

Research on the high-quality development path of night tourism in Zhaoqing under the scene threshold

Tang Wei^{1,*}, She Chumin¹, Guo Xudong¹, Jiang Juan²

¹Zhaoqing University, Zhaoqing, Guangdong, 526061, China

²Guangdong Ploytechnic of Industry and Commerce, Zhaoqing, Guangdong, 510550, China

*Corresponding author

Keywords: Night tourism, consumption behavior, customer needs, scene threshold

Abstract: The high-quality development of night tourism in Zhaoqing can not only stimulate the economic development of Zhaoqing, but also an important element of residents' happy life. This study takes Sanlitun in Beijing, Shilin Night Market in Taiwan and Qinhuai River in Nanjing as reference cases, combined with the existing night tourism products and resources in Zhaoqing, and proposes four paths for the high-quality development of night tourism in Zhaoqing based on the scene threshold: pay attention to top-level design and strengthen business publicity; Strengthen cultural integration and enrich night tours; Explore multiple models to meet market demand; Optimize supporting resources and improve infrastructure.

1. Development Status of Night Tourism in Zhaoqing

In 2019, Zhaoqing issued the "Guiding Opinions on the Development of Night Tourism in Zhaoqing", deploying and promoting the development of night tourism, creating the "Night Zhaoqing" brand, and promoting the high-quality development of night tourism in Zhaoqing. The "Renewal Plan for the Whole Village of Yanqian Village, Duanzhou District, Zhaoqing City" and the construction of East Gate Square were launched, and Zhaoqing officially included night tourism in its development plan. In recent years, Zhaoqing has made remarkable achievements in the development of night tourism. The rapid development of night-time cultural tourism products and night-time tourism projects, the mining of the consumption potential of "Zhaoqing Night", the improvement of the night-time tourism environment, and the construction of night-time tourism Internet celebrity check-in projects have promoted the diversification of night-time tourism consumption modes and the quality of night-time tourism in Zhaoqing, and stimulated the high-quality growth of Zhaoqing night-time tourism ^[1]. Zhaoqing gradually formed a landmark night tourism and leisure mode with Yanqian Village Leisure Peninsula-Xinghu Style Homestay Bar Street and Shipai Li Folk Customs Street as the main body, and a business district-type night tourism and leisure mode such as Agile City Comprehensive Plaza, Qixingyan East Gate Square and Bauhinia West Causeway and other life circle night tourism and leisure modes.

According to the specific guidance and development objectives of the Guiding Opinions on the Development of Night Tourism in Zhaoqing, combined with the nature and characteristics of commercial themes, Yanqian Village Leisure Peninsula, Xinghu International Plaza and Qixingyan

East Gate Square were selected as the research areas of this paper, and the economic models represented by them were three night tourism modes: landmark, business district and living circle ^[2](See Table 1).

Table 1: Three night tourism and leisure modes in Zhaoqing

No.	Category	Main Difference	Represents the Region
1	Landmark type	Urban cultural exchange window, rich supply of night tourism products, high requirements for the integration and diversified development of business formats (accommodation, catering, etc.).	Yanqian Village leisure peninsula Shipai Li commercial district
2	Business district type	Mainly urban commercial complex, complete commercial functions such as catering and shopping consumption, with high population density and superior geographical location.	Xinghu International Plaza Yihua International Plaza Agile City Commercial Center
3	Living circle type	It mainly serves the surrounding residents, pays attention to infrastructure and various supporting services, meets the needs of residents' lives, and provides convenience for residents who relax at night.	Qixingyan East Gate Square Bauhinia West Causeway

1.1. Landmark Night Tourism Mode: Yanqian Village Leisure Peninsula

Yanqian Village Leisure Peninsula is located on the shore of the scenic Qixing Lake in Duanzhou District, Zhaoqing City, next to the east gate entrance of Qixingyan Scenic Area, with an area of 1.5 square kilometers, surrounded by the lake on three sides and backed by Xiangshan Mountain, with a superior geographical location, it is planned to become a new landmark of Zhaoqing night tour. The overall planning is a new tourism and cultural village that integrates homestays, catering, cultural and creative industries, book bars, cafes, leisure bars, tourism characteristic commodity sales and other business formats. The "Zhaoqing Yanqian Village Design Guidelines" clearly positions the Yanqian Village Leisure Peninsula as a "Star Lake Style Bar Street". However, the constraints of the Yanqian Village Leisure Peninsula are also obvious. First of all, in terms of safety hazards, the Yanqian Village Leisure Peninsula is built from a village, with extremely close buildings, narrow alleys and roads, and prominent safety hazards such as fire prevention. The second is the gap in transportation facilities, the supporting facilities of the scenic spot have gaps, the structure of Huanbao Avenue is not ideal, the alley road is too narrow, and the parking space is very insufficient. The third is that the local folk culture is weak, and the Yanqian Village Leisure Peninsula after construction has a more modern sense, which is obviously insufficient in historical and cultural perception, and still needs to be improved in terms of retaining historical and cultural landscape resources and Zhaoqing cultural characteristics. We should try to introduce more folk items in scenic spots, and create cultural towns with different functional areas.

1.2. Business District Type Night Tourism Mode: Xinghu International Plaza—Yihua International Plaza - Agile City Commercial Center

Xinghu International Plaza is located on the east side of the archway square in Duanzhou District, Zhaoqing City. It is a comprehensive commercial building complex featuring a pedestrian street and a commercial shopping center. Xinghu International Plaza is adjacent to Wal-Mart Shopping Plaza

in the east and Guangbai Times Square in the west, integrating large-scale catering, special food, chain enterprises, video games, fitness, beauty, tennis courts, swimming pools and other business formats to meet consumer needs. With a daily flow of up to 100,000 people, it is very attractive to the target customer group and is an important representative place for night consumption in Zhaoqing. The night-time product supply of Xinghu International Plaza is mainly based on catering and leisure, and the opening hours of the night mall are short, which cannot meet the needs of tourists who travel late, and the infrastructure such as transportation and parking spaces of the mall is also one of the pain points restricting the development of urban business district night tourism.

1.3. Life Circle Type Night Tourism Mode: Qixingyan East Gate Square - Shipai Li Commercial Street

Zhaoqing's Qixingyan East Gate Square was originally planned to be developed into a high-end villa area, but the Zhaoqing Municipal Party Committee and Municipal Government decided to turn it into an urban leisure square, becoming the preferred choice for people living nearby to take a leisurely walk at night. Qixingyan East Gate Square gathers various formats such as night tour, night market, night food, night entertainment, night shopping and so on, and is the core of night tour Zhaoqing. During the 2020 National Day Golden Week, Qixingyan East Gate Square launched the "National Chao Market" project, launching a number of street performances around the core IP of the project, including drama, talk show, magic and Bbox. There are also creative projects such as cultural and creative handicrafts and Chinese style objects with folk culture, and Internet celebrity food, creative shops, and local cultural and creative brands have been launched one after another, the eye-catching effect is remarkable and quickly forms consumer appeal. However, on the whole, there is still a big gap between the actual consumption situation of Qixingyan East Gate Square and its consumption potential, and it is necessary to optimize the infrastructure and other needs necessary for surrounding residents to travel at night, so as to enhance the consumption willingness of surrounding residents.

2. The Development of Night Tourism in Zhaoqing

2.1. The Brand Effect is not Strong

Zhaoqing has not yet formed a brand effect, there is a homogenization problem in tourism projects, and most of the tourism resources with development potential are not sufficiently developed. The local characteristics of night tourism are not distinctive enough, and the attraction for tourists, especially young tourists, is obviously insufficient^[3]. For example, when you think of night tourism in Xi'an, you will think of the city that never sleeps; When it comes to night tourism in Taiwan, Taipei Shilin Night Market and Taiwanese snacks come to mind; Nanjing has the Qinhuai River. If Zhaoqing does not form a unique brand image and it is difficult to maintain its attractiveness to tourists, the development of night tourism will be dragged down.

2.2. Night Tourism Products are Single

After interviews, tourists and Zhaoqing citizens were very concerned about the cultural connotation, participation and night tour activities of night tourism products. At present, Zhaoqing has gradually formed relatively stable night tourism products and services, but most night tourism projects have a single form and content, and have not formed Zhaoqing local cultural characteristic services and products. Most night tourism products are extended in time on the basis of daytime tourism products, without digging deep into existing tourism products and resources. There are fewer

types of night-time consumption, generally dining and shopping, and the sense of experience is lacking. Only by improving the participation and cultural connotation of night tour products and increasing the variety of night tour activities can we promote the sustainable development of night tourism in Zhaoqing.

2.3. Insufficient Immersive Night Tourism Products and Projects

Most of the existing night tourism products and services in Zhaoqing are extensions of daytime tourism activities, and the characteristics of night-time tourism products and services are not distinctive enough, and it is difficult to continuously attract tourists and people to immerse themselves in consumption^[4]. Zhaoqing has great potential for the development of night tourism, especially there is still a lot of room for the exploration and expansion of immersive night tourism projects. By upgrading and optimizing the surrounding infrastructure and other supporting facilities, it will help transform traditional night tourism activities into richer night tourism activities and further improve the quality of night tourism development in Zhaoqing. The main consumption type of night tourism in Zhaoqing is still mainly shopping and catering, but the short night business hours of large shopping malls still restrict people's willingness to travel and consumption enthusiasm, and shopping malls generally close until 10 pm. At present, night tourism leisure activities (walking or enjoying night views) are more popular in Zhaoqing, but the fashionable, entertaining and immersive night tour projects are obviously insufficient.

2.4. Night Tourism Facilities are not Perfect

The imperfect supporting facilities for night tourism transportation in Zhaoqing are mainly manifested in: public transportation time, after 10 pm, most buses stop operating, which restricts some consumers from traveling at night; Parking is difficult, and in popular attractions such as Qixingyan, there are often problems of congestion and insufficient parking spaces, especially on weekends or holidays, and parking spaces are difficult to find. In terms of scenic facilities, the existing supporting facilities are also slightly insufficient. Take the Yanqian Village Leisure Peninsula as an example, the area has close buildings, narrow alleys and roads, fire prevention and other safety hazards are more prominent, many tourists at night in the Yanqian Village Leisure Peninsula night tour to enjoy the lake, but it is difficult to find toilets nearby. Therefore, Zhaoqing night tourism needs to be further strengthened in the construction of related supporting facilities.

3. Lessons and Paths for the High-Quality Development of Night Tourism in Zhaoqing

3.1. Successful Experience in the High-Quality Development of Domestic Night Tourism

In the process of developing night tourism, Zhaoqing should pay attention to the diversification of night tourism projects, strengthen the quality of supply and improve the level of urban management. At the same time, it is also necessary to learn from cities or regions with relatively mature night tourism development and outstanding achievements, and learn from their construction experience, development model and experience concept^[5]. This paper selects Sanlitun Bar Street in Beijing, Shilin Night Market in Taiwan and Qinhuai River in Nanjing, which have a high level of night tourism development, and compared with the more mature Zhaoqing Xinghu Style Bar Street and Qixingyan East Gate Square, this paper analyzes the experience worth learning and has good reference value for the subsequent development of night tourism in Zhaoqing.

3.1.1. Beijing Sanlitun Bar Street

Founded in 1983, Beijing Sanlitun Bar Street has a diversified bar culture and rich and diverse theme forms, mostly entertainment bars. The successful experiences worth learning from are: (1) clarify the type of operation of the bar and the orientation of the group, focusing on individuality and diversity; (2) Integrate into local history and regional culture, and seek reasonable development in the combination of art and innovation ^[5].

3.1.2. Taipei Shilin Night Market

Founded in 1909, Taipei Shilin Night Market is mainly based on food, snacks, folk activities, costumes, tourist souvenirs and crafts, with localization, fashion, and youthful characteristics. (1) Introduce a management model and open brand authorization. Considering the taste, dining habits and price orientation of Zhaoqing people, the night market forms a unique business atmosphere; (2) Integrate local cultural characteristics to make the night market full of diversified and rich life appearance; (3) With the increasingly rapid development of the information age, Taiwan has also kept pace with the times in publicity, making full use of marketing tools and platforms such as e-commerce to promote night tour products and receive feedback, so as to adjust the business products of the night market and create its own brand characteristics.

3.1.3. Nanjing Qinhuai River

The Qinhuai River is the "mother river" of Nanjing, and throughout the ages, the Qinhuai River has nurtured the glorious culture of the ancient city of Jinling. Its river water is divided into two streams in the Nanjing moat. The river that flows around the city through the moats is a moat, called the Outer Qinhuai. The flow into the city enters the city from the East Water Pass, and the West Water Pass leaves the city, called the inner Qin Huai. The total length of the inner Qinhuai is about five kilometers, historically known as "Ten Miles of Qinhuai", and it is also the essence of the Qinhuai scenery, and there are cultural tourist attractions such as Dongshuiguan Ruins Park, Wu Jingzi's Former Residence, Bailuzhou Park, Jiangnan Park, Confucius Temple Exhibition Hall, Zhonghuamen Castle and other cultural tourist attractions along the coast. "Bo Qinhuai" is already the first brand of Nanjing night tour. If you do not travel to the Qinhuai River on the painting at the Confucius Temple, it means you did not really come to Nanjing. The successful experience of Nanjing's Qinhuai River is as follows: (1) Pay attention to the integrated development of culture and tourism: The Outer Qinhuai River surrounds the Ming City Wall, and the two banks have rich historical and cultural endowments. Huang Yue, chairman of Qinhuaihe Construction and Development Co., Ltd., introduced that through the layout of the cultural tourism industry, this cultural river is regaining its "style" and "adding color" to Jinling. (2) Create a novel cultural tourism industry: To make the Outer Qinhuai River regain its former prosperity, it is necessary to "lay out and plan", promote cross-border integration of catering, research, entertainment and leisure through cruise and sightseeing business, and open up new models to attract citizens and tourists ^[6].

3.2. High-quality Development Path of Night Tourism in Zhaoqing City

3.2.1. Pay Attention to the Top-Level Design and Strengthen Business Publicity

The rapid recovery of the tourism industry, the explosive growth of the tourism industry, the support and guidance of the government is an important factor for the rapid recovery and development of the tourism industry. To develop night tourism in Zhaoqing, the government's leadership and support are particularly crucial. The sustainable development of night tourism in Zhaoqing needs

policies to guide night tourism consumption, and the Zhaoqing government should fully recognize the importance of night tourism to promote the economic development of Zhaoqing and improve the happiness of citizens. Government encourages the development of young, fashionable, diversified, healthy and leisure night tourism products, guide the public's concept of night travel from the publicity, and eliminate people's doubts about "night consumption". Strengthen the publicity of diversified night tourism methods, cultivate night tourism customers, and increase people's interest in night travel^[7].

Zhaoqing should combine its own regional and resource advantages to create Zhaoqing characteristics in night tourism, and cannot be sung by tourist attractions alone. It is necessary to combine Zhaoqing's tourism resources, culture, and other elements to create a rich night tourism scene and create Zhaoqing's local night tourism brands. At the same time, it is necessary to strengthen management in conjunction with relevant departments such as urban construction, sanitation and cultural tourism, formulate a development plan suitable for Zhaoqing's night tourism, improve the supply of night tourism resources and products, and create a night tour brand and gathering place with Zhaoqing characteristics.

3.2.2. Strengthen Cultural Integration and Enrich Night Tour Programs

Culture represents the city's brand and personality, is the soul of the city, the development of night tourism cannot be separated from cultural support, with the nourishment of urban culture, night tourism can develop for a long time^[8]. Zhaoqing is a famous capital of Lingnan with a deep historical and cultural heritage. Zhaoqing's Song culture, Duanyan culture, Dragon Mother culture, etc. are all very local characteristics, giving the city a vibrant cultural vitality and highlighting the personality and charm of Zhaoqing. The development of night tourism in Zhaoqing should make full use of existing cultural resources, combine Lingnan's unique ancient city culture, Duanyan, food and other characteristic cultures to develop night tourism projects, and form night tourism products with rich cultural characteristics. The content of the night tour project should pay attention to participation, which can cater to the consumption psychology of the people and allow the people to participate in it. Choose places with a lot of people at night to set up a stage for performing traditional dramas and local famous songs, such as the "Guier Opera" that originated in Huaiji County, Zhaoqing City, so that tourists can enjoy Zhaoqing local opera at the best time at night and feel the charm of Lingnan's famous capital. The government holds themed markets. The market contains the historical precipitation and humanistic epitome of Zhaoqing, and is a base camp integrating folk customs, food, shopping, cultural creativity and entertainment. The government organizes night tours that integrate traditional and modern elements to develop various unique styles, so that culture can contribute to the high-quality development of night tourism in Zhaoqing.

3.2.3. Explore Diversified Models to Meet Market Demand

The development of night tourism in Zhaoqing should meet the needs of different markets in terms of price, environment and service, and reflect diversification and experience in the planning and design of tourism projects, so as to enhance the audience and participation of night tourism. Merchants should carefully study the consumer market, explore potential consumer groups, and develop tourism products suitable for different groups of people. In the development of the neighborhood night market economy, it is necessary to innovate the business content, pay attention to cultural marketing, and classify different fields, such as bringing together the cuisine of many countries. For the same area, there should be a special distinction, such as opening bars and coffee shops with different regional styles, so that tourists can enjoy the exotic style and participate in it. The business hours of the commercial square are also one of the constraints for people to choose night

travel, as a large fashion shopping center with superior geographical location, convenient transportation and dense crowds, the opening hours of night shopping malls are generally short, and they close after 10:30 pm, limiting the consumption enthusiasm of night tourists. Zhaoqing's night tourism still has great potential to be tapped, and businesses should reasonably plan and operate, develop tourism resources that meet the needs of different consumer groups, and eliminate problems such as serious diversion of tourists caused by various factors. Businesses can launch diversified products that not only reflect local cultural characteristics, but also meet the consumption needs of the people, improve consumption levels, extend business and consumption hours, and avoid homogenization problems, to meet the diverse experience needs of tourists and promote the diversified development of business formats.

3.2.4. Optimize Supporting Resources and Improve Infrastructure

It is important to vigorously develop night tourism, equip infrastructure and improve various soft and hard facilities^[9]. In terms of Zhaoqing's urban transport infrastructure, the high-traffic bus route can be extended until the early hours of the morning. Buses connect relative residential buildings, commercial areas, cultural and entertainment venues, etc., and adjusting the frequency appropriately according to the passenger flow, providing a safer and more convenient way for tourists participating in night activities^[10]. In terms of transportation facilities, night parking should be considered in tourist attractions, and private cars and tourist buses should be planned and guided to enter parking spaces. In terms of safety facilities, taking the Yanqian Village Leisure Peninsula as an example, the area has close buildings, narrow alleys, and prominent safety hazards such as fire prevention, and it is necessary to reconstruct the roadways, guide motorcycles and electric vehicles parked at the intersection, build fire lanes, and beautify the landscape environment. In terms of improving the ecological environment, the government has strengthened the investigation and handling of uncivilized behaviors, improved the quality of the people, publicized the awareness of green environmental protection, called on the public to prohibit littering and noise in the process of participating in night tourism activities, and created a civilized night travel atmosphere in Zhaoqing.

4. Conclusions

The four paths of high-quality development of Zhaoqing night tourism based on the scene threshold are useful attempts to improve the layout of Zhaoqing's modern service industry, and are also an important means to effectively enhance the brand image of Zhaoqing city. The high-quality development of night tourism in Zhaoqing will help Zhaoqing accelerate the construction of a modern service industry growth pole in the western part of the core area of the Pearl River Delta and a new modern leisure tourism city in the Guangdong-Hong Kong-Macao Greater Bay Area, and further promote the high-quality economic development of Guangdong.

Acknowledgements

- 1) Project of Education Department of Guangdong Province: Research on the optimization path of practical teaching system of tourism management specialty based on the training of "mass innovation ability";
- 2) Research on the High-quality Development Path of Night Tourism in Zhaoqing from the Scenarios Perspective (23GJ-10);
- 3) Rural Sustainable Entrepreneurship Research from the Perspective of Community Participation of enterprises (2021ZDZX4043);
- 4) Modern Catering Management Joint Innovation Laboratory (ZLGC202110);

5) A Study on the High Quality Development Path of Night Tourism in Guangzhou from the Perspective of Scenarios (2023-SKJ-20);

6) A Study on the Path and Behavioral Intention of Traditional Villages to Heal Tourist under the Integration of Culture, Sports and Tourism: A Case Study of Qiangang Ancient Village (2023GZGJ83)

References

- [1] Tang Wei. (2023). *Research on the Influence of Service Contact, Customer Experience Value and Brand Preference on Brand Loyalty* [J]. *Journal of Zhaoqing University*, 02, 66-75.
- [2] Zheng Xiaocai. (2021). *Research on Night-Time Economic Development in Beijing* [D]. Beijing: Graduate School of Chinese Academy of Social Sciences.
- [3] Liu Jingqi. (2023). *Research on the Promotion Strategy of Night Tourism in Leisure Neighborhoods in Wuhan* [J]. *Journal of Huanggang Vocational and Technical College*, 02, 79-82.
- [4] Meng Jiaorong, Meng Jindao, Xu Weiwei. (2023). *Research on Urban Style Improvement Strategy under the Background of Urban Renewal: A Case Study of the Traditional Style Area of Nankong Ancient City in Kecheng* [J]. *Architecture and Culture*, 05, 155-157.
- [5] Zhang Liwen. (2023). *The Internal Logic and Practical Path of Chinese Excellent Traditional Culture to Help Rural Revitalization* [J]. *Journal of North Minzu University*, 03, 48-56.
- [6] Lv Li. (2022). *Research on the Evolution Process, Mechanism and Rural Revitalization Effect of Rural Tourism Land System in the Marginal Areas of Large Cities* [D]. Wuhan: Central China Normal University.
- [7] Yan Chang. (2023). *Tourism Image Construction of Hainan Free Trade Port: International Experience and Local Practice* [J]. *Nanhai Journal*, 9(03), 44-54.
- [8] Yang Yi, Lian Qianwen, Ding Ling, Li Zhe. (2023). *Spatial Distribution Characteristics and Influencing Factors of National Night-time Cultural Tourism Consumption Agglomeration Area* [J]. *Economic Science*: 6, 1-9.
- [9] Tian Dongyu. (2022). *Research on the Development of Guangxi Binhai Tourism Homestay Industry under the Background of Xianghai Economy* [J]. *Market Forum*, 07, 82-89.
- [10] Liang Yueai. (2022). *Research on Night Tourism and Leisure in Guilin* [D]. Guilin: Guangxi Normal University.