NIGHT ECONOMY

NHA TRANG OLD TOWN

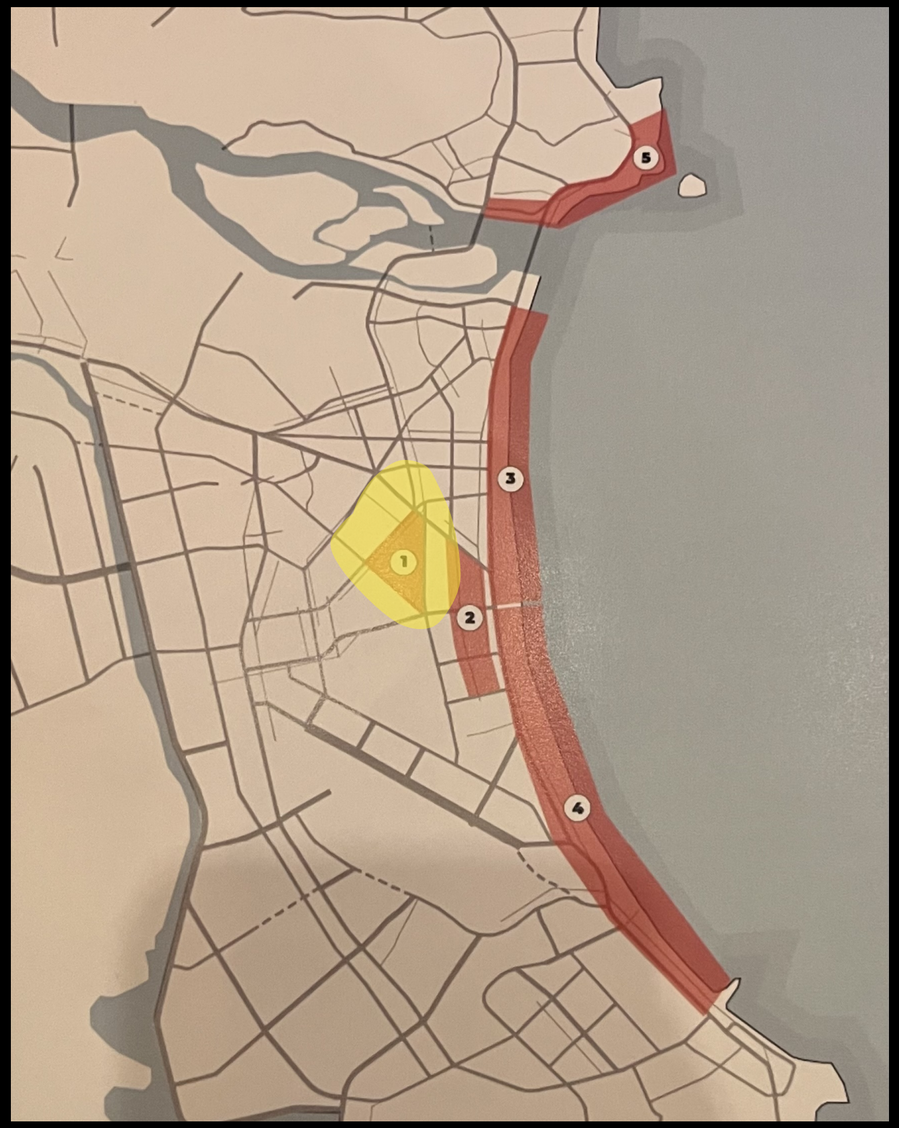
Team 1

Hyebin Kim

Jungrae Noh

Pham Minh Tam

Phan Huvnh Nhu

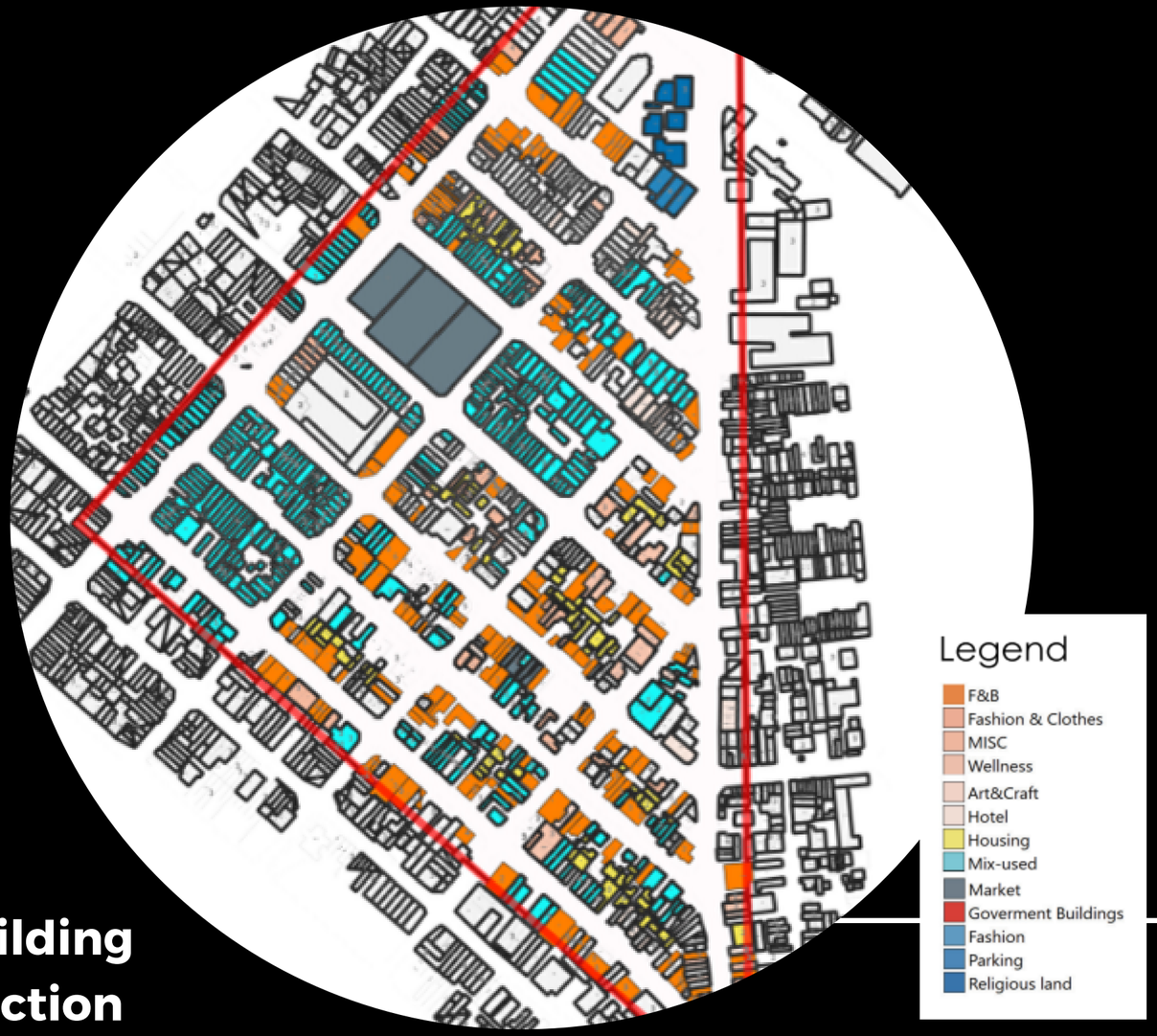


Our site - Old Town

After covid the restaurants and services switched to serving Korean customers, it is possible to develop the night economy from the local population

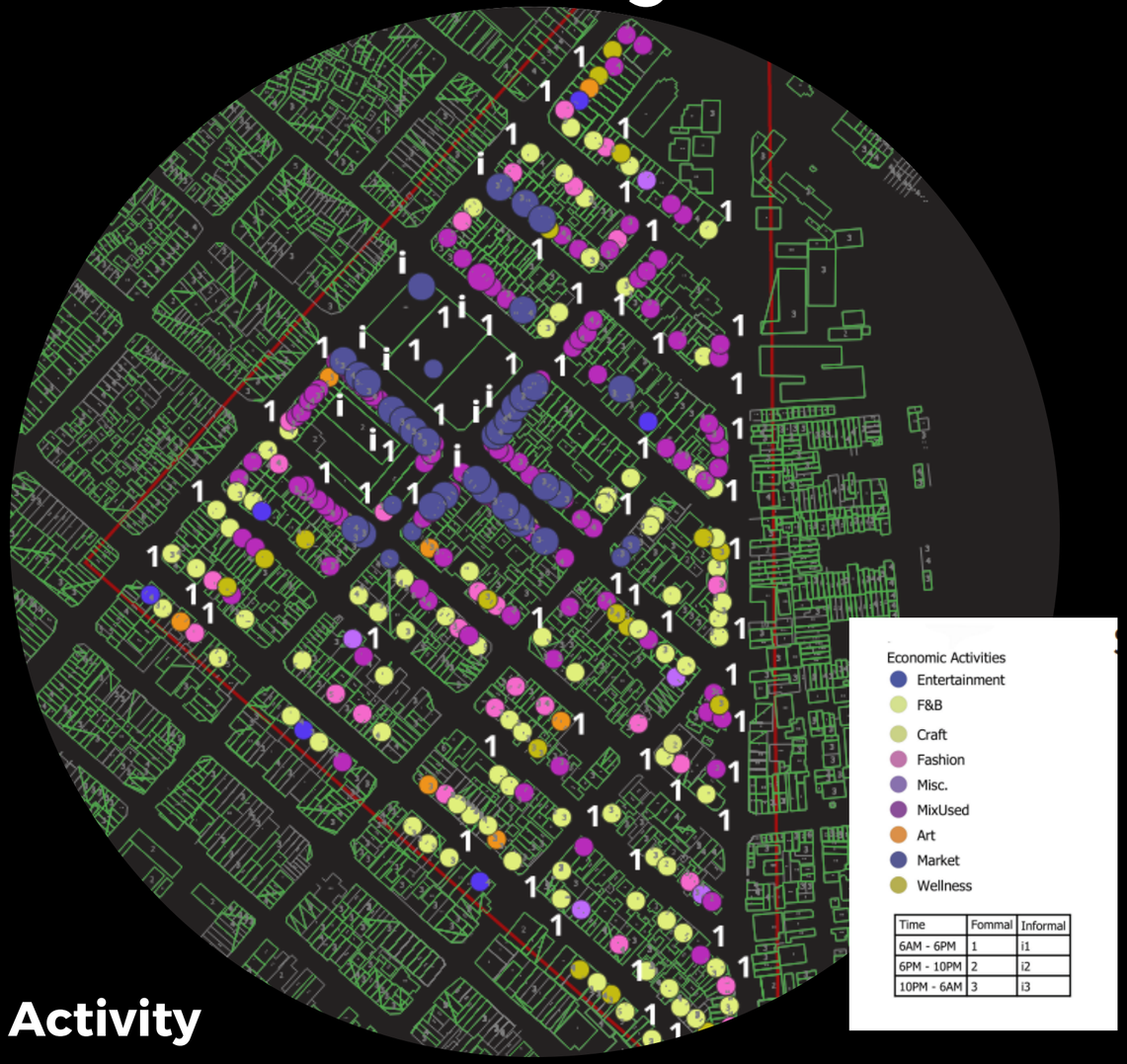
Site Analysis

Land Use

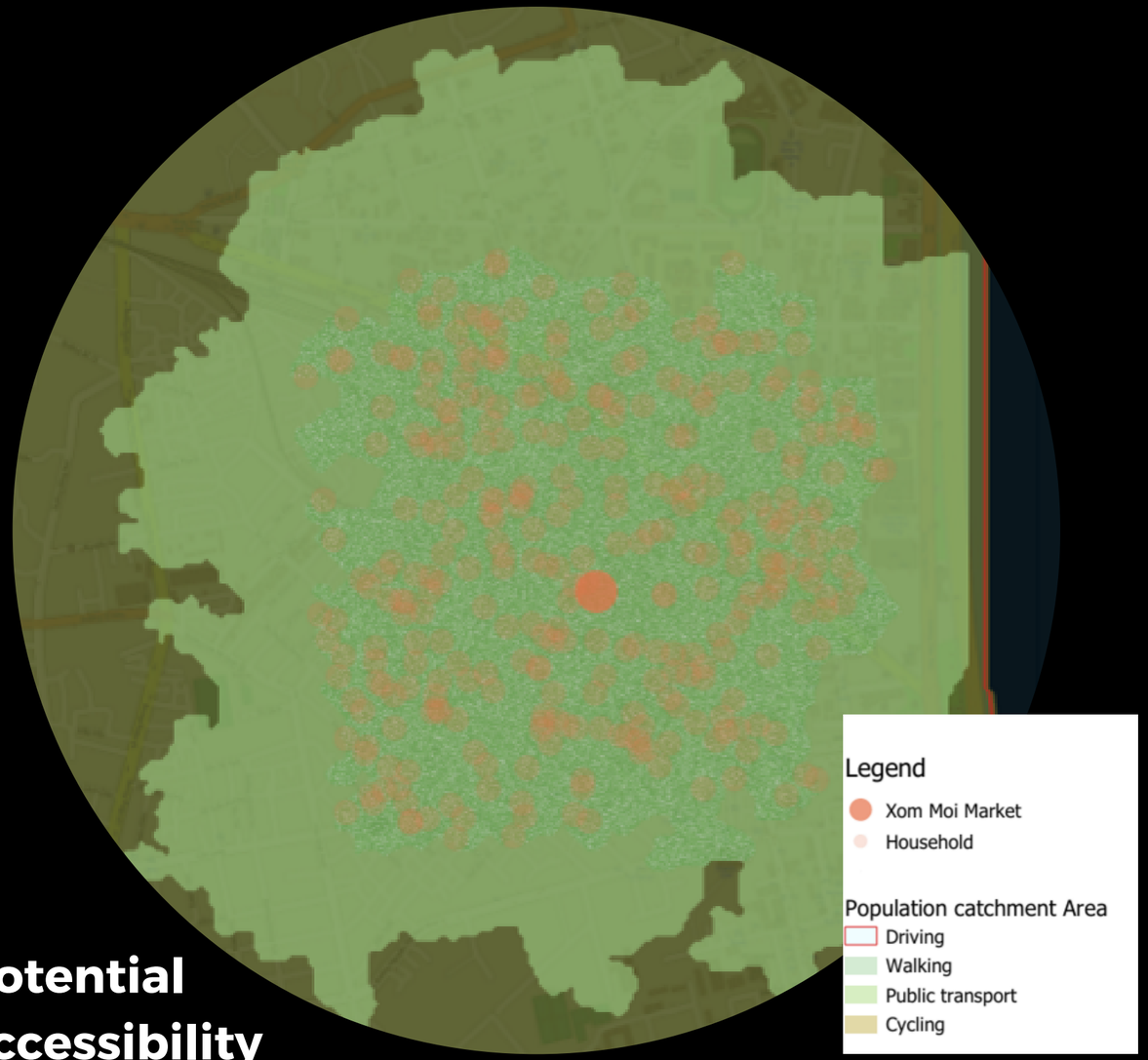


Building Fuction

Site Analysis



Activity



Potential accessibility

Site Explore - Positive

-Dynamic alley

every house is different

--Safe & Friendly people

-Old Town

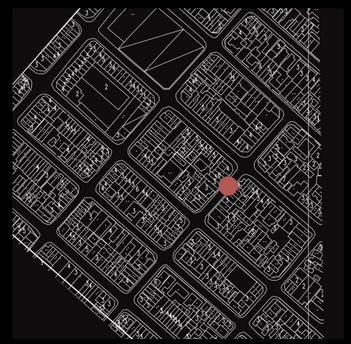
traditional

local food

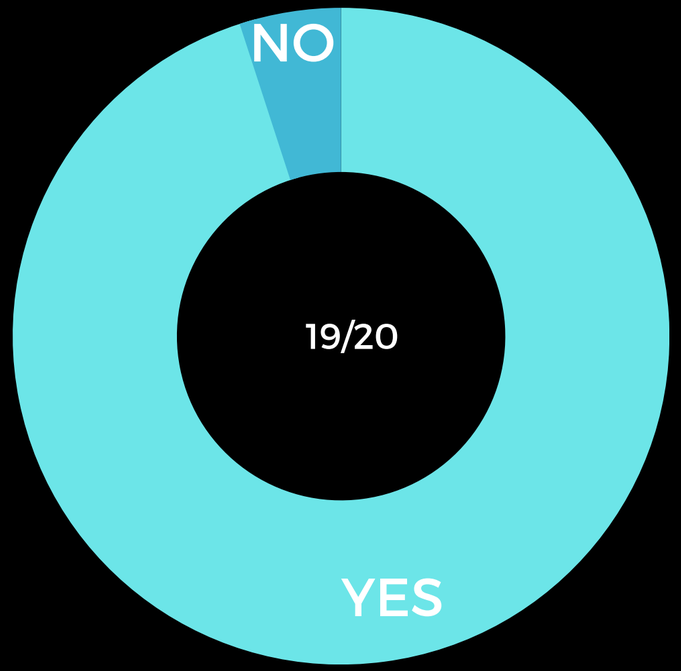
many self-employed people

Site Explore - Negative

- To much garbage
  - No trash bins
- To many motorbikes
  - No public trasportation
  - Parked bikes in the side walk
- Dark at night
  - Little light
- No night activity
  - Few shops open after 10pm
- Little convenient store



Survey

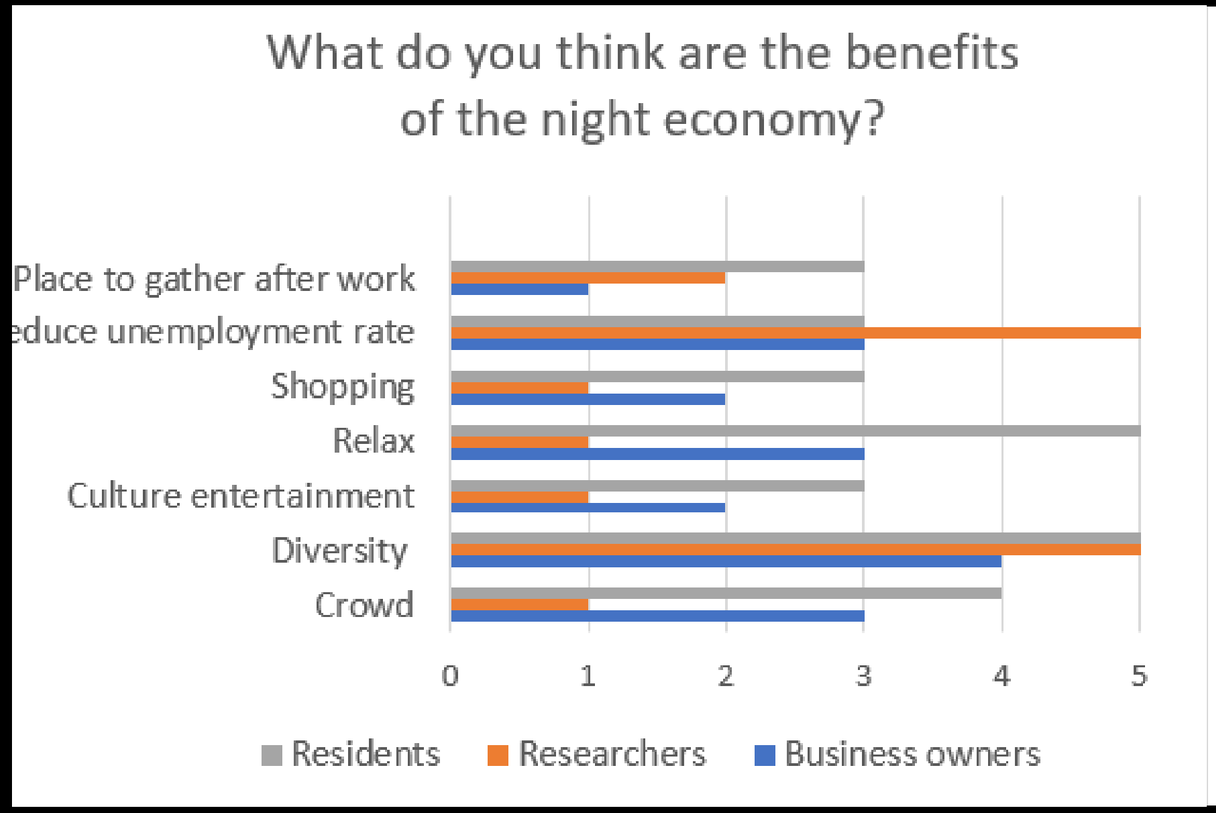


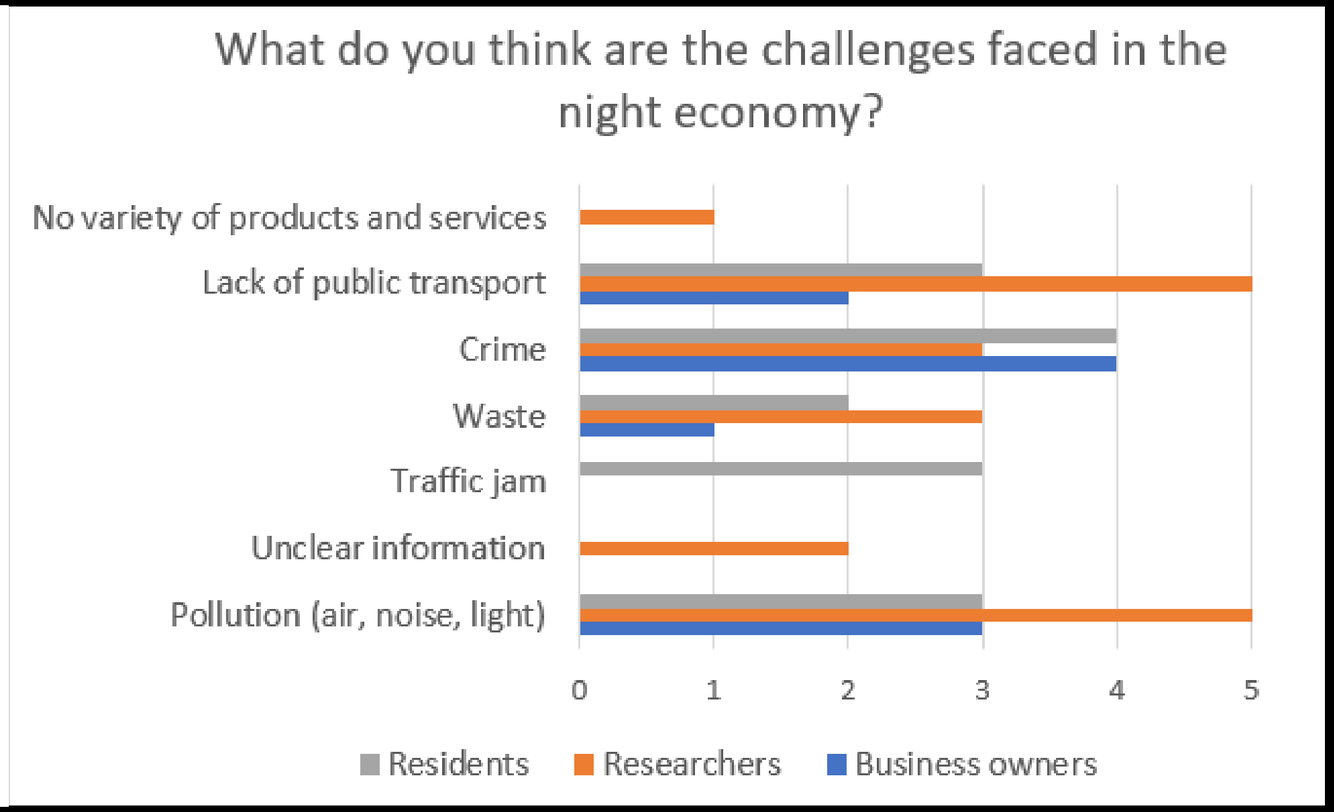
Is NTE important?

Survey respondent groups

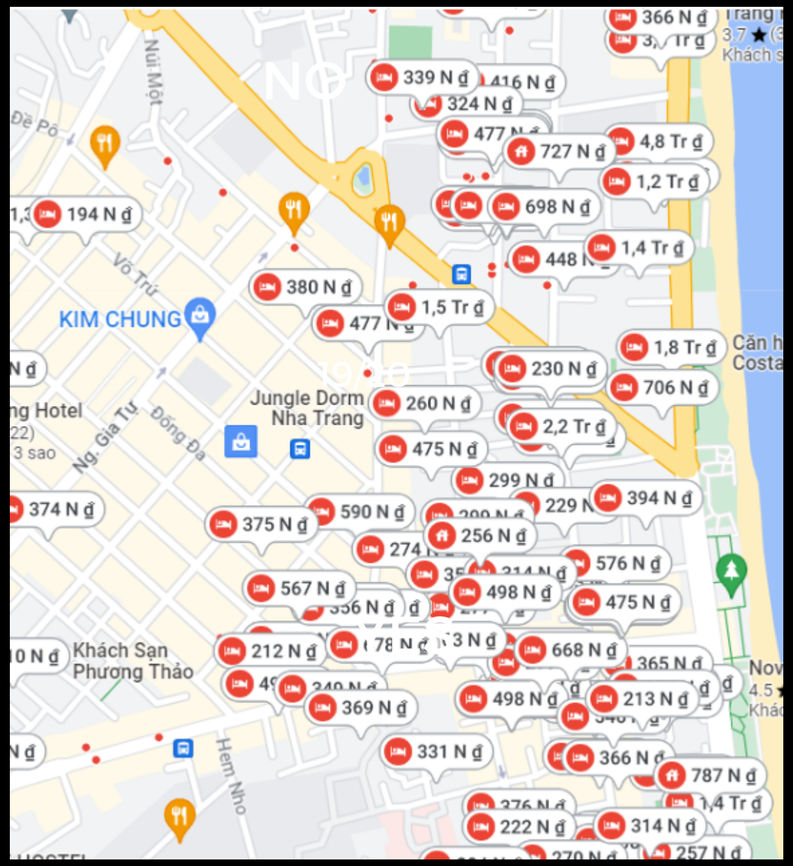
- Residents
- Business owners
- Tourist
- Researchers

Survey

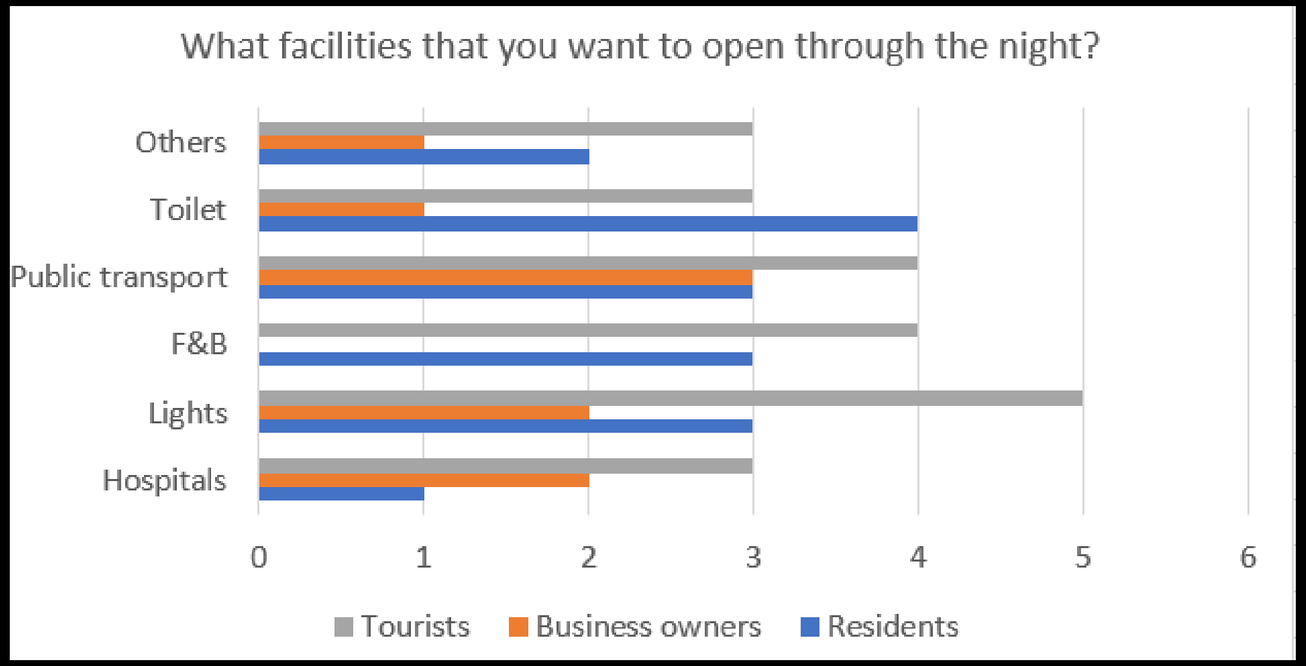

What do you think are the benefits of the night economy?
Place to gather after work
educe unemployment rate
Shopping
Relax
Culture entertainment
Diversity
Crowd
0
1
2
3
4
5
Residents
Researchers
Business owners


What do you think are the challenges faced in the night economy?
No variety of products and services
Lack of public transport
Crime
Waste
Traffic jam
Unclear information
Pollution (air, noise, light)
0
1
2
3
4
5
Residents
Researchers
Business owners

Survey



Hotel around site

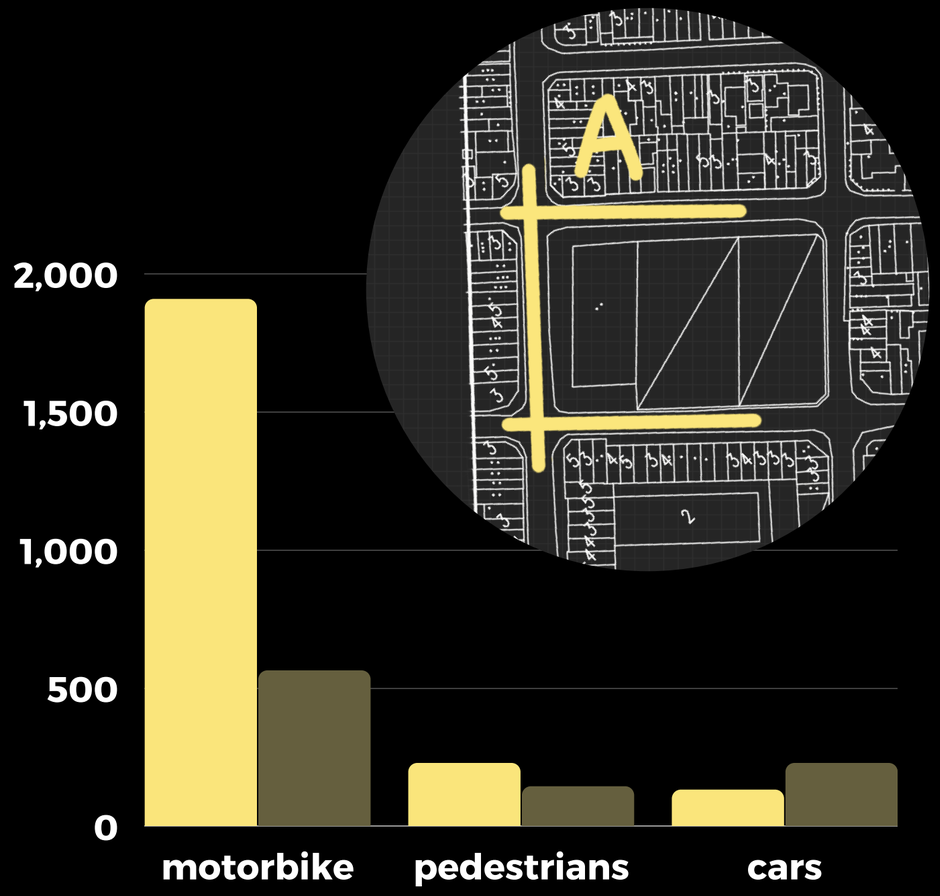


Survey

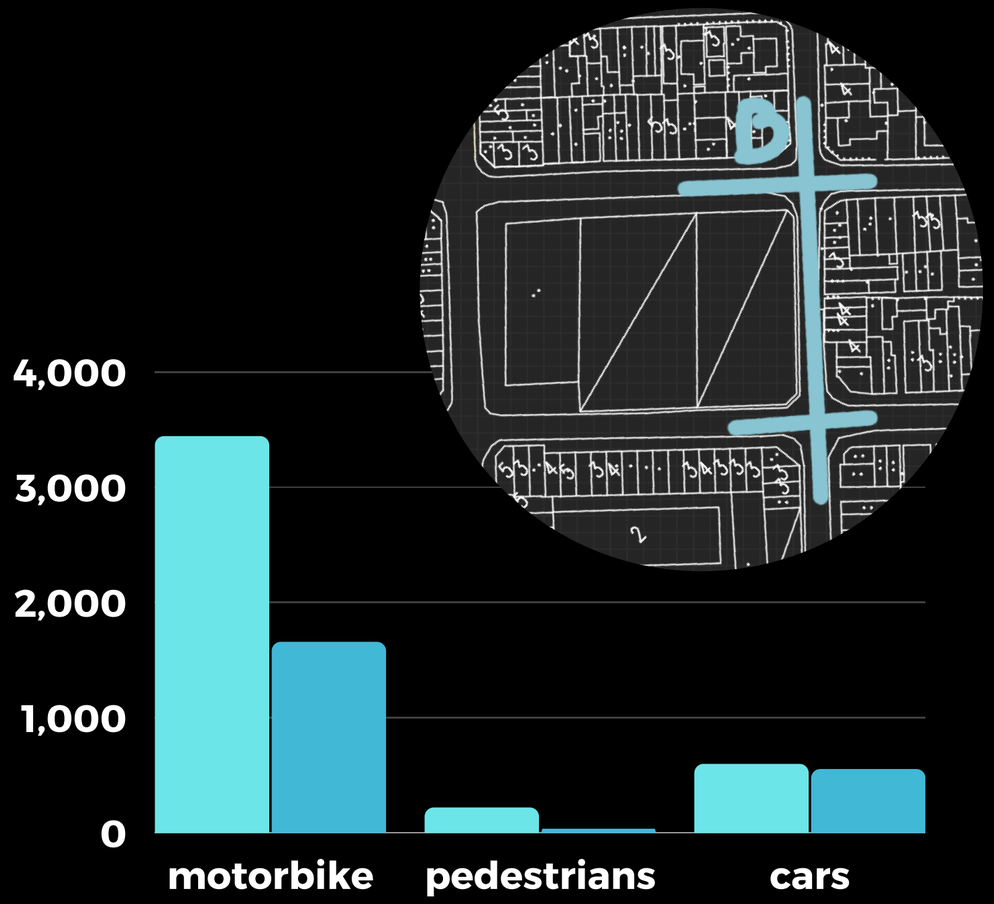
NEEDS

- Places to get night food
- Support from government
- Vietnam Traditional attraction
- A Gathering place for locals
- Correct information of area

Night market Site Foot Traffic



7PM/10PM

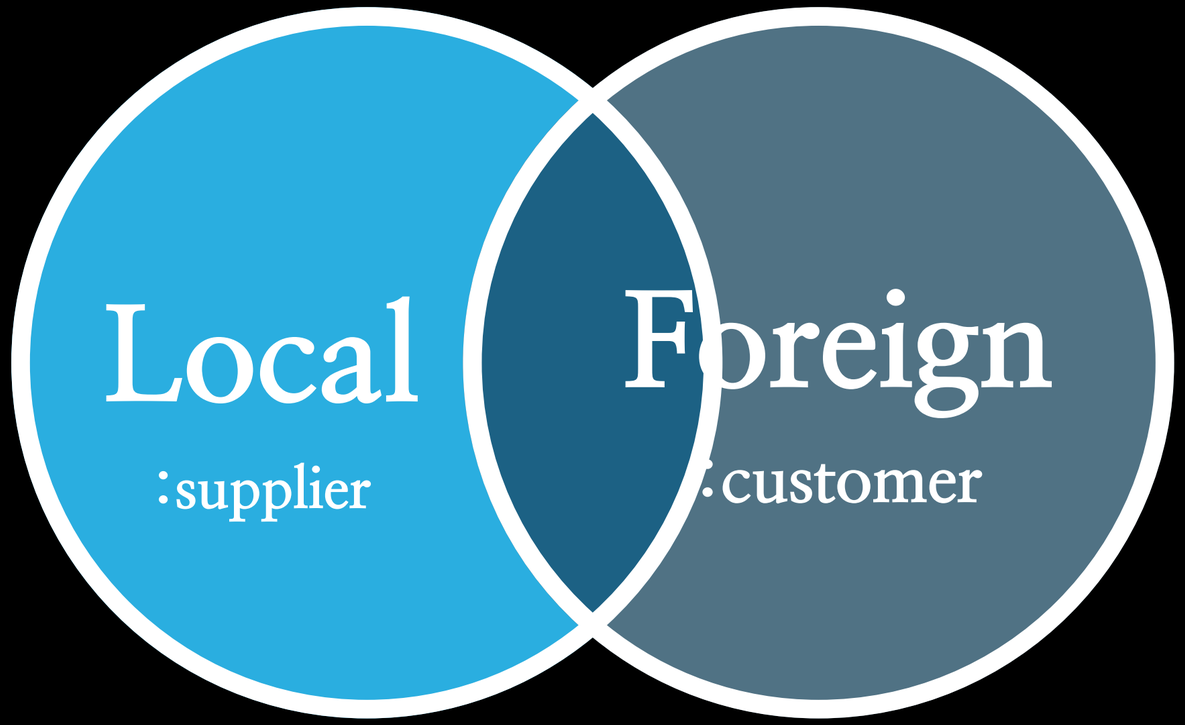


7PM/10PM

Concept

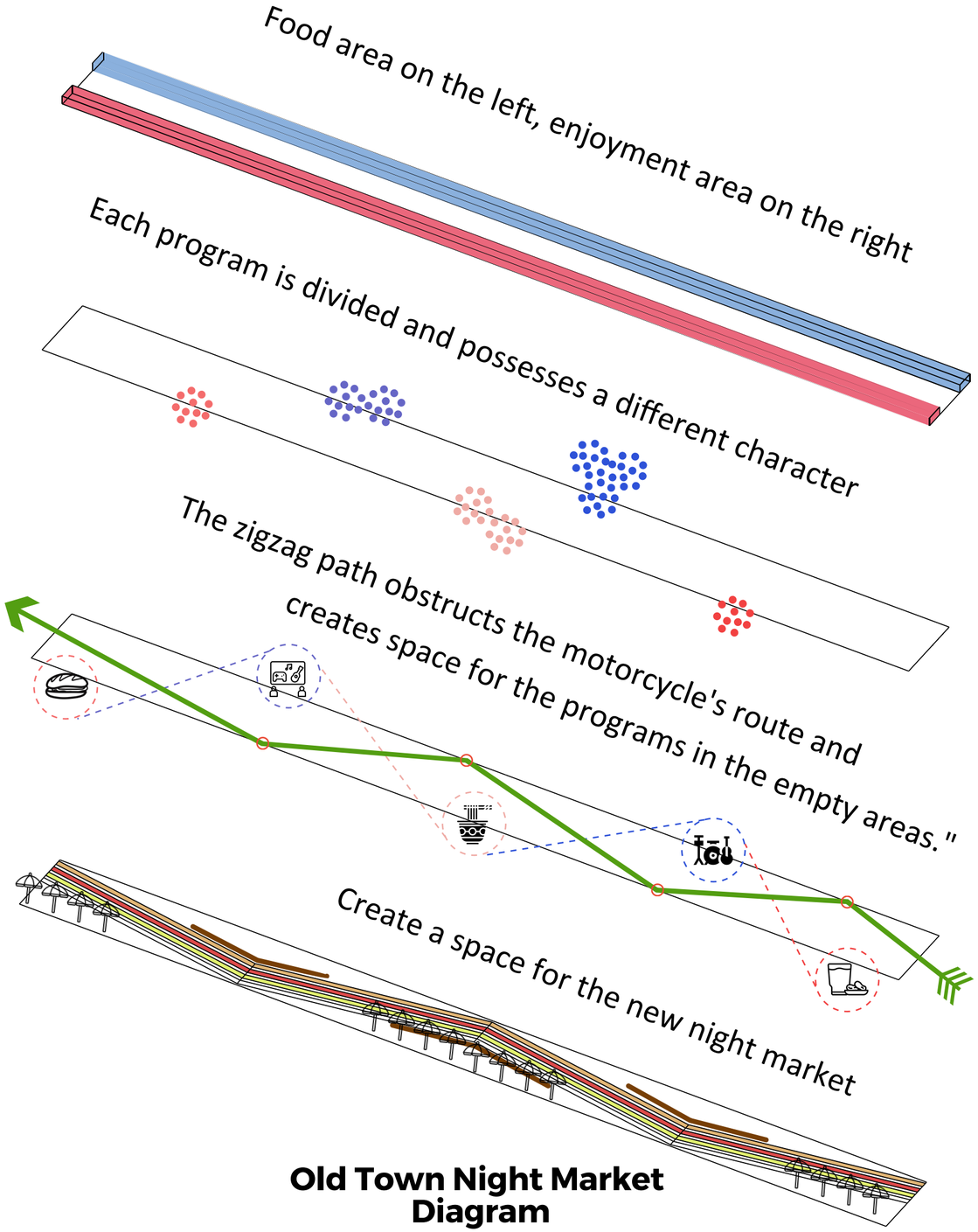
Night Time Agora

For the Local
to the Foreign

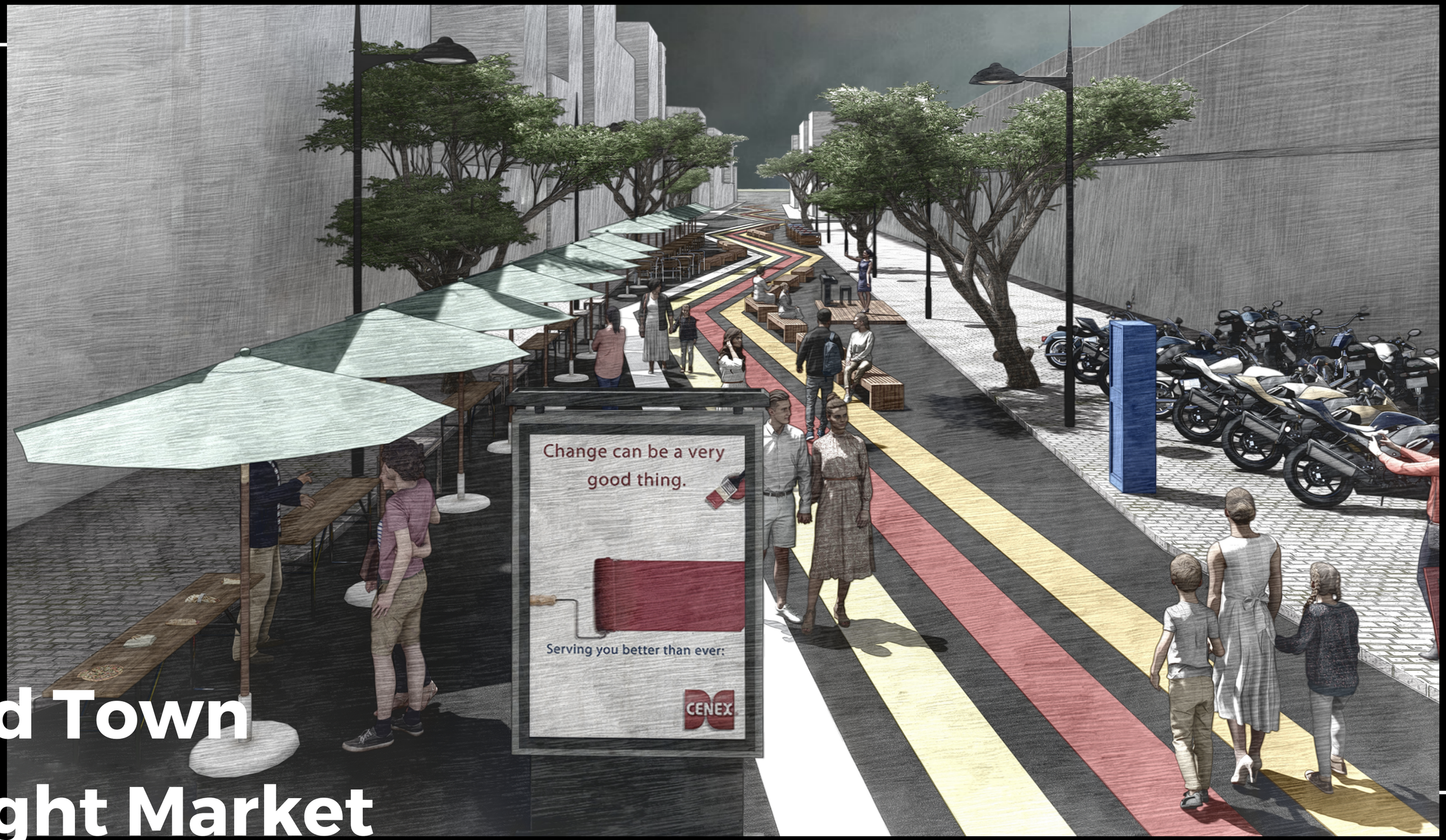


After covid the restaurants and services switched to serving Korean customers, it is possible to develop the night economy from the local population

Old Town
Night Market
Site



Old Town Night Market Diagram



Old Town Night Market

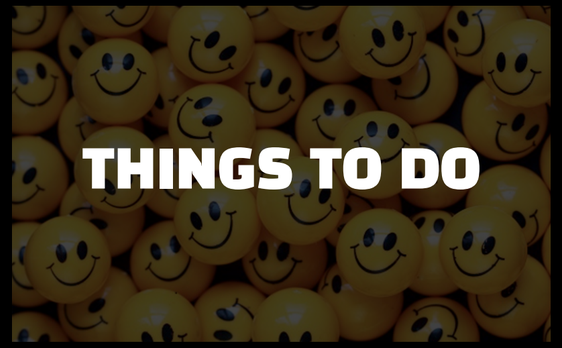
OLD TOWN NIGHT MARKET PROGRAMS AND UNIQUENESS

"Motorcycles are not allowed to enter from 7 PM until 1 AM the next morning. Please park the motorcycle in the right parking area."

"You can enjoy delicious late-night snacks at the right lane."

"You can experience a variety of traditional Vietnamese cultural activities and enjoyable activities at the right lane."

"For your safety and crime prevention, our business establishment has installed CCTV cameras at key locations."



Case Study

South Jonju Night Market
South Korea

In a quater of a year
before 7million dollors
after 10million dollars

dailly visitor in night market 7500 people
45 shops open -> 32 are food

Liuhe Night Market
Taiwan

local athorities
control the traffic
no motorbikes
no car zone

Night Market
Tailand

Very suited for locals
Main target - locals
Traditional

Case Study

Liuhe night Market Taiwan

South Jonju night market South Korea

Thailand night market

city provides policy support
- city's active security management a
- traffic control

- unique atmosphere
-special attractions in the area
-communicate culture and emotion

Information of Old Town

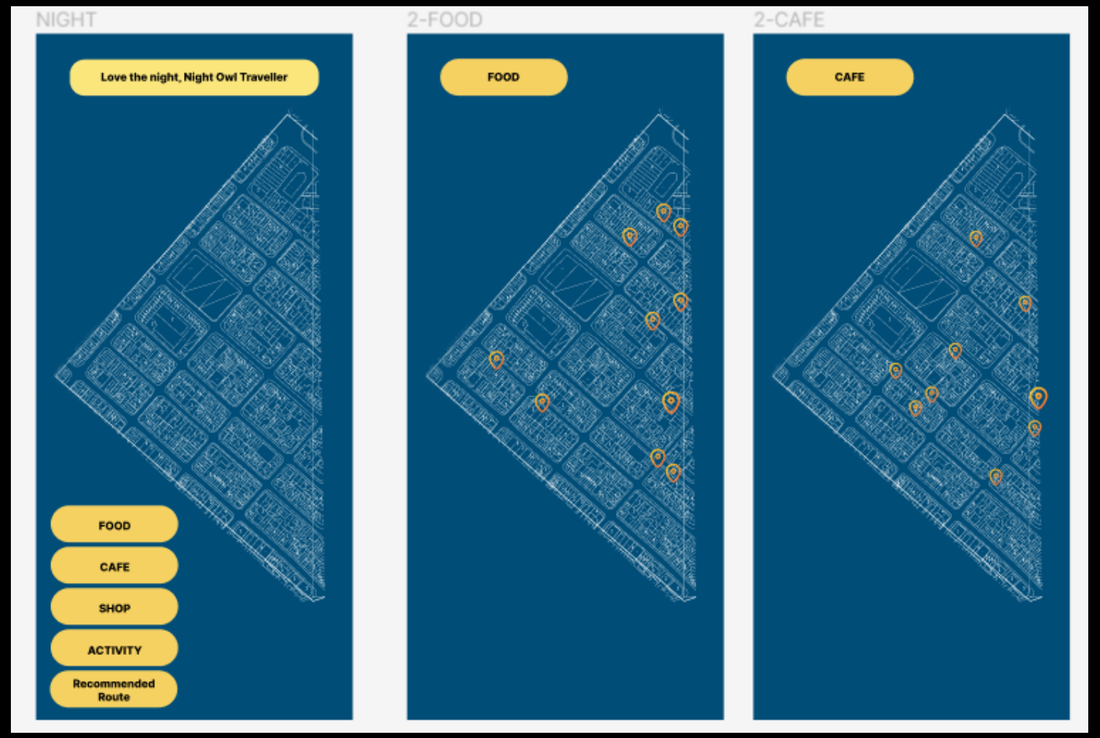
6 NEEDS OF THE TOURIEST
NHA TRANG OLD TOWN TOURISM MAP
- LOCAL TOURISM
-ACTIVE TOURISM
-NIGHT TOURISM
-ECO TOURISM
-RELAXING TOURISM
-RANDOM TOURISM

APP

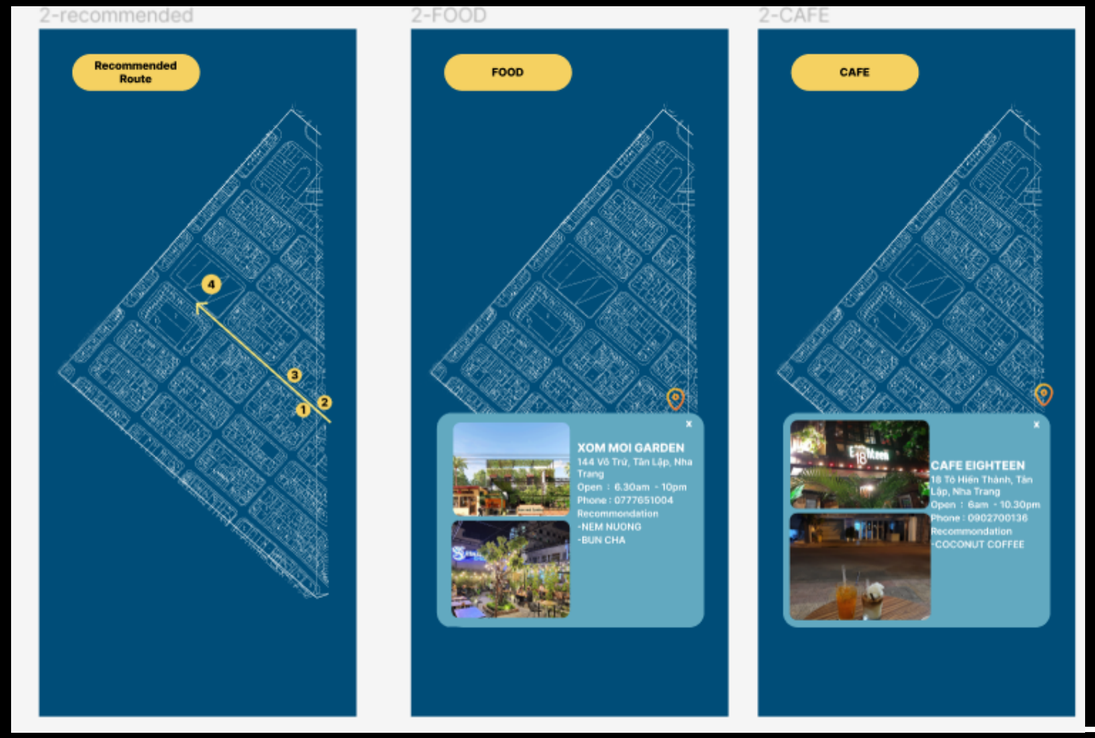
Pamplet

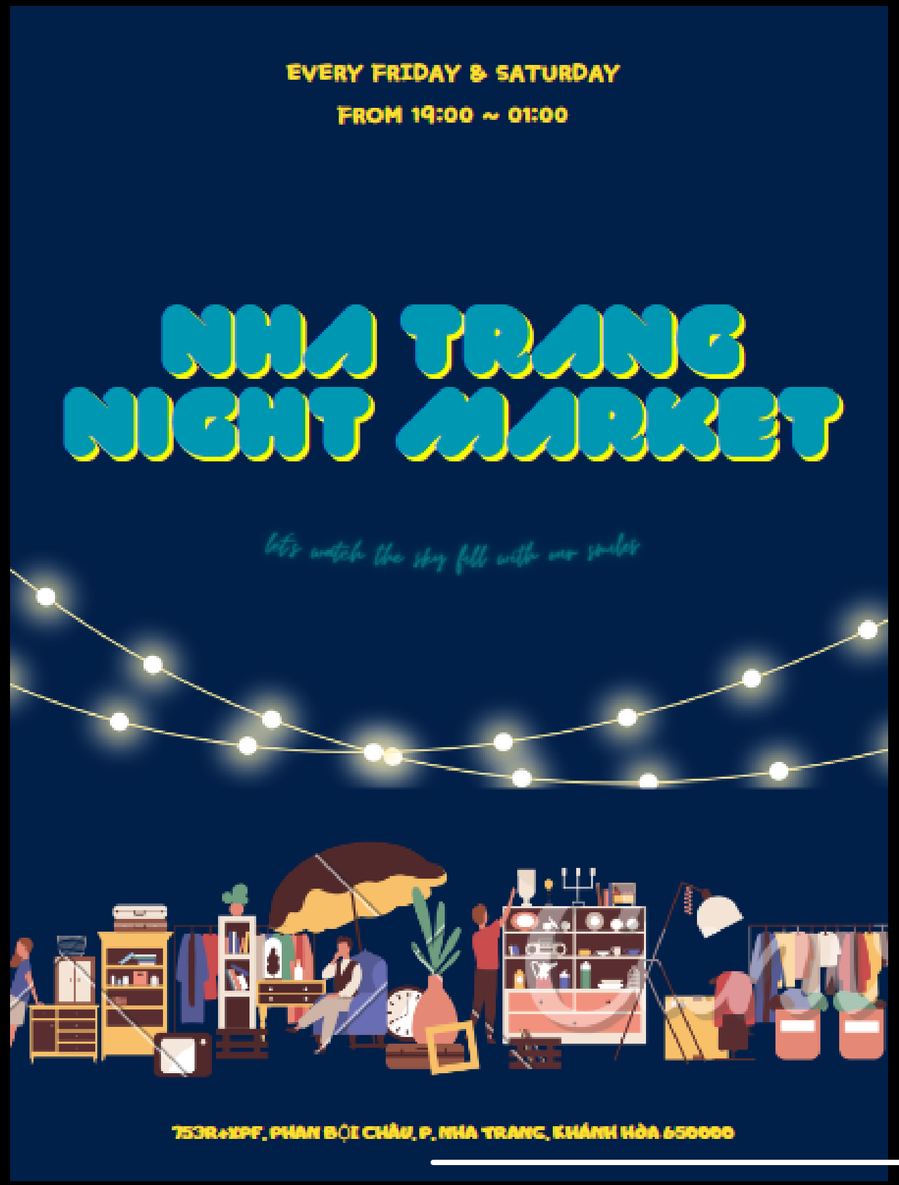
App for Old Town

LOCATION OF PLACE BY CATEGORY



RECOMMENDING ROUTINE



CONCLUSION

Leading people's movement
to stimulate the night economy
and the night market