

Light up the Night Economy and Boost the High-Quality Development of Old Areas

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Abstract: “The prosperity of the night economy can further improve the development level of the service industry and increase the proportion of the service industry in the industry. It is an important driving force for promoting economic restructuring and accelerating the transformation of economic development mode.” More and more data and facts also show that at night The economy has become a new consumption growth point, which can play a positive role in expanding domestic demand, promoting consumption, and stabilizing employment. The article takes Nanchang City, Jiangxi Province as an example, discusses the potential of Nanchang City to develop night economy, and thinks about the obstacles to promoting night economic development , And put forward corresponding countermeasures accordingly.

Keywords: Night market; Economy; Tourism

In the current situation of normalized epidemic prevention and control, the “six guarantees” and “six stability” issues are still major issues of concern to the party and the state. Based on this, Jiangxi Province is actively exploring relevant solutions. In the “Implementation Opinions on Further Stimulating the Potential of Cultural and Tourism Consumption” that has been issued, it is proposed that efforts should be made to promote the development of the night economy, encourage localities to explore historical and cultural connotations, and vigorously develop resident performing arts and parks. Night tours and immersive experience nightlife projects, take Nanchang City as an example. Nanchang City issued the “Three-year Action Plan for Further Promoting Night Economic Development in Nanchang (2019-2021)” in June 2019. The “Plan” specifies that Nanchang will Spend three years to build a “city that never sleeps”, and use “night tour of Hongcheng”, “night appreciation of cultural and creative”, “night delicacy”, “night purchase of trendy goods”, “night study of science” and “night fitness” as the characteristics of Nanchang night economic activities.

1. Research on the development of “night market economy” in our province

1.1 The night bus system needs to be improved

The night economy must first ensure the convenience of night travel. Take Nanchang as an example. In terms of developing the night economy in Nanchang, in 2018, the first batch of 3 night bus lines was piloted. As of October 2019, a total of 18 night bus lines have been opened. And from November 20 to December 10, 2019, Nanchang introduced relevant policies to add 9 night bus lines in batches to strengthen the full coverage of night bus lines in residential areas and the periphery of the central city. By then, the total number of night bus lines in Nanchang will be opened. There will be 28, and the convenience of night travel for citizens will be effectively improved. The service hours of night bus lines are: Sunday to Thursday from 22:00-00:30, and Friday to Saturday from 22:00-01:00, the holiday date shall be executed according to the weekend time.

But taking Nanchang as an example, the last bus in Nanchang’s public transportation system will depart at 11pm at the latest. These are the three bus lines of 204, 2 and 22, which are far inferior to Chengdu in terms of bus system time and coverage. Wait for cities with developed economy at night.

1.2 The lack of 24-hour convenience stores has greatly reduced the convenience index

As the retail format closest to the daily lives of citizens, the 24-hour convenience store not only makes up for the gap in consumption in the second half of the night, but also adds to the “temperature” of a city. According to the “2019 China City Convenience Store Index” released by the China Chain Store & Franchise Association, Chengdu’s convenience store development index, which has a relatively prosperous night market economy, ranks among the top five. The city has an average of 2,810 people owning a convenience store. Among them, the convenience store is open 24 hours a day. The proportion of stores is as high as 30%. Compared with Nanchang City’s convenience store development index ranking 18th (a total of 36 cities), the city has an average of 10085 talents owning a convenience store, of which the 24-hour convenience store accounted for 60%, but overall, the 24-hour convenience store The data is far lower than Chengdu.

1.3 The business and travel cooperation is not strong enough to drive economic development

According to the “2019 Night Tourism Special Survey” of the China Tourism Research Institute, 92.4% of the surveyed tourists

have overnight travel experience. According to UnionPay business data, during the Spring Festival in 2019, the total domestic night-time consumption amount and the number of transactions reached 28.5% and 25.7% of the full-day consumption respectively. Among them, tourists accounted for nearly 30%. Night tourism has become an important part of the night-time consumption market in tourist destinations. Compared with Nanchang's development of night economy, take the Bauhinia Night Market as an example. The night market is close to the university city. The main consumers are college students and local residents. There are few real tourists and cannot form new consumption motivation. Please check the Tourism Department of our province for recommended tourist routes. It can be found that the recommended routes to Nanchang are mostly scenic routes such as Tengwang Pavilion and Junhu Mountain, which are less consumeristic, and it is more difficult for natural tourism to drive the night market economy.

2. Research on the Countermeasures for the Development of “Night Economy”

2.1 Building the basic support for the city-level “night economy”

Business and travel work together to optimize the business environment. Compared with the daytime, the disadvantages of the night are that the flow of people is small and scattered, the traffic is relatively inconvenient, and the cost of commercial operations increases. Therefore, the concentration of resources and the concentration of people are the core of night economic development. Therefore, it is necessary for the Ministry of Commerce to plan night economic business districts, so as to reduce the number of night-time traffic operation routes, to gather merchants who are engaged in night activities, to reduce the operating costs of merchants, to increase sales, and to maximize the enrichment of consumers. Consumer experience at night. Secondly, when planning tourist routes, the tourism department can divide the night economic business district into the largest one to “bring in” people to the greatest extent. What the Ministry of Commerce does is to “stay” people in, so as to “inspire.” One “stay” supplements the key factor of night consumption.

Improve the corresponding public transportation facilities. Add night public transportation shuttle bus, implement traffic management night services, adjust some streets to time-sharing pedestrian streets at specific hours at night; add night-time parking spaces, optimize night parking fees, and encourage units and commercial buildings to use their own parking lots at night. Open to the society, add night bus routes, etc.; at the same time, you can use shared bicycles, shared cars and other methods to expand the coverage of public transportation, increase the parking points of shared vehicles, charging piles, etc., and improve the convenience of shared vehicles.

Strengthen the night management of the “night market” to ensure its safety and environmental protection. Our province can imitate the successful experience of foreign countries and establish a system of “night district mayor” and “nightlife chief executive officer”, which are respectively assumed by the district heads of each district and personnel with management experience in night economy-related industries. Adopt targeted and humanized management to avoid situations such as occupation of roads, discharge of oil fume in the open air, random dumping of garbage, etc., as well as situations where the life of local residents is miserable due to traffic jams and air pollution caused by night markets.

2.2 Innovate the format and content of the night economy, and enrich the night life

(1) Raise the temperature of the “late night cafeteria” and get cheered up by eating and drinking at night. Make full use of today's big data and other technological means to accurately determine the consumer population of the night economy, and appropriately extend the catering industry, which is a service industry dominated by daytime activities, and extend business hours. Regarding the “night food” block, with the main urban area of Nanchang as the key area and the characteristic areas of each urban area as the supporting point, the planning and development of special dining blocks for late-night canteens, and cultivating special boutique night markets. Standardize and upgrade existing hotspots, such as Zijing Night Market, Qingshan Lake Back Street, Toad Street (Yuzhang Back Street) specialty snack street, Chuanshan Road, and other night snack gathering places, which will form a night-time dining theme block with a clear style. At the same time, support qualified streets to carry out pilot projects for setting up outside specific hours at night to form a night economic ecosystem and enhance the economic vitality at night.

(2) Highlight the highlights of the characteristic block, and surprises everywhere. Make use of the existing blocks in Nanchang, add relevant elements, and strengthen the highlights of the street. For example, Zhongshan Road, the theme road of the Republic of China, is a gathering place for local bookstores, with more well-known books such as Dadong Bookstore, Jiangxi Bookstore, Jianxing Bookstore, Restoration Bookstore, Art Bookstore, etc. In addition, there are two branch offices of well-known bookstores in the country, Kaiming Bookstore Nanchang Branch and World Bookstore Nanchang Branch, which have their own cultural atmosphere. On this basis, the facade of the building has been renovated and fully exploit the regional historical and cultural connotation and the existing bookstore cultural resources, carry out cultural upgrades, build the Zhongshan Cultural Wall, and add the historical and cultural charm of the streets; secondly, a 24-hour bookstore can be launched to create a cozy reading room for pedestrians at night, and organize related events. Themed activities such as “Reading in the middle of the night” and “Parent-Child Book Club” highlight the cultural atmosphere and provide a parent-child interaction area for parents who go to work during the day to interact with their children and increase their knowledge.

(3) Extending the economic zone during the day, shopping and fun continue. Promote shopping malls and large-scale shopping malls to extend business hours, guide branded supermarkets to build 24-hour convenience stores, and encourage night promotion and discount and profit-making activities. It can also encourage the development of service industries such as bars, KTVs, clubs, theaters, etc., where the night is the main activity and the day is the supplement, and it is designed for the evening and late night to attract specific groups of people. Secondly, considering the current parent-child activities, our province can introduce parent-child projects such as night zoo, circus, theme park, children's restaurant, children's cinema, picture book gallery, etc.; in the open space of Bayi Square, Qiushui Square and other open spaces, add children's amusement open at night field.

(4) Special theme activities were carried out, and the atmosphere of the activities became dry. Correspondingly, some dramas,

musicals and other performances, as well as art, fashion and other theme exhibitions can be held accordingly. For example, the music fountain event in Qiushui Square can invite well-known bands to sing, and can also invite college student dance groups and music clubs to join in to provide a fixed venue for college students' performances to make the audience in Qiushui Square more youthful and diversified; "Gan cuisine", "Explore Jiangyou Merchant Gang", "Night Tour to Qingshan Lake, Yao Lake", "Taste of Farming and Reading Culture" and other theme activities, encourage museums, botanical gardens, bookstores, and communities to carry out night tours, reading sharing, outdoor camping Other parent-child "wonderful night" activities will expand the economic consumer population at night and add fun at night.

2.3 Multi-state operation and promotion, increase night economic flow

(1) Give preferential policies to enhance the demonstration effect. The government can distribute a certain amount of consumer vouchers (limited time, limited location) to mobilize consumers' desire for consumption, tap consumption potential, and at the same time make certain publicity for the corresponding night economy. Secondly, the government can follow Nanchang's introduction of the corresponding selection activities for the recommended spots for online celebrity check-in points, set certain selection criteria in the activities, select the first batch of 50 representative new-consumption check-in points, and give certain certificate rewards. This inspires merchants' determination to develop the night economy, and at the same time cultivates and develops 100 branded and iconic night economy demonstration sites, uniformly organizes publicity and promotion, and enhances the demonstration driving effect.

(2) With the help of new publicity methods, expand the visibility of the night economy. You can use live broadcast and other emerging network models to invite well-known live broadcasters to live broadcast the process of discovering Nanchang, check in the night economy of the Internet celebrity meals, etc. You can also join a short video playback platform with a large traffic to shoot short videos similar to the "stroke of life". The video gets online clicks, increases the exposure of night economic booths, attracts people who come to Jiangxi to check in and consume, promote the digitization of the night economy, light up the night economic map, and create an all-weather, all-time, and all-field consumption atmosphere.

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