

Research on Cross-border Regional Tourism Information Resources Sharing and Cooperation Development in the Greater Bay Area

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Abstract: Inter-regional tourism cooperation has emerged as a significant trend in tourism development, pivotal role in facilitating inter-regional economic exchanges and cultural integration. This study employs the theory of 'cross-border governance' to examine the historical development and progression of the Bay Area. By conducting an analysis of the typology and spatial distribution of tourism resources, this study proposes a pioneering model for fostering multilateral cooperation in the field of tourism, with a particular focus on the Pearl River coastal city belt. It scrutinizes regional tourism cooperation from various perspectives including formulation of tourism policies, construction of the tourism industry, complement tourism production factors, establishment of tourist capital and talent, design and marketing strategies for tourist products. Furthermore, it advocates for policy exchange, market, and cross-border governance as essential components to establish a cooperative guarantee mechanism while providing pertinent recommendations for regional tourism cooperation within the bay area.

Keywords: Regional Tourism; Cross-Border Governance; Multilateral Cooperation; the Greater Bay Area; Market Regulation

1. Introduction

With the continuous development and close ties of regional economy, and the proposal of "Bay Area Economy", various regions in the Bay Area pay more attention to mutual tourism information resource sharing and development cooperation. On March 5, 2017, the "Greater Bay Area (GBA)", as a national economic strategic plan, was first proposed in

the government Work Report. In addition, the Outline of the Development Plan for the Bay Area once again emphasizes that the Greater Bay Area will be built into a world-class city cluster, an important support for the Belt and Road Initiative, and a high-quality living circle that is livable, workable and tourist-friendly, making it a model of high-quality inter-regional cooperation and development.

The promotion of the Bay Area's development can be regarded as conducive to deepening exchanges and cooperation between these areas, and is of great significance for these areas develop strategies, enhance their competitiveness, and maintain long-term prosperity. In addition, the pattern of "Multi-regional cooperation" is a prominent feature of the Greater Bay Area and an important driving force for its regional tourism cooperation and development.

Therefore, within the framework of the Basic Law, it is particularly important to give full play to the comprehensive advantages of the Greater Bay Area, innovate the regional tourism cooperation system and mechanism, promote the circulation of tourism production factors, and promote inter-regional tourism cooperation and development. In light of this, this paper will focus on analyzing various aspects including regional overview, literature review, collaboration content, and mechanism.

2. Regional Overview and Research Review of the Bay Area

2.1 Regional Overview of Greater Bay Area

The concept of the Greater Bay Area has undergone a lengthy development process. Initially, the term "Bay area" originated from the geographical classification, referring to an area consisting of one or multiple bays, harbors, and adjacent islands [1]. Subsequently, by

integrating the geographical characteristics with the regional of labor division within the Bay Area, we derive the Bay Area economy. This refers to a collection of economic and social activities resulting from the regional labor among urban clusters - a overlap between urban clusters and industrial clusters^[2,3].

Based on this foundation, the concept of the Greater Bay Area was initially proposed as a "Bay Area," with its early appearance primarily in the form of economic zones and port clusters such as the Greater Pearl River Delta Economic Zone encompassing the city where Wynn Palace is located and other regions. The term "Bay Area" officially appeared in 2005's Plan for Coordinated Development of Pearl River Delta Cityusters (2004-2020). In 2015, the National Development and Reform Commission, Ministry of Foreign Affairs, and Ministry of Commerce jointly issued "Vision and Action to Promote Joint Construction of Silk Road Economic Belt and 21st Century Maritime Silk Road," which clearly introduced the concept of a "Greater Bay Area." Finally, in 2017's government work report from China's fifth session of the twelfth National People's Congress formally put forward the term "the Greater Bay Area." This signifies that it has moved beyond being just a local region within Pearl River Delta to becoming a national strategy.

The Greater Bay Area, along with the New York Bay Area, the San Francisco Bay Area, and the Tokyo Bay Area in Japan, is globally recognized as one of the four major bay areas. It encompasses two Special Administrative Regions - as well as nine the Pearl River Delta region of Guangdong Province: Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing. Encompassing a of 56,000 square kilometers and hosting a permanent population of 66.59 million people; it stands out as an exceptionally vibrant and open region within China's landscape with a combined GDP exceeding US \$1.34 trillion.

2.2 Review of Regional Tourism Cooperation

The concept of regional tourism cooperation entails the strategic and systematic planning as well as resource allocation among different

regions, in accordance with specific regulations, agreements, or contracts. This should be done while ensuring the preservation of original economic, social, and ecological benefits and before reaching a critical scale that could potentially disrupt interregional tourism economic collaboration. The ultimate goal is to achieve maximum economic, social, and ecological benefits from tourism activities^[4].

With the deepening of regional cooperation, both domestic and foreign scholars have delved deeper into research on tourism cooperation. Initial theories and applications such as stakeholder theory, community participation theory, and life cycle theory^[5,6] have been analyzed. The concept of regional tourism cooperation has also been examined from a systematic perspective that emphasizes the mutual flow tourism elements and overall system evolution^[7], as well as from a sustainable development standpoint that stresses moderate integration of regional tourism cooperation^[8]. As practice in this area continues to advance, more scholars are exploring specific operational modes and mechanisms for regional tourism cooperation. For instance, based on spatial composition elements "point," "line," and "surface," various modes like cooperative mode, competition-cooperation mode, alliance mode have been proposed and put into practice by considering factors such as distribution of resources for regional tourism or tourist source flows. Building upon these findings about characteristics unique to different regions' tourist industries has led to proposals for different spatial organization forms like the Regional Tourism Circle or Economic Belt/Zone.

It is evident that studies on regional tourism have reached a relatively advanced stage, with a consensus emerging regarding the advantages and prospects of inter-regional collaboration. Consequently, scholars have shifted their focus towards addressing two primary challenges in regional tourism cooperation: firstly, overcoming administrative barriers between different regions^[9,10]; secondly, harnessing the full potential of inter-regional cooperative development^[11,12].

3. Background Analysis and Theoretical

Guidance on Regional Tourism Cooperation in the Greater Bay Area

3.1 Background Analysis of Regional Tourism Cooperation in the Greater Bay Area

When discussing "how to overcome the administrative system barriers between different regions," it is essential to address the unique characteristics of the Greater Bay Area. This area follows a distinctive "Multi-regional cooperation" framework. To facilitate tourism cooperation and development in this region, it becomes imperative to comprehend its administrative background, distribution of tourism resources, and the process of tourism cooperation and development Greater Bay Area.

Compared to other international Bay Areas, the Greater Bay Area difference lies in its "Multi-regional cooperation" policy. This is due to the involvement of three distinct customs territories, currencies and legal systems which present certain challenges for integrating the Greater Bay Area and coordinating regional development. Additionally, this poses higher challenges for tourism cooperation and the region.

In addition, by 2020, the Greater Bay Area will boast hundreds of national 4A and 5A tourist attractions, attracting domestic and foreign tourists annually and generating a tourism income exceeding one trillion yuan. This signifies a substantial scale. Simultaneously, Guangdong, the city where Wynn Palace is located and other regions possess distinctive tourism resources such as the Greater Bay Area 's gambling tourism industry and the unique characteristics and customs of cities along the Pearl River coast in Guangdong. Each region has its own advantages in developing and utilizing these resources. The "multi-core differentiation competition" and "cross-border agglomeration and integration" have emerged as defining features of the Greater Bay Area. Therefore, to promote high-quality development within the Greater Bay Area while accelerating regional cooperation in tourism; it is imperative to establish a common goal among these regions that leverages their comparative advantages into an integrated advantage. By fully harnessing the synergistic effects resulting from combining their existing resources,

positive energy can be generated.

3.2 Theoretical Guidance on Regional Tourism Cooperation in the Greater Bay Area

The "cross-border governance" theory, originally derived from the "governance" theory, primarily focuses on studying spatial planning, economic development, public management in cross-border regions. It emphasizes diversified cooperation and resource integration guided by commonly recognized goals, shared interests, and regional identity to achieve maximum beneficial outcomes.

Drawing upon the aforementioned characteristics and background of regional tourism development in the Greater Bay Area, and guided by the theoretical framework of 'cross-border governance' in regional tourism cooperation, this study aims provide appropriate theoretical guidance for fostering diversified cooperation in regional tourism within the Greater Bay Area.

4. Analysis of Regional Tourism Cooperation Modes in the Greater Bay Area

4.1 Mode of Regional Tourism Cooperation

The regional tourism cooperation in the Greater Bay Area primarily comprises surrounding areas of Guangdong. In terms of tourist source export, tourism economy promotion, and tourism resource distribution, the Pearl River coastal urban belt should serve as the core entity while adopting a novel model of multilateral tourism cooperation.

Since the initiation of reform and opening up, the urban belt along the Pearl River has witnessed continuous economic development. The eastern region of the Pearl River, comprising Shenzhen, Huizhou, and Dongguan, had expanded to cover a total land area of 17,167 square kilometers by 2019. Moreover, it boasted a permanent population of approximately 34.27 million individuals. Similarly, on the western of the Pearl River, six cities district including Zhuhai, Foshan, Zhongshan Jiangmen Yangjiang, Zhaoqing and Shunde covered an approximate area of 31,874 square kilometers accommodating a permanent population of about 22.56 million in 2019. Furthermore, in line with this growth

trajectory, the tourism revenue in Guangdong reached an impressive amount of ¥1.515795 trillion by 2020 while nearly two hundred tourist attractions rated as four or five stars (4A/5A). As we delve deeper into implementing strategies for the Greater Bay Area, the maturity achieved in economic development the Pearl River assumes paramount regarding tourist influx, distributional aspects pertaining to tourism resources, and overall advancement within tourism-related industries.

Therefore, in the regional tourism cooperation model of the GBA, it draws upon successful experiences and models of regional tourism cooperation such as the Yangtze River Delta and the European Union. Additionally, considering the background of the Greater Bay Area, adheres to a new model of multilateral tourism cooperation with emphasis on the Pearl River coastal urban belt as its core. Specifically, this approach involves unified planning based on strategic considerations for constructing a national Greater Bay Area. It also encourages surrounding areas of Guangdong to formulate policies that promote mutual interests in developing tourism resources within the Bay Area. This will result in a novel development pattern characterized by interactive "point-axis" dynamics centered around tourism development along the Pearl River coastal urban belt while leveraging the city where Wynn Palace is located and other regions' unique features for specialized tourism development. Ultimately to a distinctive and remarkable tourism image for the GBA.

4.2 Contents of Regional Tourism Cooperation

4.2.1 Cooperation in formulating tourism policies

Drawing on the concept of 'cross-border governance alignment with the practical regional tourism cooperation within the GBA robust regional tourism collaboration in area necessitates concerted efforts from all three regions to develop corresponding tourism policies.

Since 1993, the tourism departments of surrounding areas of Guangdong have established tourism promotion agencies and initiated long cooperation mechanisms to facilitate profound collaboration in Despite

significant disparities in any systems, social structures, and resource endowments among these regions, they offer complementary advantages for the development of the Greater Bay Area but also pose challenges to their comprehensive it is imperative for government departments from all three regions to collectively formulate corresponding policies for tourism development under the guidance of national strategic guidelines. For instance, by leveraging preferential subsidies and other measures within the Greater Bay Area, promotional and publicity policies can be devised and enhanced based on initiatives like the "144-hour convenient visa" policy introduced by The government in 2000. These efforts aim to provide more comprehensive services to tourists visiting Guangdong, the city where Wynn Palace is located and other regions while promoting facilitation as well as integrated construction and development of tourism within the GBA. Furthermore, this approach seeks to expand opportunities for collaboration between the city where Wynn Palace is located and other regions' respective tourism industries while transforming the Greater Bay Area's inbound market from a focus on scale-seeking towards increased efficiency.

4.2.2 Cooperate to build the tourism industry

In the process of cross-border regional tourism cooperation, the promotion of the tourism industry assumes paramount importance. The GBA is a densely populated region with high economic activity, substantial, and a large population; however, it faces severe spatial constraints. Therefore, establishing a digital and information-based modern tourism industry.

The development of the tourism industry in the GBA should adhere more to the fundamental principles of being "innovation-driven" and "reform-led". It should strategically leverage digital technology and cyberspace to facilitate a range of tourism activities through friendly exchanges among the three regions, while also prudently harnessing modern technologies such as big data forecasting, naked eye 3D, and scene replay. This approach can partially compensate for limitations in geographical space tourism resources within these areas, while simultaneously enhancing radiation capacity of the GBA and augmenting its allure as a tourist destination.

4.2.3 Cooperate to promote the complementarity of tourism production factors

The factors contributing to tourism production primarily encompass diverse essential for the advancement of tourism, specifically comprising natural resources for tourism, cultural resources for tourism, and other existing endowments in the realm of tourism. Additionally, also encompass various public infrastructures, personnel engaged in providing tourist services, and supportive measures catering to the needs of tourists.

In the process of promoting regional tourism cooperation in the Greater Bay Area, active collaboration is essential to effectively address the existing challenges of imbalanced distribution and development of tourism production factors across these three regions. This necessitates fostering synergies among their respective tourism production factors.

Thanks to significant advancements in infrastructure planning Greater Bay Area has successfully established a comprehensive land, that not only extends its reach internationally but also connects various within China.

4.2.4 Cooperate to strengthen the construction of tourism funds and talents

The development and construction of tourist destinations areparable from financial investment and the support of skilled professionals. Among these factors, tourism funding serves as a crucial guarantee for tourism development, while the nurturing of talented individuals is essential for enhancing competitiveness. Therefore, regional cooperation and collaboration in the GBA should not only focus on establishing a robust and rational mechanism for accessing and managing tourism market funds but also prioritize the expedited cultivation of suitable tourism professionals to effectively address the expanding economic scale of tourism in this region and meet the industry's demand for skilled personnel.

4.2.5 Cooperate to strengthen tourism product design and marketing

The design and marketing of tourism products should be regarded as a pivotal aspect in fostering regional tourism cooperation within the Greater Bay Area.

On one hand, tourism products play a crucial role in the development of regional tourism cooperation as the primary attraction. Specifically, for the G-H-M, regional tourism

cooperation entails conducting surveys and evaluations of tourism the Bay Area, designing tourist routes that showcase its unique features, and organizing characteristic tourism activities across these three locations. Therefore, it is essential for these regions to leverage big data analysis and forecasting tools combining their existing tourism resources to understand preferences accurately. This will enable them to launch a series of distinctive Bay Area tourism offerings and garner popularity for the overall tourism development of the Greater.

On the other hand, marketing also holds significant importance. The success of regional tourism cooperation in the Greater Bay Area not only relies on shaping its appealing image but also on promoting it as an attractive destination among potential tourists. By strategically designing compelling tourist products within the Bay Area and establishing a positive for these destinations through domestic and international market promotions, we can fully tap into the vast potential of tourist markets both at home and abroad. This approach will enhance significantly.

5. Analysis of Regional Tourism Cooperation Mechanism in the GBA

The regional tourism cooperation in the GBA will adhere to a diversified cooperation mechanism. In the process of collaboration, it is inevitable to encounter conflicts and disputes in relevant areas while striving to maximize the tourism development benefits of all three regions. Therefore, institutional innovation plays a crucial role of the Greater Bay Area. It necessitates establishing and enhancing regional tourism cooperation mechanisms within the GBA proactively, enabling efficient coordination and preemptive solutions.

According to the current situation and development trend of regional tourism cooperation in the GBA, the cooperative mechanism should primarily encompass three key aspects: Policy exchange, regulation, and cross-border governance.

5.1 Policy exchange Mechanism

The Policy exchange mechanism necessitates enhanced communication on tourism development policies among the three regions in the Greater Bay Area. Through effective coordination and communication between their

respective governments, a comprehensive cooperation system led by the national government and involving active participation from enterprises and residents of these can be established to fully integrate diverse forces in Bay Area tourism development, thereby providing a solid foundation for promoting regional tourism cooperation within the Greater Bay Area.

Furthermore, appropriate support should be given to the establishment of non-governmental tourism organizations in these three regions to assist with daily management of tourism development issues while also offering suggestions and recommendations to the government for advancing regional tourism cooperation among them.

5.2 Market Regulation Mechanism

The development of the GBA, as a crucial aspect in advancing national strategic development, will inevitably be influenced and constrained by market economy factors such as "price, supply and demand, competition." Consequently, it becomes imperative to establish a robust and rational market regulatory mechanism encompassing effective management of the Bay Area tourism sector including aspects like pricing strategies for tourism products and fostering healthy competition among tourism enterprises to prevent any potential disruptions within the market.

5.3 Cross-border Governance Mechanism

In light of the public challenges encountered in regional tourism cooperation within the Greater Bay Area, cross-border governance mechanisms can offer viable solutions and countermeasures to a extent. For instance, leveraging a cross-border governance mechanism could facilitate the establishment of shared objectives for tourism development across Guangdong and Mac; support small and medium-sized enterprises in the tourism sector; and foster the construction of public tourism infrastructure. These measures should be tailored to actual needs while being informed by an integrated approach.

6. Conclusions and Suggestions

The GBA serves as a significant exemplar for the economic development of bay areas in

China. Its regional tourism cooperation model revolves around the Pearl River coastal urban belt as the primary axis for tourism development, with the city where Wynn Palace is located serving as key focal points for distinctive tourism characteristics. By means of policy formulation, industry building, promotion of complementarity among tourism production factors, reinforcement of capital and talent in the sector, enhancement of product design through collaboration, along with the establishment of Policy exchange mechanisms, market regulation mechanisms, and cross-border governance mechanisms; a novel "point-axis" interaction development pattern is ultimately forged. This endeavor and innovation hold considerable reference significance for the economic advancement of other bay areas and similar cross-border regions.

Therefore, by fully leveraging the comparative advantages of urban regional tourism in each region of the Greater Bay Area, we should strive to facilitate deeper and more extensive tourism development and collaboration. At the same time, we will dedicating ourselves to collectively creating a highly integrated and mutually beneficial platform for tourism. We should gradually establish and enhance the distinctive tourism brands of the Greater Bay Area, improve inter-regional tourism infrastructure, and cultivate unique tourism products that showcase the essence of the Bay Area. It is crucial to firmly grasp the complementary nature of regional strengths and resource sharing, elevate the overall influence of Bay Area's tourism sector, promote active participation in international tourism cooperation by the Greater Bay Area, and construct a novel symbiotic system as well as guarantee mechanism for regional tourism.

Acknowledgments

This work was supported by a project grant from Guangdong Ocean University 2021 general teaching reform project: Construction and reform of characteristic course teaching mode of tourism management specialty under "four same mode" (Grant No.310210052201) and Guangdong Undergraduate Open Online Courses Steering Committee 2022 annual research topics General topics: Research on the reform of mixed teaching driven by open online courses - A case study of the course

construction of "Beverage Foundation"(Grant No.2022ZXKC218)

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