

Research on the Industrialization Development of Local Night Economy and the Path of Financial and Tax Support

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Abstract: At Present, with the Rapid Development of Urban Modernization, the Living Standards of Residents Have Been Effectively Improved. People's Material and Spiritual Needs Gradually Diversified, Leading to the Continuous Change of Life and Work Style. Night Economy is Derived from This Process. This Form of Economic Development Provides a New Way of Thinking for Urban Economic Development and a Driving Force for Urban Economic Growth. the Industrialization Development of Local Night Economy and the Path of Financial and Tax Support Have Also Become a Hot Topic. by Analyzing the Connotation and Characteristics of Market Economy, This Paper Puts Forward Some Suggestions for the Current Problems, and Provides Optimization and Innovation Ideas for the Development of Night Economy Industry.

1. Introduction

1.1 Literature Review

The appearance and development of night economy phenomenon benefit from the rapid development of urban economy and the improvement of people's living standard. Night economy has played a positive role in promoting the social and economic development of cities (Xu, 2014). In China's first tier cities, the rapid economic development has accelerated the development of night economy. At the same time, the development of night economy has triggered new consumption behavior, which has become an important economic growth point of the city. As an important part of its night economy, night tourism is of great significance to urban development, and the government should increase its development efforts (Yu, 2010). The rapid development of night economy has attracted the attention of cities, and has great development and innovation potential. Liaoning government takes advantage of one of the business opportunities, and puts forward relevant measures and suggestions for night tourism, night catering and other aspects. In addition, preferential policies related to night economy have been introduced to assist businesses in improving infrastructure construction and other conditions, so as to promote the rapid development of night economy in the city (Wang, 2013). The development of urban night economy has gradually matured. The main consumer activities of citizens include shopping, cultural entertainment, fitness, leisure, etc. Night economy has its unique connotation and is not necessarily suitable for day economy. Therefore, businesses can use this advantage to expand business scale. At the same time, the improvement of people's living standards will play a role in boosting the night economy. The development of night economy has become an objective requirement of consumers and has a very broad market prospect (Hu and Zhang, 2012). As an economic phenomenon caused by the rapid development of urban economy, night economy has attracted more and more attention. Night economy can not only promote the development of urban economy and industry, but also affect the image of the city. Therefore, the development of night economy needs to go through overall planning, optimize the night economic environment, and tap the characteristics of night economy (Cao, 2008).

1.2 Purpose of Research

After China's reform and opening up, the market economy continues to develop, promoting the improvement of residents' consumption level. The night economic market came into being. As a

new type of economic form, night economic development constantly promotes the process of urban industrial development. In the first tier cities such as Beijing, Shanghai and Guangzhou, the nighttime consumption is relatively high and is still rising, and now it accounts for 50% of the whole day consumption. Night economy industry has been regarded as an important indicator to measure the economic development of a city. As night economy is generally related to urban culture and customs, it can make consumers feel the unique customs of a city and become an effective source of power to stimulate urban economic development. At the same time, night economic activities can directly reflect the city's character and cultural trend, and reflect the city's economic level and consumption level. However, night economy has not been well utilized, and there are still many problems in service and product innovation in related industries. In this economic development, the government still has the problem of unbalanced regulation. How to enrich urban and rural nightlife has become a hot topic of urban economic development, and has a guiding role for urban economic development. Based on this background, it is of great significance to explore the development of local night economy industrialization and the path of financial and tax support.

2. The Intension and Characteristics of the Night Economy Market

2.1 The Intension of the Night Economy Industry

The night economy and the day economy have the same regional conditions and different time and space conditions, which are developed from the “night market” in the early stage of reform and opening up. Night market has a great influence on people's social life and spiritual life, making people's spare time life richer. In the process of the continuous development of commodity economy, the individual economy and social productivity are also constantly improving. In the urban development, night economy industry is gradually formed. At the same time, people's consumption level and consumption capacity are increasing, and daytime economic consumption is not enough to meet people's consumption requirements and consumption level, which to a certain extent promotes the development of night economy. Up to now, the forms of night economy have been extremely rich, and the main economic forms include catering, entertainment, culture, fitness, etc. (see Figure 1). The main consumers of night economy are generally tourists and urban residents. Most cities' night economy mainly refers to all consumption between 18:00 p.m. and 6:00 the next day. The development and development of night economy market will stimulate the consumer's consumption demand in the opposite direction and have an internal pushing effect on the urban economy.

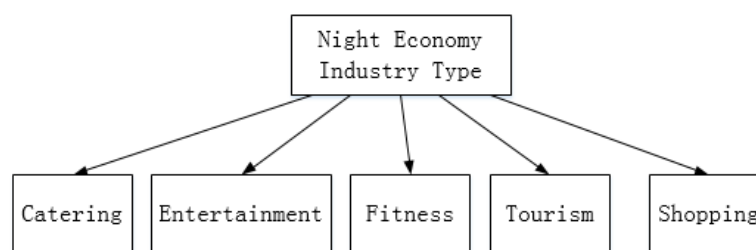


Fig.1 Types of Overnight Economic Industry

2.2 The Characteristics of the Night Economy Industry

The cultural atmosphere of night economy industry is obvious. The production of night economy is influenced by people's rapidly increasing consumption demand and changing living habits. Nowadays, with the rapid development of urban economy, the pace of people's work and life is accelerating, which leads to a linear decline in daytime consumption. The working mode of “996” and “995” has greatly stimulated the development of night economy industry. In order to cater to the working and living mode of young people, many industries develop night economy industries, such as 24-hour convenience stores, 24-hour bookstores and 24-hour fast food restaurants. It greatly meets the needs of young consumers for urban life and culture.

The development of night economy industry tends to be diversified. Taking Nanjing as an

example (see Table 1), the development of night economy industry is mostly the tertiary industry such as catering, shopping or cultural tourism. Compared with the daytime economy, the industrial model and types are more diversified. For example, the night view of the Forbidden City and the night city of the Tang Dynasty are all used to develop night economy industry.

Table 1 Nanjing Night Economic Consumption Major Industries

Industry	Percentage of industry's full-day consumption	Nanjing Night Economic City Ranking
Catering	50.0%	10
Night Tour	31.8%	7
Cultural and entertainment	40.6%	13

The audience of night economy industry is younger. Young people account for a large proportion of consumers in the night economy market. According to the data of China Tourism Research Institute, the post-80s accounted for 40.0% of the night tourism consumption, while the post-90s accounted for 19.8%. The consumption amount of the post-80s generation accounts for more than 40% of all tourists. At present, young people's consumption generally has the phenomenon of leading consumption, which provides a great power for the night economy consumption market.

3. The Development of the Industrialization of the Night Economy and the Problem of Fiscal Taxation

3.1 Night Demand and Industrial Supply Mismatch

One of the common problems faced by night economy industry is that the sales volume of night opening is small, but it needs to consume water, electricity and labor costs. Therefore, many industries are not willing to open the shop too late. Generally, the shop will be closed at the time of bus collection. From the perspective of consumers, consumers are more willing to go to the night market to relax after a day's work. But society provides too few places for consumption. For example: high-income people are willing to go to elegant places, low-income people are willing to go to popular places and so on, but many times their needs are not satisfied.

3.2 The Supporting Measures Related to the Development of the Consumption Industry At Night Are Not Perfect

Some cities will open night sightseeing buses to develop night economy. But the people who take the night bus are mainly those who take the night shift. In many cases, there are only three or four passengers, so it is difficult to maintain the operation cost. In addition, the parking fees at night are in disorder, and the amount of fees rises at will, causing dissatisfaction among consumers. Bars, dance halls and other venues are common, but lack of comprehensive performance venues, which has little appeal to consumers. The road traffic pressure at night will increase the probability of accidents, and the security measures are not perfect, which leads to the difficulty of night economic development.

3.3 The Tax Measures of the Consumer Industry At Night Are Not in the Order of Irregularity

Night market catering and entertainment based night economic development is more hot. However, according to the current night economic development, it is found that in the peak period of "meal point" settlement, the use of shop invoices is not standardized, the book of accounts of catering and entertainment industries such as bars and KTV is in disorder, and it is difficult for the tax bureau to grasp the real turnover of the shop. And the night economy industry owners' awareness of paying taxes according to law is not perfect.

4. The Development of the Industrialization of the Night Economy and the Path of Financial Tax Support

4.1 Guarantee effective Supply to Provide the Basis for Night Economic Development

The night economy industry is basically a service industry with a large consumption elasticity. If

industry does not have the strength to provide effective supply and consumption environment for consumers, the significance of service consumption does not exist. Therefore, businesses should attract consumers through the innovation of supply mode and service mode. Night economy industry can learn from the industry mode of unified facade and unified management to provide better services for consumers and meet consumer demand. At the same time, businesses should focus on the research of consumer demand theme and content to promote the development of night economy industry.

4.2 Play the Role of Government Macro-Control

The flexibility of night economy industry can reflect the change of market supply and demand in real time. And a series of social problems, such as food safety, traffic congestion and social security problems. Therefore, local governments need to play a macro-control role. On the issue of traffic congestion, relevant departments need to reasonably ease the traffic in the congested areas and extend the traffic at night. On the issue of environmental pollution, it is necessary for the government to strengthen the supervision of night economy industry, so as to standardize the operation of night economy industry. Government departments should actively guide consumers to establish a correct concept of consumption. Healthy consumption and reasonable consumption can also promote the development of night economy. At the same time, we should also pay attention to the fact that businesses cannot focus on economic benefits, and that the construction of humanities is equally important in the development of night economy.

4.3 Tax Cuts and Fees Stimulate the Vitality of the Night's Economic Development

On the phenomenon of tax chaos in the night economy industry, the government should organize relevant departments to carry out surprise inspection, verify the turnover, and publicize the tax policy, so as to increase the business owners' tax consciousness. In addition, government departments can increase the business enthusiasm of businesses through tax reduction and fee reduction policies. According to the head of a music restaurant in Guangzhou, China, the introduction of tax cuts and fee reductions in 2019 helped it save more than 200000 yuan in the first three quarters. And they use these savings to open up more art and culture related consumer projects and attract more young consumers. Tax reduction can stimulate the vitality of night economic development, and has achieved good results.

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