

# Reflections and Research on the Development Strategy of Red Tourism Development in Guangdong, Hong Kong and Macao Bay Area under Regional Tourism Integration - Taking Red Tourism Resources of Zhuhai City as an Example

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**Abstract:** *In this paper, based on the analysis of the current situation of regional tourism integration in China, we have studied the red tourism resources of Zhuhai in the Guangdong-Hong Kong-Macao Greater Bay Area. From the background of the trend of regional tourism integration, we analyze the advantages and problems of red tourism in Zhuhai and reflect on them one by one, and make an outlook on the future development of red tourism industry in Zhuhai through field study mainly online collection of information. We will start to break the operation mode of traditional red tourism, let red tourism take advantage of the era of regional tourism integration, carry out supply-side structural reform, deepen transformation and upgrading, extend the industrial chain, implement the concept of coordinated development, and give new life to create new economic growth points.*

**Keywords:** *Regional Tourism Integration; Red Tourism; Guangdong; Hong Kong and Macao Greater Bay Area*

## 1. Introduction

Since February 2019, the State Council issued and implemented the "Outline of the Development Plan of Guangdong, Hong Kong and Macao Greater Bay Area" [1-2], emphasizing that the Guangdong, Hong Kong and Macao Greater Bay Area is one of the regions with the highest degree of openness and economic vitality in China, and has an important strategic position in the overall development of the country [3-5]. The construction of Guangdong, Hong Kong and Macao Bay Area is not only a new attempt to promote the formation of a new pattern of comprehensive opening in the new era, but also a new practice to promote the development of the cause of "one country, two systems". In particular, it is to create a humanistic Bay Area and shape the humanistic spirit of the Bay Area. It is also a new practice to promote the development of "one country, two systems" [6], especially to build a humanistic Bay Area and to shape the humanistic spirit of the Bay Area [7]. Therefore, this paper takes the red tourism resources of Zhuhai as an example to think and study the development strategy of red tourism development in Guangdong-Hong Kong-Macao Bay Area under regional tourism integration [8].

## 2. The current situation of red tourism in Guangdong, Hong Kong, Macao and the Greater Bay Area in the context of regional tourism integration

### 2.1 Scientific planning and factor allocation become the norm for red tourism development

Regional tourism integration is an emerging tourism model and development concept that will help promote the coordinated economic and social development of a region that is currently being studied and explored in China. Emphasis on unified rule setting and resource integration in the region has become the norm for the development of red tourism at present. Adhere to scientific planning, emphasize top-level design, and fully implement the rational allocation of all elements. Avoid disorderly competition within the region brought about by low level and homogenization. Especially in the Guangdong-Hong Kong-Macao Bay Area, the unbalanced development of each region will greatly affect the resource

allocation of red cultural tourism resources in the region. Therefore, in line with this red tourism development norm, the regional tourism integration construction in the Guangdong-Hong Kong-Macao Greater Bay Area has great strategic significance and feasibility.

### ***2.2 The source market plays a leading role in the allocation of resources for the red study market in the Guangdong-Hong Kong-Macao Greater Bay Area***

China's tourism industry is currently undergoing a transformation from a single resource development model to a market-oriented development model for optimization and upgrading. Guangdong Province has a large incoming population and migrant workers, and the source market is characterized by a lack of understanding and awareness of the local culture of Guangdong, Hong Kong and Macau. Therefore, the development of red study programs can help to build a sense of cultural identity. And the study market is mainly for the primary and secondary school students in Guangdong, Hong Kong, Macao and the Greater Bay Area, with a concentrated age group and high demand, which has the obvious urgent need for red tourism resource integration and line optimization, which is conducive to the allocation of red tourism resources in the context of regional tourism integration and play a leading role.

### ***2.3 Red tourism traffic is growing***

Red tourism is mainly a thematic tourism activity that organizes and receives tourists to carry out remembrance study and visit with the monuments and landmarks formed by the Communist Party of China leading the people to build great achievements during the revolutionary and war periods, with the revolutionary history, revolutionary deeds and revolutionary spirit carried by them as the connotation. 2020 December 17, 2020, the report of the Ministry of Culture and Tourism shows that in 2020, China The number of red tourism trips exceeds 100 million, and the number of red tourism trips maintains a steady growth, maintaining a market share of more than 11% in the national domestic tourism market, showing an inestimable development potential and development vitality.

### ***2.4 Development objectives and target market positioning of the business model of red tourism in the Guangdong-Hong Kong-Macao Greater Bay Area***

The Greater Bay Area of Guangdong, Hong Kong and Macao is an important spatial carrier for the country to open up and innovate and participate in global competition, as well as an important initiative to deepen reform across the board. The Greater Bay Area is not only an economic category, but also a cultural concept. As the core force of national opening and innovation, Guangdong, Hong Kong and Macao Greater Bay Area should pay more attention to and promote the development of its red cultural resources in order to enhance cultural soft power, improve cultural identity and cultural self-confidence, and achieve sustainable development. At present, the target market of red tourism study is mainly the student population, study activities are educational and fun, combining work and leisure, enriching and not boring, through a variety of collective activities, so that students in a relaxed and happy atmosphere for study, this model will become an assistant primary and secondary school students quality education, to achieve an important way to combine school education and out-of-school education as well as an important carrier.

Not only that, the red tourism of Guangdong, Hong Kong and Macao Greater Bay Area also needs to expand to the international market. The development of red tourism in the Guangdong-Hong Kong-Macao Greater Bay Area should seize the opportunity of the construction of the Guangdong-Hong Kong-Macao Greater Bay Area today, strengthen exchanges and cooperation with other countries, improve its cultural influence in the international arena, and enhance the national cultural confidence and identity.

### ***2.5 Red cultural tourism resources are abundant in the Guangdong-Hong Kong-Macao Greater Bay Area, but development is not outstanding***

The Guangdong-Hong Kong-Macao Greater Bay Area region contains a large number of revolutionary sites and possesses a large volume of red cultural tourism resources, but the overall efficiency in the development and utilization of the resources is low, and the results achieved are not significant at present. Compared with the red cultural tourism resources in the well-known Jingtang Mountain and Yan'an areas in China, the red cultural tourism resources in the Guangdong-Hong Kong-Macao Greater Bay Area are slightly less influential. In the development process, the protection and brand awareness of the existing resources are weak, and their own positioning is not clear enough, and

they have not transformed the existing resources into their own advantages. The Guangdong-Hong Kong-Macao Greater Bay Area has two world cultural heritage sites, five national historical and cultural cities, eight national historical and cultural towns, 13 national historical and cultural villages, as well as many historical and cultural buildings, folk culture resources, red revolutionary sites and many intangible cultural heritage waiting for industry integration and brand building, which will revitalize a number of excellent tourism resources and become one of China's most One of the red tourism regions with the most potential for development.

### ***2.6 More competitive in the market***

Traditional red culture teaching is mainly in the form of indoctrination teaching, while red tourism is conducive to in-depth learning of red culture in practice, in the form of practical activities to deepen customers' understanding of knowledge and expand their intellectual horizons. Red study is a kind of inquiry, open comprehensive educational activities, which is conducive to your traditional red study mode to go through the fetters, will introduce customers to the specific Guangdong, Hong Kong and Macao Bay Area scenario independent exploration, compared with the general red cultural tourism, regional tourism integration background of the red tourism more competitive market.

## **3. Problems of red study and research development in the context of regional tourism integration**

### ***3.1 The overall homogeneity of the study program is too high and lacks characteristics***

Guangdong, Hong Kong and Macao Bay Area cities for local historical and cultural resources as well as natural geographic resources mining depth is not enough, in the planning of research projects and investment in construction there is copying imitation, resulting in serious homogenization, the characteristics are not distinct and there is a certain vicious competition, will bring potential pitfalls to the sustainable development of research projects and related scenic spots construction. Such as the repeated construction of a variety of meaningless close repetition of artificial attractions, it is easy to cause tourists and researchers to experience a decline. In addition, the cultural excursion part of red tourism is too single, although the red education curriculum is constantly making breakthroughs and innovations, and Zhuhai's Civic and Political Science teacher team has held a series of teaching and research activities to continuously improve the teachers' Civic and Political Science awareness and teaching ability, and made great efforts, but under such repetitive teaching, lectures and excursions, students or tourists will feel bored and fed up. This will lose the original intention of red tourism, and the team's efforts will be difficult to get results and benefits, and the students' absorption effect is not good, so it is necessary to explore new research projects with characteristics that meet the psychological expectations of tourists.

### ***3.2 Various resource mediums in the Guangdong-Hong Kong-Macao Greater Bay Area are not supporting integration***

In today's tourism market, people put forward higher requirements for the convenience of transportation along the way, and the classic scattered within the Guangdong-Hong Kong-Macao Bay Area, tourism and transportation facilities have not been integrated, and even some road traffic signs and tourist attractions signs set up repeatedly, which both waste resources and easily mislead tourists or even cause traffic accidents. And my State Department in recent years published "on the promotion of transport and tourism integration development of a number of opinions", proposed to the territory of the highway service area into a composite tourism service area, increase the city and scenic rural areas between the traffic hub of the road construction, the integration of traffic signs, will proceed to the integration of relevant transportation resources.

In the information age, red culture is also integrated into richer and more vivid Internet teaching resources, and enterprises, groups, and schools in the region that have demand for study programs can build red culture resource sharing platforms to increase the interest of tourists and students to visit and understand the enthusiasm and initiative of red culture. Pay attention to new media resources, such as updating videos of tourist attractions and red culture education theme activities on official microblogs, WeChat public numbers and ShakeYin accounts to attract target customer groups to take the initiative to spread the heritage of red culture, which is more conducive to the cohesion and integration of regional culture, thus forming a brand influence.

### ***3.3 Low awareness of cross-regional exchange and cooperation has not reached the scale effect***

Although the Guangdong-Hong Kong-Macao Greater Bay Area is sitting on rich red cultural tourism resources, the results achieved in the development and utilization of resources are not so outstanding. Part of the reason for this is the low awareness of cross-regional exchange and cooperation. As the center of gravity of national opening and innovation, the Guangdong-Hong Kong-Macao Greater Bay Area has not made use of its own tourism resources, and effective resource integration has not been formed among the regions, which has seriously affected the integration of red cultural resources and the creation of regional brands. In addition to this, the development and development of red cultural tourism resources in the Guangdong-Hong Kong-Macao Greater Bay Area has not formed a scale effect and lacks regional influence. Although the Zhuhai government has put forward a series of guidelines and policies conducive to the development of red tourism, but in the absence of regional coordination awareness and the premise of finding its own highlights, the breakthrough for the further development of Zhuhai red tourism still needs to be explored.

### ***3.4 Emphasis on promotion and form at the expense of foundation and content***

At present, most tourism products in the Guangdong-Hong Kong-Macao Greater Bay Area have the problem of being popular and homogeneous, emphasizing promotion and form while ignoring foundation and content. With China vigorously advocating the development of red tourism, many places have launched red tourism projects in order to respond to the call and make good use of the current policy support. However, such formalized red tourism products as visits to memorials and former residences are tedious and uninteresting, and the effect of monotonous interpretation and promotion does not attract tourists' attention, and visits to red base sites do not reflect their historical precipitation and educational significance, thus leaving a walking card and ignoring the most basic cultural connotation. And this model often uses theoretical indoctrination, with the project side one-way output, students function passively accept knowledge. This makes the original abstract conceptualization of the theory more difficult to understand. It is not conducive to the advancement of the project, and it is easy to cause the effect of "half the effort with twice the effort", so it is urgent to innovate the form of red culture communication and enhance the two-way cultural conduction mode, which is conducive to the attractiveness of red culture as well as its infectious and spreading power. Under the situation that many local red tourism products are emerging, it is urgent to transform and upgrade, and create high-quality red tourism products to attract more tourists.。

## **4. Analysis and prospect of red study tourism resources in Zhuhai**

### ***4.1 Resource Analysis***

#### ***4.1.1. Advantage Analysis***

Since the 40th anniversary of the founding of Zhuhai Special Economic Zone, Zhuhai has insisted on promoting red culture, focusing on the protection, development and utilization of red resources by deeply exploring red resources and carrying out party history and party education. On the one hand, the Zhuhai government has taken Su Zhaozheng, Lin Weimin and Yang Lagenda as the core figures of the "Three Red Heroes" of Zhuhai, erecting statues, repairing their former residences, writing books, setting up memorials and schools, etc. to spread the red story and pass on the red gene. At present, the display hall of the former residence of Su Zhaozheng in Qi'ao Island, the display hall of the history of Lin Weimin and the early Chinese workers' movement in Sanzao Town and the display hall of the former residence of Yang Lagenda in Beishan Village of Nanping Town have become the main educational bases of the history of the CPC and party spirit in Guangdong Province. On the other hand, through declaring key cultural relics protection units and creating patriotic education bases and party history and party spirit education bases, Zhuhai has fully developed and utilized the Zhuhai Three Heroes Exhibition Hall, while combining the rural revitalization plan and new rural construction, protecting rural revolutionary sites and repairing the former site of the grassroots party branch in Xiaohaochong Village, Doumen Town, driving the development of the countryside while building red attractions. Thus, it can be seen that the red resources of Zhuhai have been developed on a certain scale at present, and the red study industry has also developed to a certain extent.

#### ***4.1.2. Disadvantage Analysis***

##### **(1) Red tourism industry model is single, poor experience**

At present, Zhuhai's red tourism industry has a single mode, insufficient innovation, and a lack of experience and fun. At present, the development of red resources in Zhuhai is more limited to the red classroom for party history and party education for party members and cadres and an important place for practicing the core values of socialism, attaching importance to its political benefits, but ignoring its economic and social effects. In today's conditions of rapid development of science and technology, how to use new technology to integrate red tourism with various industries is a question worth thinking about. Zhuhai's natural resources, red tourism resources and cultural resources are very rich, how to effectively integrate the resources to produce the effect of "1+1+1>3" is the key to the future development of red study tourism!

### **(2) Inadequate supporting facilities and poor integration within and outside the region**

Zhuhai's red tourism resources are relatively scattered and have not formed an effective integration with Zhuhai's location advantages. Zhuhai's location advantage of being adjacent to Hong Kong and Macao, good ecological civilization, rich history and marine culture, unique bridge culture, and fast-developing aerospace industry are all unique tourism advantages of Zhuhai. But how to integrate the advantages with the culture of red study tourism through adequate supporting facilities, and make red tourism both political, economic and entertainment, will be the key way to strengthen the function of red culture education

### **(3) Narrower publicity channels for red study tours**

With the development of the times, the influence of communication media on people has become more and more powerful, but the promotion of Zhuhai red tourism has not been paid attention to, mentioning Zhuhai, more people will think of Zhuhai fisherwoman, sun and moon shell and couple road and other attractions, less people can immediately associate with the "red three" in Zhuhai. To a certain extent, this shows that Zhuhai is still not mature enough for red study tourism and the promotion of local red culture, and the publicity channels are not open enough, resulting in understanding and willing to experience Zhuhai red tourism mostly for local tourists. In this era, to improve the publicity, improve the quality of tourism products, and enhance the visibility of red attractions is the way to attract more tourists to play and increase the economic benefits of red study tours!

## ***4.2 Outlook of Red Tourism Development in Zhuhai in the Context of Regional Tourism Integration***

Based on the current situation of the development of red study tourism in Zhuhai and the problems that exist, we make the following outlook on the development of red study tourism in Zhuhai in the context of regional tourism integration.

### ***4.2.1. In-depth cultural excavation to capture the special highlights***

Each scenic spot should fully seize the local history and culture of Zhuhai, according to its own characteristics to determine the development of red study tourism industry projects, the development of red resources and the surrounding attractions to integrate, to create a multi-industry integration of the development of the whole area tourism model. In-depth excavation of local cultural characteristics, grasp the highlights, to avoid the same old pattern of red study tourism card.

At the same time, the local municipal cultural tourism bureau and the development and reform bureau and other relevant departments should guide and review the projects and planning of each region's characteristics, improve the access threshold to prevent the phenomenon of serious homogenization of scenic spots, to ensure that the development of red study tourism industry in each region planning novel, distinctive features.

### ***4.2.2. Strengthen regional cooperation for mutual benefit***

Establish a government-led, market-operated and business-engaged operation model, integrated planning, synergistic development, integration of advantageous tourism resources and formation of complementary advantages, launch of high-quality tourism routes, broaden the market and extend the industrial chain. Promote the construction of integrated infrastructure and public services. Realize the strategic goal of sharing tourism resources, products, markets, information, sources and benefits, promote high-quality development, and achieve new economic growth points of the red travel.

### ***4.2.3. "New tourism model of "leisure vacation + red culture***

Leisure tourism exclusive place is currently the most consistent with the development of the city of Zhuhai form of tourism, red tourism culture can be used based on getting rid of the traditional boring

textbook tour visit, so that tourists in the enjoyment of leisure tourism to feel the red culture, at the same time, adhere to the leisure resort places and red study base go hand in hand, help to further improve the urban functions of Zhuhai and infrastructure configuration, to meet the comprehensive needs of consumers.

#### **4.2.4 Multimedia multi-channel publicity to create a brand of red study tourism in Zhuhai**

In today's era, the propaganda content needs to start from various aspects such as tourists' preference and satisfaction to create red tourism propaganda materials with new era characteristics. At the same time, the use of new media platforms to strengthen publicity and broaden publicity channels can be done by building thematic websites and uploading publicity videos into multiple platforms such as WeChat public number, video number and microblog number, ShakeYin and Himalaya. Through innovative multi-platform and multi-channel publicity, build the brand of Zhuhai red tourism, so that more people have the will to understand and experience the red culture of Zhuhai.

#### **4.2.5 Combine with new technology, upgrade the red study tourism products**

At present, there is a more serious problem of homogenization in Zhuhai red study tourism, which is in urgent need of upgrading. Zhuhai red study tour products need to Zhuhai red culture as the main line, fully combined with the new era of development points, to enhance the overall experience of red study tours. On the one hand, the profitability of red study tourism can be strengthened through new tourism creative products with distinctive Zhuhai characteristics and further shape the brand of Zhuhai red study tourism through the form of cultural promotional products; on the other hand, new technologies such as VR and artificial intelligence can be fully combined, and the combination of red tourism and high technology can be refreshing while enhancing the experience of tourists and providing them with The opportunity to understand the red culture of Zhuhai anytime and anywhere, bringing new growth points for the development of red study tours.

## **5. Conclusion**

Comprehensive above my analysis of the red tourism resources in Zhuhai area in the context of regional tourism integration, explored a synergistic development of green and red look, leisure and culture with equal emphasis on the development of the route. Red study tour as a kind of dissemination of Chinese red culture, primary and secondary school students and other collective carry out the main means of patriotic education, more and more government agencies at all levels, as well as institutions, schools pay attention to. Under this trend, the tourism supply side should actively transform and upgrade according to the market demand, carry out supply-side structural reform, upgrade and optimize the red travel routes, respond to the national call, and promote the development of the red tourism industry in the Zhuhai region.

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