



# Research on the Development Problems of Night Economy in Shenyang

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**Abstract.** Based on the cultural characteristics, natural resource endowments, technological innovation and other advantages of Shenyang City, this article proposes countermeasures and suggestions for the innovative development model of Shenyang's night economy from the aspects of integrating urban culture, exploring characteristic advantages, digital and intelligent empowerment and collaborative management.

**Keywords:** Night Economy, Digital Intelligence, Empowerment of Sports Economy

## 1 INTRODUCTION

Night economy refers to economic and cultural activities that occur from 6 pm on the same day to 6 am the next day [1]. Night economy, as a characteristic consumption model that promotes consumption, activates power, expands employment, and boosts popularity, covers many business formats such as commerce, transportation, catering, tourism, and entertainment. Some foreign cities attach great importance to the development of night economy, generally promoting night economic development from various dimensions such as enriching business formats, extending time and space, and strengthening top-level design. At present, research on night economy focuses on enriching high-quality supply, severe homogenization of content, insufficient exploration of cultural connotations, and incomplete supporting planning in China. Therefore, under the conditions of resource scarcity and cold climate, it is imperative for Shenyang to integrate urban cultural characteristics, innovate night economy development models, and promote the development of Shenyang's night economy.

## 2 CURRENT DEVELOPMENT STATUS OF NIGHT ECONOMY IN SHENYANG

To meet the nighttime consumption needs of citizens, Shenyang starts from enriching the supply side and advocates for corresponding delays in cultural and museum venues and urban bookstores at night. It guides shopping centers, car 4S stores, shopping malls,

supermarkets, restaurants and other consumer places to extend their nighttime business hours, carry out night promotion activities such as natural closure and non-closing, and cultivate and develop a 24-hour economic demonstration zone [2]. At present, Shenyang has cultivated and built a number of representative night economy brands, including Tawan Xingshun Night Market, Central Park Music Fountain, Mozi Hill Colorful Run, International Tourism Festival, Wolong Lake Winter Fishing Festival, etc. Shenyang Night Market Block has won honors such as "Top 10 Night Markets Favorite by Tourists", "National Demonstration Pedestrian Street", and "Provincial Demonstration (Special) Night Economy Block" multiple times, becoming a unique "Shenyang Business Card". As show in table 1.

**Table 1.** Famous Night Consumption Blocks in Shenyang in 2023

Name	Introduction
North Market Cultural and Commercial Characteristic Block	National 4A-level tourist attractions, national night culture and tourism consumption gathering areas, national tourism and leisure blocks.
Middle Street Pedestrian Street	China's first commercial pedestrian street, "National Demonstration Pedestrian Street", "National Night Culture and Tourism Consumption Gathering Area" and "the first batch of national tourism and leisure streets.
Taiyuan Street Pedestrian Street	China's famous commercial street, one of the most prosperous commercial centers in Northeast China.
Tawan Xingshun International Night Market	Special snacks and theme performances, large-scale entertainment facilities, exhibitions and exhibitions, and tourism projects.
Hongmei Wenchuangyuan block	City-level night economic demonstration block, a new landmark of urban memory culture
Color Tower Night Market	The night market is guided by signature food, with color TV tower as the theme IP, and incorporates street performing arts, cultural creativity and other elements.
West Tower Street	Korean Style Street, the show of Korean food and entertainment, and the first "International Food Street" in Northeast China.
Jixiang automobile theme commercial pedestrian street	The first commercial pedestrian street with "automobile" as the theme element in China is an aggregation of nightlife culture, commercial block culture and theme activity culture.

### 3 CHARACTERISTICS OF NIGHT ECONOMY DEVELOPMENT IN SHENYANG

#### 3.1 The Consumer Groups are Younger

With the generational shift of consumers, the post-80s, post-90s, and even post-00s generations have gradually become the dominant purchasing power in the market.

Young people are energetic, have less family and economic pressure, and have a strong desire to consume. Therefore, the group of nighttime consumers in Shenyang is mainly middle-aged and young people. Among them, those born in the 1980s, 1990s, and 2000s have been in the workplace for a long time, have a good economic foundation, and therefore have stronger purchasing power. "Performing Arts + Tourism" is a favorite way for young people. The city of Shenyang has convenient transportation and special forces tours for young people. The night economy well meets the needs of young people for short rest time and large consumption capacity.

### **3.2 Consumer Preferences are "Pleasing Oneself"**

The core of "pleasing oneself" consumption is to please oneself and enhance happiness. "Pleasing oneself" consumers purchase products not only to meet practical needs, but also to pay more attention to the personalized characteristics and added emotional value of the products, in order to express and improve themselves [3]. More than 90% of consumers in the night economy consume foods, tours, entertainment, sports, reading, learning, and so on in Shenyang. The combination of cultural tourism resources of "performing arts + tourism" promotes the continuous warming of the short-distance tourism market and enriches the new format of urban consumption. "please oneself" supplies emotional value and heals oneself, such as watching idol concerts, Liaoning basketball competitions, Shenyang marathons, etc.

### **3.3 Diversification of Consumer Formats**

The night economy in Shenyang has developed from early light night markets and snack streets to a diversified night consumption market that includes food, tourism, shopping, entertainment, sports, exhibitions, performances, etc., and is increasingly showing a diversified trend in consumer dominated formats. In Shenyang, there are night markets, shopping malls, watching movies and TV shows, cheering for idols or sports competitions, KTV and bar music; A North Market is cultural and commercial district that integrates culture, ethnic culture, folk culture, and other cultures; Integrating diverse commercial formats and integrating shopping, catering, culture, and entertainment, it is the most fashionable and bustling comprehensive consumption district in Shenyang, such as Zhongjie and Taiyuan Street; Entrepreneurial night markets with highly creative industrial and cultural products, such as Hongmei Cultural and Creative Park, 1905 Cultural and Creative Park, Shengjing Big family Industrial Cultural district, etc.

### **3.4 Expansion of Consumption Volume**

Nighttime performances, entertainment, hot spring bathing, sports, cultural learning, tourism consumption, theme parks, vacation centers and other activities have become excellent representatives of the night economy, providing vivid scenes for tourists and citizens to experience the urban atmosphere and share a beautiful night life. Shenyang

city is dedicated to cultivating new forms, scenarios, and hotspots of night consumption, and promoting the continuous expansion of consumption scale.

## **4 PROMINENT PROBLEMS IN THE DEVELOPMENT OF NIGHT ECONOMY IN SHENYANG**

### **4.1 The Heavy Homogenization of Night Economy Model**

The night economy promotes night consumption through programs such as "light shows," "food streets," "night markets," "night shopping," "international style streets," "night tours," and "night performances" in Shenyang. The consumption content is not significantly different from that of daytime, but presents a homogeneous model compared to other cities in China. On the basis of intangible cultural heritage, the scenic spot of the North market integrates the trend and technology, and China-Chic style is strong on both sides of the street. The integration of cultural elements should be profound and lasting. There is a Beijing style culture in Beijing; there is a Quyi culture in Tianjin; there is a Red culture in Jiangxi, and there is industrial cultural in Shenyang.

### **4.2 The Failure to Form a Well-known Night Economy Brand**

The night economy mainly focuses on shopping, dining, leisure and entertainment consumption in Shenyang, with only a few operating overnight; Limited nighttime art projects with high brand awareness; Short service time and premature closure of cultural and sports venues; There is a shortage of night culture, sports and tourism projects, and all levels of cultural relics protection units do not have night tourism services, which cannot meet the needs of citizens and tourists for exploring the cultural and artistic aspects of Shenyang city. Failed to deeply develop internet celebrity products and services, forming a well-known night economy brand that is often visited by locals and must be visited by tourist.

### **4.3 Reduction in Total Outdoor Consumption in Cold Winter**

There are cold and dry winters and short spring and autumn in Shenyang. During certain periods of spring, autumn, and winter, outdoor nighttime activities are restricted, resulting in obvious seasonal characteristics in the development of the night economy. The winter in Shenyang is relatively long, and there is often extreme cold weather below  $-20^{\circ}\text{C}$ , with sparse outdoor pedestrian flow and a significant decrease in night consumption in outdoors. Outdoor night economy considers heating, which directly increases operating costs. The traditional consumption consciousness and habits are also at home in winter in Shenyang, people often trade by online and reduce the total amount of local outdoor consumption.

#### **4.4 The Precision of Supporting Services Needs to Be Further Improved**

In the regions with developed night economy and large-scale nighttime cultural and artistic activities rely on safe, hygienic, and convenient public facilities and services, such as increasing the deployment of night patrol police, delaying traffic shutdowns, increasing cleaning forces, etc. The transportation costs and safety risks for practitioners and consumers who provide night economy services are increasing. How to ensure their travel safety, reduce commuting costs, and achieve a sustained rise in the night economy also requires the government to provide more accurate supporting services.

## **5 SUGGESTIONS FOR CRACKING THE DEVELOPMENT PROBLEMS OF NIGHT ECONOMY IN SHENYANG**

### **5.1 Overall Planning and Staggered Development to Avoid Homogenization**

Culture and taste are the "soft power" for the development of the night economy. Cultural inheritance is the soul of a city's night economy. Culture is the ultimate attraction and resonant call of urban commerce to people, and it is the deeper emotional connection behind consumption [4]. Only by continuously exploring the core of urban culture and improving the quality of products and services, the urban night economy can better adapt to the needs of people in the new era for material culture and spiritual life, truly make people linger and forget to leave.

The government of Shenyang considers misaligned development from the source of planning and design. Comprehensive infrastructure design, analysis, and judgment are essential elements to ensure the development of the night economy. Cultural carrier design supports the night economy by sorting out the long-term development experience of the night economy in many parts of China. Fully tapping into the cultural characteristics of Shenyang, enhancing its storytelling and immersion, and stimulating the interest and exploration of tourists from other places, it should focus on scenic spots, characteristic commercial districts, entertainment venue to promote the night economy and cultural tourism business model; it should rely on the platform carrier role of the district to promote consumption, plan and carry out characteristic themed activities, create a gathering area for time-honored brands, intangible cultural heritage skills, and traditional folk products, by increasing investment in cultivating characteristics, creating highlights, and attracting popularity, and achieving one street, one theme, and one street, one characteristic. Building characteristic commercial districts into gathering places for consumption growth and new highlights for improving urban appearance is necessary for Shenyang.

## **5.2 Creating a Highly Renowned Night Economy Brand to Form Magnetic Field Effect**

There is a rich industrial and artistic cultural heritage, a world cultural heritage site, and numerous cultural and natural attractions in Shenyang; Higher education institutions are widely distributed, with a large group of young people who have a strong pursuit and demand for nightlife. Cultural exploration and more nighttime consumption scenes are the entry points for shaping night economy brands. In the snack street and famous restaurants, companies can develop Shenyang specialty snacks, build a catering gathering area, and continue to build characteristic food brands; they also can deeply cultivate cultural and creative product creation and build cultural gathering areas in university campuses, public libraries, science and technology museums. Companies can develop fashionable and personalized elements for young people in commercial streets and characteristic style streets, create language and art products, strongly export Northeast culture, and build a happy and trendy gathering area, renovate old factories and innovate to create a cultural and creative gathering area with unique industrial characteristics form magnetic field effect in Shenyang. Companies can strengthen carrier construction, explore diversified night economy models such as night food, night shopping, night leisure, night care, night entertainment, night walking, night competitions, form a batch of normalized, people-oriented, and distinctive "the most beautiful night" high brand projects, promote the growth of residents and tourism consumption, and promote the vigorous development of the night economy market in Shenyang.

## **5.3 Building a "the Four Seasons, All Age" Sports Economy to Extend Supply Market**

Thanks to the continuous improvement of public sports facilities in Shenyang, there are numerous sports centers and venues, a good sports atmosphere, and a long history of football and basketball culture. Based on the concept of healthy consumption, Shenyang should vigorously develop the sports night economy, as the "Double Sports City", develop winter characteristic projects in Northeast China, with ice and snow sightseeing and leisure as the main focus, and skiing vacation attracting consumers of all ages. It is also the main mode of winter tourism development in Shenyang. It can not only overcome the disadvantage of cold climate to develop night economy, but also highlight the characteristic sports culture of Northeast China.

Relying on Internet, the government popularize sports night economy, integrate night economy and sports, integrate sports night economy resources, let citizens and tourists know more about sports, and obtain practical services, such as online reservation of sports venues, purchase of sports event tickets in Shenyang. It also promotes and releases the special sports night economy activities, sports night economy news, and recommendations for special sports night economy activities held in Shenyang, to encourage citizens to participate in sports night economy and promote sports night economy. Companies can customize activities for young people, with a focus on developing entertaining sports events and performances, and increase ornamental sports

consumption, such as music and dance competitions, yoga, parkour, roller skating performances, and other innovative activities in Shenyang.

#### **5.4 Digital Intelligence Empowers Collaborative Services to Enhance Consumer Experience**

The relevant departments of the Government should strengthen the infrastructure construction of night economy supporting facilities, apply urban digital management systems for collaborative governance, and ensure the smooth operation of night economy in Shenyang. It needs develop emergency plans, equip digital passenger flow monitoring equipment, adhere to site disinfection during the event, and take timely "flow limiting" measures based on passenger flow monitoring. The government should Improve transportation security and flexibly allocate public transportation tools, maintain and create a healthy and safe consumption environment, and coordinate the normalization and safety prevention and control of night economy [5]. Government and school parking lots can be temporarily opened to alleviate parking difficulties in night economy gathering areas. By strengthen police forces, carry out regular and specialized patrols, intelligently connect video surveillance, establish designated and convenient police stations, increase the investigation of safety hazards, maintain good business order, ensure the personal and property safety of citizens and tourists, it will contribute to the long-term development of the night economy.

While utilizing digital technology to analyze and handle the flow of people, logistics, capital, information, and transportation related to the night economy in Shenyang, it is also necessary to re-examine the night economy market, users, products, enterprise value chain, and even the overall commercial ecosystem. By applying data analysis platforms and tools, companies can understand the real needs of consumers and accurately target the target audience of Shenyang's "night economy". In addition to the normal night economy, the departments of government will set up festival activities according to different seasons to enhance the influence of the night economy brand in Shenyang, highlight Internet thinking, improve traffic flow, and take both online and offline measures, carry out online and offline live broadcast free operation training, encourage night economy service businesses to operate. Companies can take Tiktok, Weibo and other We Media platforms as publicity channels, make full use of live broadcast with goods marketing means, plan business hours, expand sales channels, and maximize benefits.

## **6 CONCLUSIONS**

This paper summarizes the characteristics of the development of night economy in Shenyang, focusing on the serious homogenization of patterns and the low brand awareness of night economy; Low total outdoor consumption in cold winter; The problem of low precision in supporting services. It proposes countermeasures and suggestions for developing the night economy in Shenyang: Firstly, overall planning and staggered development to avoid homogenization; Secondly, creating a highly renowned night

economy brand to form magnetic field effect; Thirdly, building a "the Four Seasons, All Age" sports economy to extend supply market; Lastly, digital intelligence empowers collaborative services to enhance consumer experience.

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