

Cultural Integration and High-Quality Development of Night Tourism: Evidence from Chengdu Jinjiang River Night Tour



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Abstract: Against the backdrop of the continuous growth of people's spiritual and cultural needs and the strong national promotion of the night-time economy, night tourism has become an important driver of the high-quality development of China's culture and tourism industries. Cultural integration, in particular, is a key force in improving the quality of night tourism products. As a representative project of Chengdu's night-time economy and a demonstration case of the integrated development of culture, commerce, tourism, and sports, the Jinjiang River Night Tour is of significant research value for exploring pathways toward the high-quality development of urban night tourism. Taking the Jinjiang River in Chengdu as the research object, this paper examines the Jinjiang River Night Tour, a tourism project developed along the river. Through literature review and data collection, it systematically reviews the research progress and practical experience of night tourism in China and abroad. On this basis, the paper analyzes the project's current development status and practical advantages from four perspectives: favorable geographical location and transport accessibility, abundant tourism resources, a distinctive cultural atmosphere characterized by leisure and catering, and multi-level policy support. It also identifies several prominent problems, including limited product diversity, inadequate supporting infrastructure, and insufficient cultural depth in related business formats. By analyzing the development characteristics and current situation of the Jinjiang River Night Tour in Chengdu, this paper provides empirical support and practical reference for the sustainable development of night tourism along the Jinjiang River.

Keywords: Night Tourism; Night Tour of Jinjiang; Jinjiang River in Chengdu; Night-time Economy

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1 Introduction

According to the Opinions on Further Stimulating the Potential of Cultural and Tourism Consumption, issued by the General Office of the State Council on August 26, 2019, China should promote the development of night tourism and the holiday economy and further expand the scale of night-time cultural and tourism consumption. The 14th Five-Year Plan for Culture and Tourism Development, released on April 29, 2021, also emphasized the importance of enriching night-time cultural and tourism products and

improving cultural and tourism consumption. With the diversification of the tourism market and the improvement of people's living standards, urban night tourism has accounted for an increasing share of tourist activities and has gradually become a popular tourism product.

According to the Decision of the CPC Chengdu Municipal Committee on Accelerating the Deep Integration and Development of Culture, Commerce, Tourism, and Sports,

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and Accelerating the Construction of a World-Famous Cultural Tourism City and an International Consumption Center City, issued by the CPC Chengdu Municipal Committee in August 2025, the Chengdu Municipal Government has clearly positioned the "Night Tour of Jinjiang" project as a core brand of the night-time economy and a demonstration project for the integrated development of culture, commerce, tourism, and sports. The project is expected to establish an integrated business model combining water transportation, historical culture, and leisure consumption.

In recent years, with the rise of night tourism, Jinjiang District in Chengdu has developed the "Night Tour of Jinjiang" project. Drawing on its unique cultural heritage and innovative experiential forms, the project integrates local cultural narratives and classical elements with modern tourism products. It has stimulated production, consumption, tourism, and employment in surrounding areas while contributing to the prosperity of Jinjiang's night-time tourism economy. However, as the project continues to develop, several problems have gradually emerged, including limited diversity in night tourism products and inadequate supporting infrastructure. Therefore, this paper conducts an in-depth analysis of the current development of night tourism in Jinjiang, Chengdu. By drawing on domestic and international development experience and relevant theories of night tourism, it aims to provide a theoretical basis for the sustainable development of the night tourism industry in Jinjiang, Chengdu, and to propose targeted development strategies.

2 Current Situation of Night Tourism at Home and Abroad

Early research directions on urban night tourism abroad were relatively scattered, mainly including criminology, sociology, cultural studies, geography, urban night tourism planning, health science and other aspects. In terms of the economic benefits of night tourism, Curtis scholars *et al.* adopted post-event observation and in-depth interviews to confirm that the convenience of transportation increases the time people spend in night places and brings substantial economic returns [1]. In terms of the economic benefits of night tourism, Curtis scholars *et al.* adopted post-event observation and in-depth interviews to confirm that the convenience of transportation increases the time people spend in night places and brings substantial economic returns [2]. Scholar Tomasella G proposed the combination of night-time mobil-

ity and night-time economy. Through the perspective of catering operation, the role and influence of night-time mobility on urban night-time tourism and atmosphere were explored [3]. Furthermore, in terms of the carriers of Night tourism, scholars such as Pinke-Sziva, referring to the night economy of Budapest, Hungary, analyzed the phenomenon of overtourism and proposed NTE (Nighttime economy) suggestions to improve the experience of tourists and visitors and enhance the quality of life of local residents [4]. Scholars such as Song define night tourism as a form of travel carried out between sunset and sunrise, with activities including sightseeing, participating in tourism programs and watching performances, which is more similar to daytime tourism activities [5]. Pericleous and other scholars, in their research on tourism experience, investigated the complex factors influencing the nightlife experience in tourist destinations and analyzed the widespread existence of socialization in the nightlife tourism experience environment [6].

In China, night tourism and night tourism products began to enter the research field at the beginning of the 21st century. There are various definitions of the concept of night tourism in the academic circle in China, and many scholars have conducted research on night tourism. Many domestic scholars have studied and designed night tourism activities in local tourist areas to conveniently meet the growing night consumption demands of tourists. Scholars such as Zhang Ruihua, through analyzing the tourism projects in Harbin, have proposed to create high-quality cultural tourism projects such as theme education routes and night cruise routes along the Songhua River [7]. Based on online data research, scholars such as Sun Xirui analyzed night tourism in cities represented by Beijing and Guangzhou from the perspective of tourist experience and discovered its influencing factors [8]. Based on a questionnaire survey conducted in Yinchuan City, scholars such as Wang Kehui raised questions about the current situation of night product development in Yinchuan City and provided corresponding development countermeasures [9]. At present, in the academic field, domestic scholars' research on "night tourism" mainly focuses on the aspects of time and tourism products.

From a temporal perspective, the time periods for night tourism are somewhat different from those of regular tourism. Based on the search of relevant literature on night tourism, Scholar Song Xueqian defined it as the night activities that people engage in near their tourist destinations or residences from sunset to late at night [10]. Scholar Gu Zhixin proposed that night tourism refers to the period from sunset to the next day when the sun rises, during which

tourists travel at their destinations [11]. This unique time period tourism offers fewer activities compared to traditional tourism, and the projects that tourists can participate in are also more concentrated. In addition, night tourism is also related to the seasonal climate to a certain extent. According to Scholar Guo Jie, tourists' travel experiences will change accordingly with the seasons. For instance, in summer when the days are hot, tourists are more willing to start their trips in the evening. In winter, due to the low temperature, night tourism is more concentrated indoors to ensure that tourists feel comfortable [12]. Scholars Cheng Yun and Yin Jie analyzed the spatio-temporal heterogeneous characteristics of night tourism safety incidents in China in recent years and concluded that the seasonal influencing factors for the occurrence of night tourism safety incidents are small and there are obvious spatial distribution differences [13]. Therefore, the development of night tourism in cities needs to take into account its unique temporal attributes, which brings certain restrictions to tourism development.

There are also different viewpoints on the definition of night tourism products in the domestic academic circle. Scholar Song Xueqian defines the development of night tourism as the night activities carried out by tourists near their tourist destinations or residences, including enjoying night views, participating in night recreational activities, and engaging in social activities at night [10]. Zhu Yuxuan and other scholars believe that compared with daytime tourism, night tourism is more inclined to adopt relaxing activity forms and is concentrated in the more bustling downtown areas, such as light shows, song performances and food experiences, which drive the local night economy [14]. In addition, Wang Zhaofeng et al. believe that the distribution pattern of night-time cultural and tourism consumption areas will be influenced by factors such as social economy, population density, residents' happiness index, hydrological conditions, and location conditions [15].

It can be seen from this that research on night tourism abroad mostly focuses on two parts: "night economy" and "nightlife", with relatively few studies purely on the development of night tourism products. Generally speaking, foreign countries place more emphasis on the cultural attributes of night tourism, the economic benefits brought by the development of night tourism, and its impact on the social environment. Chinese scholars have been paying attention to night tourism for a relatively long time, but the development and practice of night tourist attractions have been relatively late. With the strong support of national policies,

the development of night tourism in various regions has also shown a good momentum of development and achieved a favorable market response.

3 Practical Significance of Developing the "Night Tour of Jinjiang" Project in Chengdu

Chengdu is located in the western part of the Sichuan Basin and at the core of the Chengdu Plain. It is a city that combines historical charm with modern vitality. With Chengdu's growing popularity as a tourist destination both in China and abroad, an increasing number of tourists have been attracted to the city by its reputation. Against this background, tourism development in Jinjiang District has become an important component of promoting the overall development of Chengdu's tourism industry.

In October 2017, Chengdu issued the Plan for the Jinjiang Green Axis of the Tianfu Greenway, which clearly proposed that by 2020, the Jinjiang Greenway should be developed into an ecological and economic industrial axis characterized by greenery and vitality. Since the 1990s, increasing attention has been paid to environmental problems in the Jinjiang River area. The local government has implemented a series of environmental improvement measures, enhanced the water quality of the Jinjiang River, and added various facilities and green spaces, thereby allowing the river to regain its unique tourism value [16].

By developing night tourism projects along the Jinjiang River, with the "Night Tour of Jinjiang" project as the core, Chengdu can not only improve the local urban environment and create more employment opportunities, but also enhance the city's tourism image, establish a distinctive tourism brand, and promote local economic development. In this sense, the project has the potential to become a new landmark of cultural and tourism consumption in the Chengdu-Chongqing region.

3.1 Expand the Tourism Market and Enriching Tourism Products

The "Night Tour of Jinjiang" adopts a culture- and innovation-oriented development approach, integrating the ancient Shu culture of Chengdu's Jinjiang River with modern tourism to promote the integration of culture and tourism.

Centered on Dongmen Wharf, which flourished during the Tang and Song dynasties, the project uses lighting, projection, and other digital technologies to recreate the prosperous commercial scenes of the past, allowing tourists to experience the historical vitality of river-based trade. In this way, it forms a night tourism project in which cultural depth and the natural environment coexist harmoniously.

At present, Chengdu is also continuously developing night market streets along both banks of the Jinjiang River, further integrating night tourism with the distinctive local culture of the area. Food streets, bars, museums, and other leisure and cultural facilities have been established, attracting a large number of tourists at night. Meanwhile, the project continues to explore and develop new night tourism products to meet the diverse consumption needs of different tourists, thereby greatly enriching local tourism formats and offerings.

3.2 Open up New Growth Points for the Economy

The launch of the "Night Tour of Jinjiang" project not only enhances tourists' travel experiences and leisure activities, but also contributes to the construction of Chengdu's urban tourism brand. Zhang Jing *et al.* argue that night tourism can significantly strengthen tourists' willingness to consume and stimulate impulsive consumption behavior [17]. Based on this consumption characteristic, the project has developed night cruises and upgraded commercial streets along both banks of the Jinjiang River, thereby providing diversified tourism products for non-local tourists and expanding night-time leisure options for local residents.

In this regard, night tourism functions as an important driver of urban tourism economies. By combining food consumption, nightscape appreciation, and cruise experiences, the "Night Tour of Jinjiang" project enriches night-time entertainment, expands tourism consumption scenarios, and promotes local economic development.

3.3 Build a Development Framework for the Integration of Culture and Tourism

As a benchmark project for culture-tourism integration in Chengdu, the "Night Tour of Jinjiang" project is built upon the ecological resources of the Jinjiang River, known

as Chengdu's "Mother River," and the cultural heritage of Tianfu culture. Guided by the narrative concept of the "Jinjiang River Story Scroll," the project links a 10-kilometer water tour route and operates through a dual model of day-time and night-time tours. It has developed an integrated pattern that combines water-shore interaction, cruise experiences, diversified business formats, technological empowerment, and policy support. The project has therefore become a new landmark of night-time cultural and tourism consumption featuring "Old Chengdu," "Sichuan-style charm," and "international appeal," and has been selected as a national premium and distinctive cultural route for waterway tourism passenger transport.

4 The Development Advantages of "Night Cruise Along the Jinjiang River" in Chengdu

4.1 The Tourist Location Is Convenient

Chengdu enjoys a unique geographical location, rich culinary culture, abundant tourism resources, broad development prospects, and profound cultural heritage. With the rapid development of China's tourism industry, Chengdu has become increasingly well known to the public. The diverse night tourism activities and well-developed pier and cruise facilities along the Jinjiang River are closely related to the city's convenient transportation system and comprehensive infrastructure.

Moreover, from 2015 to 2020, transport networks at various levels within the urban agglomeration expanded to varying degrees. Among them, expressway mileage recorded the most significant increase, with a growth rate of 51% [13]. This improvement has made travel and leisure activities more convenient for tourists, significantly increasing night-time visitor flows and economic activity along the Jinjiang River.

4.2 Abundant Tourism Resources

Chengdu possesses abundant tourism resources, a long history, and distinctive cultural charm. In recent years, it has attracted a large number of domestic and international tourists. During the development of the "Night Tour of Jinjiang" project, Sichuan's tea culture, mahjong culture, wine culture, food culture, and street culture have been incorporated into night tourism [16]. This integration has led to the

creation of diversified tourism products, allowing tourists to experience Chengdu's leisurely lifestyle while gaining a deeper understanding of its local culture and historical heritage.

4.3 Distinctive Cultural Atmosphere

4.3.1 A Distinct "Leisure" Urban Character

The Chengdu government has long emphasized leisure as a key component of the city's image. In 2007, the Chengdu Tourism Bureau issued the Overall Outline of Chengdu Tourism Development Plan 2007–2025, which clearly defined Chengdu's image as "China's Capital of Leisure." Chengdu's emergence as a renowned leisure city is largely attributable to its systematic exploration of historical and cultural resources and its development of diversified leisure cultural products. In recent years, the popularity of the song "Chengdu," together with sustained tourism promotion, has further enhanced the city's attractiveness to tourists. From 2016 to 2019, the frequency of the keyword "leisure" increased to 0.31% [18].

The Jinjiang area has likewise sought to create a relaxed and immersive tourism environment. Night markets have been developed along both banks near Dongmen Wharf, allowing tourists to enjoy river cruises, illuminated nightscapes, and street performances. In terms of cruise experiences, the Jinjiang night cruise introduces vessels of different styles to meet diverse tourist preferences. Supported by on-board narration, tourists can learn about the leisure history of Chengdu's Jinjiang River, appreciate the river's night scenery, and experience Chengdu's slow-paced night-time lifestyle with distinctive local characteristics.

4.3.2 The Unique "Sichuan Cuisine" Food Culture

Food culture has long been an important component of Chinese culture. As one of China's eight major culinary traditions, Sichuan cuisine is widely favored by young tourists for its hot pot culture and distinctive spicy and numbing flavors. In the development of night tourism, Chengdu's Jinjiang area has incorporated local Sichuan culture into tourism innovation by combining Sichuan cuisine with cruise experiences and creating the "hot pot boat." This enables tourists to enjoy hot pot on board while participating in a river cruise, thereby forming a distinctive culinary tourism experience. The integration of Sichuan-style food

culture not only evokes tourists' imagination of old Chengdu, but also demonstrates the development potential of the food economy model within the "Night Tour of Jinjiang" project.

4.3.3 Outstanding "Intangible Cultural Heritage" Traditional Culture

The "Night Tour of Jinjiang" in Chengdu represents an important practice in integrating intangible cultural heritage into night tourism. Drawing on the Jinjiang Ecological Corridor and Tianfu culture, the project has developed an operational model characterized by ship-shore interaction, technological empowerment, and scene-based innovation. Through this model, intangible cultural heritage and traditional cultural resources, including Sichuan Opera face-changing, Sichuan Money Board storytelling, Daoming bamboo weaving, paper-cutting, and tie-dyeing, are transformed into diversified tourism experiences, such as live performances, hands-on workshops, festival-based interactions, and exhibitions and sales of cultural and creative products.

Furthermore, by incorporating digital light-and-shadow narratives on cruise ships and immersive performances by non-player characters (NPCs), the project has established a dynamic inheritance mechanism for intangible cultural heritage that is "visible, experiential, purchasable, and tangible." This practice not only responds to Sichuan Province's policy orientation of promoting "intangible cultural heritage + tourism" within culture-tourism integration, but also provides a representative example of activating the night-time economy and promoting the dissemination of Bashu culture.

4.4 Policy Background Support

According to the Proposal of the Central Committee of the Communist Party of China on Formulating the 15th Five-Year Plan for National Economic and Social Development, issued on October 23, 2025, local governments are encouraged to promote the in-depth integration of culture and tourism, vigorously develop the cultural tourism industry, and empower economic and social development through culture. At the provincial level, the Decision of the Sichuan Provincial Committee of the Communist Party of China on Promoting the In-depth Integration and Development of Culture and Tourism and Strengthening the Cultural and Tourism Industry, issued in June 2025, explicitly proposed building Sichuan's tourism industry around the

brand of “Splendid Tianfu, Leisurely Sichuan.”

At the municipal level, the Implementation Plan for Building High-Quality Domestic Waterway Tourism Passenger Transport Routes in Chengdu, issued on December 27, 2021, emphasized the development of a tourism economy characterized by the integration of water transport and tourism in order to enhance the visitor experience. On June 10, 2022, the Chengdu Development and Reform Commission released the document Enriching the City with Culture and Shaping the “Three Cities and Three Capitals” Brand, which set out a comprehensive development strategy aimed at building Chengdu into a world-renowned city of culture and creativity, tourism, and sports, as well as an international capital of gastronomy, music, and exhibitions. In addition, the Implementation Plan for Accelerating the Construction of an International Consumption Center City in Chengdu, issued on February 27, 2024, proposed the provision of high-quality consumption resources and the creation of a diversified consumption model under the guiding principle of “newness.” In this context, the Night Tour of the Jinjiang River project has developed six major projects and ten consumption scenarios to strengthen Chengdu’s identity as an international consumption center city and to create a new platform for tourism consumption. Furthermore, the Implementation Plan for Creating High-quality Domestic Waterway Tourism Passenger Routes in Chengdu, issued by the Chengdu Municipal Transport Bureau in December 2024, identified the Night Tour of the Jinjiang River as the core carrier for the development of scenic tourism projects and aimed to build it into a benchmark high-quality domestic waterway tourism route.

These policy documents indicate that the governments of Sichuan Province and Chengdu Municipality attach great importance to the development of the Night Tour of the Jinjiang River project, while also emphasizing the sustainable development and green ecological improvement of the Jinjiang River. At the same time, the central government has strongly supported the development of night tourism.

5 Development Countermeasures for "Night Cruise Along the Jinjiang River" in Chengdu

5.1 Highlight the Regional Atmosphere

Chengdu's Jinjiang area possesses abundant cultural and

tourism resources, including natural landscapes, cultural attractions, and elements of Three Kingdoms culture. Through the integration of local cultural history with the development of the Jinjiang River area, a distinctive new form of night tourism has gradually emerged. Supported by night-time lighting displays along the river, the project has created a multi-dimensional and dynamic urban nightscape, which encourages tourists to stay longer, appreciate the scenery, and experience local history, culture, and customs.

For example, Dongmen Wharf has introduced historical role-playing performances, in which staff members interact with tourists in specific historical roles. This approach creates a distinctive cultural atmosphere and enhances visitors' immersive experience. In Jinjiang District, the daily life and night-time leisure activities of local residents are closely connected with night tourism, making leisure culture a distinctive symbol of the city. Such a leisure-oriented and inclusive urban character helps strengthen Chengdu's appeal to tourists.

5.2 Enrich Night Tourism Products

The night-time commercial economy of Chengdu's Jinjiang area constitutes an important part of the development of the "Night Tour of Jinjiang" project. Night tourism should not be confined to basic leisure consumption such as dining and entertainment; rather, it should integrate shopping, catering, cultural entertainment, and sports-related activities. In terms of product development, representative cultural symbols of Chengdu can be incorporated into the Jinjiang night tour and transformed into derivative products or cultural and creative souvenirs, thereby enabling tourists to purchase memorable items after their visit.

In terms of cultural presentation, lighting installations, digital screens, and staff performances can be used to create more visually attractive and interactive activities. Such measures can help tourists become immersed in local historical anecdotes before boarding or departure and further experience the distinctive cultural charm of Chengdu.

5.3 Improve Infrastructure

Sound infrastructure is a fundamental guarantee for the sustainable development of night tourism. Night tourism relies on multiple supporting elements, including catering, transportation, accommodation, and public sanitation services. According to the "Overview of Jinjiang" released on the official website of the Jinjiang District People's Government on January 12, 2024, Jinjiang District covers an

area of 62 square kilometers, administers 11 sub-districts, and contains 13 rivers and canals. Located in the central area of Chengdu, the district has favorable conditions for developing night tourism.

To further support the development of the "Night Tour of Jinjiang" project, relevant authorities should improve parking management, night-time public security, and fire safety in surrounding areas. They should also provide preferential policies for local night-time businesses and encourage the appropriate extension of operating hours for convenience stores, public transportation routes, leisure and entertainment venues, and accommodation services. These measures can further improve night tourism infrastructure and better satisfy tourists' diverse needs.

5.4 Combined with Festival Celebrations

During festivals and major holidays, tourist arrivals in scenic areas usually reach their peak. According to the article "Night Tour of Jinjiang River: Multiple Docks Work Together to Open a New Picture of 'Chengdu-style' Better Life," published by Chengdu Daily on September 29, 2023, during the Mid-Autumn Festival and National Day holiday, the "Night Tour of Jinjiang" project organized a series of "day tour + night tour" performances for tourists and local residents under the theme of "Bright Moon Forever, Splendid Land and Mountains," through the coordinated linkage of multiple docks.

The "Night Tour of Jinjiang" project can also organize festival-themed activities according to different holidays and celebrations, thereby further stimulating tourists' willingness to consume. For example, during the Lantern Festival, a "Guess Lantern Riddles on a Boat" activity could be launched. Participants could interact with staff members playing the role of Li Bai, who would ask questions related to Li Bai's poems and local historical anecdotes. Tourists could answer within a limited time and receive corresponding rewards.

At the same time, local hot topics and regional resources should be integrated to develop other themed celebrations. For instance, crayfish sightseeing and food festivals, night beer festivals, and Hanfu fashion shows could be held regularly to attract more young tourists. These activities would enable the "Night Tour of Jinjiang" project to extend beyond the cruise experience itself and play a more significant role in the construction of night-time commercial clusters. In this way, night tourism can be transformed into a regularized model of economic development.

5.5 Create New Types of Activities

Chengdu's Jinjiang River area has developed seven piers and two locks. On this basis, the "Night Tour of Jinjiang" project can introduce diversified themed activities at different piers and establish a development model of "one pier, one theme." Such a model enables tourists to choose cruise routes according to their travel schedules, interests, and preferences.

Meanwhile, the project can create an integrated water-shore immersive experience by organizing immersive recreational activities. With the support of modern technologies and staff role-playing, tourists are able to experience historical narratives from different periods at different piers. This not only presents the diverse charm of Chengdu's night life, but also promotes the high-quality development of waterway tourism and passenger transport.

5.6 Enrich Intangible Cultural Heritage Products

Intangible cultural heritage is closely associated with tourism development and is consistent with the travel preferences and consumption demands of contemporary tourists. The integration of intangible cultural heritage and tourism helps realize the development concept of "nourishing cultural heritage through scenic spots and enriching scenic spots with cultural heritage," while better satisfying tourists' diversified and emerging needs for immersive and experiential consumption.

In the case of the "Night Tour of Jinjiang" project, distinctive intangible cultural heritage resources can be embedded into the piers, cruise ships, and spaces along both banks of the river. For instance, Sichuan-style storytelling performance areas can be established at the piers, cultural scenes related to the Shu Kingdom during the Three Kingdoms period can be created along the riverbanks, and Sichuan Opera face-changing and fire-spitting performances can be introduced on cruise ships. These measures can enhance the visibility of intangible cultural heritage and strengthen the immersive atmosphere of the project.

Furthermore, through systematic IP incubation and diversified development, the project can be upgraded from a single tourism product into an integrated industrial ecosystem. By extending the industrial chain vertically, the cultural and commercial value of the intangible cultural heritage IP associated with Chengdu's "Night Tour of Jinjiang"

project can be further maximized.

6 Conclusion and Prospects

Relying on its advantageous geographical location, abundant cultural and tourism resources, and distinctive cultural atmosphere, the "Night Tour of Jinjiang" project has successfully developed a series of night tourism products with strong local characteristics. These products have not only attracted a large number of tourists, but also effectively enhanced tourists' satisfaction and loyalty.

Looking ahead, the development of night tourism along the Jinjiang River in Chengdu still requires continuous innovation and improvement. First, local cultural resources should be further explored and integrated to develop more night tourism products with cultural depth and contemporary characteristics, so as to meet tourists' increasingly personalized and diversified needs. Second, the construction of night tourism infrastructure and service systems should be strengthened to improve service quality and ensure tourists' safety, comfort, and convenience during night-time tourism activities. Meanwhile, modern information technologies such as the Internet and big data should be actively applied to enhance the intelligence level of night tourism and provide tourists with more convenient and efficient tourism service experiences.

Overall, night tourism along the Jinjiang River in Chengdu has broad development prospects and great potential. In the future, through continuous innovation and improvement, Chengdu's Jinjiang area is expected to become a well-known night tourism destination both in China and abroad. It will inject new vitality into urban economic development and provide tourists with richer and more diverse tourism experiences.

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