

PESTEL Analysis of Marine Tourism in Zhuhai Under the Background of Construction of Guangdong-Hong Kong-Macao Greater Bay Area

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Abstract: Marine tourism has become the key direction of tourism development in China and even in the world. Under the policy background of China's top-level design and the accelerated construction of the Guangdong-Hong Kong-Macao Greater Bay Area, Zhuhai's marine tourism faces a new historical opportunity. In this thesis, Zhuhai is selected as the research area, and the PESTEL model is applied to analyze the current situation of marine tourism development in Zhuhai from the perspective of the macro environment with the Guangdong-Hong Kong-Macao Greater Bay Area as the background, and relevant optimization suggestions are put forward according to the problems arising in the development process.

Keywords: Marine Tourism; Zhuhai; PESTEL; GBA.

1. Introduction

Marine tourism is the key direction of tourism development in the world nowadays and is also a major decision made by the Central Committee of the Communist Party of China and the State Council, as well as an important guide for marine tourism and the tourism industry to achieve quality and synergistic development. At present, under the environment of top-level design of national policy, Zhuhai marine tourism is facing historical development opportunities. Under this opportunity, Zhuhai marine tourism ushered in a big transformation and stepped into a new normal development pattern, one is a new policy strategy, and the other is a new market pattern. The former points out the direction and path for the development of Zhuhai marine tourism, while the latter requires rationalization and adjustment of Zhuhai marine tourism. Under the guidance of national policies, Zhuhai marine tourism will enter a new development mode.

2. Pestel Model Analysis Of Zhuhai Marine Tourism

2.1. Politics (P)

As the construction of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) accelerates, General Secretary Xi Jinping has personally planned, deployed and promoted the Guangdong-Hong Kong-Macao Greater Bay Area as a major national strategy.

Since 2014, the CPC Central Committee and the State Council issued [2014] No. 31 "State Council on the promotion of tourism reform and development of a number of opinions" of document issued, clearly pointed out that "actively develop marine tourism, innovative cultural tourism products." And on February 18, 2019, the CPC Central Committee and the State Council issued Bulletin No. 7 of 2019, "Outline of the Development Plan of Guangdong-Hong Kong-Macao Greater Bay Area", marking the full-scale start of the construction of Guangdong-Hong Kong-Macao Greater Bay Area.

Over time, Zhuhai has shown the way forward for the

tourism industry in terms of top-level design. By now, Zhuhai has welcomed the Guangdong-Hong Kong-Macao Greater Bay Area, the modernized and internationalized Special Economic Zone, the Hengqin Area of Guangdong Free Trade Zone, and the Hengqin Guangdong-Macao Deep Cooperation Zone. The company is now seizing the major opportunity of the "four zones" to promote the construction of modernized and internationalized special economic zone to make a good start; it is striving to grow the city's energy level. 25 March 2022, Guangdong Province issued "13+7 policies" to propose service industry-inclusive relief support measures. Among them, including tourism relief support measures, etc., to help the tourism industry to tide over the difficult times. For Zhuhai to make the standard of the world's first-class tourism city, to create a traditional culture and modern civilization, the "pleasant to travel" and "live and work" integration of high-quality world-class tourism destination to provide strong support, fully reflect the state attaches great importance to the Greater Bay Area Tourism Construction and Zhuhai marine tourism.

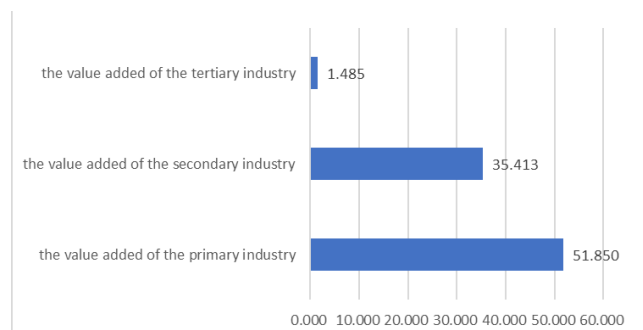
2.2. Economy (E)

The economic development line is clearly defined in the Proposal of the CPC Zhuhai Municipal Committee on Formulating the Fourteenth Five-Year Plan for National Economic and Social Development and the Visionary Goals for 2035. The theme is to promote high-quality development, the main line is to deepen the supply-side structural reform, the fundamental driving force is reform and innovation, and the fundamental purpose is to meet the people's growing demand for a better life. Promote green development, build a new special zone of ecological civilization, promote green and low-carbon development, establish ecological protection lines, accelerate the construction of a modern economic system, and become a new engine for high-quality development in the Guangdong-Hong Kong-Macao Greater Bay Area. Deeply integrate and grow the domestic market and build a new development pattern.

Comprehensive promotion of consumption, expansion of consumption, development of the city's political theory

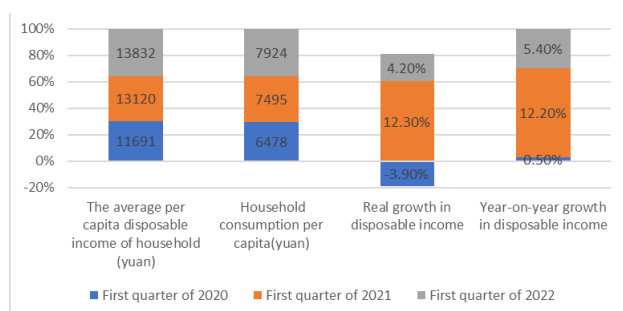
system and promote the modernization of governance capacity, consolidation and develop poverty alleviation and development, and the overall construction of a well-off society. With a forward-looking attitude, the spirit of coming rain or shine to promote the Zhuhai City economy at the forefront.

Table 1. Value added of Zhuhai industries (Billion yuan)



In the first quarter of 2022, amidst the complex and volatile economic situation at home and abroad and the multiple impacts of the epidemic on production, life and consumption, Zhuhai took the lead in stability and took the initiative, with the city's gross regional product reached 88.748 billion yuan, an increase of 4.2% over the previous year. In the national economy, industry and services maintained a stable and rapid development trend, the proportion of tertiary industries continued to increase, the industrial structure was further optimised and upgraded, and quality and efficiency steadily improved. The value added of the primary industry was 1.485 billion yuan, an increase of 2.5% over the previous year; the value added of the secondary industry was 35.413 billion yuan, an increase of 6.9% over the previous year; and the value added of the tertiary industry was 51.850 billion yuan, an increase of 2.6% over the previous year. In terms of the degree of influence, the consumption level of urban residents is the first major factor, and the consumption of rural residents is the second major factor. The increase in the consumption level of the residents will promote the increase in the audience of tourism special services.

Table 2. Comparison of economic indicators in Zhuhai



On the macro level, the overall economic growth of the country has slowed down due to the epidemic, but the data in the table above shows that even under the influence of the epidemic, Zhuhai's economy is still showing a growth trend. This shows that Zhuhai's economy can provide a strong economic foundation for the future recovery of tourism.

2.3. Society (S)

Zhuhai, a city with a rich historical and cultural heritage has a splendid history and civilization and has been the most prominent cultural town in Lingnan since ancient times. Zhuhai has been adhering to the development strategy of

insisting on economic development but not sacrificing the environment for many years. Nowadays, the brand effect of Zhuhai, which has achieved success in governance and development for many years, is being highlighted, and has been awarded the UN Habitat Award, "Standard International Innovative City", and "National Garden City "National Civilized City", "China's Most Happy City", "Top 40 Chinese Tourist Attractions" and many other honors, forming a The city brand of "Hai Shang Yun Tian, Tian Xia Zhuhai" has been formed.

On another level, the blending of Chinese and Western cultures, people's hospitality and peaceful attitude to life have contributed to the formation of cultural diversity and the spirit of openness and tolerance, to the formation of local cultural characteristics, to the formation of marine culture, resort culture, leisure culture and beach culture, bar culture and ecological culture, etc. together constitute the unique cultural connotation of the city of Zhuhai.

2.4. Technology (T)

Technological factors mark a region's technical policy, level of development trends, etc. With the rapid development of China's economy, people are no longer just pursuing the bottom needs such as food, drink, and warmth, but more the pursuit of spirituality, art, high technology, and comfort.

The "2021 China Tourism Group Development Forum" hosted by the China Tourism Research Institute (Ministry of Culture and Tourism Data Center) and China Tourism Association in Beijing was themed "Change, Innovation and High-Quality Development". After the expert professional evaluation and network vote, Zhuhai's original maritime live-action light drama "Jiu Zhou Boat Saying - About the Sea" successfully won the "2021 Tourism Technology Innovation Project" domestic top ten, the project brought together more than 100 related companies, engineering and technical personnel nearly 1,000 people, after more than 500 days of perfect and elaborate production "Jiu Zhou Boat Saying - About the Sea The ship said - about the sea", overcoming countless difficulties, highly original transformation of existing ships into performance special effects ship. This also marks the rise of Chinese technology to light up the "night economy" and activate the "new engine" of consumption.

2.5. Environment (E)

On the Lingding Yang, the rainbow lies on the waves. Zhuhai historically stands at the central connection point of the Guangdong-Hong Kong-Macao Bay Area and has a superior transportation environment. After the official opening of the Hong Kong-Zhuhai-Macao Bridge, it has quickly become the "golden channel" for the interconnection of the Guangdong-Hong Kong-Macao Bay Area. Secondly, it is already relatively complete in terms of infrastructure, with a series of important transportation facilities such as the airport, Guangzhou-Shenzhen railroad, and intercity light rail built to international standards. We have special transportation facilities for tourism, such as tour boats and tour buses around the island. It also has cultural facilities with tourism service functions, for example, the famous Tang Family Co-Land and Zhuhai Stone Expo Park.

Zhuhai, in terms of environment, has a pleasant climate and excellent air and is very rich in tourism resources and marine resources. The city has a good image and is known for its charming seaside landscape, rich urban style, and strong romantic and emotional charm. With the rich natural

resources of mountains, islands as well as beaches, it provides rich possibilities and accessibility for creating marine tourism routes in the future.

2.6. Law (L)

On October 8, 2021, the revised bill of the Zhuhai Special Economic Zone Tourism Regulations was officially implemented, marking the government's strong guarantee for tourism development, reform, and innovation. On January 7, 2023, the State Council Joint Prevention and Control Mechanism Integrated Group issued the Notice on the Issuance of the Prevention and Control Program for Novel Corona virus Infection (10th Edition), which clearly states that full nucleic acid screening will no longer be carried out. Isolation measures will no longer be implemented for novel corona virus infections, close contacts will no longer be determined, and high- and low-risk areas will no longer be delineated. To provide a strong guarantee for the subsequent recovery of the tourism economy and the number of people.

3. Analysis of Problems of Marine Tourism in Zhuhai

3.1. Homogenization of marine tourism

Although at this stage, China's marine tourism has achieved faster development, there are still more problems, especially the homogenization of the marine tourism industry in different coastal cities is more serious, the tour project is single, the same type, even the same area will be due to the lack of coordination and cooperation caused by the duplication of tourism projects, resulting in a lot of wasted resources. The current stage of marine tourism configuration is far from meeting the actual needs of people.

3.2. Ocean tourism development is not deep enough

At this stage, Zhuhai's "marine tourism +" industry diversification development ideas have not been fully reflected, the marine tourism development process, the lack of organic coordination and unity, "marine tourism +" coordination and integration concept is weak and not effectively implemented, especially The development of "marine tourism + culture" tourism industry is not deep, although the flow of tourists is increasing the tourism resources are artificially destroyed at the same time, in the process of tourism produces a lot of marine garbage, will produce irreversible consequences, hindering the development of marine tourism resources to deep. Therefore, it is necessary to start the analysis based on the problems that appear in the process of marine tourism development at this stage, aiming to promote the continuous development of marine tourism, improve the coordination of marine + cultural tourism development, strengthen the integration of cultural creativity and various cultural elements, and then promote the harmonious unity of marine + cultural tourism development process with resources and environment.

4. Suggestions for Sustainable Development of Marine Tourism In Zhuhai

4.1. Diversified organic combination to promote "marine tourism +"

We should further promote the diversified development of marine cultural tourism, innovation, and expansion of new forms of marine tourism, to create a "four seasons can travel" pattern. Zhuhai's unique natural resources provide the necessary conditions for the development of marine tourism, we should not only be limited to marine tourism, but also to the local characteristics of the main line, the local natural resources organically integrated into the development process of the marine tourism industry, fully explore the local cultural background and its integration, the development of cultural tourism forms of continuous expansion and extension, so that tourists in the marine tourism to feel the technology It can also create a new type of cultural industry group, which can further cooperate with the existing study tour and red tourism, and rely on each other to enhance the depth and breadth of the "marine tourism +" industry development.

4.2. Emphasis on resource conservation and the cultivation of visitors' virtues

Tourism is an industry that is highly dependent on resource endowments, with unique natural resources and rich human landscapes forming the life and carrier of tourism. Therefore, in order to make it sustainable, it is necessary to first focus on the protection and development of tourism resources, and to take environmental protection as a basic principle. In the integration and development of other tourism resources, it is necessary to scientifically analyze the local environmental carrying capacity to avoid traffic congestion and tourist overload, resulting in the accidental destruction of its tourism resources. Secondly, it is necessary to start at the source and increase the training of complex management personnel, through cooperation with professional colleges and institutions, to improve the multi-faceted quality of practitioners. At the same time, tourism operators should also strengthen tourists' awareness of the protection of natural resources to lay a solid backbone for subsequent sustainable development.

5. Conclusion

Marine cultural tourism is developing rapidly, by the background of the construction of the Guangdong-Hong Kong-Macao Bay Area, Zhuhai marine tourism development should be around the "marine tourism +" more thinking and more to take the essence of the same type of tourism, remove the dross, strengthen the creativity and heritage, strengthen the training of tourists' awareness of resource protection, so as to bring sustained vitality to marine tourism, thus promoting the long-term development of marine tourism.

Acknowledgements

This paper was supported by the 2020 Jiangxi Provincial Arts and Culture Science Planning Project (Grant No. YG2020142).

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