

# Development Strategy of Night Tourism in Heilongjiang, China

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**Abstract:** The development of night tourism helps to broaden the development space of tourism, enrich the development dimension of tourism function, and make the tourism resources be utilized with maximum efficiency. It extends the tourism industry chain, drives the development of other industries, and is a new driving force for regional economic development. To promote the high-quality development of night tourism in Heilongjiang province, this paper compares and analyzes China's iconic and brand-influential night tourism products, and compares the cases of Heilongjiang with those of the United States, South Korea, the Netherlands, and Canada, which are located in the same high-latitude region, to analyze the current situation analysis of night tourism in Heilongjiang and to put forward suggestions for its enhancement.

**Keywords:** Night Tourism, Heilongjiang, Development Strategy.

## 1. Introduction

In recent years, the Chinese government's support for the night economy has increased, and night tourism has become a new economic growth point for urban tourism development. Cao Xinxiang (2008), Wang Fengyi (2012), and Wang Jiaojiao et al. (2022) believe that in the economic aspect, urban night tourism promotes the development of tourism-related industries, increases employment, stimulates the demand for production and consumption, and drives the development of the local economy as well as the improvement of the living standard of the residents; it promotes consumption and enriches the form of urban night economy. The development of urban night tourism can effectively increase the time elasticity of tourism products, increase the utilization rate of tourism resources, and make up for the lack of seasonality; it is conducive to reaching the staggered competition among tourism products. For the city, night tourism can improve the visibility and image of the city. Urban night tourism provides more choices for residents to carry out recreational activities and enriches the experience of foreign tourists. In terms of culture, the development of urban night tourism promotes the traditional culture of China's region.

## 2. Literature Review

Mei Lin (2010) suggests that night tourism is concentrated in the evening to late night for about 5 hours. Gu Zhixin (2013) further extended the time range. However, as China is a vast country with a large east-west time difference, and the length of day and night changes with the seasons, it is difficult to define a specific time, so Deng Yongyong (2011) endorses the use of fuzzy concepts instead of accurate time to define the starting and ending time of night tourism activities to improve the objectivity of the concept. All of the above studies distinguish between night tourism and daytime tourism from the perspective of time, but Yue Chao (2013) believes that this distinction destroys the integrity of the content of night tourism, and he agrees more with the definition of the concept of night tourism from the perspective of the tourists: all kinds

of leisure and recreational activities carried out by the tourists in the range of time zones from supper to bedtime. In addition, Zhu Xi (2022) argues that urban night tourism is not only about time but also focuses on defining it from the perspective of industry and activity.

## 3. Chinese Night Tourism Models

### 3.1. Sightseeing night tourism model

This model is with luminous body landscape as the main body and has become the first choice of many cities to enhance the charm of tourist destinations through night lighting art, it is also the most original development mode of night projects in the cultural tourism industry. "Lighting" is "show" form, lighting technology is the realization of the tool, and "show content" is the core key to attracting people to study. Representative cases are Nanchang a river on both sides of the light show where the night of East Lake culture and tourism consumption, Hong Kong Victoria Bay light show.

### 3.2. Cultural night tourism model

This model is mainly focused on cultural performances and folk experiences. Performances night tourism can not stop at entertainment performances, to resonate with culture, but also with the audience to achieve good emotional resonance. Folk experience as an entry point, combined with industry innovation, to promote the integration of traditional culture and tourism. Representative cases include Hangzhou's "Songcheng Thousand Years of Love" and Impression of West Lake Performing Arts Show.

### 3.3. Commercial night tourism model

This model is with catering and shopping consumption as the main body. Tourist night shopping is developing in the direction of emotionalization and cultural creation. Need to avoid the homogenization of commercial projects, to create a rich regional culture of commercial streets. We need to explore more commercial projects that require the participation of tourists, such as handmade workshops and cultural and creative experience bases, to enhance the

commercial attraction. Representative cases are Xi'an's "Datang Night City" area, Harbin Central Street Pedestrian Street.

### **3.4. Existing scenic night tourism model**

Because of this kind of scenic spot itself daytime visitor number is considerable, and tourism supporting facilities are complete. For night tourists to develop a scenic area with cultural characteristics of the theme of the performance and experience activities, enriching the type of scenic area products and functions, enhance the spatial and temporal extension, enhance the sense of participation of tourists and entertainment. At the same time, it also makes the scenic spot gradually break through the dependence of single ticket economy and improve the economic income. Representative cases of Henan Kaifeng National 5A scenic spot Qingming Shangheyuan, Nanjing Qinhuai River Fuzimiao Cultural Tourism Belt.

### **3.5. Festival-type night tourism model**

Gathering domestic and foreign fashion and art creative teams, combining science and technology with fashion and art to create an immersive art IP experience, focusing on attracting young customers, leading the upgrade of the fashion consumption game, rapidly forming a night tourism IP explosion, and driving the enhancement of regional consumption capacity. Representative cases include Beijing Yuyuantan International Light and Shadow Festival and the Shanghai TeamLab Light and Shadow Art Museum.

## **4. International High-latitude Regions Night Tourism Programs**

### **4.1. Digital technology elements and immersive experiences.**

Many night tourism projects use holographic projection, AR, lighting, 3D, motion sensors, VR virtual scenes and lighting technology, and other digital light and shadow technology, as well as interactive sound and light installations and new technologies, to achieve a full range of immersive experience of night tourism products. The representative case is the Niagara Falls Power Station in the U.S. Through the video content, the sound, lighting, interactive elements, animation, and 3D projection mapping, vividly recreate the scenes of the past so that the once-abandoned industrial heritage has a new magic.

### **4.2. Local culture and storytelling scenarios**

Taking culture as the main clue, integrating cultural factors into the set storylines and scenes greatly enriches the connotation and characteristics of Night tourism activities, enhances the quality of Night tourism products, and also enables tourists to experience the distinctive cultures and customs of different places, and plays the role of education in tourism. A representative case is Akan Mahogany National Park in Hokkaido, Japan, where the project is based on the story of aboriginal people and combines with the unique natural landscape of the area to create an immersive Night adventure experience in the forest. The concept of "symbiosis" plays a good role in educating tourists to get close to nature and take care of the environment, and has a positive significance for the local culture.

### **4.3. Transformation of Government Functions**

To create a good image of urban night tourism, it is necessary to establish a government-led social support system for the development of urban night tourism, and to coordinate the responsibilities of various departments in ensuring the orderly development of night tourism. Foreign cases of this kind have introduced special plans for the development of urban night tourism, effectively playing a leading role in planning and creating a favorable environment for industrial development. Representative cases include Amsterdam, the Netherlands, the first city in the world to introduce a Night mayor. The introduction of night community governance model, support for the "Museum Night" open until 2:00 am.

### **4.4. Develop Night Festivals**

Relying on local public cultural venues, it integrates performances, cultural venues, cultural festivals, artistic creations, art exhibitions and academic lectures, making them the cultural coordinates of the city, creating a Night recreational space for locals and a high-quality Night life scene for tourists. Representative cases include the Night Owl Night Market in Seoul, South Korea. Since 2015, it has been held in Han River Park, Dongdaemun, Cheonggyecheon and other places. Visitors can see various mobile food trucks and stores at the night market, and enjoy the beautiful scenery of the Han River and Cheonggyecheon while enjoying food and shopping.

## **5. Current Situation of The Development of Night Tourism in Heilongjiang**

### **5.1. Advantages of developing night tourism in Heilongjiang**

First of all, Heilongjiang has a rich supply of high-latitude tourism resources. The cool and comfortable night temperature in summer is the climatic advantage for night tourism in Heilongjiang. Various kinds of ice and snow viewing and sports venues in winter and various kinds of domestic and foreign winter sports events and other activities are organized, all of which make the night recreation and entertainment activities in winter hot. At the same time, the origin of Jinqing culture, the folklore of different ethnic groups, the style of architecture, and the music of different countries also leave colorful human resources for Heilongjiang. Secondly, the Heilongjiang government promotes the concept of whole-industry tourism by declaration. The Heilongjiang Provincial Department of Culture and Tourism has vigorously promoted the construction of provincial night cultural and tourism consumption agglomeration areas, and created 20 cultural and tourism night consumption zones such as Hailin City Snow Township Tourism Scenic Area in Mudanjiang City, and the Central Business District in Qiqihar City, which has promoted the high-quality development of night tourism. Local governments have also come out with relevant policies for the development of night-time economy including night-time cultural and tourism consumption, and have vigorously promoted the optimization of the environment. Finally, Heilongjiang's ice and snow tourism brand IP is strongly driven to lead night tourism. With the ice and snow economy on fire, the tourism industry in Heilongjiang province has been growing steadily, indirectly driving the development of

various industries such as catering, trade, culture, and entertainment, and also providing a good opportunity for the development of night tourism in the province.

## 5.2. Heilongjiang development of night tourism pain points

On the one hand, Heilongjiang night tourism supporting functions and public service services are insufficient, and the industry structure is unreasonable. Long winter in Heilongjiang province, affected by consumption habits, night supporting functions and public service supply is insufficient, the interest of tourists in night tourism is reduced, for the development of night tourism has also increased the difficulty. At the same time, the current stage of urban night tourism in Heilongjiang Province, mainly in the form of catering and entertainment, resulting in irrational product and business structure. On the other hand, the investment and financing market guidance is insufficient, restricting the vitality of market players. Due to the deep influence of the planned economy and the uneven development of the population, Heilongjiang Province has historically formed the status quo of low marketization and weak competitiveness of the market main body. Expressed in the night tourism economic development for the same private economic development is insufficient, financing capacity is relatively weak, it is difficult to attract investment outside the province.

## 5.3. Characteristics of night tourism in Heilongjiang

First, based on the original economic foundation and resource endowment gap, uneven development between regions. At present, Harbin City plays the role of night tourism leader in Heilongjiang province, constantly polishing the city card of "Harbin under the new night". Yichun uses of rich forest recreation ecotourism resources, the development of starry sky exploration, night parks, and other new modes of night tourism. Jixi Night has also gained a certain brand influence in the creation of immersive night cultural tourism products. However the local characteristics of the remaining cities are not obvious, Shuangyashan, Suihua, and other cities are not representative of the night tourism project. Secondly, the project type is single, night cultural tourism products lack systematic and IP. From the cities of night tourism product type combing point of view, the traditional to conventional shopping, night market snacks based on the commercial district night tourism and night market accounted for the mainstream, failed to introduce the music, song and dance, non-folklore, cultural creation and other cultural and tourism fusion of the new industry. Most of the scenic night tourism is to extend the business hours as an entry point, in the cultural experience, immersive product creation still needs to be improved. In general, it has not formed IP brand influence and core competitiveness and is still in a small and scattered primary development state.

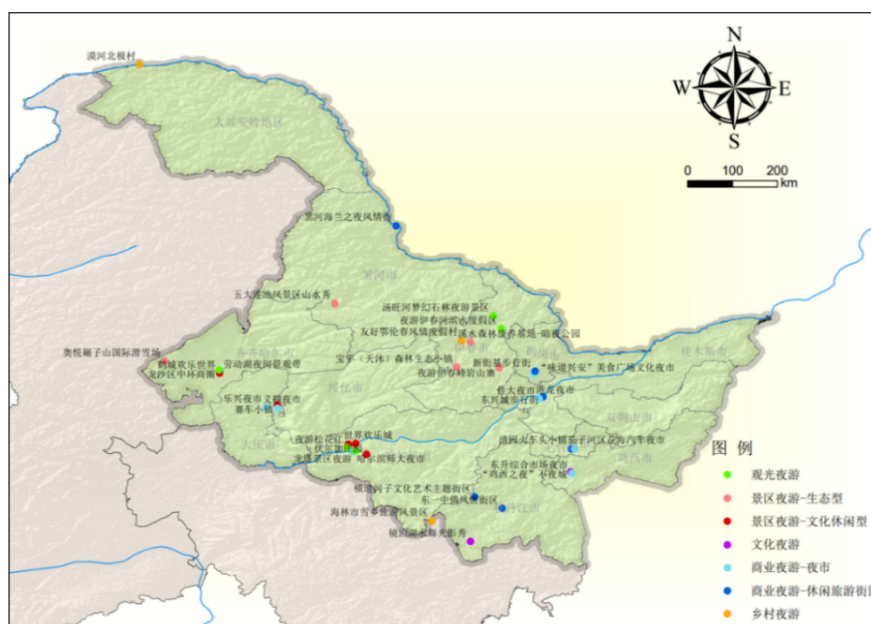


Figure 1. Distribution of nighttime tourism resources in Heilongjiang

## 6. Development Strategy of Night Tourism in Heilongjiang

### 6.1. Improve city policy system.

Shaping a good image of city night tourism needs a scientific and reasonable city night tourism policy and a detailed and operable program system as support. Innovative mechanisms and strong policies as a means to realize environmental protection and strong support. First, innovate and reform the management of night tourism to realize the innovation of organizational mechanisms. Establish a night-time economic coordination mechanism at the provincial level and introduce relevant policies to encourage the

development of night-time tourism. Drawing on innovative management models and experiences at home and abroad, we will actively introduce "night mayors" who will be directly responsible for and coordinate the development of night tourism. Secondly, the government should take the lead in optimizing the macro environment for the development of night tourism. The government should actively implement and strive to improve the quality of the scene, environment, and service supply. Coordinate the responsibilities of various departments in ensuring the orderly development of night tourism. Promote the improvement of urban public transportation facilities to create a harmonious and stable night tourism consumption environment.

## 6.2. Excavate cultural symbols

A city's characteristics are mainly expressed in the unique humanities and deep cultural connotations, regional characteristics of traditional culture are an important content of people to interpret the city's historical connotations. While combining modern culture, the night tourism project should also revitalize the city's traditional culture and shape the characteristic IP. It is necessary to fully excavate the regional cultural characteristics of different cities and integrate them into night tourism to enhance the cultural connotation of night tourism. First, give full play to the advantages of winter ice and snow tourism and summer cool and comfortable climate tourism resources in high-latitude regions, and innovate to create new city IPs such as cultural performances, fashion and art, leisure and vacation, and national tide consumption, etc. Second, explore the unique multi-cultural soul. Relying on the four cultural types with great regional and urban characteristics, namely, ice and snow charm, continental style, intruder culture, and Jinyuan culture, we will deeply integrate them into the development of night culture and tourism, so that the night tourism will present a strong cultural flavor. Third, strengthen the domestic and international night economy brand marketing and promotion, and strengthen the overall positioning and integrated marketing of the regional night tourism brand.

## 6.3. Give full play to the scale effect

First, strengthen the agglomeration function of existing core tourism areas. Further, strengthen the synergistic development between night tourist attractions, make full use of the scale effect of the core gathering areas to enhance the linkage attraction of urban night tourism, cultivate more night tourism consumption "new calling places, and activate the overall night tourism product market supply. Secondly, the key role of "city linkage" should be emphasized. Tap the potential of interconnecting night tourism in key cities to create regional night tourism consumption gathering areas. Guide tourists from key cities to nearby cities, forming the scale advantage and linkage effect of urban connectivity as a whole. Thirdly, efforts will be made to strengthen the empowering role of "industry linkage". Scenic spots, travel agencies, hotels, bed and breakfasts to create a night tourism alliance; business districts, old, cultural, and creative enterprises to create a night economy industry chain alliance; technology, art, and cultural enterprises to create a night economy innovation chain alliance.

## 6.4. Innovative Cultural and Tourism Integration

First, relying on the rich industrial heritage of the Northeast, revitalization of industrial culture, to create industrial characteristics of the night tourism project. As an old industrial base, Heilongjiang has an excellent industrial heritage culture. The old industrial city can form a development alliance to design the industrial characteristics of the night tourism program. Second, digging the northeast characteristics of rural folk culture, build urban and rural interaction night cultural tourism consumption new pattern. Rural night tourism economy in recent years has become a

new form of rural business innovation, is the extension and expansion of rural tourism consumption and experience, in the night tourism space to realize the urban and rural echo. Encourage rural folk groups with cultural characteristics and intangible cultural inheritors to actively participate in rural cultural activities

## 6.5. Technology empowers night tourism product

With the arrival of the digital era and the upgrading of tourists' demand, night tourism projects have shown new trends in business ideas, product creation and content creation. Digital night tourism products have a greater demand for funds, Heilongjiang Province can consider the introduction of the province's night digital tourism boutique support program, giving priority to the creation of high-quality provincial resources, and integrating the existing dormant digital resources to empower the development of night tourism projects in various cities. In view of the characteristics of the "youthful" and "immersive" consumption structure of the main consumer circle of Generation Z, Heilongjiang cities and regions can design a series of fashionable, personalized and trendy contents and projects. Break the pattern of the previous tourism products, to create interactive participation in the integration of modern technology immersive night tourism products, to give consumers a new travel experience.

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