

# Study on the Development of Night Tourism Economy in Qingdao

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## Abstract

As a new type of cultural tourism, night tourism has gradually become a new breakthrough point for China's tourism industry. Qingdao, as China's first batch of outstanding tourist cities, played an important role in the development of China's tourism industry, but it still lacks in the development of night tourism, and there is a certain gap compared with first-tier cities such as Beijing, Shanghai, and Guangzhou. Based on the actual situation of Qingdao, this paper analyzes the development status and practical significance of night tourism in Qingdao, and finds that there are still problems such as the single form of night tourism and inadequate infrastructure, and proposes countermeasures for the development of night tourism in Qingdao. On this basis, it puts forward countermeasures and suggestions for the development of night tourism in Qingdao. It is hoped that the development of night economy in Qingdao will be promoted by rationally planning the tourism pattern, improving infrastructure construction, and enhancing residents' night tourism awareness.

## Keywords

night tourism, night economy, tourism industry.

## 1. Introduction

The night economy is also called the "moonlight economy". It is an economic and cultural activity that occurs at night and is an important part of the tertiary industry. Under the fast pace of society, the night economy has pushed night tourism to a new height, and more and more cities have begun to get rid of the dilemma of "looking at temples during the day and sleeping at night". With the upgrading of the tourism industry and the diversification of tourism methods, night tourism, as a new type of cultural tourism, has developed into an important part of the tourism industry in the context of all-for-one tourism. It has activated urban space and provided a new observe the perspective of urban characteristics.

Compared with other countries, China's night tourism started relatively late, but it attracted many scholars to participate in research due to its huge economic and social benefits. Song Xueqian (2005) first proposed the concept of night tourism, using Su Shi's "night tour" to analyze the development status, constraints and development significance of modern night tourism [1];Cao Xinxiang (2008) summarized the current status of urban night-time economic development in China, and proposed that rational development of urban night-time tourism be performed from four directions: performance, viewing, participation, and comprehensive [2];Liu Yinhe (2019) analyzed the consumption characteristics of the night tourism economy from three aspects of consumers, product systems and consumption characteristics, and proposed that the innovative system and mechanism should be used to guide the rapid development of the night tourism economy [3].

As Dai Bin (2019), the director of the China Tourism Academy, said, night tourism is a new demand and new momentum for the integrated development of culture and tourism. The development level of night tourism can reflect the prosperity and modernization of the city.It

is understood that in first-tier cities such as Beijing, Shanghai, Guangzhou, and Shenzhen, the proportion of tourists spending at night accounts for more than 60% of the total day consumption [4]. As a new first-tier city, Qingdao has unique advantages in terms of economy, geography, and culture. However, compared with Beijing, Shanghai, Guangzhou and other cities, Qingdao's night tourism development is still insufficient. Therefore, in order to enter the international metropolis as soon as possible, Qingdao needs to consider the development of night tourism as one of the important growth points of social and economic development, and stimulate the potential of a new round of consumption upgrade through the development of night tourism.

## 2. The Practical Significance of Developing Night Tourism in Qingdao

Night tourism, as a new type of cultural tourism, has rapidly developed into an integral part of the tourism industry in various cities. The development of night tourism in Qingdao is necessary and beneficial. It can provide social and economic benefits from two aspects: The development of Qingdao has brought new impetus.

First, the development of night tourism can ease the pressure on residents and enrich their spiritual life. The rapid progress of urbanization has also accelerated the pace of life of residents, and residents are facing greater work and competition pressures. The development of night tourism can alleviate the working pressure of residents during the day, and provide more leisure and entertainment methods for residents through various forms of activities, so that residents are no longer limited to a single form of computer, television, and mobile phone at home. It then plays a role in enriching the spiritual life of residents [5].

Secondly, the development of night tourism can drive a new round of social and economic growth. On the one hand, the development of night tourism has not only promoted the development of the tourism industry, such as the related industries of service industry and transportation industry have also been further developed, which can enhance the competitiveness of various industries and inject new vitality into each industry; On the one hand, the development of night tourism provides foreign tourists with new places to play and experience, and stimulates tourists' interest in playing. Tourists may participate in night tourism by staying for travel time, expanding the scope of tourism, etc., resulting in considerable economic effects [6].

Finally, night tourism can increase employment. The development of night tourism will involve the development of a variety of related industries such as catering, entertainment, leisure, and transportation, and the night development of various industries will generate a lot of demand for workers, providing new jobs for workers, which can effectively alleviate the more serious employment problems in Qingdao.

## 3. Status Quo of Night Tourism Development in Qingdao

### 3.1. Potential Source Market

As a famous tourist city, Qingdao has innate advantages in the tourism industry. The author selects the number of inbound and domestic tourists and consumption income in Qingdao as the research basis, and analyzes the potential night tourist source market in Qingdao. From 2010 to 2018, the number of domestic tourists in Qingdao showed a good trend of increasing year by year, from 49.611 million in 2010 to 98.49 million in 2018, with an average annual growth rate of 10.32%. Among them, the number of overnight tourists increased from 33.954 million in 2000 to 48.506 million in 2018, with an average annual growth rate of 5.9%. Qingdao's tourism revenue increased from 54 billion yuan in 2010 to 165.99 billion yuan in 2018. Among them, the consumption of overnight tourists increased from 49.2 billion yuan in

2010 to 144.9 billion yuan in 2018. It can be seen that Qingdao has a better development in the tourism industry, and with the introduction of relevant policies and the increase of urban influence, it has attracted more tourists. The high proportion of domestic tourists who stay overnight shows that they have a greater possibility to participate in night tourism, which can provide a consumption basis for the development of night tourism in Qingdao. Qingdao's overall reception of inbound tourists shows a gradual growth trend. The number of inbound tourists increased from 1.08 million in 2010 to 1.54 million in 2018, indicating that Qingdao's tourism industry is gradually internationalizing, and international tourists have great potential for development.

On the whole, Qingdao's tourism industry has developed well. Domestic and inbound tourists can meet the development requirements of the city's tourism industry, and will continue to rise steadily in the future. Night tourism is an important way to understand the city from another perspective. Tourists who travel to Qingdao for tourism activities will inevitably participate in Qingdao night activities and perceive the characteristics of Qingdao night tourism, thereby providing considerable consumer support for the development of night tourism in Qingdao.

### **3.2. Rich Tourism Resources**

Known as the "Pearl of the Yellow Sea", Qingdao is surrounded by mountains and sea, with beautiful scenery and extremely rich tourism resources. It was selected as the first batch of outstanding tourist cities in China as early as 1988. Qingdao City is backed by Laoshan Mountain, facing the Yellow Sea, the old town of "Red Tiles, Green Trees, Blue Sea and Blue Sky", the unique seaside scenic line and the European style of "World Buildings" have jointly formed a tourism tone that blends the mountains and seas of Qingdao. It is understood that as of 2019, Qingdao has a total of 120 A-level tourist attractions, of which 1 is a 5A-level tourist attraction, 26 is a 4A-level tourist attraction, and 93 are 3A-level tourist attractions. From Laoshan Mountain Scenic Area to Baiguoshan Mountain Urban Recreation Resort, Qingdao has made great use of and developed rich rural tourism resources while vigorously developing natural ecological landscapes. Qingdao's unique advantages in tourism resources have laid the foundation for the development of night tourism in Qingdao.

### **3.3. Good Cultural Atmosphere**

As a new type of cultural tourism, night tourism plays the role of spreading regional characteristic culture. Although Qingdao's construction and development time is short, it has a long history and deep culture, and was selected as a "National Historic and Cultural City" in 1994. The cultural influence that Qingdao accepts is different from that in the inland areas, which has formed the Qingdao dialect of "sea oyster flavor" that travels through the streets and streets of Qingdao. Qingdao has a variety of cultural forms. The religious culture represented by Taoism can be traced back to the Neolithic history and culture and folk culture with regional characteristics. As an indispensable part of cultural and historical development, they jointly form Qingdao's cultural pillar. In addition, Qingdao's culture is greatly influenced by foreign cultures. Whether it is dialect or urban architecture, it all reflects the fusion of Eastern and Western cultures. In addition to historical culture and regional cultural values, Qingdao's unique protection framework for cultural heritage and cultural relics also preserves its life value and injects new vitality into the cultural history of Qingdao.

### **3.4. Demand for Night Tourism**

In today's fast-paced social and economic development, people are busy working during the day and rarely have the opportunity to relax and entertain except for holidays. Therefore, the development of night tourism will provide people with a new opportunity for relaxation and leisure. According to statistics, in 2019, night-time takeaways in Qingdao increased by 70%. In

addition, residents of Qingdao have a habit of traveling at night, and their frequency of activities at night is high. From the simplest barbecue and beer supper to the 29-year-old Qingdao Beer Festival, Qingdao has always had strong night tourism. The demand in 2019 increased significantly compared with the same period last year. The living habits and needs of local residents will serve as an important support and driving force for the development of night tourism in the area, and will promote Qingdao to continuously increase the supply of night tourism, thereby promoting the continuous improvement of night tourism.

#### **4. Problems of Night Tourism in Qingdao**

It can be seen from the various nighttime economic indicators of Qingdao that the nighttime tourism in Qingdao has improved significantly in 2019. More and more residents have begun to participate in night tourism activities to meet the night economic development of Qingdao. However, at the same time as the rapid development of night tourism in Qingdao, there are many practical problems that need to be solved urgently.

##### **4.1. Single form of Night Tourism**

Except for specific festivals or events, the nightly consumption points in Qingdao are mainly concentrated in KTV, bars, restaurants and other catering and entertainment venues. The activity forms are single and lack innovation. The main reason for the lack of night tourism is the short operating hours of the attractions [7], and its concept of night product development is unclear. As a well-known tourist city in China, Qingdao has extremely rich tourism resources. However, compared with the rich leisure activities and diverse tourist attractions during the day, there are fewer tourist attractions that are still open at night, which causes them to lose their original value and attractiveness at night. Today's tourists are mainly post-90s and post-00s groups. Traditional tourism products and promotion methods have been difficult to meet their needs for night consumption. Therefore, various tourist attractions should consider extending the opening hours of attractions and using existing resources to create nights that meet their own characteristics tourism model to promote the development of night tourism in the area.

##### **4.2. Incomplete Infrastructure at Night**

Incomplete infrastructure at night is mainly reflected in two aspects of public transportation and night lighting. Most of the night public transportation in Qingdao continues until 10 pm. After that, most of the buses, subways, and even taxis in Qingdao were suspended, which restricted people's travel plans. In addition, Qingdao City The night lights are not bright enough, many tourist attractions choose to turn off the lights at night to save energy, and there are still a lot of faulty lighting facilities in the city that need to be repaired, which will greatly affect the tourist experience. The incomplete infrastructure at night has become one of the important reasons restricting residents and tourists to choose to travel at night.

#### **5. Suggestions**

Based on the analysis of the development of night tourism in Qingdao at this stage, we can see that night tourism in Qingdao is still in its initial stage, and there are still gaps compared with first-tier cities such as Beijing, Shanghai, and Guangzhou. Based on this, the author proposes the following A few suggestions:

First, rationally plan the tourism layout. The government must rationally plan the layout of night tourism and accelerate the construction of a night economic zone with local characteristics to attract more tourists and residents. At the same time, it must also consider the daily life requirements of residents and make their night economic zone as possible The

land is selected in a specific area far from the residential area, so as to avoid problems and troubles for local residents due to noise, lighting and other problems.

Second, improve urban infrastructure. The development of night tourism not only needs to strengthen the construction of tourism, but also the support of major related industries such as catering and transportation. The construction of urban infrastructure is one of the important factors affecting tourist travel. This requires the region to improve urban infrastructure construction as soon as possible, and to provide residents and tourists with safety and quality guarantees at night by carrying out urban lighting projects and extending public transport operating hours and other related measures.

Third, enhance residents' awareness of night tourism. The development of night tourism and the residents have an interactive and mutually-promoting relationship. Night tourism can provide residents with new ways of entertainment and leisure, and can improve the level of economic development in the area, and thereby improve the quality of life of residents; and residents The degree of participation and willingness is also an important factor that affects whether night tourism can be carried out normally. This requires the area to increase publicity on night tourism, enhance residents' awareness of night tourism, and make night tourism gradually become a form generally accepted by the public.

## 6. Conclusion

Night tourism has become a novel form of tourism development in the new era. It will provide local residents with new leisure and entertainment methods and development opportunities, while driving the development of affiliated enterprises, thereby driving a new round of economic growth in the region. As a well-known tourist city in China, Qingdao must make full use of the existing tourism resources in Qingdao. Driven by both supply and demand, it will continue to stimulate the potential of cultural and tourism consumption, bring into play the value of night tourism, and enhance residents and tourists Sense of satisfaction and gain, and promote the overall social and economic development of Qingdao with night tourism.

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