

A Review of Research on Tourism Integration in Guangdong-Hong Kong-Macao Greater Bay Area

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Abstract: The development of Guangdong-Hong Kong-Macao Bay Area plays an important role in promoting the improve of tourism economy in the Bay Area. Nationally speaking, the Guangdong-Hong Kong-Macao Greater Bay Area has always been a mature and active area for urban tourism development. Whether it is for outsea or domestic tourism, the integration process of Guangdong-Hong Kong-Macao tourism has always been advancing, which plays an important role in promoting the development of tourism and culture in China. Starting from the development of Guangdong-Hong Kong-Macao and the integration of tourism, this paper makes a layers analysis and elaboration on its historical background, realistic development, obstacles and development prospects.

1. Introduction

As an important development strategy of our country, the construction of Guangdong-Hong Kong-Macao Bay Area is an important representative significance in the overall development of the country, which not only reflects the positive vitality of the development of regional cooperation in the current and future period, but also shows the determination and perseverance of full opening to the outside, which contains great opportunities for development. In the new era, with the help of the outstanding advantages of the economic development of Guangdong-Hong Kong-Macao Bay Area, leading to the national level, a comprehensive analysis of the relevant studys of tourism development in the past Bay Area is conducive to promoting the integrated development of tourism in the Bay Area and boosting the comprehensive development of the Great Bay Area.

2. Concept system of tourism integration in Guangdong-Hong Kong-Macao Bay Area

2.1 Concept

The concept of “tourism integration” was proposed earlier. At the international, the European tourism integration is accompanied by the formation of the European Union, Carla Cardoso in the context of European integration to study the development of the EU tourism affected by policies and regulations, and according to the analysis of the development of tourism in Portugal, it can be reflected through the employment, income, investment, balance of international payments four indicators, make the corresponding policy adjustment. ^[1]China's academic circles research on the concept of tourism integration are divided, from the perspective of realistic development, the integration of domestic regional tourism began at the early of this century. Since 2003, the Yangtze River Delta region has adopted *The Declaration on Cooperation in tourism*

cities in the Changjiang Delta, and the eastern coastal areas have begun the process of integrated tourism development in the region. Li Fang and other researchers in its research, a comprehensive analysis of many scholars on the concept of tourism integration, it is pointed out that compared with the concept of tourism integration definition of the diversity of the expression, its connotation and nature are shown to the tourism integration and economic existence of the internal relationship between the identity, that is “tourism integration is an important aspect of economic integration”.^[2]

The “Guangdong-Hong Kong-Macao Bay Area” began with the regional integration construction of Guangdong-Hong Kong-Macao struction integration, and its development stage is synchronized with the strategy and policy of promoting regional cooperation since the national reform and opening up. In the 2015, the concept of “Guangdong-Hong Kong-Macao Bay Area” was conceived for the first time in the vision and action to *promote the construction of the Silk Road Economic Belt and the 21st century Maritime Silk Road*, and was realized two years later after the signing of the relevant documents. February 2019, The issuance of *The development plan for Guangdong-Hong Kong-Macao Greater Bay* has brought the world-class urban agglomeration of nine urban districts in the Pearl River Delta and the integration of Hong Kong and Macao Special Administrative Regions into a new stage of development.

2.2 Document Analysis

Through the definition and connotation analysis of the concepts of “tourism integration” and “tourism integration of Guangdong-Hong Kong-Macao”, taking into account the search of key words related to their meanings, and by means of CNKI search tools, it can be concluded that at present, the research of Guangdong-Hong Kong-Macao Bay Area focuses on system construction, theoretical research on regional cooperation, economic development, business environment, industrial structure and city. In the field of city agglomeration, Monographs on the analysis of tourism development in this region from the perspectives of similar research subjects such as “Pearl River Delta” and “Pan-Pearl River Delta”, while relatively few studies on tourism integration of Guangdong-Hong Kong-Macao. Based on the connotation of relevant literature and specific case studies, this paper puts forward opinions and opinions from the perspective of background, current situation and Prospect of tourism integration in Guangdong-Hong Kong-Macao.

3. Practical Research on Tourism Integration of Guangdong-Hong Kong-Macao

3.1 Background

The integration of geographic, kinship, folklore, language and other factors has made Guangdong, Hong Kong and Macao further develop into a new era on the basis of good historical cooperation. With the unique natural environment as the background, the completion and opening of the Hong Kong-Zhuhai-Macao Bridge has made the inherent potential of the three places across the Straits more widely released.

The process of cooperation between Guangdong, Hong Kong and Macao began with normal economic and trade exchanges between the three places. Starting from the 2003 *Arrangements for Closer Economic and Trade Relations between the Mainland and Hong Kong* and the *Agreement between the Mainland and Macao* (CEPA Agreement), the Pan-Pearl River Delta regional economic and trade cooperation in 2004 has gradually expanded the process of integration from economic and trade cooperation to coordinated development in various fields. Chen LangNan, Bai ShuYun points out that foreign trade cooperation and capital investment between Hong Kong, Macao and Guangdong are the starting points of financial integration.^[3] In 2008, the *Outline of the Pearl River Delta Regional Reform and Development Plan* put tourism integration on the agenda. In 2010, *The Guangdong-Hong Kong Cooperation Framework Agreement* and *The Guangdong-Macao Cooperation Framework Agreement* promote cultural and life exchanges between Guangdong-Hong Kong-Macao on the basis of tourism cooperation and exchanges.

In addition to economic and trade cooperation and financial development, there is another view that the links between Guangdong-Hong Kong-Macao originate from synergistic cooperation among industries. Chen GuangHan emphasizes that the regional cooperation in the Pearl River Delta begins with the industrial division of labor in the field of manufacturing. And in deepening the regional cooperation need to coordinate the system and infrastructure, industrial and urban functions, interests, overall advancement and key breakthroughs, economic, social and environmental relations.^[4] As a bridge of communication between the Mainland and the international community, Hong Kong and Macao have broadened their cooperation with foreign countries and broken the boundaries. The introduction of foreign capital has enabled Hong Kong and Macao's advanced equipment and technology to enter the Mainland, thus promoting the level of opening-up and economic development. On environmental issues, the increase of population and the aggravation of social management tasks make it unavoidable to coordinate the relationship between environmental pollution and ecological protection. Cooperative management of air, water resources and living environment should be intensified.

3.2 Current situation analysis

Since the reform and opening up, the three places have started from economic and trade cooperation and gradually formed close and interdependent partners. In recent years, with the clear definition of Guangdong-Hong Kong-Macao Bay Area, tourism exchanges between the three places are moving from mutual integration to a broader cooperative market. On the other hand, we should also note that there are still some social problems that can not be ignored in the tide of communication and integration. In the issue of tourism integration, the relevant research elaborates the status of regional tourism from five aspects: cultural exchange, language exchange, commodity exchange, transportation network and tourism market analysis.

3.2.1 Cultural exchange

The integration of tourism in Guangdong-Hong Kong-Macao is also the integration of cultural integration. The exchanges represented by book exhibitions, art festivals, folk music, creativity and teaching not only enhance

cultural identity and sense of belonging, but also effectively promote tourism development. Zhu WanGuo considers that the long-term historical development and accumulation enrich the tourism resources of the three places, complete the construction of tourism spatial system, and have the convenience to create a world-class tourism urban agglomeration. ^[5] Liu ShaoHe points that “culture is the soul of tourism industry”. ^[6] And through the study of the formation of the Great Triangle Tourism Area, it is index that the Guangdong-Hong Kong-Macao Bay Area contains rich cultural accumulation including Lingnan culture and its Guangfu cultural characteristics, Hong Kong and Macao culture and the cultural characteristics of the Pearl River Delta, as well as unique urban culture with its own characteristics. Based on this analysis, it is proposed that the influence of cultural taste should be enhanced in the process of development to realize the export-oriented development of regional culture.

Based on the background of “one belt and one road”, Yu Xin emphasizes that the great significance in cultural exchanges and cooperation between Guangdong, Hong Kong and Macao for promoting cultural transmission and shaping national image. ^[7] Ren XiangShuo takes Hong Kong and Macao returned to the motherland in 1997 and 1999, and the mainland and Hong Kong-Macao relations are glowing with new vitality under the “one country, two systems” system as the background. ^[8] It combs Hong Kong's transportation, finance, finance, food safety and other hot issues in an all-round way, focusing on cultural exchanges between Guangdong- Hong Kong-Macao. At the 38th Hong Kong Art Festival in 2010, traditional operas such as Cantonese Opera, Suzhou Kunqu Opera, Peking Opera and Folk Opera were staged in Hong Kong. It was pointed out that “Chinese traditional operas have not only begun to receive government funding, but also the world is gradually in-depth understanding of Chinese culture.” This document echoes the viewpoint as well as demonstrated it perspective.

Hong Kong and Macao, which are both Chinese and Western, let the world know China as well as become the forefront of Chinese cultural communication, and let China contact the world. Every year, thousands of international tourists arrive in Guangzhou, Shanghai, Shenzhen and other places through Hong Kong and Macao.

3.2.2 Language communication

In the wave of internationalization, communication around the world has gone beyond any previous period, and language has become a bridge for people to communicate. Liu JiaXin takes the promulgation of the *outline of the plan* and the promotion of the construction of the whole area as the research perspective. ^[9] It points out that the demand for language consumption caused by the problem of language exchange in Guangdong, Hong Kong and Macau is very vigorous. It is considered that there are two language consumptive costs and to find out the language economy problems in tourism economy, we should achieve the dissemination of cultural values and enhance cultural identity through high-quality language services. For the three places of Guangdong-Hong Kong-Macao, the communication between Chinese and English, Cantonese and Putonghua is deeply rooted in the blood and coexists in the construction of Dawan District. The promotion of Putonghua has brought the

distance between the two sides. The Cantonese dialect retained in the bilingual communication between Chinese and English has added a touching regional charm to the booming Bay Area and attracted the world's attention.

3.2.3 Commodity exchange

Under the double-way attraction of Hong Kong's reputation as "shopping paradise" and the vast market in the mainland, the mode of "tourism-shopping" has become another form of communication between residents of the two places. Ren XiangShuo [10] taking the daily life of residents in Hong Kong and Shenzhen as an example, it points out that "Shenzhen and Hong Kong communicate with each other and take what they need", and the rush of tourists to Hong Kong and the "upstream consumption tide" of Hong Kong people are clear examples. ^[10] Undoubtedly, the mainland tourists to Hong Kong shopping tours, Hong Kong and Macao compatriots to the mainland leisure and entertainment are not news, in the process of tourism integration of Guangdong-Hong Kong-Macao, we should also find many problems. Wu ChangSheng questioned the behavior of compulsory shopping, fake dealing and excessive solicitation under the reputation of "shopping paradise" in Hong Kong, believing that these unfriendly acts damaged the shopping reputation and economic prosperity of Hong Kong. Accordingly it was put forward that "Hong Kong, which is extremely poor in natural and tangible resources, should easily abandon such formal invisibility. ^{[11][11]} How can we maintain economic prosperity with resources. Therefore, it is not only to protect the interests of tourists, but also to protect Hong Kong's reputation to build a false defense line for commodity exchanges in the development of tourism.

3.2.4 Traffic network

Whether the scenic spots punch in, delicious food tastes fresh, or shopping, entertainment, amorous feelings experience are inseparable from the transportation, accommodation and other aspects of the guarantee supply. Liu JieWu analyzed, based on the travel routes, the traffic problems in Guangdong-Hong Kong-Macao Bay Area. ^[12] This paper points out that the current problems of travel routes include the difficulties of international tourists' entry, the inconvenience of internal traffic in the Bay Area and the lag of development of maritime traffic. It is believed the development and construction of Bay Area should not only realize the smooth passage of land, sea and air, but also ensure the smooth flow of tourism information and the opening of system in order to gradually complete the integration of tourism market construction. Li Yan points out that the two sides should reach an agreement on three aspects: jointly exploiting the market, strengthening tourism communication, and jointly establishing tourism routes, so as to strengthen tourism cooperation. ^[13]

3.2.5 Analysis of tourism market

In addition to some problems in business contacts, some scholars think that the construction of international corridors has a certain impact on the long-term development of tourism in Guangdong-Hong Kong-Macao.

Bao JiGang and Ye XiaoXue based on the overall inbound tourist source, foreign tourists and urban distribution in the Bay Area to analysis the regional tourism development, it is considered that the tourism market in Dawan District, especially in the single area of Hong Kong and Macao, has become saturated and difficult to develop.^[14] The clear administrative boundaries of the regions in the Bay Area have seriously hindered the development of inbound tourism. In the process of development, policies, construction and marketing should be adopted for integration of all aspects promotes new opportunities for tourism development.

According to the relevant data of the National Bureau of Statistics in the past ten years. First, the reception of international tourists in Guangdong Province has basically shown an upward trend, with a relatively flat rise and a downward trend in some years. In addition, the number of foreign tourists has also shown a slow rise, reaching 9.09 (millions) in 2016, with a downward trend in the following year. Secondly, the number of international tourists arriving in Hong Kong and Macao showed an upward trend in the early period. Hong Kong recovered after a short decline in 2009 and 2015. The number of tourists in Macao continued to grow from 2008 to 2014, and declined slightly in 2015. In addition, as far as international tourism revenue is concerned, the trend of tourism revenue in Hong Kong and Macao is obvious.

According to the analysis of the data, the tourism industry in Guangdong-Hong Kong-Macao has been developing vigorously for a long time. Although the tourism income fluctuates in a certain period of time, it still has a very broad development space and upgrading potential in the long run. At present, with the help of the blueprint for the construction of the Guangdong-Hong Kong-Macao Bay Area, it is the right time to better publicize and develop tourism.

Sum up, the academic research on tourism integration of Guangdong-Hong Kong-Macao is complex, including economy, culture, transportation and so on. However, in terms of practical significance, there are relatively few studies on the integrated development of tourism in Guangdong, Hong Kong and Macao after the promulgation of the Outline of Planning. Tourism development is facing new opportunities and challenges at the present stage. We should look to the future and make a detailed study of the integration of Tourism under the guidance of development planning.

4. Study on Tourism Integration Development Strategy of Guangdong-Hong Kong-Macau Bay Area

In the study of the future development strategy of tourism integration construction in Guangdong-Hong Kong-Macau, most scholars emphasize the related strategies of cultural brand, regional cooperation strategy and enterprise dominance. According to different times, they believe that development strategy should be combined with cultural, commercial and other fields to develop synergistically. In this regard, the related research of regional tourism development strategy can be divided into three aspects.

4.1 Development strategy of model innovation

To promote the process of tourism integration, the key lies in model innovation. Especially for Hong Kong, Macao and the mainland. The innovation of integrated development model is of great significance for the development of regional tourism industry. Dong GuanZhi points out that the transformation of tourism development in Guangdong-Hong Kong-Macao has gone through four stages: ideal, mechanism, system and mode. ^[15] Under the influence of system, market and technology, the integration of tourism development will inevitably achieve mode innovation and achieve its goal on the basis of mode innovation.

On the specific implementation countermeasures of model innovation, Guo HaiFan in 2005 proposed that strengthening the innovation of tourism development model in the three places requires the implementation of policies such as cultivating regional tourism enterprise clusters, establishing cooperation mechanism, and building service-oriented government to promote tourism development. ^[16] Under the circumstances that many places attach importance to tourism, the tourism economy in the Bay Area is becoming closer and closer, but there are also problems of unbalanced development. Guo XuanXuan considers that the construction of tourism spatial network pattern is helpful to promote the innovation and development of tourism model. The tourism development in the Bay Area is centered on the three big cities. ^[17] It is necessary to establish the spatial structure of tourism network and clarify the urban network angle, clear city positioning and to develop tourism from the perspective of characteristics.

4.2 Promoting tourism development with international experience

The integration of the Great Bay Area depends not only on the innovation of the model, but also on the global perspective and absorbing the experience of the construction of the International Bay Area. Shen MingHao, Yang YongCong based on the analysis of the characteristics and practical experience of the development of the international Bay area, it is proposed that the long-term development of tourism integration in Guangdong-Hong Kong-Macao Bay area should refer to the advanced experience of the international Bay area construction. ^[18]

At the same time, it points out that four suggestions for building a world-class Bay area : Break the space boundary and promote deep integration, Combine national characteristics to create characteristic integration, Clarify the system and mechanism and build freedom together, Persist in opening up and create a good environment.

4.3 Multidisciplinary cooperative development strategy

Tourism development is not only the relationship between tourists and scenic spots. From the long-term perspective of tourism integration, integration development must be based on the realization of multi-field joint interaction in order to go further. Liang JiaoJiao holds that the development of regional tourism in the Pearl

River Delta is subordinate to the Guangdong-Hong Kong-Macao Bay Area. ^[19] There are problems include obvious regional differences, redevelopment of regional tourism resources and local protectionism. It is necessary to coordinate contradictions by means of integration, establish a good tourism brand, safeguard service upgrading and dig deep cultural connotations, so as to promote the further development of the Pearl River Delta region. ◦

Chen Hua suggests that the construction of “one belt and one road” is conducive to the coordinated development. Based on the analysis of the development of the cultural and commercial brigade in the urban area. It is pointed out that tourism development must be coordinated with the whole situation, and that the government leaders should be strengthened, and the tourism development should be emphasized. ^[20] Wang XingXing holds that the development of tourism in Bay Area cannot be separated from the revitalization of rural tourism. ^[21] We should break the boundaries of urban and rural tourism development by means of the synergistic effect of development. With the help of the development plan of Dawan District, the development of rural tourism products in Dawan District around Hong Kong, Zhuhai and Macao will be realized. It also points out that in the process of development, we should realize the excavation of rural characteristic tourism resources through resource combination, route combination, industrial integration and industrial agglomeration.

In addition to regional integration and industrial alliance, multi-field collaboration should pay more attention to the diversification of tourism development through different positioning and creativity. Sheng XiaoFeng analyses the market and current situation of high-end leisure tourism in Zhuhai, based on the market situation of the development of high-end leisure tourism. ^[22] From the aspects of natural resources, ecological environment and regional transportation in Zhuhai, this paper analyses the regional advantages and disadvantages of developing high-end leisure tourism, such as insufficient location and influence, low consumption level and imperfect supporting facilities. It is believed that strategies should be implemented to enhance the brand, clustering, thematization, private customization and regional integration of high-end leisure tourism destinations in Zhuhai. It also proposes to improve the comprehensive strength and level of high-end leisure tourism in the region. In addition, Zhaoqing, Guangzhou, Sanya, Foshan and other places also make use of their own advantages to create well-known tourism projects and promote the integration of tourism to achieve rich content and distinctive features.

5. Conclusion

The historical exchanges between Guangdong-Hong Kong-Macao have a long history. At present, the growth of the overall tourism development of Hong Kong and Macao can not be separated from the mainland, and the technological upgrading and industrial upgrading of coastal areas can not be separated from Hong Kong and Macao. The continuous economic exchanges between Guangdong, Hong Kong and Macao, which are separated by water, not only represent the window of China's opening up to the outside world, but also show China to the world, and widely absorb foreign talents and realize the source of prosperity of the motherland. In the new era

of people's infinite yearning for and pursuit of a better life, it is of great practical significance to make an overall analysis of the situation of regional tourism integration for promoting the development of regional tourism integration and better satisfying the people's vision of a better life.

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