

# Research on the Present Situation and Strategy of Night Tourism Resources Under the Background of Global Tourism

-- Take Haikou City, Hainan Province as an example

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**Abstract:** China's tourism industry is changing from "scenic spot tourism" to "global tourism". As an international tourism island, Hainan has long been well known. With the acceleration of the construction of Hainan Free Trade Port, Hainan tourism has developed rapidly. At present, the tourism industry of Haikou is entering a critical period of transformation and upgrading, and it is urgent to enhance the development concept, innovate the development model and seek new breakthroughs. In recent years, the academic research on tourism consumption is mainly based on the development direction of daytime tourism, but less attention is paid to nighttime tourism consumption. With the rapid development of night tourism and the gradual upgrading of tourism consumption, more and more tourists and local residents participate in night tourism activities. Based on the research of China's night economy development, this paper studies the development status of night tourism in Haikou City, Hainan Province, analyzes the bottleneck of night tourism development in Haikou city, and puts forward corresponding opinions and suggestions, in order to give full play to the promotion role of night tourism in urban tourism economy and promote the overall development of tourism in Haikou city.

**Keywords:** Haikou; Night Tours; Global tourism; Current situation of tourism resources; tactics.

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## 1. Introduction

Global tourism is a new model that integrates a specific region as a tourism destination with more complete functions, and involves various related industries to coordinate regional planning and resource integration, benefiting both residents and tourists, enhancing the status and value of tourism and coordinating social and economic development[1]. The concept is proposed on the basis of social demand, as a spatial panorama of global tourism, the focus is on how to improve the quality of tourism products, enhance regional competitiveness.

The development of night tourism can better meet people's yearning for a better life and stimulate the vitality of urban development. In recent years, Haikou City, Hainan Province, the implementation of the urban landscape lighting project, not only for the urban landscape lighting, functional lighting for a special renovation, the project also closely integrated with urban construction and development, to a certain extent lit up the "nightlife" of Haikou, the development of Haikou's "night economy". In Haikou, visitors during the day to see the blue sea and blue sky, after night falls, the lighting project brings the same colorful night urban landscape, let people linger.

## 2. Summary of Research on China's Nighttime Economic Development

The theory and practice of China's night economy are constantly developing and improving along with the process of China's urbanization. Under the background of new-process urbanization, the change of residents' consumption pattern and structure has spawned a new form of urban night

economy, and gradually formed a development system featuring high-quality development of night economy and win-win situation of residents' consumption preference. Based on the data of CNKI, the literature review of the research on China's night economy shows that the earliest relevant literature was published in 2003. After 2019, the research on China's night economy has entered a period of rapid growth, which can be divided into the following three stages.

First, the preliminary exploration stage. The period from 2003 to 2010 was the initial stage of research on China's night economy. A small number of scholars began to study the development of China's night economy, and the research contents mainly focused on the leisure and entertainment of urban residents and the use of night lights, and the research disciplines were mostly based on tourism and economics.

Second, the development stage. From 2011 to 2018, with the improvement of urbanization level and residents' income, the night economy has entered a stage of vigorous development. Local governments have issued local nighttime economic development guidance documents, which further promoted the prosperity of night-time economy. Academic research on night economy also shows a trend of disciplinary diversification. Some scholars begin to pay attention to topics such as tourist perception, regional economy, cultural and tourism integration, and new forms of consumption, and the research disciplines begin to involve geography, psychology, urban and rural planning, sociology and other disciplines.

Third, the warming phase. Starting from 2019, the state has successively issued national night economy guidelines, and promoting the high-quality development of the night economy has gradually risen to the national agenda. By 2023,

the Ministry of Culture and Tourism has announced a total of 243 national night cultural tourism consumption agglomeration areas, and the agglomeration effect of night economy has been further strengthened. More and more scholars have begun to try to analyze the dynamic mechanism, evolutionary characteristics and development path of night economy through interdisciplinary integration, and have achieved a series of fruitful results.

### **3. Analysis of the Current Situation of Haikou Tourism Under the Background of Global Tourism**

In the 2016 National Tourism Work Conference, the National Tourism Administration proposed for the first time the tourism development strategy of the new era, and established Hainan province as the first province to create global tourism in China[2]. This is the first time that "global tourism" has been written into the government work report and entered the national strategic system, indicating that global tourism has changed from "point" to a more comprehensive, more comprehensive and more fields. By November 2021, according to the list of the first batch of provincial-level tourism demonstration zones announced by Hainan Province, Xiuying District of Haikou City has been rated as the first batch of provincial-level tourism demonstration zones. In the context of global tourism, tourism resources in Hainan Province have been further activated[3].

In recent years, the tourism industry of Haikou City has maintained a continuous growth trend, the industrial scale has been continuously expanded, the leading position of the tourism industry has been continuously strengthened, and the strategic pillar industry position of the tourism industry has been further strengthened. The proportion of total tourism revenue in GDP increased from 15.3% in 2016 to 19.2%, the number of overnight visitors increased from 13.2919 million in 2016 to 28.2039 million in 2019, the per capita spending of overnight tourists increased from 939 yuan to 998 yuan, and the total tourism revenue increased from 15.9 billion yuan to 32.061 billion yuan. Tourism has become a strategic pillar industry in Haikou[4].

Haikou city's urban brand image status has been further improved, the concept of supply-side reform and industrial integration development has been continuously deepened, and practice has been continuously strengthened, the core attraction and competitiveness have been continuously enhanced, new business highlights have been emerging, and the quality of tourism products has been rapidly improved.

First, the city brand building is promoted efficiently. Haikou was selected by the World Health Organization as the first "World Health City" pilot site in China, and has honorary titles such as "International Wetland City", "China Charm City", "China Most Happy City", "China Excellent Tourism City", "National Health City", "National Garden City", "National Historical and Cultural City", and "National Tourism Standardization Demonstration City".

Second, fresh progress was made in supply-side reform. The supply of tourism factors continues to expand, and the number of travel agencies has increased from 232 in 2015 to 323 at present. The accommodation industry has developed from 1,326 to 1,382, Haikou has accelerated the construction of key projects, Wuyuanhe National Wetland Park has passed the national acceptance, Feng Xiaogang Film Commune Old Beijing Scenic Spot has officially opened in 2020, and Hainan

International Convention and Exhibition Center Phase II has been put into trial operation, which will connect with Phase I to become an organic whole and become a multi-functional complex of exhibition and exhibition.

Third, the development of industrial integration has achieved remarkable results. Overall promotion of "tourism+" and "+tourism" industry integration development strategy, focusing on the development of sports tourism, cultural and creative tourism, ocean tourism, wedding tourism, MICE tourism, night tourism, Haikou continued to explore the "night market+tourism" new model, built 12 "Haikou" night market, Haikou City has become one of the three active night consumption payment cities. "Haikou Night Market" has become a new business card of Haikou.

### **4. Classification and Characteristics of Night Travel**

Night travel is a new way of travel, which is accompanied by people's pursuit of a better life and the change of leisure lifestyle, and has become an indispensable part of people's life. From the perspective of the development model of night tourism activities, night tourism is mainly divided into the following categories: The first is ornamental, mainly large-scale performing arts activities. Haikou City adopts such development mode as Haikou Bay Performing Arts Center, Wuyuanhe Gymnasium Performing Arts Gala, Hainan Opera House, etc. However, due to the lack of supporting infrastructure, there is no shopping, dining, entertainment and other formats around the performing arts Center, and the form is relatively simple. The second is tourism attraction, which is mainly displayed in the form of parks in Haikou, such as Century Park, Wan Lu Park, coastal Avenue street light show, etc. Third, catering and shopping are the main models, such as Haiken night market, Jinpan night market, Haida South Gate night market in Haikou; Fourth, comprehensive development mode, that is, designing special night tourist routes and launching tourism products completely different from those in the day to attract tourists. Such mode is relatively scarce in Haikou and needs to be further developed[5].

#### **4.1. Night view experience**

Night view is one of the important contents of night travel. Cultural attractions such as historic buildings can be displayed in front of visitors in a unique way at night, bringing a new visual experience to visitors. For example, the Lantern Festival in China and the night tour of the ancient Roman Amphitheater in Italy are typical cases of night experience. In addition, the light show is also an important part of the night scene, it shows the unique charm of the building with light and shadow, the more famous light show are Shanghai Bund light show, Guangzhou Tower light show, Shenzhen Lianhuashan Park light show and so on.

#### **4.2. Cultural experience**

Night Tours are also a cultural experience. At night, some cultural attractions will have some artistic performances, such as dance, music, drama, etc., so that tourists can have a deeper understanding of the local culture, bring unique cultural experience to tourists, so as to enhance the cultural literacy of tourists.

### **4.3. Characteristic activity**

There are many night special activities, such as night market, bonfire party, lantern party and so on. These activities are carried out at night, can create a unique atmosphere, attract the attention of tourists, such as China's Zibo night market, Thailand's Chiang Mai night market, etc., are typical cases of night activities.

### **4.4. Night safety**

Compared with daytime travel, night travel has more security risks, so night security is particularly important. Night tourist attractions should strengthen safety management, increase safety facilities and security forces, and tourists should also be vigilant, comply with tourism regulations, and pay attention to their own safety[6].

## **5. Present Situation of Night Tourism Development in Haikou**

Haikou City has good advantages for the development of night tourism. First of all, Haikou has rich tourism resources, and the islands such as Haidian Island, Xinbu Island and the center of Nandu River have beautiful scenery. Secondly, Haikou has cultural monuments such as Five Temple, Hai Rui Tomb and Qiongtai Academy, comprehensive parks such as People's Park, Wan Lu Park and Baisha Gate Park, and high-end tourism projects such as golf tour and cruise yacht tour. Haikou is rich in natural resources, and the night landscape brought by the lighting project is dazzling and charming. All in all, Haikou has unique basic conditions for developing night tourism. But at present, the night tourism consumption in Haikou is still not ideal, and the night economic benefits are not obvious. The factors restricting the development of night tourism in Haikou are mainly reflected in the following aspects.

### **5.1. The types of night consumption items are relatively simple**

Haikou night consumption type is relatively single, mainly night market. In recent years, Haikou Municipal government has strengthened the development of night sports and sports activities, but there is still a large space for development. In addition, the development of sightseeing Tours is relatively small, especially the lack of night attractions and activities mainly based on cultural tourism[7]. Although Haikou City has a unique natural scenery and a long history and culture, such as Hainan Provincial Museum, Wenchang Pavilion, Wanlu Lake, Dongzhai Port cultural tourism area and other famous attractions, but these attractions are relatively few night activities.

### **5.2. The government's management of the night economy is inadequate**

The healthy and orderly development of urban night economy depends on the government to guide, organize and manage the business enterprises, consumers and related subjects participating in the night economy. For a long time, the Haikou government has supported the development of night tourism in response to policies, but in general, the intensity of management needs to be improved, and the government has not paid enough attention to the change of people's consumption mode. With the rapid development of economy and the rapid increase of people's income level, the demand for night consumption has expanded rapidly.

However, the Haikou government lacks sufficient guidance, organization, management and planning, and night consumption has produced a series of health, disturbance, environment and other problems. In short, the Haikou government does not have strong organization, management and service functions to promote the development of night economy, lacks overall planning, marketing planning and publicity for night economic development, lacks effective integration of resources to carry out night economic activities, and does not sufficiently explore the characteristics and culture of night economic activities.

### **5.3. Haikou night tourism product system is not perfect**

Among all types of night tourism products, performance tourism products have strong attraction and appeal, which is an important way to establish tourism brand and tourism image. At present, the well-known performance tourism products have become the local representative tourism products, and many tourists are attracted to go to. At present, Haikou lacks representative night performance tourism products. Although there are large performance venues such as Hainan Opera House, Haikou Bay Performing Arts Center and Wuyuanhe Sports Center, the performances have not effectively integrated local culture and ethnic elements, and representative tourism performance products have not been developed. In terms of tourism products, Haikou mainly focuses on catering and shopping, and the crowds are mainly concentrated in commercial squares such as Friendship Sunshine City, Friendship International Trade City, Friendship Nanhai City, etc., Sun and Moon Square with duty-free shopping as its signature, Mission Hills New Town business district, Hainan University South Gate Snack Street, Haiken Night Market, Jinken Night Market and other comprehensive places where people can eat, visit and shop. As well as to Huahai Road bar a street, Jinlong Road bar a street as the representative of young consumer groups gathered entertainment venues. In short, Haikou is rich in night tourism products, and the system construction has begun to take shape. However, it still lacks overall planning and overall development, fails to form a supporting tourism product system, and most tourism attractions lack organic links and coordination[8].

### **5.4. Haikou residents consumption level and habit per capita disposable income is low**

The consumption level and purchasing power of urban residents is one of the important factors affecting the development of urban night economy. Generally speaking, the level of consumption is not a problem of concept in general, but a problem of income level, as long as people have money and leisure, night consumption activities will naturally increase. The level of disposable income determines not only whether people can consume, but also what forms of consumption they can choose. According to relevant statistics, Haikou's per capita disposable income in 2023 is 33,192 yuan. The low per capita disposable income limits the purchasing power of Haikou residents to some extent, especially the consumption expenditure on tourism.

### **5.5. Haikou's business environment needs to be further optimized**

The COVID-19 epidemic has brought a huge impact on people's production and life, and the tourism industry has

been hit hard. Under the influence of the epidemic, if there is no better business and investment environment, it will seriously hinder the development of Haikou's night economy. In the post-epidemic era, Hainan's tourism industry is in the recovery and boost stage. In addition to providing more comprehensive and thoughtful services for tourism enterprises, the government also needs to provide support in related links such as policies, funds and talents, fully mobilize the effective cooperation of all parts of the tourism industry chain, form a joint force, improve the level of night tourism consumption, and promote the comprehensive development of the entire tourism industry[9].

### **5.6. Haikou night consumption environment needs to be improved**

The security measures in the non-downtown or emerging areas of Haikou City are less, and there is a lack of security and supporting services. For example, the West Coast still has the problem of inadequate lighting of public areas at night and fewer street lights; Wuyuan River Stadium often holds concerts, music festivals, such cultural and sports activities generally end time after 24:00, but surveillance cameras, alarms, security personnel patrol and other related services and facilities are less, the lack of security and supporting services will affect the sense of security of visitors at night activities.

## **6. The Strategic Choice of Developing Haikou City Night Tourism**

Night economy is an important part of urban economic development, and its development level is also an important standard to measure the activity and openness of a city's economic development. Therefore, Haikou City should give full play to its own advantages and make up for its shortcomings, so as to improve the level of urban social development through night economy.

### **6.1. We will expand the night-time cultural industry development model**

As a cultural tourism city, Haikou is rich in night cultural activities and has broad development prospects. It is necessary to increase support and investment in night cultural industry, launch more night cultural activities and programs, and build night cultural brands with Haikou characteristics[10]. For scenic spots that focus on cultural display, the original product content such as night scenery, night performance, and food should be further enriched, and vivid story scenes should be created through high-tech means such as VR and real-time interaction to encourage tourists to participate in interaction and enhance tourists' cultural experience. Each business district in Haikou has its own unique geographical and cultural advantages, and the government can make use of these advantages. For example, Jiefang Road is one of the bustling old commercial districts in Haikou, and it is the special cultural foundation of the old Haikou people, including the first meeting site of the Communist Party of China, the Old Haikou Workers' Cultural Palace, and Haikou Department Store. Jiefang Road mainly focuses on red culture, creating a red-themed night market to display old items, and gradually developing into a "vintage market" that young people are keen on now. In addition, different commercial districts in Haikou have different cultural characteristics. Haikou Municipal government

should make full use of performing arts resources such as theaters and song and dance groups to create a number of excellent performing arts projects such as drama, song and dance, which can not only enrich the night cultural life of citizens, but also show local culture to tourists. At the same time, cultural and creative products with high quality and concentrated Haikou city culture can also be carefully created by using the cultural characteristics of different areas' market segments, focusing on the development of clothing, food and other products with Haikou local characteristics that cater to young people's consumption habits, so as to attract more tourists to experience Haikou night culture in different business circles[11].

### **6.2. Optimize the night consumption environment in Haikou and improve the infrastructure construction of night tourism in Haikou**

Optimizing the consumption environment can attract more tourists and citizens to participate in night economic activities, actively create night tourism consumption environment, create night tour theme amusement activities, enrich night tour cultural experience, develop night tour specialty catering, prosper night tour fashion shopping, light up and beautify the night tour environment, strengthen night tour transportation security, improve night tour supporting services, etc., and promote the development of night tourism. Strengthen night tourism consumption.

#### **6.2.1. Optimize night traffic service in Haikou city**

Haikou City government should speed up the construction of urban road infrastructure, perfect the structure of urban road network and improve the capacity of road traffic. During the night travel peak hours, the roads in and around popular scenic spots or business districts can be set up as time-sharing pedestrian streets, sponge parking Spaces can be set up on nearby roads, and surrounding units can be encouraged to open their own parking lots to the public; Make use of big data to reasonably plan and timely adjust the night operation routes and time of buses, subways and tourist special lines[12]. Haikou government departments should improve the quality and level of night consumption environment by improving public facilities, perfecting service facilities, and raising the level of public security. The government can strengthen the input and management of public facilities to improve their quality and efficiency, including the input and management of public transportation, public squares, public health, lighting facilities, etc.[13].

#### **6.2.2. Actively build Haikou city night smart tourism platform**

Haikou City should use the Internet and big data technology to build a comprehensive intelligent tourism management platform for urban night tourism, collect and sort out various data information of urban night consumption type, region and flow distribution in Haikou city, so as to scientifically analyze the law of night economic consumption in Haikou City and provide travel plans for citizens and tourists. To make reasonable plans for the daily work of the government and city operators. At the same time, the platform should also monitor real-time data in a timely manner, so that relevant departments can adjust their comprehensive management and service measures in a timely manner.

### **6.2.3. Create a reasonable and orderly night consumption environment**

Build more public toilets, set up more intelligent terminal equipment, provide better wireless network services and other ways to provide more convenient and efficient services for citizens and tourists. In addition, the government should strengthen the training and supervision of merchants, standardize the night consumption market, and improve the quality and level of service[14]. At the same time, the government should increase patrol and police investment, strengthen the installation and use of monitoring equipment, improve the level of social security management; Strengthen the regulation and supervision of the night consumption market, reduce illegal operations and illegal behaviors, provide a safe, stable and orderly night consumption environment for citizens and tourists, and promote the healthy development of the night economy.

### **6.3. Extend Haikou night economic industry chain**

Extending the industrial chain of night economy can promote the diversified development of night economy. Haikou City government should increase the support and guidance of night economy related industries, encourage enterprises to invest in night economy related industries, extend the night economy industry chain. From the point of view of the construction of Haikou Bay, the combination of industries is crucial. It is a necessary means to combine multiple industries and create a multi-functional area at night. Attention should be paid to extending the industrial chain, exploring the advantages and potential industries of the region as much as possible, and combining them to create a new tourism model[15].

### **6.4. Give full play to the role of digital technology**

With the continuous development of digital technology, intelligent equipment and network technology can be used to improve the convenience and entertainment of night travel. For example, digital technology can be used to create a new night digital exhibition; Through virtual reality, augmented reality and other technologies, let visitors visit the digital exhibition, learn more about history, culture, cultural landscape, etc.; It can also provide virtual experiences such as night activities and performances, bring new ways for tourists to travel at night, create new interactive night economy projects, and provide more ideas for the development of night economy in Haikou. The government can provide tourists with a new night tour experience by creating a virtual night view of Haikou city. For example, the use of Hainan's local "trolley culture" to add more cultural elements to increase the interesting experience of local life in Haikou, so that tourists can roam freely in the virtual Haikou night scene and feel different cultural atmosphere and social features.

### **6.5. Actively build a number of Haikou night tour consumption highland**

Haikou City should focus on the development of six major functions of "night performance, night banquet, night entertainment, night stay, night shopping and night scenery", supplement the experiential consumer products of international performing arts, develop international dance, music, drama and other types of stage plays and performance projects, and create an immersive situational consumption

space. The government and enterprises jointly create a large-scale theme performance that integrates immersive experience and local characteristics cultural display. Focus on the promotion of four district night market stalls, including Longhua District Haiken Garden night market, Xiuying District Xunchangli, Qiongsan District Riyue Square, Meilan District Haida South Gate night market and other new places for market life night consumption, allowing the establishment of all-night bars and entertainment venues in key tourism areas, Haikou will be built into a night consumption network red card.

### **6.6. Creative planning of a group of Haikou night tourism activities**

Held the "Romantic Haikou night" Haikou night economic consumption promotion activities, launched a series of activities such as light show, fireworks show, and planned activities such as "fluorescent Sports Games" and "night nature exploration". Expand the night tour leisure space, support the addition of 24-hour stores in characteristic streets such as Haikou Arcade Street, cultivate a number of night markets and night tour gathering areas, launch night food streets and bar streets with different styles and friendly environment, and create overnight business gathering areas.

## **7. Summary**

Under the background of vigorously promoting global tourism and developing night economy, night tourism has entered people's vision, which not only meets people's diversified and personalized tourism consumption needs and provides them with unique travel experience, but also promotes the structural adjustment and upgrading of tourism industry, promotes the innovative development of tourism industry, and drives the development of catering, entertainment, accommodation and other related industries. Inject new vitality into the city economy. In recent years, the night tourism market in Haikou has shown a prosperous scene, but there is still a large space for development, and there are still some problems in the development process, such as the government's attention to be improved, infrastructure services to be optimized, and the form of night tourism is single. This paper makes an in-depth analysis of the existing problems of night tourism in Haikou and puts forward corresponding development strategies, hoping to promote the sustained and stable growth of night economy in Haikou[16].

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