

FACTORS AFFECTING NIGHT ECONOMY DEVELOPMENT: A CASE STUDY IN DA NANG CITY, VIETNAM

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Abstract: The purpose of this study is to examine the factors affecting the development of the night economy in Da Nang city, Vietnam on the basis of a survey of 346 domestic tourists choosing this as a tourist destination and participate in night activities and services. The author has synthesized the relevant background theory as well as previous outstanding studies on the issue of tourism development and night economy. SPSS 20 software was used to test the relationship between factors affecting the development of the night economy based on the viewpoints of tourists, residents and local authorities. The results of the study show that 05 factors affect the development of the night economy in Da Nang city in order: The development of a variety of services; Legal and safety regulations; cultural experience opportunities; infrastructure and traffic; service prices. The remaining two factors did not find any influence on the development of the night economy: tourism natural resources; promote and share. The study once again confirms the relationship between the factors affecting the development of the night economy and is a document to help researchers understand better in the research context in Vietnam, one of the leading countries in the world. developing countries and are limited in developing the night economy after the Covid-19 pandemic.

Key words: night economy, night tourism, tourists, sustainable development, Da Nang, Viet Nam

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INTRODUCTION

Huang and Wang (2018) argued that economic activities taking place at night constitute night economic activities. Stabler et al. (2009) found that nighttime economic activity generates about 15% of revenue in urban centers and popular tourist destinations around the world. The Prime Minister issued Decision No. 1129/QĐ - Ttđ on July 27, 2020 approving the project of developing night economy in Vietnam. In particular, the project clearly states the point of view "Developing the night economy to promote domestic consumption and tourism development, through focusing on developing the field of cultural services, entertainment, entertainment and services catering, shopping and tourism services take place from 18:00 to 6:00 a.m.", "... better serve the material and spiritual life of people, foreigners, especially tourists" (Government, 2020). At the same time, the project also identifies the construction of night tourism products based on indigenous cultural factors, creating accents according to local characteristics (selecting types of services, iconic locations to attract tourists) attract tourists".

Even when Vietnam is closely monitoring the development of the new COVID-19 epidemic. There may be doubts about the ability to implement the Scheme at that time, when many tourist cities are concerned about the ability to prevent and control the epidemic, and tourists tend to postpone or cancel trips. However, the project has been "tested" right from the construction phase since 2019 and completed, especially from the March and April period associated with the epidemic prevention and social distancing period of the whole country. In fact, the COVID-19 pandemic has not reduced the interest in the construction and consultation on the orientation of night economic development. The promulgation of the Scheme further demonstrates the determination not to miss any opportunities for economic growth, especially in the difficult context of the COVID-19 pandemic. The Night Economy Project creates an open space for localities to study and utilize. Firstly, the concept of night economy is most expanded, that is, activities from 6 p.m. the night before until 6 a.m. the next day. There can be many different economic activities at night, but the Project mainly focuses on the following fields: cultural services, entertainment and entertainment (cultural-artistic activities, theatre, music, entertainment programs, festivals, events, etc.), food services (restaurants, bars, etc.), shopping services (markets, shopping malls, etc.) and tourism.

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Secondly, the Project emphasizes proactively giving priority to night-time economic activities that develop smoothly and based on market principles, and at the same time effectively handle risks and negative consequences from business activities night economy. Third, the project allows piloting to extend the time of night services in some localities such as Ha Noi, Ho Chi Minh City, Da Nang, Hoi An, Quang Ninh, Hai Phong, Da Lat, Phu Quoc.

Da Nang is considered as one of the cities with a lot of potential for night-time economic development, with the traffic infrastructure, facilities, activities and services at night basically formed synchronously, safe and friendly tourist environment, entertainment activities, entertainment and night services are forming such as An Thuong tourist area, Son Tra night market, Helio, Sun World Danang Wonders tourist area. Issues related to nightlife in the city (Nofre et al., 2018), 24-hour city (Roberts and Eldridge, 2012) or night entertainment (Roberts, 2006) are related concepts. However, night tourism activities have only been exploited on a small scale in some areas of the city, and have not yet made a difference compared to that of night tourism with activities in the traditional time frame, therefore, it is necessary to further evaluate the scale, size and potential of the night economy development in Da Nang.

LITERATURE REVIEW AND RESEARCH HYPOTHESES

Chang et al. (2022) have shown that the development of night economy in each province is quite different in China based on the difference in tourism resource allocation. Christou et al. (2022) used complexity theory to investigate the factors that influence tourists to Cyprus on their night travel experiences, most of which agree on the aspects of socialization and Cultural connection, education is the main factor influencing the choice of experience of tourists. In addition, the cost of spending also partly affects the choice of experience of these tourists. Hsieh and Chang (2006) conducted research and showed that the search for novelty, cultural experience and local customs are the motivation factors of tourists when visiting the night market in Taiwan. Moreover, some problems of theft, traffic and parking are "barriers" to the development of tourist night market activities in Taiwan. Chen et al. (2020) evaluated the factors affecting the development of the night economy from the emotional perspective of tourists when choosing cultural heritage night services in Korea. The enhancement of the destination's cultural and aesthetic experiences will contribute to increasing the love of tourists as well as the sustainable development of the economy and night tourism in this country. Tsai (2013) said that food plays a huge role in confirming culture, when tourists come to Taiwan, the number one preferred place to choose is the night market where they can experience the culture's cuisine. Most visitors will enjoy and learn about the culture when accompanied by high quality food, which is an effective way of promoting cultural experiences for Taiwan. Tsai (2013) also concludes that the night market is an important factor in building the destination's image, enhancing the interaction and cultural exchange between locals and tourists.

Lin et al. (2022) argued that the allocation of resources on infrastructure, specifically lighting, will greatly determine the development of the driving force for the night economy, the rational allocation of resources. This electric power is essential to meet the night-time economic development especially after the Covid-19 period for Chinese cities. Maráková et al. (2016) argue that it is very important to retain overnight visitors at the destination, which shows the tourism competitiveness of the destination because when tourists choose a destination, stay overnight at the new destination brings a lot of revenue for businesses in the area. Maráková et al. (2016) also put forward the view that the development of tourism in general and the night economy in particular will help build a better culture and education of that locality. Zmyslony and Pawlusiński (2020) stated that to ensure sustainable development of the night economy, it is necessary to pay attention and ensure the following issues: technological, economic, environmental, political and social. This is considered a closed circle towards the development of the night economy. Olt et al. (2021) made the statement that in order to develop infrastructure for each locality, the development of tourism and night economy is inevitable. The development of tourism, the increase in the consumption value of tourists will significantly contribute to the urbanization process of that locality. Moreover, it is very important to develop legal regulations related to this activity to ensure the preservation of related heritages for tourism development. Chenli (2021) argues that the night economy has great potential for development because of its great economic value, especially consumption. But to ensure its development, it is advisable to control the macro environment and develop new tourism products at night. Pinke-Sziva et al. (2019) suggested that in order to better improve the tourist experience and improve the quality of life of the people of Budapest at night, the issues that need to be improved are sanitation services, better public life, lighting system and security and order are ensured.

In Vietnam, as mentioned above, night economic development has been considered by the Government as a potential economic development direction after the Covid-19 pandemic. There have been a few published studies related to nighttime economic development in Vietnam. Huong (2021) has commented that the problem of night economic development has been mentioned quite a lot in countries around the world but is a relatively new issue in Vietnam. The development of the night economy is absolutely necessary because it creates more jobs and contributes to the growth of the Vietnamese economy, to do that solutions on: strategy, diversification night tourism products, legal regulation, public and government perception, infrastructure development and financial support measures. Nguyen (2023) has pointed out the factors affecting the behavior of young people participating in the night economy in Vietnam.

Young people will choose night activities and are willing to spend on these activities if they can increase their perceived value, experience local culture and participate in places if they are invested in infrastructure. Tuong (2022) has consulted the night economic development policies in developed cities to apply to Da Nang in order to develop the night economic services of this locality. The solutions are aimed at developing entertainment services, transportation infrastructure, the new point is being able to develop cross-border financial transactions due to time zone differences. It is necessary to attract entertainment brands and large investors as well as have a legitimate management strategy to

avoid an outbreak. Son et al. (2023) have shown that promoting and sharing destination images; developed and safe infrastructure; institutions and the environment; natural and tourist resources destination. These are the factors that will affect the night-time economic development of Hanoi city. Research also shows that diversifying entertainment services will also play an important role in attracting tourists to spend more in the night economy. Based on the results of the above outstanding studies. The author proposes the following hypotheses in the model:

H1: The opportunity to experience local culture (OECU) affects the development of the night economy (+).

Experiencing the local culture in terms of people, history, unique characteristics of the people will urge visitors to participate in local activities at night such as performances of singing hut, singing folk music, folk playing (Tuong, 2020), besides that, the culinary culture of the local people will also influence the tourists' choice of night markets (Tsai, 2013), specializing in cuisine such as Helio night market, night food street. Having the opportunity to experience the culinary culture at night will draw tourists closer to Da Nang (Nguyen, 2023). Maráková et al. (2016) also mentioned the exchange and development of local culture if the night economy is really developed.

H2: Convenient infrastructure and transportation (INTR) affect (+) the development of the night economy (DNTE).

Infrastructure plays a very important role in the development of the night economy (Christou et al., 2022; Hsieh and Chang, 2006). Modern electric light system, convenient transportation will help attract tourists to nighttime tourist areas (Pinke-Sziva et al., 2019). The development of the night economy also provides a source of income from which to increase the urbanization of the locality (Olt et al., 2021). Functional management agencies should have specific orientations for investing in transportation infrastructure development resources for key development localities (Son et al., 2023).

H3: Legal and safety regulations (LERE) affect (+) the development of the night economy (DNTE).

Having a legal basis will help investors and businesses feel secure when investing in the night economy service industries (Tuong, 2020). The consensus between the authorities and the locality, the people in these locations will greatly facilitate the development of the night economy (Huong, 2012). Ensuring security and order at entertainment venues as well as night activities also needs attention (Olt et al., 2021). Visitors only feel secure to use the services when they are assured of their safety.

H4: Tourism natural resources (TORE) affect (+) the development of the night economy (DNTE).

Da Nang is convenient because of its diverse terrain, including many forms such as mountains, rivers and sea, with many famous tourist attractions such as Ba Na Hill, Than Tai Hot Springs, Son Tra Peninsula bordering Hoi An Ancient Town. An, the ancient capital of Hue. This is a great potential to attract tourists to the night economy with fishing activities such as squid fishing at sea, music, bars, cultural exchanges at night. If you know how to promote the full potential of tourism natural resources, it will help a lot in the economic development of the locality.

H5: Promotion and sharing of destination information (PRSH) affects (+) the development of the night economy (DNTE).

Promoting and sharing information about the destination image of Da Nang is not really strong for potential markets such as Europe, America, Japan, Russia. The rate of tourists coming to Da Nang and participating in night activities of these markets is quite low. Mostly still Chinese and Korean tourists. Another remarkable feature is that it has not yet attracted big "eagles" to invest in nighttime economic services (Son et al., 2023; Huong, 2021). The promotion and sharing of information about services and economic activities at night must be carried out synchronously with many different channels, with different levels of attraction for each different target group and should aim at diversifying age groups (Huong, 2021).

H6: The development of diversified services (DESE) affects (+) the development of the night economy (DNTE).

This is a factor that many studies have mentioned before, but it is quite different in the research context. Huong (2012) said that night activities should be diverse for teenagers, such as cultural exchanges, music and special art activities of the central region of Vietnam. Chenli (2021) argued that tourism activities, entertainment and night experiences must be designed more diversely, helping tourists have more choices of experiences. Moreover, it is possible to think of developing activities such as commerce and nighttime economic exchanges due to the difference in time zones in addition to the entertainment and entertainment activities being implemented.

H7: Service prices (SEPR) affect (+) the development of the night economy (DNTE).

Christou et al (2022) have made the assumption that service costs will have more or less impact on the development of the night economy. With a moderate service fee, being publicly transparent will help tourists intend to return to night activities more. Nguyen (2023) also agreed that tourists will spend more at night if the price of the service is appropriate and provides a good experience for them.

METHODOLOGY

To achieve research goals. The author carries out the research process through five steps according to the following process (Figure 1):

Step 1: Identify the research problem

The author summarizes previous studies related to the theory, concepts, characteristics of the night economy and factors affecting the development of the night economy in countries and places with special characteristics. Similarities from which the author identifies research gaps. On that basis, the author develops appropriate research design and methodology to help address the research questions as well as to identify relevant factors that need to be considered in this study.

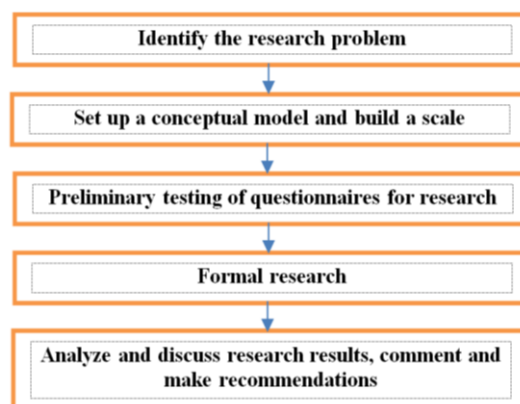


Figure 1. Author's research process
(Source: Compiled by the author)

Step 2: Set up a conceptual model and build a scale

From the research gap identified above, the author will establish a research conceptual model. Then, the author proceeds to build a list of independent and dependent variables for evaluation based on the literature review. From here, the author obtains the first questionnaire (draft scale). Next, the author applies interviewing techniques with experts working in tourism and entertainment businesses and other professionals. research on this issue to determine the appropriateness of the first draft scale, to supplement and adjust the contents and statements describing these concepts (if any). As a result, after implementing this technique, the author has the second draft scale. After that, the author completes the questionnaire to prepare for the next research.

Step 3: Preliminary testing of questionnaires for research

In this step, the author will distribute a survey (questionnaire) to tourists who have been to Da Nang for tourism, the subjects of the survey are those who have been to Da Nang at least once and have experienced night tourism activities in this city. The questionnaire was designed on a 5-point Likert scale. Sample sizes range from 30 to 50 visitors. After that, the data from the preliminary test will be cleaned and processed on SPSS 20 software. All statistical procedures, analysis, testing, regression.... which the author intends to do when the full data set is available will be conducted on this prototype.

Step 4: Formal research

In this step, the author conducts to send the survey mainly by direct interview and email (via google drive) to the tourists with full sample size. After the data is fully collected, the author conducts the necessary analyzes and tests.

Step 5: Analyze and discuss research results, comment and make recommendations

The thematic nature of the research topic is a very important factor in considering the researcher's use of documentary research methods (Saunders et al., 2007). In case the source material of the research topic is diverse and easy to find, the researcher should focus on the quantitative method, on the contrary, if the research material source is small due to the novelty of the topic, the researcher should using qualitative methods.

Qualitative method

From the research gap identified through the literature review, the researcher will choose a research strategy to solve the research problem. Within the scope of this research, the author uses mixed methods to solve the found research gap. In this mixed research method, the main research strategy is quantitative. Descriptive statistical data is used to answer the first research question related to night economic development in Ho Chi Minh City. Da Nang is based on traveler reviews. Collis and Hussey (2003) have demonstrated that quantitative methods will partly explain the relationships in business and management research models. When going to research papers, the researcher used supporting tools such as Google Scholar to search for articles in journals ranked in WOS, Scopus data, the results showed documents about this research area is very diverse, they are studied in many different subjects and scopes, this is a great support for the research that the author is pursuing but also a pressure for the research team to find make new discoveries. Also through the study of these research documents, the author has found that there are irregular studies that use a combination of quantitative and qualitative methods to solve the research objectives, there are almost very few researchers. The study used only one of the above two methods. Using a combination of these two research methods will help the researcher promote the strengths while significantly reducing the inherent weaknesses of each method (Hong and Easterby-Smith, 2002). The author has conducted a variety of research from group interviews, interviews with individual experts in both face-to-face and online forms (with audio and video recording). From the summary of qualitative research results, the author has presented a summary of research results in Table 1 as follows:

Table 1. Statistical table of qualitative research results (Source: Compiled by the author)

Factor	Abbreviation symbol	Number of scales	Reference source	Expert opinion
Opportunity to experience culture	OECU	5	(Tuong (2020); Tsai (2013)	6/7 experts agree completely 1/7 experts edit 01 scale
Infrastructure and transportation	INTR	3	Christou et al. (2022); Hsieh and Chang (2006)	5/7 experts agree completely 2/7 experts edit 01 scale
Legal and safety regulations	LERE	4	Tuong (2020); Olt et al. (2021)	7/7 experts agree completely
Tourism natural resources	TORE	4	Zmyslony và Pawlusiński (2020); Olt et al. (2021)	6/7 experts agree completely
Promote and share	PRSH	3	Son et al. (2023)	7/7 experts agree completely; 1/7 experts edit 01 scale
The development of a variety of services	DESE	3	Nguyen (2023); Tsai (2013)	5/7 experts agree completely 2/7 experts edit 01 scale
Service Price	SEPR	4	Christou et al. (2022); Nguyen (2023)	6/7 experts agree completely
The development of the night economy	DNTE	3	Son et al. (2023)	5/7 experts agree completely; 2/7 experts commented to correct the content of the scale

Quantitative methods

Using qualitative research results, the author will base on the opinions collected from experts (academic and experimental) to adjust the research model and scale to be more suitable with the research context that is the development of the night economy in Da Nang city. Saunders et al. (2007) suggested that most researchers decide on sample size in a

study often by judgment rather than purely calculation. There is no unified assertion about sample size in quantitative sof the analysis. For this study, the research team used EFA test to test reliability as well as perform factor discovery.

The construction of an appropriate sample size is mainly based on the research experience of the group to propose as well as on the overall sample size of the research subjects of this topic. Tho (2011) quoted from Hair et al (2006) said that: “the sample size to use EFA must be at least 50 samples, if 100 samples are achieved, it is better; Extracted from Tabachnick and Fidell (2007), in multivariable regression analysis, sample size depends on many things such as significance level, strength of test, number of independent variables Tiger (2014, page 46) extracted from Green (1991) and Tabachnick and Fidell (2007) then: “the sample size can be determined by the formula: $n \geq 50 + 7k$, where k is the number of independent variables of the model. image”. Based on the above statements combined with having 07 independent variables, it is appropriate for the research team to use 346 samples, in which each enterprise will have a representative to answer the survey. After that, the data will be imported into SPSS 20.0 software and deploy techniques in this software to target statistical testing. In this research step, the author uses Cronbach's alpha reliability coefficient analysis and EFA exploratory factor analysis with PCA and Varimax. Cronbach's alpha coefficient is used to eliminate variables that do not ensure reliability "variable correlation coefficients - sum less than 0.30 will be rejected and the scale standard is met when Cronbach's alpha reliability is from 0.60 or higher. The measurement is acceptable in terms of reliability with $\alpha = 0.60$ and KMO test analysis with the condition ($0.5 < KMO < 1$) according to. Next, the EFA exploratory factor analysis method was used Principal Components Analsyis (PCA) factor extraction and Varimax perpendicular rotation, the stopping point when extracting factors with eigenvalue = 1. The scale is accepted. when the total variance extracted is equal to or greater than 50% and the factor weight must be 0.50 or more. “The EFA exploratory factor analysis method is used to evaluate the scale instead of the traditional method” (Tho, 2011). Next, the research team used multivariate regression analysis technique to test the hypotheses in the model and the relationship between the independent factors affecting the dependent variable (hypothesis from H1 to H7). Based on the processing results from the software, the research team discusses the results, compares the results of the research team and previous studies, is consistent, similar or not, and most importantly, gives provide suggestions to guide stakeholders to make appropriate decisions.

RESULT AND DISCUSSION

Based on the results from the data processing on SPSS 20 software, it shows that there are 346 tourists asked, there are a lot of tourists coming to Da Nang 3 times or more, proving this city has a great attraction. for domestic tourists. Based on data in Table 2, the respondents mainly participated in the activities of Helio night market, shopping mall and shows, the majority chose other activities. Another statistic is that the age of survey participants is mainly from 22-30 years old and tourists usually accept to spend quite well every night in Da Nang city. Testing the reliability of this factor scale by Cronbach Alpha coefficient, the results are as shown in Table 3. Most of the total correlation coefficients of all observed variables are greater than 0.3 and the Cronbach Alpha coefficients of all the observed variables are greater than 0.3. All observed variables are greater than 0.6, thereby ensuring the reliability of the scale.

Table 2. Descriptive statistics of basic sample of visitors (Source: Compiled by the author)

		Frequency	Percent
Number of visits to Da Nang	1-3 times	96	27.7
	3-5 times	180	52.0
	>5 times	70	17.3
	Total	346	100.0
		Frequency	Percent
Activities mainly participate in the night	Walking on a cruise on the Han River at night	36	10.4
	Night shopping	34	9.8
	Bar, pup, night-club	44	12.7
	Night market, shopping area	62	18.0
	Helio night market - food court	128	37.0
	Performances and shows	32	9.2
	Others	10	2.9
Total	346	100.0	
		Frequency	Percent
Age	18-22 years old	94	27.2
	22-30 years old	180	52.0
	>30 years old	72	20.8
	Total	346	100.0
		Frequency	Percent
The amount of spending that can be spent every night	<500.000 VND	56	16.2
	500.000-3.000.000 VND	256	74.0
	>3.000.000 VND	34	9.8
	Total	346	100.0

Table 3. Reliability according to Cronbach's Alpha coefficient (Source: Compiled by the author)

Factor	Abbreviation symbol	Number of scales	Cronbach's Alpha
Opportunity to experience culture	OECU	5	0.858
Infrastructure and transportation	INTR	3	0.775
Legal and safety regulations	LERE	4	0.900
Tourism natural resources	TORE	4	0.906
Promote and share	PRSH	3	0.778
The development of a variety of services	DESE	3	0.791
Service price	SEPR	4	0.897
The development of the night economy	DNTE	3	0.876

Exploratory factor analysis of independent variables

The scale of independent variables is measured by 26 observed variables, after checking the reliability level by Cronbach's Alpha, the team found that all reliability is ensured, so these variables are not excluded from the scale. The results are as shown in Table 4, KMO value is $0.746 > 0.5$ and the Sig value of Bartlett's test is $0.000 < 0.05$, showing that the variables are correlated with each other, so the model is suitable for inclusion in exploratory factor analysis.

Table 4. EFA factor exploratory analysis of independent factors (Source: Compiled by the author)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.746
Bartlett's Test of Sphericity	Approx. Chi-Square	4959.082
	df	325
	Sig.	.000

Total Variance Explained (Extraction Method: Principal Component Analysis)									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.328	16.645	16.645	4.328	16.645	16.645	3.251	12.504	12.504
2	3.438	13.223	29.869	3.438	13.223	29.869	3.164	12.171	24.675
3	3.063	11.780	41.648	3.063	11.780	41.648	3.117	11.989	36.664
4	2.702	10.394	52.042	2.702	10.394	52.042	3.098	11.915	48.579
5	2.147	8.257	60.299	2.147	8.257	60.299	2.167	8.335	56.914
6	2.075	7.980	68.279	2.075	7.980	68.279	2.121	8.158	65.072
7	1.281	4.929	73.208	1.281	4.929	73.208	2.115	8.136	73.208
8	.790	3.038	76.246						
9	.612	2.354	78.600						
10	.596	2.291	80.891						
11	.515	1.980	82.871						
12	.500	1.924	84.794						
13	.483	1.857	86.651						
14	.444	1.709	88.361						
15	.413	1.589	89.950						
16	.406	1.560	91.510						
17	.370	1.422	92.932						
18	.331	1.274	94.207						
19	.287	1.104	95.311						
20	.231	.887	96.198						
21	.227	.872	97.071						
22	.207	.798	97.869						
23	.167	.642	98.510						
24	.148	.568	99.078						
25	.145	.558	99.637						
26	.094	.363	100.000						

Component	Rotated Component Matrix ^a (a. Rotation converged in 5 iterations.)						
	1	2	3	4	5	6	7
OECU5	.842						
OECU4	.817						
OECU1	.806						
OECU3	.763						
OECU2	.730						
TORE1		.916					
TORE3		.871					
TORE2		.857					
TORE4		.855					
LERE4			.896				
LERE3			.874				
LERE1			.850				
LERE2			.837				
SEPR2				.888			
SEPR4				.878			
SEPR3				.869			
SEPR1				.851			
DESE1					.844		
DESE3					.833		
DESE2					.831		
INTR1						.792	
INTR3						.789	
INTR2						.746	
PRSH3							.838
PRSH1							.825
PRSH2							.820

Extraction method: principal component analysis; Rotation method: Varimax with Kaiser normalization

The extracted factors all have Eigenvalue greater than 1 and the breakpoint when extracting factors at factor 4 has an Eigenvalue of 1.281 > 1. The sum of extracted variances of 7 factors is 73.208 % > 50% of this. shows the possibility of using these 7 components to explain 73.208 % variation of the observed variables. Based on the factor rotation matrix when running EFA, the remaining 26 variables are extracted into 7 factors.

Exploratory factor analysis of dependent variable

The results of exploratory factor analysis EFA with KMO equal to 0.739 > 0.5 and Bartlett's test has sig equal to 0.000 < 0.05, so it can be confirmed that the data is suitable for factor analysis. The analysis has extracted from 3 variables assessing the influence on the development of the night economy into a major factor with an Eigenvalue of 2.407 and a total variance of 80.232% > 50%.

Table 5. Exploratory factor analysis EFA of the dependent variable (Source: Compiled by the author)

KMO and Bartlett's Test			Communalities (Extraction Method: Principal Component Analysis)		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.739		Initial	Extraction
Bartlett's Test of Sphericity	Approx. Chi-Square	522.988	DNTE1	1.000	.810
	df	3	DNTE2	1.000	.823
	Sig.	.000	DNTE3	1.000	.774

Total Variance Explained (Extraction Method: Principal Component Analysis)						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.407	80.232	80.232	2.407	80.232	80.232
2	.335	11.161	91.393			
3	.258	8.607	100.000			

Regression model analysis results

After extracting the factors from the exploratory factor analysis, we conduct regression analysis to determine the factors affecting the development of the night economy. Regression analysis will be performed with 7 independent factors: OECU; INTR; LERE; TORE; PRSH; DESE and SEPR; The dependent variable is DNTE.

The multivariable linear regression equation of this study has the form, overall regression function:

$$DNTE = \beta_0 + \beta_1 OECU + \beta_2 INTR + \beta_3 LERE + \beta_4 TORE + \beta_5 PRSG + \beta_6 DESE + \beta_7 SEPR + U_i$$

The regression model will find out the independent factors that have an impact on the dependent factor. At the same time, the model also describes the level of impact, thereby helping us to predict the value of the dependent factor. According to Table 6, the explanatory level of the model with the Adjusted R Square index = 0.457, so about 45.7% of night economic development in Ho Chi Minh City. Da Nang is affected by the independent factors of the model, the confidence level is over 99% (F test, sig < 0.05).

Table 6. Results of regression model analysis (Source: Compiled by the author)

Model Summary^b											
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics						
					R Square Change	F Change	df1	df2	Sig. F Change		
1	.684 ^a	.468	.457	.73688007	.468	41.279	7	328	.000		
a. Predictors: (Constant), SEPR, DESE, PRSH, TORE, LERE, INTR, OECU					b. Dependent Variable: DNTE						
Coefficients^a (a. Dependent Variable: DNTE)											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	5.332E-016	.040		.000	1.000					
	OECU	.198	.040	.198	4.921	.000	.198	.262	.198	1.000	1.000
	INTR	.197	.040	.197	4.888	.000	.197	.261	.197	1.000	1.000
	LERE	.374	.040	.374	9.282	.000	.374	.456	.374	1.000	1.000
	TORE	-.090	.040	-.090	-2.246	.155	-.090	-.123	-.090	1.000	1.000
	PRSH	.046	.040	.046	1.133	.258	.046	.062	.046	1.000	1.000
	DESE	.483	.040	.483	11.988	.000	.483	.552	.483	1.000	1.000
	SEPR	.087	.040	.087	2.154	.032	.087	.118	.087	1.000	1.000

Table 7. ANOVA Analysis Results

ANOVA^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	156.899	7	22.414	41.279	.000 ^b
	Residual	178.101	328	.543		
	Total	335.000	335			

a. Dependent Variable: DNTE; b. Predictors: (Constant), SEPR, DESE, PRSH, TORE, LERE, INTR, OECU

Based on the above Table 7 results, ANOVA with Sig = 0.000 < 0.05 can conclude the model exists.

In other words, with the 5% significance level, it can be concluded that the development of the night economy in Ho Chi Minh City. Da Nang is influenced by at least 1 of the remaining 5 factors. The development of diversified services is the most influential factor in the development of sustainable night-time economy of Da Nang. This is completely consistent with previous research results on the diversification of night economic services (Huong, 2012; Chenli, 2021). Night economy means service activities that take place after 6pm the previous evening to 6am the next morning, including: Shopping at night markets, 24/24 convenience stores; cuisine, art, music; entertainment programs, festivals, events, tourist attractions

only open at night. The night economy is increasingly being exploited by many countries and is considered as a new economic growth engine (Son et al., 2023). Economic experts also suggested that, in night tourism activities, the city should open movie screenings at midnight in the morning; performing arts, investing in the construction of large-scale ao dai performances combining dance and applying water music, sound, light, 3D effects... Economic points the night is organized specifically, long-term planning, well-invested. Developing a long-term strategy, having clear legal regulations and ensuring safety in exploiting aspects of the night economy is essential (Olt et al., 2021). Moreover, it is necessary to have drastic direction from local authorities, coordinate to reach consensus with the people, and disseminate to them the benefits of night economic development (Tuong, 2020). The legal and policy framework related to night economy is quite broad, covering from: master planning, market orientation, environmental management, infrastructure, to specific policies related to night economy.

Time frame, security and order, product and service characteristics, etc. Similarly, in other countries in the world, Vietnam has not developed an overall legal/policy framework at the national level to develop the economy initially. separate day and night economies that include central and local policies. In general, the legal and policy framework does not discriminate between subjects participating in daytime economic activities and those participating in nighttime economic activities.

Da Nang is the gateway, the cultural center of the Central and Central Highlands is the place between two localities with long-standing cultures, the ancient capital of Hue and the ancient town of Hoi An that so the development of the night economy needs to be associated with the promotion of local culture (Tuong, 2020). Besides, the control of sensitive issues is also very important, avoiding the arising of unhealthy services that cause unsafety. Focus on building large-scale festivals and food courts, developing local food stalls to promote tourists (Son et al., 2023).

In the past 10 years, Da Nang has built a lot of works and tourist areas aiming to become a tourist city. The construction of separate projects and planning areas for the development of the night economy is not really attractive. City leaders have noticed this problem and are focusing on investing in specialized areas, mobilizing people to agree on building infrastructure. Not only targeting tourists in Da Nang, but if the traffic is favorable, it will attract tourists from neighboring localities (Pinke-Sziva et al., 2019). When tourists spend a lot, income from tourism increases, it will lead to having enough budget to invest in works, accelerating the urbanization process for the city (Olt et al., 2021). In order to be able to conduct research on tax incentives and policies for night economic activities, it is necessary to have a deep understanding of the night economy as well as the experiences of other countries to serve as a basis and argument for the research. adopt supportive policies for the night economy. That is the foundation for building separate mechanisms and policies for the night economy before selecting, planning and attracting businesses and industries to participate in the night economy.

The management and construction of the service price identification table in the area is quite good, there is no place that tourists appreciate the level of publicity of service prices like in Da Nang. This is almost a factor that pulls tourists back here more (Nguyen, 2023). But there is still the situation that some places have not publicly listed service prices as well as some public services serving the night economy that have not been well managed by the authorities. This needs to be improved in the future. The two factors of natural resources and promotion and sharing do not affect the development of the night economy in the context of Da Nang city. This is easy to see because Da Nang has confirmed that it has many attractive tourist destinations such as Ba Na Hill, Son Tra Peninsula, My Khe beach. The promotion and sharing here does not affect the development of the night economy because most of the tourists asked have a high frequency of coming to Da Nang, they feel this is a familiar tourist destination, so the promotion, sharing does not affect their choice.

CONCLUSION

The results of this study partly show the perspective of the factors affecting the night-time economic development in Da Nang city of tourists. Da Nang's biggest challenge is that, hindering the normal development of night economic activities in the past time, because the night economic model is still quite new and there are different perceptions, the agency State management also encounters confusion in the management of central and urban areas in Da Nang where economic services are developed at night. In addition to building a roadmap and development strategy for the night economy, ensuring consistency and being consistent with the tourism development strategy of Da Nang as well as the national socio-economic orientation, it is necessary to have a provide financial support to subjects participating in night economic activities, at least at the initial stage to encourage subjects to actively participate in night economic activities. It is hoped that there will be many studies from many different perspectives and subjects to help Da Nang city develop a complete night economic model in the near future.

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