

Research on Cultural Tourism Integration and Innovative Development Strategy of Guangdong-Hong Kong-Macao Greater Bay Area under the "the Belt and Road" Pattern

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Abstract: The Guangdong-Hong Kong-Macao Greater Bay Area is the starting point of the Maritime Silk Road and a leading base for the joint construction of the "Belt and Road" initiative. It boasts rich material cultural heritage and intangible cultural heritage resources and serves as a development hub for China's cultural and tourism industries. This article analyzes the current development status of the cultural and tourism industry in the Guangdong-Hong Kong-Macao Greater Bay Area, identifying the foundational elements for integration within the region. It also examines the existing challenges, including the imbalanced development of cultural industries, insufficient utilization of cultural and tourism resources, and inadequate regional cooperation. Furthermore, specific methods and strategies are proposed to promote the integration of the cultural and tourism industries, expand and strengthen these industries, and provide recommendations for achieving the construction goals of a Cultural Bay Area, Ecological Bay Area, and Smart Bay Area.

1. Introduction

Culture is the soul of tourism, and tourism is an important carrier of culture. Culture and tourism are important contents and carriers of the construction of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). The concept of the GBA has gone through more than 20 years, from initial academic discussions on the GBA to considerations of local policies, and then to the formulation and implementation of national strategies. It has expanded from the Shenzhen-Hong Kong Bay Area, the South China Bay Area. And the Livable Bay Area to the GBA, which points to a world-class economic cluster[1]. The GBA is composed of a "9+2" urban agglomeration. The construction of its regional urban agglomeration not only deepens the integrated development of the regional economy, but also considers how to fully develop the cultural and tourism industry in the GBA. Coordinate and promote the coordinated development of culture and tourism in the GBA, and analyze the relationship between culture, tourism, and regional development. In recent years, with the construction of the GBA, some research results have specifically explored or mentioned the cooperation, layout, and development of the cultural and tourism industry in the GBA. These studies have analyzed tourism cooperation, cultural and business tourism integration, and tourism integration development in the GBA, laying a research foundation for further exploring the innovative development of cultural and tourism integration in the GBA. However, there is currently insufficient specialized research on the integrated development of cultural and tourism industries in the GBA.

This paper aims to find out the problems in the integration and development of the cultural and tourism industry in the GBA by analyzing the current situation of the cultural and tourism industry in the GBA depend on the "the Belt and Road". And explore the sharing operation mechanism of the cultural and tourism industry in the GBA, in order to seek to make the cultural and tourism industry bigger and stronger in the GBA .

2. The foundation of regional cooperation in the cultural and tourism industry in the GBA

The GBA is the starting point of the "21st Century Maritime Silk Road" and the leading base for

the joint construction of the "the Belt and Road". For the cultural and tourism industry in the GBA, the foundation of regional cooperation is the similarity and integration of the region's culture. Since modern times, Chinese and Western cultures have merged with each other in the GBA, forming a unique historical and cultural heritage. The culture here is different from the ancient cultures of Beijing, Tianjin, Northwest, and Jiangnan. It includes both the Guangfu culture, Hakka culture, and Chaoshan culture with Lingnan characteristics, as well as the Hong Kong and Macao culture formed through cultural exchanges between China and foreign countries in modern times. For the GBA, its culture can be summarized as "a century of ups and downs, the fusion of China and the West". The integration and complementarity of the same ethnicity, language, and culture have formed a convergence of thinking patterns and conceptual tendencies on a secondary basis[2].

Currently, regional cooperation and cultural and tourism promotion in the GBA have risen to the level of national strategy. In February 2019, the Central Committee of the Communist Party of China and the State Council issued the "Outline of the Development Plan for the GBA", which proposed to "build a leisure bay area" and build a world-class tourist destination in the GBA. The establishment of a "livable, business friendly, and tourist friendly high-quality living circle" was also identified as one of the five strategic positions of the GBA[3].

In October 2020, the Fifth Plenary Session of the 19th Central Committee of the Communist Party of China approved the "Proposal of the Central Committee of the Communist Party of China on Formulating the 14th Five Year Plan for National Economic and Social Development and the Long Range Objectives for 2035", which proposed multiple measures to promote regional coordinated development, providing overall principles and implementation paths for deepening the construction of the GBA during the "14th Five Year Plan" period, and also pointing out key directions for promoting the construction of the GBA during the "14th Five Year Plan" period. In accordance with the requirements of the Fifth Plenary Session of the 19th Central Committee of the Communist Party of China and the development goals of the 14th Five Year Plan, the "Cultural and Tourism Development Plan for the GBA" proposes that by 2025, the construction of the "Cultural Bay Area" and "Leisure Bay Area" will achieve initial results, and by 2035, it will be fully built into an internationally first-class bay area that is livable, suitable for business, and suitable for tourism.

3. The current situation and existing problems of cultural and tourism development in the GBA

The development of cultural and tourism industries has its own characteristics and tendencies in the GBA . At the 2021 Cultural and Tourism Conference in Guangdong Province. The system leaders of the Ministry of Culture and Tourism of Guangzhou, Shenzhen, Foshan and other cities reported and shared the latest developments in cultural and tourism work. Guangzhou focuses on creating four cultural brands: "Red Culture, Lingnan Culture, Haisi Culture, and Innovation Culture". Vigorously promoting the sharing of cultural and tourism resources, complementary advantages, and collaborative progress. Shenzhen is striving to create cultural landmarks for the new era to assist in the construction of pilot demonstration zones. Foshan takes charge of the protection and utilization of cultural heritage throughout the city through the construction of a museum city. Transform the museum city into a vivid example of integrating people, city, industry, and culture, while serving as a strong support for the high-quality development of Foshan. Meizhou attempts to promote the "Meizhou phenomenon" of literary and artistic excellence. Chaozhou leverages "intangible cultural heritage+" to help expand and improve cultural and tourism consumption[4].

The cultural and tourism systems of various regions are striving to strengthen cultural cooperation in the GBA . To promote the construction of cultural heritage trails in the GBA. And explore and utilize the cultural heritage resources of the GBA. The GBA is building a highly distinctive and historical "Guangdong Hong Kong Macao Greater Bay Area Cultural Heritage Trail" system[5]. Overall, with the support of government policies and funding, and the joint efforts of the cultural and tourism industry, the development of cultural and tourism has achieved rapid progress in the GBA .

However, the different social and economic systems in Hong Kong and Macao, along with the deep influence of Western culture, have posed challenges to their integration. There are still various problems in the development of the cultural and tourism industry in the GBA. In terms of cultural industry development, the GBA mainly faces the following problems. Firstly, the uneven development of cultural industries among regions, with 11 cities which in the GBA exhibiting a three tiered development level of cultural industries, in a significant leading position. Secondly, the development of different industries of the cultural industry in the Dawan District has been fast and slow. The cultural information transmission service industry with "Internet plus" as the main format has developed rapidly. The Internet information service, software development industry and other industries that reflect the ability of cultural and technological innovation have grown fastest. The proportion of cultural manufacturing industry in the overall cultural industry pattern is too large, which has affected the internal structure optimization of the cultural industry. Thirdly, there is a contradiction between the development of cultural industries in the GBA and the complex social and economic development models.

The development of the tourism industry in the GBA has also facing some problems. The urban agglomeration of the GBA has complementary cultural resources and unique industrial development strategies, but the overall exploration of these resources is not deep enough and lacks effective cooperation[6]. The development of cultural and tourism products in the GBA is still at the surface level, with a relatively single product and mainly focused on sightseeing. There are few experiential and participatory tourism products, lacking innovation points. This makes the attractiveness of cultural and tourism products insufficient, specifically reflected in the development of local characteristic cultural and tourism resources such as "Hakka walled houses", "three regional cultural blending places", and "Cantonese opera". Moreover, Hong Kong, Macau, Shenzhen, and Guangzhou have a high level of tourism resource development, a large number of tourists, and a high output value. The tourism development of other cities needs to rely on the driving force of these four cities[7].

4. Strategies and Methods for Innovative Development of Cultural and Tourism Integration in the GBA

The Central Committee of the Communist Party of China and the State Council gave five strategic orientations of the "Guangdong Hong Kong Macao Greater Bay Area in the Development Planning Outline" issued by the Central Committee of the Communist Party of China and the State Council. That means dynamic world-class city cluster, an international scientific and technological innovation center with global influence, an important support for the construction of the "the Belt and Road", a demonstration area for in-depth cooperation between the mainland and Hong Kong and Macao, and a high-quality life circle suitable for living, working and traveling[8]. Therefore, how to achieve the five tasks and achieve the vision of building the GBA into an international first-class bay area and world-class urban agglomeration? What role has the integration of culture and tourism in the GBA played in this vision? How to further enhance the level and integration of cultural and tourism industry development in the GBA? These issues require in-depth thinking and discussion.

(1) Fully protect and utilize the cultural heritage of the GBA

Strengthening cultural confidence, adhering to the position of Chinese culture, protecting cultural and natural heritage, intangible cultural heritage, promoting the activation and utilization of historical and cultural resources, and inheriting excellent traditional culture are the prerequisites for shaping the humanistic spirit of the GBA. Compared to the New York Bay Area, Tokyo Bay Area, and San Francisco Bay Area, the GBA has diverse cultures and abundant cultural and tourism resources. In terms of material cultural heritage, there are only three world-class heritage sites in the GBA, including historical and cultural heritage and natural heritage. In terms of intangible cultural heritage, the GBA boasts a series of intangible cultural heritages such as Cantonese opera, herbal tea, and Cai Li Fo Quan. The stunning lion dance performance, unique Doumen water wedding ceremony, lively New Year atmosphere in South Australia, spectacular Pancun Lantern Festival, and

grand Foshan Ancestral Temple Fair are all present.

In recent years, various cities in the GBA have been building local intangible cultural heritage gathering places, with a focus on systematic "micro renovation" of historical and cultural blocks, famous towns and villages, and former residences of celebrities. These renovated spaces and facilities are important venues for hosting cultural and natural heritage days, traditional festivals, traditional sports events, and cultural heritage exhibitions. The micro renovation project of Yongqingfang in Guangzhou adheres to the principle of "restoring the old as before", striving to preserve the spatial texture and external contour of the old building, and only updating and repairing necessary areas; In the interior of historical buildings, modern architectural elements are adopted to adjust the spatial structure and meet the needs of modern activities[9]. After renovation, Yongqing Square has become a 4A level scenic spot and an important window for showcasing Lingnan culture in Guangzhou; Since its reopening, it has attracted a large number of tourists and created significant economic benefits.

The protection of cultural heritage is a prerequisite for development and utilization, and industrial development is the support for sustainable protection. The vitality of cultural heritage lies not only in its ability to record the past, but also in its ability to integrate into modern life. Therefore, the revitalization and utilization of cultural heritage is a prerequisite and foundation for the integration of culture and tourism. Faced with the cultural heritage of the GBA, we must adhere to the overall approach of prioritizing protection, combining preservation and utilization, and promoting preservation through utilization, and enhance the initiative, pertinence, and effectiveness of institutional and policy supply. As a regional consortium, we also need to accelerate the construction of a cultural resource sharing mechanism in the GBA, promote the joint protection and development of cultural resources, and achieve the joint creation of tourism paths.

(2) Using digital technology to promote the integration of culture and tourism in the GBA

There are huge differences in the development of cultural and tourism industries among Guangdong, Hong Kong, and Macao, and the cultural and tourism industries in various cities such as Hong Kong, Macao, and Guangzhou also have their own characteristics. It is precisely because of this that homogeneous competition within the region can be avoided among cities, and on this basis, the level of cooperation and economic integration in the GBA can be enhanced. Today, with the growing development of the Internet, the application of digital technology is expected to promote the integration of cultural and tourism resources in GBA, and help to achieve resource sharing, mutual benefit and win-win results of cultural and tourism industries in Guangdong, Hong Kong and Macao with the help of the Internet and big data statistics.

The GBA is home to the most developed Internet leading enterprises in China. The integrated development of its cultural and tourism industry needs the help of the Internet, and the cultural and tourism industry is bound to enter the smart era. Based on this, the cultural and tourism integration in the GBA requires the use of digital technologies such as big data, artificial intelligence, 5G, 4K, and cloud computing to create digital cultural content through "cultural and tourism+technology", showcase the innovative achievements of cultural and technological integration in the GBA, and promote the innovative development of the digital cultural industry. Specifically, in terms of public cultural services, data processing technology can be used to establish a digital alliance between museums, art galleries, and public libraries in the GBA, promoting the co construction and sharing of public resources in the GBA; In terms of multicultural exchange, an international cultural exchange platform connecting mainland cities in the GBA can be created through Hong Kong and Macau. Together, we can create promotional videos and build promotional websites for the GBA, attracting domestic and foreign cultural enterprises to gather in the GBA and promoting cultural exchange and cooperation between China and foreign countries. In the development of tourism projects, based on the cultural characteristics of various regions in the GBA, modern information technologies such as virtual reality and augmented reality are used to develop digital immersive tourism experience projects, creating a scenario based immersive experience in all aspects of visual, auditory, and tactile senses. In tourist attractions and routes, with the assistance of virtual images and AI, develop characteristic tourist towns, create regional cultural and artistic spaces, deepen the

aggregation of culture and consumption, and promote the extension of the cultural and tourism industry chain.

(3) Developing characteristic tourism industry and building a marine tourism brand in the GBA

The GBA has both urban and rural areas. Based on its cultural and tourism resource characteristics, tourism projects that can be developed include rural tourism, academic tourism, sports tourism, medical tourism, coastal tourism, and more. In particular, the GBA, as an area with extremely rich marine natural landscapes and historical and cultural relics, has a variety of coastal types and abundant coastal leisure resources, and has unique advantages in developing marine leisure: a coastline of 4000 kilometers, accounting for more than 20% of the country; The sea area is more than twice the land area, accounting for 15% of the national total[10]. However, the current development of marine tourism products in the GBA faces the problem of having more sightseeing tourism products, fewer leisure vacation tourism products, and a serious lack of high-end seaside tourism and vacation products, which cannot meet the tourism needs within the region and even domestically and internationally. This is a key direction for the development of marine tourism in the GBA, and only by solving the problem of product shortage can we cope with the increasingly large marine leisure tourism market. Especially with the successive opening of major projects such as the Guangzhou-Shenzhen-Hong Kong High-Speed Railway and the Hong Kong-Zhuhai-Macao Bridge, the region has witnessed significant advancements in connectivity and development. As well as the continuous improvement of tourism infrastructure and public service system, the density of two-way travel between mainland and Hong Kong, Macao tourists is constantly increasing. This has injected new momentum into the tourism industry in the GBA and provided new opportunities for the development of marine tourism in the region.

From the perspective of cultural characteristics, the marine culture in the GBA is specifically manifested as marine landscape culture, marine commercial culture, marine folk culture, marine religious belief culture, marine celebrity culture, marine sports culture, and port culture. The Maritime Silk Road, Southern Song Dynasty sunken ships, and Mazu faith are symbols of the marine culture in the GBA. According to the marine cultural characteristics of the GBA, the development focus of its marine leisure tourism can be on the following aspects. Firstly, a large number of "non sightseeing" marine tourism experience activities will be launched. Secondly, create yacht cruise leisure tours. Thirdly, jointly build a group of island tourism bases[11]. Fourthly, Hong Kong, Macao, and the mainland can further deepen cooperation, open multiple ocean tourism dedicated lines, develop various ocean tourism products, and form a point to line, line to surface, point to point interaction, and line to line interconnection. Fifth, strengthen the promotion of the tourist destination image in the GBA. Innovate publicity channels by integrating offline and online marketing methods under the "tourism + Internet" model, cultivate a distinctive impression of marine tourism in the GBA in the minds of tourists, and develop high-quality, world-class tourist destinations. However, it should be emphasized that due to the relatively fragile ecological environment of the ocean, islands, and coasts, the development of coastal tourism in the GBA requires cooperation and joint protection of the marine ecological environment, balancing the protection and development of the marine ecological landscape, and coordinating the balance between ecological protection investment and economic benefits.

(4) Promoting the Integration and Internationalization of Culture and Tourism in the GBA through Favorable Policies

The internationalization of the cultural and tourism industry in the GBA has led to the collision and exchange of Chinese culture and world culture here. The exchange and mutual learning of Chinese and foreign cultures and tourism will also be one of the core areas for the future development of the cultural and tourism industry in the GBA. The opening of regional tourism routes in the GBA, the construction of Shenzhen International Cruise Port, and the introduction of the Hengqin International Leisure Tourism Island Construction Plan have all led to the opening and linkage of Guangdong, Hong Kong and Macao, which has further promoted the emotional identity of the people in the GBA, built an international cultural exchange and cooperation network, and contributed to the construction of the "the Belt and Road". The opening up and mutual learning

between China and the outside world will inevitably open up a new pattern of internationalization in the GBA.

In March 2021, the draft of the 14th Five Year Plan for National Economic and Social Development of the People's Republic of China and the Long Range Objectives for 2035 once again mentioned the goal of building the GBA into a world-class tourist destination. In response to the development in the next decade or so, the governments of Guangdong, Hong Kong, and Macao should actively respond to the central plan and introduce or plan to launch various policies that are beneficial to the integrated development of culture and tourism in the GBA. In terms of cultural and tourism market management policies in the GBA, it is recommended to simplify the procedures for tourism staff from mainland cities in the GBA to travel to Hong Kong and Macau; In terms of financial and financial support, tax preferential policies for the cultural and tourism industries in the GBA can be further implemented or formulated, and special loans can be provided to specific enterprises. In road traffic, a mutual recognition mechanism for GBA should be established, and multiple public transportation routes should be opened up.

5. Conclusion

The cultural and tourism industries in the GBA are facing various problems, and the level of development and degree of integration need to be further improved. To address these issues and achieve the construction goals of "a cultural and leisure bay with international influence" in the development plan. The author provides suggestions and solutions for deepening cooperation in the cultural and tourism fields in the GBA from four aspects. Cultural heritage protection, digital technology application, characteristic tourism development, and favorable policy implementation. In addition, the integrated development of the cultural and tourism industry in the GBA. Not only requires seeking solutions to existing problems, planning and integrating cultural and tourism resources, but also adhering to the concept of "green mountains and clear waters are as valuable as gold and silver". At the same time, cultural and tourism development should be guided by ecological civilization construction, and the ecological environment should be treated like life. On this basis, we will negotiate and formulate policies to optimize the development of the cultural and tourism industry, solve the construction of infrastructure such as transportation, accommodation, and network, improve cultural and tourism projects in various regions of the GBA, establish cultural and tourism industry alliances within the region, and form clusters and cultural and creative industries in the GBA. Only then can we build the GBA into a world tourism and leisure center, and promote the overall construction of the GBA.

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