

Research on the Development of Night-time Tourism in Zhuhai Based on Tourist Satisfaction

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Abstract: Night-time tourism, a new trend in China's tourism industry, has emerged as a new form of tourism created through the structural upgrade and a shift in the consumption mode of the tourism sector. As a key component of the Guangdong–Hong Kong–Macao Greater Bay Area, Zhuhai has tapped into its unique tourism resources and policy advantages to develop products of night-time tourism, which is expected to improve the city's image as a preferred tourist destination. This paper summarizes the night-time tourism resources in Zhuhai, examines the development status of the city's night-time tourism, and proposes suggestions to promote the sustainable and healthy development of night-time tourism in Zhuhai.

Keywords: Night-time tourism, Tourism in Zhuhai, Tourism Products

1 Introduction

In China, the development of a night-time economy, alongside the integration of culture and tourism, has become a national strategy. In August 2019, the General Office of the State Council issued the Opinions on Further Unlocking the Potential of Cultural and Tourism Consumption, which stated that “efforts should be made to boost the night-time cultural and tourism economy,” providing the policy momentum and strategic pathway for driving the growth of China's night-time economy. Subsequently, in 2021, Guangdong Province introduced a series of measures through the Notice of the General Office of the People's Government of Guangdong Province on Several Policy Measures to Promote Urban Consumption to bolster the night-time cultural and tourism economy with distinct Guangdong characteristics and fostering a cultural and tourism brand of a “beautiful Guangdong at night.” In 2022, the Department of Culture and Tourism of Guangdong Province released the Guidelines for the Development of Night-time Cultural and Tourism Consumption Zones in Guangdong Province (Trial) and the Evaluation Indicators for Night-time Cultural and Tourism Consumption Zones in Guangdong Province (Trial). Night-time tourism is not only a key component of the night-time economy but also an integral part of economic development in modern cities^[1]. This paper examines night-time economic activities in Zhuhai from the perspective of tourist satisfaction in order to bolster the city's tourist appeal, create more jobs, and upgrade consumption.

2 Existing Products of Night-time Tourism in Zhuhai

2.1 Performance

2.1.1 Maritime Cultural Tourism: Jiuzhou Light Show at Sea

Set against the backdrop of the ocean at the world's first immersive and boundaryless sea theater, this light show presents the charm of the Seven Wonders of the New World to tourists at a close distance, impressing the audience with the luminous coastlines of Zhuhai and Macao. In addition, the show also offers cutting-edge projection technology, a unique boundaryless theater, a giant ice screen spanning nearly a thousand square meters, sea fountains, as well as breathtaking light effects created by the fusion of water and fire, allowing visitors to immerse themselves in a surreal experience brought by the mobile theater.

2.1.2 Night tour of the Hong Kong–Zhuhai–Macao Bridge (HZMB)

The night tour of the Hong Kong–Zhuhai–Macao Bridge (HZMB) begins at 6:30 PM and 8:00 PM every day. The route, lasting approximately 90 minutes, covers landmarks such as the Zhuhai International Convention and Exhibition Center, the sea-crossing section of HZMB, Casino Grand Lisboa, Artificial Island of HZMB Zhuhai Port, and the HZMB, a historic project. Boarding this cruise allows visitors to indulge in the grandeur of world-class architecture.

2.1.3 Chimelong Ocean Kingdom: Fireworks and Float Parade

At the Chimelong International Ocean Tourist Resort, an ocean-themed amusement park, visitors can experience the float parade at night and a fifteen-minute fireworks show that starts at 7:30 PM. Here, you can enjoy the breathtaking scenery of the Hengqin Sea along with the spectacle of fireworks bursting in the night sky. The exciting cheers from the float parade, coupled with the dazzling fireworks, leave visitors enchanted long after the show ends.

2.2 Participatory Tourism

2.2.1 Coastal Hot Spring Resort—Imperial Hot Spring

Imperial Hot Spring is a four-star hot spring resort and China's first Japan-themed outdoor hot spring. It is known as the pioneer of China's hot spring tourism. The resort offers a range of activities and services, such as hot spring baths, wellness programs, and Japanese cuisine, along with various hot springs, wellness facilities, and health programs. With a distinctive brand of wellness-oriented hot springs, the resort features unique Japanese-style buildings. Here, tourists can explore culinary delights in a Matsuri-like atmosphere and enjoy the hospitality and exotic charm brought by staff dressed in kimonos.

2.2.2 Xiawan Street Food Night Market

Zhuhai's culinary scene, renowned for Cantonese cuisine with additional regional flavors, shines at Xiawan Street Food Night Market, a street in Xiangzhou District famous for its seafood culture. Stretching over 400 meters, the street covers over 30 restaurants and more than 120 seafood stalls offering a variety of fresh catches. As the city is rich in seafood produce such as Wanshan prawns, female mud crabs, sea urchins, goose barnacles, and cellana grata, seafood is an ingredient of most local cuisines, including famous dishes like the Baked Yin Hen Oyster

and Peacock-like Abalone. At the Xiawan Street Food Night Market, visitors can indulge in Zhuhai's coastal culinary culture.

2.2.3 Sumlodol Camping Town

Sumlodol Camping Town is Zhuhai's first resort themed on outdoor camping and amusement park. It is also a multi-functional camping site for DIY tourism. As night falls, the town unveils the enchanting Starry Fantasy Light Show, which uses advanced technologies like neon lights, electronic lasers, dry ice, and mist to deliver lifelike characters and visuals, presenting an animated fantasy at the theme park.

2.3 Scenic Tourism

2.3.1 Zhuhai Grand Theatre—Night-time Light Show

Also known as Riyuebei, Zhuhai Grand Theatre stands as the only large-scale opera house built on an island in China, making it a local landmark. At night, the theatre presents captivating performances illuminated by light projections, allowing visitors to enjoy high culture including opera, musicals, ballets, dramas, symphonies, and traditional Chinese operas. Today, Zhuhai Grand Theatre has become a preferred night-time destination for tourists and locals alike.

2.3.2 Night tour of Chuan Yuan at Jingshan Dao—Guan'ao Platform

Jingshan Dao, a mountainous scenic trail spanning roughly 10 kilometers, extends to Haibin Park in the east and overlooks New Yuanming Palace in the west. As the tourist destination strives to develop night-time tourism, Chuan Yuan, a section of Jingshan Dao, has introduced a night tour centering around the Guan'ao Platform. This route, extending from east to west, covers a number of Zhuhai's tourist attractions, including New Yuanming Palace, Bailian Cave Park, and City Balcony. With a wide range of sceneries, this premium tourism program allows visitors to appreciate the charm of Zhuhai's mountains, sea, and cityscape with just one route.

3 Questionnaire and Analysis

3.1 Questionnaire Design

In the present study, questionnaires were distributed and collected through Wenjuanxing, a questionnaire platform. The questionnaire was divided into two sections. One section encompassed demographic features, travel types, spending habits, tourist expectations, and revisit intention, while the other section consisted of quantitative questions, covering 30 ratable indicators that include public infrastructure, night-time lighting, and tourism services.

3.2 Data Source

In this study, Wenjuanxing was used to gather responses from individuals who had previously visited Zhuhai as tourists. The methodology employed was the street survey. Three popular tourist attractions in Zhuhai were selected: Zhuhai Grand Theatre, Lovers' Road, and Chimelong South Gate. A total of 217 responses were collected, out of which 202 were deemed valid, an effective response rate of 93%.

3.3 Data Analysis

3.3.1 Respondent Profile

Among the 202 valid samples, there were 99 male respondents, accounting for 49.01%, and 103 female respondents, accounting for 50.99%.

The majority of respondents fall within the age range of 19 to 30 years old, comprising 40.59% of the total, followed by the 31–40 age group, which accounts for 22.28%. It is assumed that respondents aged 19–30 are often university students or have been in the workforce for approximately three to four years. These respondents are generally curious about novel experiences. Furthermore, they are also characterized by a stronger willingness to make a purchase, ample free time, and sufficient economic cost.

With respect to educational attainment, 117 respondents held a bachelor's or associate degree, constituting the majority (57.92%); 44 respondents held a master's degree, while 41 respondents received high school/secondary vocational education. The latter two categories account for 21.78% and 20.30%, indicating a narrow gap.

Concerning occupational status, most respondents were self-employed individuals and students, making up 28.71% and 19.80% of the total number of respondents, respectively. Following them, 16.34% of respondents were civil servants or employees of public institutions, 13.37% were workers/farmers, and 10.4% were company employees, with other occupations representing a negligible proportion. This indicates that the majority of respondents aged 19–30 are self-employed; with flexible work hours, they have the time required to engage in night-time leisure activities.

As for the place of residence, 88 respondents were residents of Zhuhai, making up 43.56%; 66 were from cities outside Guangdong Province, accounting for 32.67%; and 31 respondents were residents of other cities/counties in Guangdong, constituting 15.35%.

3.3.2 Appeal Factors and Information Channels

The results of the questionnaire on tourism attraction factors are shown in Table 1. Regarding factors of tourist appeal, 21.62% of respondents identified sightseeing as the primary appeal of night-time tourism in Zhuhai, followed closely by shopping and amusement activities, both at 21.02%. Additionally, culinary and cultural experience, performing arts, spontaneous visits, and other factors accounted for 13.51%, 9.91%, 8.11%, and 4.80%, respectively. This suggests that sightseeing, amusement activities, and shopping are the most appealing products of night-time tourism in Zhuhai.

In terms of information channels, 23.27%, 21.29%, and 20.79% of respondents said they obtained travel information from friends and family members, short video platforms, and online searches. Traditional media such as television/radio, recommendations from travel agencies, other channels of information, and social media platforms accounted for 12.38%, 6.93%, 6.44%, and 5.45%, respectively, with tourism platforms being the least preferred channel of travel information at 3.47%. This distribution suggests that tourists who have visited Zhuhai are inclined to recommend the city to friends and family members, and many are exposed to night-time tourism in Zhuhai through short video platforms or online searches.

Table 1. Statistics of attractive factors

| Subject | Option | Frequency | Percentage(%) |
|--|---------------------|-----------|---------------|
| What attracts you to travel at night in Zhuhai (multi-topic) | Leisure sightseeing | 72 | 21.62 |
| | Food | 45 | 13.51 |
| | Shopping | 70 | 21.02 |
| | Performing Arts | 33 | 9.91 |
| | Play items | 70 | 21.02 |
| | Act without purpose | 27 | 8.11 |
| | Other | 16 | 4.80 |
| Total | | 333 | 100 |

3.3.3 Tourist Characteristics

Respondents exhibited a diverse range of travel types, with a relatively balanced distribution. 22.77% of respondents opted for traveling with friends, while family trips and other types of travel were equally popular at 14.85%. Specifically, other types of travel included group tours, solo trips, couple trips, and organized group tours, each with a relatively low proportion. This distribution indicates that night-time tourists often choose to travel with one or more fellow tourists.

The majority of respondents preferred to travel after 18:00, 19:00, or 23:00, which suggests that the peak hours for night-time tourism are between 18:00–19:00 and after 20:00. 32.67% of respondents selected activities lasting 1–2 hours, while other durations (less than 1 hour, 2–3 hours, and more than 3 hours) were evenly distributed with minor discrepancies.

3.3.4 Consumption capacity

In terms of monthly income, respondents were divided into income brackets ranging from 6,000–8,999 yuan, below 3,000 yuan, 3,000–5,999 yuan, and above 9,000 yuan, accounting for 32.67%, 26.24%, 26.24%, and 14.85%, respectively. A large proportion of respondents selected the bracket of 9,000 yuan or above.

With regard to actual spending, there was little difference between the number of respondents spending below 300 yuan and that of those spending between 300–599 yuan, which made up 36.63% and 34.65%, respectively. This result may be attributed to the income level of respondents, as many were students with limited spending power due to lower incomes.

3.3.5 Significant Factors and Tourist Satisfaction

The results of the questionnaire on Comprehensive experience are shown in Table 2. 32.67% and 21.29% of respondents expressed satisfaction or high satisfaction with night-time tourism in Zhuhai, while 31.19%, 9.41%, and 5.45% selected average, dissatisfaction, and total dissatisfaction. Additionally, 58.42% of respondents noted they would recommend night-time tourism in Zhuhai to others, while 41.58% indicated they would not.

Table 2. Comprehensive experience analysis

| Subject | Option | Frequency | Percentage(%) |
|--|-------------------|-----------|---------------|
| The general feeling of your night tour in Zhuhai | General | 63 | 31.19 |
| | Not satisfied | 19 | 9.41 |
| | Very dissatisfied | 11 | 5.45 |
| | Satisfied | 66 | 32.67 |
| | Very satisfied | 43 | 21.29 |
| Would you recommend someone else for an overnight trip to Zhuhai | No | 84 | 41.58 |
| | Yes | 118 | 58.42 |
| Total | | 202 | 100.0 |

(1) Significant Factors

In terms of average scores, four indicators, 1) convenient and smooth night-time transportation, 2) adequate public toilets, 3) friendly attitude of locals, and 4) rich night-time sightseeing/entertainment activities, were rated above the average, which indicates that they were considered significant factors.

The average scores of three indicators, 1) food hygiene, 2) adequate public rest facilities, and 3) cultural representation at night-time scenic spots, were slightly below average, suggesting a moderate level of perceived significance.

Four indicators, 1) bright night-time lighting, 2) visually pleasing night-time lighting, 3) good food hygiene, and 4) good public hygiene conditions, scored below average, which indicates that they are regarded as relatively insignificant among respondents.

In light of the standard deviation concerning the level of significance, indicators with relatively small standard deviations include 1) convenient and smooth night-time transportation, 2) rich night-time sightseeing/entertainment activities, 3) visually pleasing night-time lighting, and 4) adequate public toilets.

Indicators with significant variation include 1) adequate public rest facilities, 2) bright night-time lighting, 3) cultural representation at night-time scenic spots, and 4) hygiene conditions of places and facilities including roads and public toilets.

(2) Tourist Satisfaction

In terms of average scores, four indicators, 1) rich night-time sightseeing/entertainment activities, 2) public toilets, 3) good hygiene conditions, and 3) friendly attitude of locals, were

rated above the average, which indicates a relatively high level of satisfaction among respondents.

The average scores of three indicators, 1) visually pleasing night-time lighting, 2) adequate public rest facilities, and 3) cultural representation at night-time scenic spots, were slightly above average, suggesting a moderate level of satisfaction.

Four indicators, 1) convenient and smooth night-time transportation, 2) bright night-time lighting, 3) unique dining options, and 4) food hygiene, scored below average, which indicates a low level of satisfaction.

Moreover, 26.73% of respondents suggested that urban safety and transportation accessibility should be prioritized in urban development. 25.81% and 23.96% of respondents selected other concerns and high price levels. This underscores that safety-related factors, such as urban safety and transportation accessibility, are paramount concerns for tourists.

3.4 Flaws of Night-time Tourism in Zhuhai

3.4.1 Inadequate Promotion of Night-time Tourism

Zhuhai has yet to introduce an overall model of planning, marketing, and promotion for its night-time tourism, which puts the city at a disadvantage in the fiercely competitive tourism industry. Some tourists suggest that the city ought to intensify its tourism promotion. Promotions, which play a crucial role in improving its reputation as a tourist destination, would allow Zhuhai to showcase its tourism image and premium tourism resources through various channels, thereby attracting more tourists.

3.4.2 Inadequate Night-time Safety Guarantees

26.73% of respondents selected safety as an important concern for night-time tourism in Zhuhai. Safety is a fundamental need for the general public and a prerequisite for tourists to travel with relaxation. Night-time safety determines the sense of security felt by tourists, thereby influencing their willingness to engage in night-time activities.

3.4.3 Insufficient Public Service Facilities

Some respondents offered the suggestion that Zhuhai should improve its public service facilities. The uneven distribution of public service facilities emerged as one of the primary issues. The availability of people-centered designs is a concern. Public infrastructure, crucial for Zhuhai's development of all-for-one tourism, is regarded as a key influencing factor in night-time tourism.

3.4.4 Lack of Diverse Night-time Tourism Products

While cities across the country offer a variety of night-time tourism products, Zhuhai provides relatively few distinctive products of night-time tourism. The city's night-time tourism industry has yet to achieve economies of scale. Furthermore, Zhuhai also struggles with a shortage of diverse night-time tourism products and business models. The city's homogeneous products and models have intensified market competition and stifled innovation, leading to lukewarm development.

4 Recommendations for Improving Zhuhai's Night-time Tourism Products

4.1 Developing Night-time Tourism Products with Unique Local Features

Zhuhai should strive to incorporate local cultural elements into tourism to foster a unique brand of night-time tourism with accurate market positioning^[2]. Brands such as Zhuhai Night Tours or Coastal Banquets, for instance, would have a unique appeal. Furthermore, brand narratives and cultural representation should be introduced to enhance the public awareness and appeal of the city's night-time tourism brands.

Zhuhai should also tap into its advantages in terms of maritime culture and coastal scenery to develop products and activities with unique local features, including night-time cruises, seaside light shows, and cultural performances^[3]. In addition, regular night-time cultural festivals such as the Zhuhai Fisherwoman Lantern Festival and Seaside Music Night could provide a more engaging experience of night-time tourism through a diverse array of events^[4].

4.2 Intensifying the Promotion of Night-time Tourism

Zhuhai should also embrace online media platforms to help locals and tourists fully access the appeal of its cultural and tourism industries^[5]. More specifically, online promotional channels, including WeChat public accounts, Douyin, and Xiaohongshu, can also be leveraged, in addition to promotions through traditional media outlets. The city can also adopt new formats of promotion like short videos, live streaming, and social media posts to introduce the unique features of tourism in Zhuhai and provide tourists with a full range of tourism information, including popular attractions in different districts.

4.3 Enhancing Night-time Urban Safety Management

Zhuhai should make it a priority to enhance its night-time traffic control by implementing real-time monitoring in accident-prone locations, roads, and key intersections. Information on passenger flow should be provided to enable smart traffic regulation^[6]. Such measures would allow the city to fully access and manage traffic information, minimizing the occurrence of traffic accidents^[7]. Steps should be taken to improve Zhuhai's night-time lighting by strategically planning street lighting to eliminate blind spots and enhance visibility, thereby fostering a safer environment for night-time tourism. The city should also establish a comprehensive emergency plan for night-time safety to prevent potential accidents during night-time tourism activities^[8].

4.4 Improving Public Service Facilities for Tourism

Measures should be adopted to promote the construction and improvement of night-time tourism facilities, along with supporting facilities, in Zhuhai^[9]. The city could also benefit from the development of smart tourism services, as well as a service system powered by advanced technologies such as cloud computing, artificial intelligence (AI), and the Internet of Things (IoT), i.e., a digitized government management system. With such a system, Zhuhai would be

able to efficiently manage its tourism information and resources through terminals with internet access, providing more convenient online services and information channels for tourists.

5 Conclusion and Discussion

As tourist demands evolve over time, new trends will emerge in night-time tourism. During the research process, it was found that Zhuhai boasts several advantages for developing night-time tourism, including a unique geographical location, extensive coastline, and abundant island resources, which creates vast market prospects. The city should find appropriate ways to fully tap into these natural resources while striking a balance between development and conservation.

While most tourists surveyed were satisfied with Zhuhai's night-time tourism, the city still faces issues including limited and scattered night-time tourism products and insufficient night-time cultural activities. Further research and discussions are required to explore the integration between local tourism and folk culture, develop distinctive local tourism products, and drive the innovation and upgrading of night-time tourism products in Zhuhai, thereby allowing tourists and citizens to experience a more diverse nightlife and a more versatile night-time economy.

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