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Innovative Development and Suggestions of Tourism Industry in Guangdong Hong Kong Macao Greater Bay Area under the Background of "the Belt and Road"

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Abstract: In recent years, with the proposal of the "the Belt and Road" initiative, more and more attention has been paid to the development of tourism in the Guangdong Hong Kong Macao Greater Bay Area as an important support, and the problems arising from the development of tourism in cities in the region may also limit their development to some extent. This paper first introduces the current situation of the tourism industry in the Great Bay Area in the context of the "the Belt and Road Initiative", then discusses various problems in the development of the tourism industry, then sets variables based on the relevant data mentioned in these problems, conducts simple linear regression, selects significant variables from the selected variables based on the regression results, and finally draws conclusions based on their significance, And provide suggestions and personal reflections for the development of the tourism industry in the Greater Bay Area.

Keywords: "The Belt and Road"; Guangdong-Hong Kong-Macao Greater Bay Area Tourist Industry.

1. Introduction

The Belt and Road (abbreviated as B&R), also known as the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road", is a cooperation initiative put forward by China in 2013 for 49 countries around the world participating in the "the Belt and Road" project. It aims to actively develop economic cooperation relations with many countries along the route, taking the ancient Silk Road of China as the traditional symbol, Build a community of mutual economic and cultural benefits among countries. Later, the Central Committee of the Communist Party of China and the State Council issued the Outline of the Development Plan of the Guangdong Hong Kong Macao Greater Bay Area in 19 years, designating the Greater Bay Area as an important support for the construction of the "the Belt and Road".

The Guangdong Hong Kong Macao Greater Bay Area is characterized by "one country, two systems, three tariff zones, and four core cities" to develop the economy of the Bay Area. Since the 1980s, the economy of the Bay Area has been receiving continuous attention from people. China's pursuit of the Bay Area economy is to rely on world-class port clusters, leverage the advantages of geographical and ecological environments, and gather for development, open innovation, regional coordination, and a regional economy with global influence. [1] In recent years, the proposal of the "the Belt and Road" policy has gradually strengthened the close degree of communication between the Greater Bay Area and domestic cities, as well as foreign exchanges. Under such an environment, the development of tourism is undoubtedly particularly important under the operation mode of the Bay Area economy. This paper aims to introduce the current situation of the tourism industry in the Great Bay Area under the background of the "the Belt and Road Initiative" and the problems and challenges it faces. It also analyzes various factors that affect the output of the tourism industry through quantitative data collection, and gives corresponding methods and suggestions based on the data analysis results.

2. Current Situation of Tourism Industry in the Greater Bay Area

The Guangdong Hong Kong Macao Greater Bay Area, as a highly open and modern city that faces both domestic and foreign markets, focuses on developing the tourism industry, which not only attracts domestic talents and industries to inject and invest in the development of the tourism industry, but also is a good choice to make the Greater Bay Area face the world and become an international business card. The tourism industry is a large-scale service industry for the people, which includes comprehensive services for tourists related to transportation, catering, entertainment, accommodation, shopping, and other related activities, not limited to relying on local tourism resources and facilities,

With the continuous development of the economy and society, tourism has entered the daily lives of the people, becoming a happy industry that benefits the well-being of the people and an important symbol of social civilization progress. In the short term, promoting high-quality development of the tourism industry is the only way to better solve the practical problems of tourism development; In the long run, promoting high-quality development of the tourism industry is of great significance for the long-term, sustainable, and healthy development of China's tourism industry. [2] As for the current situation of the tourism industry in the Great Bay Area, take Guangdong Province, which is a representative of the Great Bay Area, for example. We found that the catering and accommodation industry, which is an important part of the service tourism industry, accounted for the total GDP. From 125.67 billion yuan in 2013 when the "the Belt and Road" initiative was put forward to 188.05 billion yuan in 2019, there is no doubt that the construction of the Great Bay Area and the the Belt and Road cooperation initiative have contributed a lot to the economic output of Guangdong's foreign tourism industry. Based on the number of inbound tourists in the Macau Bureau of Statistics, excluding the significant impact of the epidemic since 2020, taking the third

quarter with more holidays and passengers as an example, the number of inbound tourists gradually increased from 8245 (1000) in 2014 to 8999 (1000) in 2018, and the total consumption of tourists increased from 15486 (million MOP) to 18352 (million MOP).Combined with the capitalist system and monetary system different from the mainland, Macao Special Administrative Region itself depends more on the characteristics of tourism and gambling industry, and its tourism development in the Guangdong Hong Kong Macao Greater Bay Area is also more obviously affected by the "the Belt and Road" initiative.

3. The Problems Faced by the Development of Tourism in the Greater Bay Area

As a tertiary industry, the service attribute is the core of tourism. After the the Belt and Road Initiative was put forward, the establishment of the Great Bay Area has undoubtedly exposed the problems of tourism related development in some regions.

3.1. Overreliance on Specific Industries, Limited Development Scope

The development of specific industries in some cities of the Guangdong Hong Kong Macao Greater Bay Area is relatively well-known both domestically and internationally, which is not only a business card to promote its tourism development, but also may limit the construction of some infrastructure and other related fields. Taking the Macao Special Administrative Region as an example, the development of its tourism industry is mainly focused on the hotel accommodation industry and entertainment gambling industry. According to relevant data statistics, as of 2019, the profit to expenditure ratio of Macau's gambling industry has risen from 116.6% in 2010 to 164.6% in 2019. However, the excessive development of hotels has also led to the occupation of Macao's already small land area by more related similar industries.

It is undeniable that the hotel gambling industry is a pillar industry of Macau, but not all tourists who come to Macau will stay overnight or even participate in gambling activities. In addition, Macau is not very far away from other cities in the Greater Bay Area of Guangdong, Hong Kong, and Macao, and there are several major checkpoints in neighboring cities such as Zhuhai and Hong Kong. The Hong Kong Zhuhai Macao Bridge is connected to it, which is in the eyes of tourists who do not come from afar specifically to experience hotel accommodation, Choosing lower priced surrounding cities for accommodation may be more cost-effective. According to relevant surveys, the number of inbound tourists to Macau in 2018 increased by 9.8% compared to last year, and the number of non-overnight travelers increased by 12.7%. This may also indicate to some extent that the excessive construction of hotels in Macau sometimes exceeds the demand of tourists. In addition, compared with other Bay Area cities, Macao itself does not have any large-scale entertainment facilities (such as Chimelong Ocean Park in Zhuhai and Disneyland in Hong Kong) or large-scale historical relics. At most, it has the Dashanba memorialarchway and other small ancient relics. Other available building spaces are also basically used for the construction of new casino hotels, so more often than not, it's just one of the Bay Area cities that tourists choose to quickly visit within one to two days.

3.2. Lack of Relevant Talent Cultivation

With the significant contribution of tourism to China's GDP, the competition in tourism related to major cities, scenic spots, and surrounding industries is becoming increasingly fierce. As a major service industry, the cultivation of relevant talents has undoubtedly become a significant part. However, due to the influence of some traditional concepts, the tourism service industry is not favored among the population preparing to participate in work in China, which results in not many people receiving professional knowledge education related to tourism services, resulting in a gap in the supply of related talents and severe talent loss. In addition, there may be the possibility that tourism companies may adopt measures such as reducing employment costs, lowering salaries, or implementing layoffs due to the intensification of industry competition pressure, which further strengthens the talent drain in the tourism service industry.

According to statistics, as of 2020, the talent gap in the tourism industry in the Greater Bay Area has reached over 2 million. And according to the distribution of data on the influx of industry talents into the Greater Bay Area, only 2.71% of them are employed in the hotel and catering industries, with talent mainly flowing into industries such as real estate and engineering construction. [3] From this, it can be seen that the shortage of tourism related talents and the shortage of talent in the tourism market still exist, even in regions such as the Greater Bay Area, which ranks among the top in the national tourism industry. Therefore, it is urgent to establish institutions to cultivate tourism related talents and increase the welfare system for professionals in the industry.

3.3. Severe Price Premium in Tourist Areas

The situation of unreasonable selling prices for products and services related to tourist attractions is not uncommon within the scope of national tourist attractions. However, under the premise of applying the "one country, two systems" system in the Greater Bay Area, this issue may be further amplified. Taking the Hong Kong Special Administrative Region of Macau as an example, due to its capitalist system and the lack of manufacturing space for many tourist souvenirs sold locally, most of the handicrafts are produced in mainland China, so some of these products have a slight price surplus. Taking Macau, where the author studied at university, as an example, souvenir shops in large shopping malls led by Venetians and Londoners from Macau, where common handicrafts can still be priced three to four times higher than souvenirs of the same type or even craft in mainland China, even at the exchange rate of the Macau dollar itself. And there is also a similar issue with the food and beverage prices. The same bottle of beverage can be purchased at half the price within a university not far from the mall, which is evident in the premium issue. Of course, there may be some imported goods or electronic goods (such as imported alcohol, tablets, luxury bags, etc.) that may be cheaper due to the lower exchange rates of Hong Kong dollars and Macau dollars compared to the Chinese yuan, but it also depends on whether they will be detained by customs and require additional tariffs to be submitted. In short, some unreasonable premiums for attractions in the Greater Bay Area, especially in the Special Administrative Region, may also become one of the factors that hinder tourists from choosing the area for sightseeing.

4. Factors Affecting the Development of Tourism Industry

4.1. Data Selection and Collection

Regarding the exploration of the influencing factors of the tourism industry in the Greater Bay Area, this article has decided to select seven representative cities in the tourism industry in the Greater Bay Area, and use their data from 2016 to 2020 as the research scope. The GDP of the tourism industry in the city in this year (RMB, 100 million yuan) is taken as the variable (Y), and then the total domestic passenger population flow (X1) and the total number of employed employees in the tourism related industry in that year (X2) are selected, And the number of local star rated hotels in that year (X3) was used as the independent variable to construct panel data, and then a simple regression was performed on the results of the statistical data. The relevant data for the seven cities were all sourced from the local government's annual statistical yearbooks and some data collected online, such as the "Hong Kong Tourism Development Council Annual Report" and the "Dongguan Statistical Survey Information Network Statistical Yearbook".

4.2. Regression Model Estimation

This article uses Stata software and OLS least squares method to conduct regression analysis, obtaining the results of a linear regression model for the tourism industry GDP of seven cities located in the Greater Bay Area from 2016 to 2020:

$$Y=0.3017X1-1.1433X2+7.4218X3-818.4876$$
$$R2=0.8501\ F=42.69 \quad (1)$$

And the regression result graph is as follows:

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. import excel "C:\Users\LENOVO\Desktop\研究数据统计 - 英文.xlsx", sheet("Sheet1") firstrow
(6 vars, 36 obs)

. reg Y X1 X2 X3
```

Source	SS	df	MS	Number of obs	=	35
				F(3, 31)	=	42.69
Model	44708234.2	3	14902744.7	Prob > F	=	0.0000
Residual	10821708.3	31	349087.365	R-squared	=	0.8051
				Adj R-squared	=	0.7863
Total	55529942.6	34	1633233.6	Root MSE	=	590.84

Y	Coefficient	Std. err.	t	P>|t|	[95% conf.	interval]
X1	.301688	.0735764	4.10	0.000	.1516278	.4517481
X2	-1.143253	.6806112	-1.68	0.103	-2.531369	.2448628
X3	7.421817	1.14901	6.46	0.000	5.078395	9.765238
_cons	-818.4876	240.4504	-3.40	0.002	-1308.889	-328.0857

Figure 1. Regression results of factors affecting the GDP of the tourism industry in seven cities (2016-2020)

From the above regression results, it can be seen that the t-values of variables X1 and X3 are relatively significant, with values of 4.10 and 6.46, respectively, which are far greater than the critical value of t when the degree of freedom is 34. Moreover, their p-values pass the test at a significance level of 5% (i.e., p-values are less than 0.05). The t-value of variable X2 is not significant at the 5% significance level. From this, it can be concluded that the domestic tourism population flow and the number of local star rated hotels in the Greater Bay Area city had a significant impact on the city's tourism GDP output in that year, while the total number of employees in tourism related industries (such as catering and accommodation) had a relatively small impact on GDP.

5. Suggestions for the Tourism Industry in the Greater Bay Area

Based on the existing problems in the tourism industry of the Greater Bay Area and the analysis of the factors affecting its GDP, relevant suggestions can be put forward in the following aspects.

5.1. Reasonably Utilizing the Natural Resources of the Bay Area to Drive the Development of Local Natural Tourism Industry

As mentioned earlier, some areas of the Greater Bay Area's economy are overly dependent on specific industries. Although the limited variety of resources in some areas is partly the reason, it cannot hinder the sustainable development of the overall tourism industry in the Bay Area, and the development of green industries is undoubtedly a good choice. According to statistics, as of April 2020, the Greater Bay Area has a total of 10 5A level scenic spots in nine cities, with 91 4A level scenic spots and 11 national forest parks [4]. The inherent location of the Greater Bay Area on China's mainland coastline provides it with many beautiful coastal landscapes (such as Nansha Island in Guangzhou, Wailingding Island in Zhuhai, Fisherwoman in Zhuhai, and Lamma Island in Hong Kong). It can be seen that the natural resources and geographical advantages of the tourism industry in the Greater Bay Area are not lacking, so most of the focus should not be on the construction of overly modern and template tourism facilities. Focusing on the protection and creation of natural landscapes is undoubtedly a win-win choice for both humans and nature, and achieving long-term

development.

5.2. Encourage the Employment and Training of Relevant Talents, and Improve the Welfare System for Tourism Practitioners

From the results of the simple linear regression model in this article, it can be concluded that among the three independent variables selected, the total number of employees in the tourism related industry has no significant impact on the GDP of the Greater Bay Area tourism cities. Coupled with the aforementioned lack of talent cultivation in the tourism industry, we can reasonably infer that it may be precisely due to the lack of tourism talents, Especially for higher education talents, it indirectly leads to a relatively small fluctuation in the impact of relevant practitioners on the GDP of the tourism industry, not only due to the lack of employment quantity, but also due to the lack of talent quality and the lack of awareness among students in related majors. For students' problems, the school can carry out relevant current politics learning courses, learn about, for example, the Outline of the Development Plan of the Greater Bay Area of Guangdong, Hong Kong and Macao mentioned at the beginning of the article, understand the development prospects of the Greater Bay Area in the context of the the Belt and Road, and exchange their own experience in the classroom when they have a certain understanding of the tourism development policies of the Greater Bay Area, and plan their future career development direction with the help of teachers.

For graduates or social workers who have already invested in the tourism industry, relevant social learning lectures, as well as pre-employment training and professional skills training after graduation, can be held appropriately. For workers in the Hong Kong and Macao regions, the policy advantages of "one country, two systems" can be utilized to integrate and complement resources with the mainland, improve the talent shortage of tourism service platforms, and introduce relevant entry welfare policies, such as building Hong Kong and Macao entrepreneurship and employment pilot zones located in Guangzhou, Shenzhen, Zhuhai, and other places, supporting the development of Hong Kong and Macao youth in the mainland, and including eligible Hong Kong and Macao entrepreneurs in the scope of entrepreneurship subsidy support, Actively develop the construction of Hong Kong and Macao youth entrepreneurship and employment bases, such as the Shenzhen Hong Kong Youth Innovation and Entrepreneurship Base and the Nansha Guangdong Hong Kong Macao (International) Youth Innovation Workshop.[5]

Finally, considering the employment situation in China, it is possible that there is a lack of awareness in society about the tourism industry, which is a tertiary industry under the service industry. The Greater Bay Area government can make appropriate use of mainstream media, actively guide public opinion to view the tertiary industry correctly, reflect the value of the service industry, change traditional social cognition, and cultivate a sense of professional identity [6]. In addition, it is necessary to appropriately increase the salary and benefits of tourism industry practitioners, and put the emphasis on the tertiary industry into practice. Only in this way can people's traditional understanding of this type of work be changed, and the work motivation and professional spirit of practitioners be improved.

5.3. Strengthen the Construction of Relevant Infrastructure

According to the regression model of data analysis, the impact of domestic tourist flow to the Greater Bay Area and the number of local star rated hotels on tourism GDP is undoubtedly significant. From this, it can be seen that the construction and improvement of hotel facilities can not only provide more employment opportunities, but also give tourists who come here a better impression of the local area and a more comfortable place to settle in. Not only is it limited to hotels, a common tourist facility, but also road transportation, scenic restrooms, surrounding souvenir shops, and restaurants. Whether the location is reasonable and the quantity is sufficient is an important part of strengthening infrastructure construction.

6. Summary

The "the Belt and Road" initiative has brought opportunities as well as challenges to the development of the tourism industry in the Great Bay Area. Problems such as limited industrial development and lack of relevant talents can be solved by making rational use of the natural resources of the Bay Area to create scenic spots, improving the welfare system of tourism practitioners and other means. In addition, strengthening tourism infrastructure and other methods are also of great significance to optimizing the tourist experience, improving the reputation of the regional tourism industry, and achieving long-term development.

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