts to quantify the sector's contribution to GDP, employment, and fiscal revenues. Consequently, policymaking remains reactive and fragmented. The academic community has yet to establish interdisciplinary research agendas that combine economics, urban studies, sociology, and technology to holistically address this phenomenon. Addressing these gaps is imperative for developing actionable, evidence-based strategies tailored to Vietnam's unique socioeconomic and cultural contexts.

This research is of paramount importance in bridging the gap between urban economic theory and the practical exigencies of policy and planning in Vietnam and similar emerging economies. As Vietnam undergoes rapid urbanization, industrial restructuring, and socioeconomic transformation, the night-time economy offers a viable strategy for sustainable growth, employment generation, and urban revitalization. However, without rigorous scientific analysis, the opportunities associated with the NTE risk being underutilized or mismanaged, leading to inefficiencies and social externalities. By systematically studying the NTE through economic, institutional, and technological lenses, this research aims to generate evidence that supports sound policy design and targeted investment.

The study also holds significance for advancing scholarly knowledge by contextualizing global night-time economy concepts within Vietnam's distinct sociopolitical and developmental landscape. This contributes to the broader academic discourse by introducing non-Western perspectives and empirical cases from the Global South, thereby enriching comparative urban studies. Moreover, this research supports the development of standardized metrics and data collection frameworks for evaluating NTE performance, which are currently absent in Vietnam. Such efforts will enhance the visibility, legitimacy, and strategic positioning of the NTE in national economic planning.

From a practical standpoint, the research provides insights that are critical for a wide range of stakeholders, including urban planners, local governments, business associations, and civil society actors. These include identifying regulatory bottlenecks, mapping ecosystem actors, evaluating infrastructure gaps, and proposing inclusive, data-driven solutions. The emphasis on interdisciplinary approaches ensures that social, cultural, environmental, and economic dimensions are equally addressed. Ultimately, this research serves not only as a diagnostic tool but also as a platform for policy experimentation and innovation, fostering cities that are more dynamic, equitable, and economically resilient.

This research is expected to yield both theoretical advancements and practical outcomes that can inform economic development strategies in Vietnam and other emerging economies. First, the study will develop a comprehensive framework for assessing night-time economic activity, incorporating variables such as business performance, employment patterns, urban infrastructure, safety indicators, and social inclusivity. This framework will provide a replicable model that can be adapted to different local contexts, allowing for cross-regional comparisons and benchmarking. Additionally, the research will contribute to refining economic development theories by integrating the temporality of economic activity-a largely underexplored dimension in traditional growth models.

Second, the research will generate concrete policy recommendations aimed at unlocking the potential of the NTE. These include proposals for zoning reform, fiscal incentives for night-time businesses, investment in transportation and lighting infrastructure, and mechanisms for stakeholder coordination and community engagement. Special attention will be given to inclusive policy design that benefits vulnerable groups such as informal workers, women, and small entrepreneurs. Moreover, the study will propose digital transformation strategies to enhance the competitiveness, safety, and accessibility of the night-time economy.

At the macroeconomic level, the research findings can inform national development planning by demonstrating how NTE expansion contributes to GDP growth, job creation, and urban diversification. For Vietnam, these solutions are particularly timely as the country navigates structural shifts toward a more service- and knowledge-based economy. Furthermore, by highlighting best practices and lessons learned from international experiences, the study provides a strategic knowledge base for policymakers and urban managers. Ultimately, this research aspires to catalyze a shift in development paradigms, positioning the night-time economy as a core pillar of 21st-

century economic planning-an approach that is dynamic, inclusive, and future-ready.

This article will demonstrate the application of Cronbach's Alpha testing method, exploratory factor analysis method and multiple regression analysis to determine factors affecting the night-time economy development in Vietnam. The structure of the article is divided into 4 sections: In addition to the introduction in Section 1, Section 2 shows the literature of the research, Section 3 is devoted to the research results and Section 4 is for some implications.

2. Literature review

There has been a wide range of research on investigating factors, like encompass institutional and environmental factors, infrastructure and safety, natural resources, labour force scale and quality, and socio-cultural characteristics, affecting the night-time economy development.

Philpot et al. (2019) discusses a review on violence in the night-time economy with emerging methodologies. Night-time economy (NTE) leisure zones, while contributing to local economic development and social engagement, are frequently associated with heightened levels of urban public violence. Various empirical methods have been used to investigate this issue, including official crime statistics, self-report surveys, experimental designs, and observational studies. This paper reviews how these approaches have been applied to key research areas, such as the spatial and temporal distribution of violent incidents, the underlying motivations and social meanings of violence, psychological and health-related background variables, and the examination of interactional dynamics during violent episodes. Each method is critically evaluated for its reliability, validity, and capacity to support causal inference. Notably, current methodologies remain limited in effectively capturing real-time interpersonal processes of NTE violence. To address this gap, the paper highlights video-based behavioral analysis as a particularly promising tool, using bystander intervention in real-world NTE settings as a practical example. Despite being in its early stages and not yet widely adopted, this method offers valuable potential for capturing nuanced interaction patterns. The study concludes by offering practical guidance for researchers seeking to apply video observational techniques, aiming to strengthen methodological rigor in the study of violence within the night-time economy context.

Wang et al. (2022) confirms that the Chinese government identifies the night-time economy as a critical instrument to boost domestic demand and support sustainable development. A pressing challenge for local authorities is to determine an appropriate development pathway for night-time economic growth in suburban counties of major metropolitan areas. This study focuses on Anning County, located on the outskirts of Kunming, as a representative case. Utilizing Python to extract multi-source spatial data-including POI and Baidu heatmap data-and employing ArcGIS spatial and statistical analysis, the research maps the spatial distribution of night-time economic activities. Additionally, a spatial coupling coordination model evaluates the alignment between night-time economic formats and transportation infrastructure (D1), population vitality at night (D2), and the combined spatial integration of all three dimensions (D3). Five levels of spatial coordination are used to assess the degree of spatial matching across subdistricts. Results reveal significant spatial imbalances in Anning's night-time economy, with the northern region-especially Lianran subdistrict-exhibiting high coordination (0.995), while the southern areas lag behind (0.115) due to limited commercial formats and transport access. Tailored strategies for each subdistrict are essential for promoting long-term metropolitan sustainability. The findings offer valuable insights for other regions seeking to leverage the night-time economy as a driver of balanced and resilient development.

Yan et al. (2024) aims to show that the nighttime economy (NTE) has emerged as a strategic tool for the Chinese government to stimulate urban consumption and enhance capital circulation, especially following the COVID-19 pandemic, which prompted both central and local authorities to introduce supportive regulations. Yet, the link between NTE development and urban growth remains debated. Regional variations play a significant role, as local organizations and individuals behave differently based on their unique socio-economic and spatial contexts, leading to distinct trajectories in nighttime commercial development. There is a noted deficiency in urban geography literature regarding the spatial organization of NTE and its underlying mechanisms. This study addresses that gap by employing point of interest (POI) data and nighttime light (NTL) remote sensing data (RSD) to visualize the distribution of NTE activities. Using the Yangtze River Delta (YRD) as a case study, findings reveal a core–periphery structure, with Shanghai at the center, followed by provincial hubs aligned with

administrative hierarchies. While economically advanced coastal regions dominate NTE activity, its expansion along a northwest–southeast axis suggests potential in peripheral areas. However, limitations in infrastructure challenge further centralized growth, as multiple factors-policy, consumption patterns, industrial dynamics, and economic base-interact to shape the spatial patterns of night-time economic activities.

In relationship with the situation of Vietnam, Son et al. (2023) asserts that sustainable development, particularly in relation to the night-time economy, has drawn significant attention from researchers and policymakers. This study aims to identify the key factors influencing the sustainable development of Hanoi's night-time economy. Employing quantitative methods, the research utilized SPSS Statistics 26.0 to process and analyze the data. The analysis involved several steps: assessing the reliability of measurement scales through Cronbach's alpha, conducting exploratory factor analysis (EFA) to ensure variable convergence and independence, testing for multicollinearity via correlation analysis, and performing regression analysis to determine the impact of each factor on night-time economic growth. The findings indicate that all examined factors exert a positive influence on the development of Hanoi's night-time economy, though with varying degrees of impact. Notably, the most significant factor was "promotion and sharing," followed by "infrastructure and safety," "institutions and environment," and finally "nature and resources." These results provide empirical evidence to support the formulation of targeted policy measures aimed at enhancing the sustainability of the night-time economy in Hanoi. By identifying priority areas for intervention, the study offers practical guidance for urban development strategies in Vietnam and contributes to the broader discourse on sustainable economic transformation in metropolitan settings.

Another research is Ho & Pham (2025) systematically investigates the theoretical and empirical foundations related to the drivers of night-time economy development within the broader objective of enhancing sustainable tourism. Utilizing data from a sample of 325 rural businesses, the research applies regression analysis to identify key factors influencing night-time economic growth in areas such as Ninh Binh, Vietnam. To capture the varying effects of district management across different levels of night-time economic development, quantile regression is employed, offering a more nuanced understanding of its role. The results reveal that district management (0.543) and infrastructure (0.604) are the most influential determinants, followed by policy (0.134), vulnerability (0.199), and associations and support services (0.026), all of which show positive impacts. These findings underscore the importance of strengthening local governance, improving infrastructure, and enhancing institutional support to foster rural night-time economic activities. In light of these insights, the study recommends targeted strategies aligned with sustainable tourism goals, aimed at fostering balanced rural development through the expansion of night-time economic opportunities. The research contributes to policy discourse by offering empirical evidence on rural economic dynamics and supports more effective integration of night-time economic planning into sustainable tourism development frameworks.

3. Research results

Research data and model

This study used data from data collected from 193 individuals residing in the surrounding area, including managers, business owners, and tourists in 2025. The study collected a convenient sample. An appropriately determined sample size requires 5 times the number of questionnaires, corresponding to a sample size of at least 95 as confirmed by Hair et al. (2006). In this study, we distributed 335 questionnaires and collected 200 valid questionnaires. There were 7 invalid questionnaires and were excluded from the study. Based on previous studies, the estimation equation is expressed as follows:

$$\mathrm{DNE}_t = \beta_0 + \beta_1 \mathrm{EEF}_t + \beta_2 \mathrm{IS}_t + \beta_3 NR_t + \beta_4 \mathrm{LF}_t + \beta_5 \mathrm{SCC}_t + \varepsilon_t,$$

in which, DNE, EEF, IS, NR, FL and SCC, respectively, refer to development of night-time economy, Encompass Institutional and Environmental Factors, Infrastructure and Safety, Natural Resources, Labour Force Scale and Quality, and Socio-Cultural Characteristics.

Empirical results

First, we describe the research sample. Table 1 shows that out of 193 responses, 101 were under 30 years old, 63 were between 31 and 39 years old, and 29 were over 40 years old, accounting for 52.3%, 32.6%, and 15.1%, respectively.

Table 1. Range of employee age

RESPONDANT AGE	QUANTITY	PROPORTION
Up to 30	101	52.3%
31-39	63	32.6%
From 40	29	15.1%

Next, Table 2 shows that the selected scales are suitable because they have Cronbach's alpha coefficients greater than 0.6 and meet the requirements, so these scales are suitable for EFA analysis.

Table 2. Reliability of the scale

LATENT VARIABLES	QUANTITY OF OBSERVED VARIABLES	CRONBACH'S ALPHA
DNE	4	.694
EEF	3	. 791
IS	3	. 849
NR	3	. 832
FL	3	.857
SCC	3	.855

Table 2 shows that the selected scales are suitable since their Cronbach's alpha coefficients are all greater than 0.6 and meet the requirements, so these scales are suitable for EFA analysis. According to KMO and Bartlett's test, as in Table 3, the KMO coefficient reached 0.715 and was greater than 0.5, and at the same time, Bartlett's test on sphericity showed that Sig. = 0.000, so the choice of EFA analysis was appropriate.

Table 3. KMO and Bartlett test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.678
Bartlett's Test of Sphericity	Approx. Chi-Square	1240.780
	df	105
	Sig.	.000

Table 4 shows the rotated component matrix which reveals that the observed variables are classified and kept in 5 groups with factor loading coefficients greater than 0.5, so all observed variables are not eliminated from the research model. These observed variables, after being analyzed from the rotated matrix, are still concentrated in the correct groups as proposed by the research model. This proves that the observed variables in each group have good explanatory ability when they are in that group.

Table 4. Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
EEF1	.898				
EEF2	.877				
EEF3	.869				
IS2		.914			
IS1		.867			

IS3		.859			
NR3		.	.943		
NR2			.852		
NR1			.859		
FL2				.864	
FL1				.862	
FL3				.853	
SCC1					.821
SCC3					.821
SCC2					.729

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

Examining the linear correlations between dependent and independent variables indicates whether or not there is a relationship between the variables and whether linear regression analysis is appropriate. Table 5 shows that there is a linear relationship between these independent variables and the dependent variable. Among the independent variables, there is no strong correlation when the absolute value of the correlation coefficient between pairs of variables is less than 0.5, so the possibility of multicollinearity is low.

Table 5. Linear correlation between variables

		EEF	IS	NR	FL	SCC
DNE	Pearson Correlation	.425*	.452*	.346*	.321*	.383*
	Sig. (2-tailed)	.000	.000	.006	.020	.003
	N	330	330	330	330	330

*. Correlation is significant at the 0.01 level (2-tailed).

Based on the theoretical basis and the results of this correlation coefficient analysis, the author continues to perform linear regression to specifically determine the weight of each factor affecting human resource development. The regression result is presented as in Table 6. In addition to the regression results, some other necessary tests were also performed, for example, the Sig.F coefficient (in the ANOVA table) is very small, close to 0, showing that the variables included in the model are all statistically significant at the 5% significance level. Therefore, it can be affirmed that all 5 independent variables in the research model are related to the dependent variable. The Adjusted R Square coefficient is determined to be 0.653. In other words, the regression model consisting of 5 independent variables can explain 65.3% of the meaning of the dependent variable; the remaining percentage will be explained by other factors outside the model. The VIF coefficient of the independent variables reaches the highest value of 1.087, less than 2. Therefore, this regression model does not have multicollinearity. The Durbin-Watson statistic has a value of 1.484, in the range (1; 3), indicating that the residuals in the model are not correlated with each other.

Table 6. Regression results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.427	.140		10.170	.000		
	EEF	.113	.014	.367	8.175	.000	.920	1.087
	IS	.124	.015	.361	8.148	.000	.945	1.058
	NR	.163	.021	.346	7.848	.000	.957	1.045
	FL	.083	.014	.261	6.038	.000	.991	1.009

SCC	.152	.019	.341	7.850	.000	.991	1.019

a. Dependent Variable: DNE

The estimated coefficients of encompass institutional and environmental factors, infrastructure and safety, natural resources, labour force scale and quality, and socio-cultural characteristics are all positive and the estimated coefficients of these five variables are all statistically significant at the 1% level.

4. Implications

To effectively foster the development of the night-time economy, governments must adopt a comprehensive, multi-dimensional policy approach. The following recommendations address five critical areas essential for sustainable and inclusive night-time economic growth.

The government should establish a clear and supportive legal framework to govern night-time economic (NTE) activities, including zoning laws, licensing mechanisms, and noise regulations tailored to nighttime operations. Environmental considerations must be embedded in NTE policies through sustainability mandates such as waste management, green energy incentives, and low-emission transport options. Interdepartmental coordination is essential to align urban planning, tourism, commerce, and law enforcement with night-time development. Transparent governance, coupled with stakeholder consultation-especially involving local businesses and communities-can ensure that NTE growth is both inclusive and environmentally responsible, contributing to long-term urban sustainability and economic resilience.

To facilitate a thriving night-time economy, investments in basic and digital infrastructure must be prioritized. The government should expand late-night public transportation, improve street lighting, and deploy smart surveillance systems to enhance safety. Creating pedestrian-friendly zones and 24-hour service hubs can further boost nighttime activity. Emergency response capabilities and crowd management protocols must be strengthened, especially in high-density areas. Simultaneously, ensuring cybersecurity and reliable internet access is vital for digital and service-based night-time enterprises. Public-private partnerships can be leveraged to finance infrastructure upgrades, ensuring that safety and accessibility become foundational pillars of NTE development.

Governments should integrate natural and cultural assets into night-time economic planning while maintaining ecological integrity. Night markets, eco-tourism experiences, and night-time cultural festivals can be organized around heritage sites, coastal areas, and protected landscapes with regulated access. Environmental impact assessments must precede any development, ensuring conservation goals are not compromised. Incentives should be provided for the development of eco-friendly tourism and energy-efficient lighting in natural settings. Additionally, investing in sustainable infrastructure such as solar-powered amenities and noise-sensitive lighting systems can balance economic activities with environmental preservation, enhancing both attractiveness and ecological sustainability of rural and urban night-time destinations.

A skilled and diverse labor force is critical for sustainable NTE development. Governments should implement vocational training programs tailored to night-time services, including hospitality, public safety, logistics, and digital services. Special attention must be given to informal workers through certification and inclusion policies. Flexible labor laws, fair compensation, and occupational safety standards need to be revised to support non-standard working hours. Moreover, partnerships with educational institutions can align curricula with the evolving demands of night-time industries. Supporting gender equity and youth employment in this sector will also ensure that NTE growth contributes to inclusive labor market development.

To foster a culturally vibrant and socially inclusive night-time economy, governments must promote locally rooted experiences that reflect the region's traditions, arts, and lifestyles. Cultural heritage policies should protect and incorporate local practices into NTE offerings, ensuring authenticity. Encouraging community-led initiatives—such as night-time crafts fairs, street performances, or food markets—can strengthen social bonds and attract diverse demographics. Public awareness campaigns promoting nighttime engagement, inclusivity, and safety can enhance social acceptance. Moreover, integrating local values and customs into NTE planning ensures social cohesion, mitigates cultural conflicts, and supports community ownership, fostering sustainable and resilient

night-time economic ecosystems.

References

1. Hair, J.; Black, J. F.; Babin, W. C.; Anderson, B. J.; Tatham, R.L. (2006). Multivariate data analysis (6th Ed.), Pearson-Prentice Hall, Upper Saddle River, NJ.
2. Ho, H., & Pham, T. H. D. (2025). Evaluate Factors Affecting Night-Time Economy Development: Evidence from Rural Ninh Binh, Vietnam in the Context of Sustainable Tourism Strategy. International Journal of Sustainable Development & Planning, 20(4).
3. Philpot, R., Liebst, L. S., Møller, K. K., Lindegaard, M. R., & Levine, M. (2019). Capturing violence in the night-time economy: A review of established and emerging methodologies. Aggression and violent behavior, 46, 56-65.
4. Son, N. N., Thu, N. T. P., Dung, N. Q., Huyen, B. T. T., & Xuan, V. N. (2023). Factors affecting sustainable development of night-time economy: Evidence from Hanoi, Vietnam. Preprints. org, 2023040142.
5. Wang, W., Liu, L., & Yang, Y. (2022). Spatial Matching Analysis and Development Strategies of County Night-Time Economy: A Case of Anning County, Yunnan Province. *Sustainability*, *14*(9), 4891. https://doi.org/10.3390/su14094891
6. Yan, G., Zou, L., & Liu, Y. (2024). The Spatial Pattern and Influencing Factors of China's Nighttime Economy Utilizing POI and Remote Sensing Data. *Applied Sciences*, *14*(1), 400. https://doi.org/10.3390/app14010400.