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Research on the Development Path of Tourism in Hengqin Island

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Abstract. The construction of the Guangdong-Hong Kong-Macao Greater Bay Area relies on the basis of the joint development of the three places. It also reflects the new trend of diversified and integrated development. The goal of constructing a world-class tourism destination also becomes the guiding board of the Guangdong-Hong Kong-Macao Greater Bay Area's construction. In this regard, Hengqin not only bears the responsibility of constructing a typical city that is suitable for living, working and sightseeing, but also owns a demonstrative significance for constructing a vital city cluster with international competitiveness and high-quality development. In the meantime, Hengqin is one of the first batch of free trade areas in China, as well as China's third international leisure tourism island and the national all-for-one tourism demonstrative area, undertaking the important mission of the interactive development of Macao's tourism industry. This paper will adopt the methods of investigation, literature research, quantitative analysis and qualitative analysis, and rely on two policies of "Hengqin-Guangdong-Macao Deep Cooperation Area" and "the Belt and Road" that jointly establish the tourism cooperation of the district and the country to study the development path of tourism in Hengqin.

Keywords. Hengqin, tourism development, international leisure tourism island

Brief introduction: Pearl River Delta is one of the most active districts of China in the aspect of economic development. An island that looks like a guqin, namely Hengqin Island is located in this beautiful and rich land. Actually, since a new district was set in Hengqin in 2009, the industry of leisure tourism has been the key point of this area. It took about 5 years from promotion in the early stage to application, and then to being approved, during which the tourism industry kept developing rapidly. As a new district that connects to Macao, Hengqin is the best choice to promote the interaction, integration and joint development of the two places. At the same time, Hengqin can also utilize its space advantages and environmental advantages to form a diversified, complementary and multipoint supporting state for Macao's tourism industry, so that the residence time of passengers in Macao and Hengqin can be prolonged. Based on the positive expectation towards Hengqin's tourism development and construction, this paper will take the development path of tourism as the entry point to carry out research on Hengqin's tourism development.

Chapter I Introduction

1.1 Introduction

The paper will study the tourism development in Hengqin from 6 aspects.

The first part: Introduction. This part introduces the historical background of Hengqin, and leads to the feasibility research on the tourism development path of Hengqin through the analysis of the analysis of Hengqin's tourism development.

The second part: Literature review. This part combines with academic research results such as theses and periodicals and magazines to comprehensively review the research conclusions and achievements obtained by predecessors, and explores and gets an effective idea of studying the tourism development path of Hengqin. In the meanwhile, the exploration of insufficient part and research gap in existing literature can also contribute to the determination of the author's innovative research direction.

The third part: Research methods. This part mainly includes: Interviewing method, participatory observation, questionnaire method, literature research method, qualitative research method and other research methods.

The fourth part: Research results An innovative path that is suitable for the tourism development in Hengqin is obtained through the analysis and exploration of Hengqin's tourism development environment and prospects, as well as the research and retrieval of existing literature.

The fifth part: Research conclusions In terms of Hengqin's tourism development, it is necessary to strengthen the tourism integrated construction of Hengqin and Macao, make use of the innate advantages of the Guangdong-Macao Deep Cooperation Area, give play to Hengqin's space advantage and the brand effect of the international leisure tourism island to promote the coordinated development of the tourism industry of Hengqin and Macao.

The sixth part: Conclusions and suggestions. Hengqin is the key area of the Guangdong-Macao Deep Cooperation Area's construction, and the construction of the tourism industry is the key point of Hengqin's construction. To construct the tourism industry in Hengqin, studies of supporting transportation, tourism resource sharing, parent-offspring family travel upgrading and tourism community construction promoting of the two places should be conducted. It is advisable to promote the construction of Hengqin's tourism, form a good situation of mutual complementarity and resource sharing between both shores, further promote the development and construction of the Guangdong-Macao Deep Cooperation Area, and lay a solid foundation for the integrative development of Hengqin and Macao.

1.2 Literature review

The research on tourism development has always been attached importance to by scholars at home and abroad. Therefore, the author is also enlightened by many predecessors' research.

1.2.1 Tourism development in the post epidemic era

Yan Wei and Yan Siping (2020) stated that the tourism industry is one of the industries that were most influenced by the COVID-19 epidemic. The tourism industry's loss is not only reflected in the revenue decrease in the industry, but also influences the macroscopic economic and social aspect through its industrial linkages and social relevance.

Xiong Yanchao (2021) also held the same viewpoint in this regard. According to his opinion, from the beginning of 2020 to now, a trend of normalization is reflected in epidemic prevention and control of COVID-19. The epidemic has the greatest impact and deepest influence on the tourism industry, which are reflected as the phenomena in which exit and

entry tourism business are restored by now, scenic spots keep implementing the policies of epidemic prevention and control, appointment and flow limiting opening mode, and tourists' consuming behavior characteristics such as destination choices, travel forms, transportation modes are influenced by the epidemic.

Ming Qingzhong, Zhao Jianping (2020) thought that the COVID-19 epidemic belongs to emergent public health events. The current important topic faced by people is to understand the influence of the epidemic on the tourism industry, take countermeasure in advance, alleviate the situation of the slowing of tourism development speed, consolidate the achievements of tourism reform, and maintain the healthy and happy life.

Challenges are usually equal to opportunities. Just as what Li Mei (2021) put forward, with the control of domestic epidemic situation, the domestic tourism industry gradually revived. Although the cross-provincial and cross-border tourism hasn't been resumed, inland tourism has embraced a new opportunity. In order to attract tourists, various places' related departments adopt a series of preferential measures, such as free opening of scenic spots. Local governments also introduced many policies in favor of tourism consumption, and released many consumer vouchers, which stimulated people's tourism consumption to a great extent.

Shen Yangdong, Liang Yezhang and Li Shengli (2020) indicated that after the epidemic, residents' tourism demands which have been suppressed for a long time will continuously increase. The tourism consumption will grow rapidly, and the tourism economy will recover. For security reasons, tourists will not easily travel or try to travel. Long journeys may be shelved in a short period, and short distance travels may be the new favorite. Therefore, market recovering after the epidemic may start from short distance travels.

1.2.2 Analysis of tourism development direction

According to Yang Fan (2021), the tourism industry develops rapidly in the world and becomes one of the emerging industries that has the strongest and promptest momentum. The tourism industry can bring both positive and negative influences on communities in various aspects. The positive effects in the aspect of the economy include local resident income increasing, employment opportunity increasing, external investment attraction, resident social circle expansion. The negative effects include living expenses increasing. With the deepening of the recreation, popularization and socialization trend of tourism, it is gradually becoming one of the lifestyles of the masses. Various countries in the world also pay more attention on the tourism industry, and take striving to develop the tourism industry as their strategic decisions to improve their comprehensive competitiveness.

Zhang Hao (2016) pointed out that with the continuous development of China's tourism industry and the general improvement of people's environmental awareness, the development prospect of ecotourism will be broader. The paper believes that ecotourism development should take the protection of the fragile natural ecological environment of the tourist destination as the basic premise, properly coordinate the benefit of interests related people, and formulate the most suitable development and operation plan according to local conditions.

Lan Yuanyuan (2021) thought that the continuous adjustment and upgrading of China's industrial structure promoted the constant improvement of cultural industry and tourism industry in the aspects of integration mode and innovative development, which can not only extend the industrial chain of the tourism industry, but also extend that of the cultural industry. Therefore, the research and analysis of the integrated development path of cultural industry and tourism industry is both the mission of the new era and the internal demand of social development.

Xiong Xin (2019) believed that all-for-one tourism development is not only conducive to explore and utilize local natural and cultural tourism resources, but also helpful for protecting the sustainable development of the ecology. Moreover, it can optimize the tertiary industry structure and realize the "corner overtaking", namely the transformation from the traditional industry to modern service industry.

1.2.3 Analysis of tourism development structure

Fang Wei (2020) indicated that the cultural tourism development after the epidemic should be adjusted from three aspects, that is to say, cultural tourism management mechanism, cultural tourism marketing mode, scenic spot profit model. There are changes in the four aspects of tourism transportation mode, cultural tourism consumption concept, mainstream tourism product and cultural tourism service. The 5 aspects of healthy tourism concept, cultural tourism cross-border integration, immersive experience, the Internet influence, and the good life requirement will be further deepened.

Sun Jing and Chu Yingying (2020) pointed out the island development measures of strengthening infrastructure construction, taking culture as the soul to inject connotation into island tourism, digging deep to establish the "island+" experience project, conducting joint development of the island to build a distinctive island, and relying on new media to carry out marketing and enhance the popularity.

Li Jinglong (2020) proposed that in the context of epidemic normalization, the resuscitation and development of domestic tourism industry should be adjusted and transformed in the aspects of tourism market, tourism mode, tourism places, tourism demands, tourism catering, tourism marketing, etc.

Wang Shuxin and Zhang Yaoguang (2008) analyzed six aspects of successful experience of foreign island tourism. The first point relies on government guidance, scientific planning formulation, and appropriate implementation and development. The second point refers to chain operation and regional cooperation. The third point is to ensure complete functions and levels, highlight the development key point, and launch the key product. The fourth point is to closely follow the market demand and emphasize the regional characteristics. The fifth point lies in the considerate service and strict management. The sixth point is to attach importance to protect ecological environment.

Guo Lufang (2006) believed that in today's gradually fierce competition between tourism destinations, single marketing strategy is hard to take effect, it is necessary to rely on integrated marketing communication (IMC), convey consistent information of the tourism destination through advertising, public relations, destination theme activities, festivals activities, image promotion activities and online marketing, and implement all-round strategies to popularize the tourism destination.

2.1 Research methods

This paper adopts the methods of questionnaire method, literature research method, participatory observation method, etc. Through collecting data, materials and charts, the paper systematically analyzes and obtains a more complete solution.

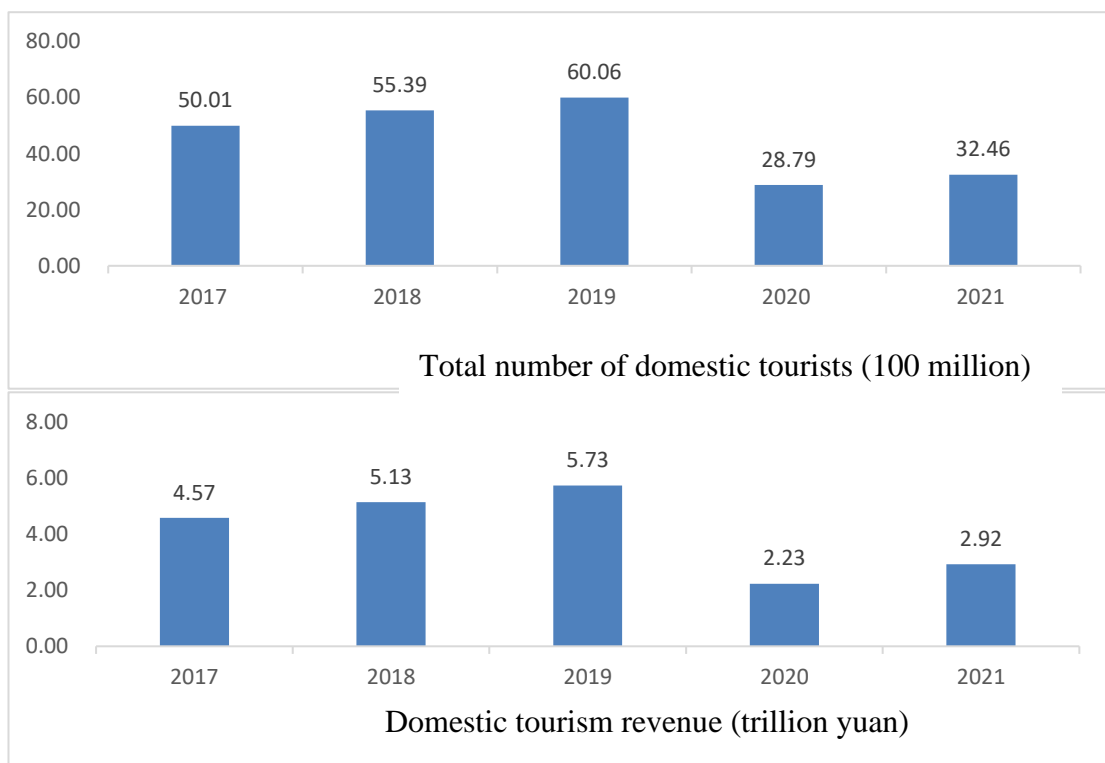
3.1 Research results

3.1.1 Analysis on the current situation and trend of domestic tourism industry

Article I. The tourism industry is comprehensive industry, which covers the contents of catering, accommodation, transportation, tourism, shopping, entertainment, sports, etc. The

industrial chain of the tourism industry is similar to that of other industries, including upstream, midstream and downstream part. The upstream of the tourism industrial chain mainly refers to tourism resources, such as: scenic spots, hotels, traffic tools, etc. The midstream of the tourism industrial chain includes traditional offline tourism and emerging online cloud tourism. The downstream of the tourism industrial chain includes various consumers.

In recent years, the tourism industry plays an extremely important role in China's economic development. However, it suffered a great impact during the epidemic, and the development of the tourism industry gets into an unprecedented trouble. For the industry, such an impact is not only a great test, but also a huge challenge.



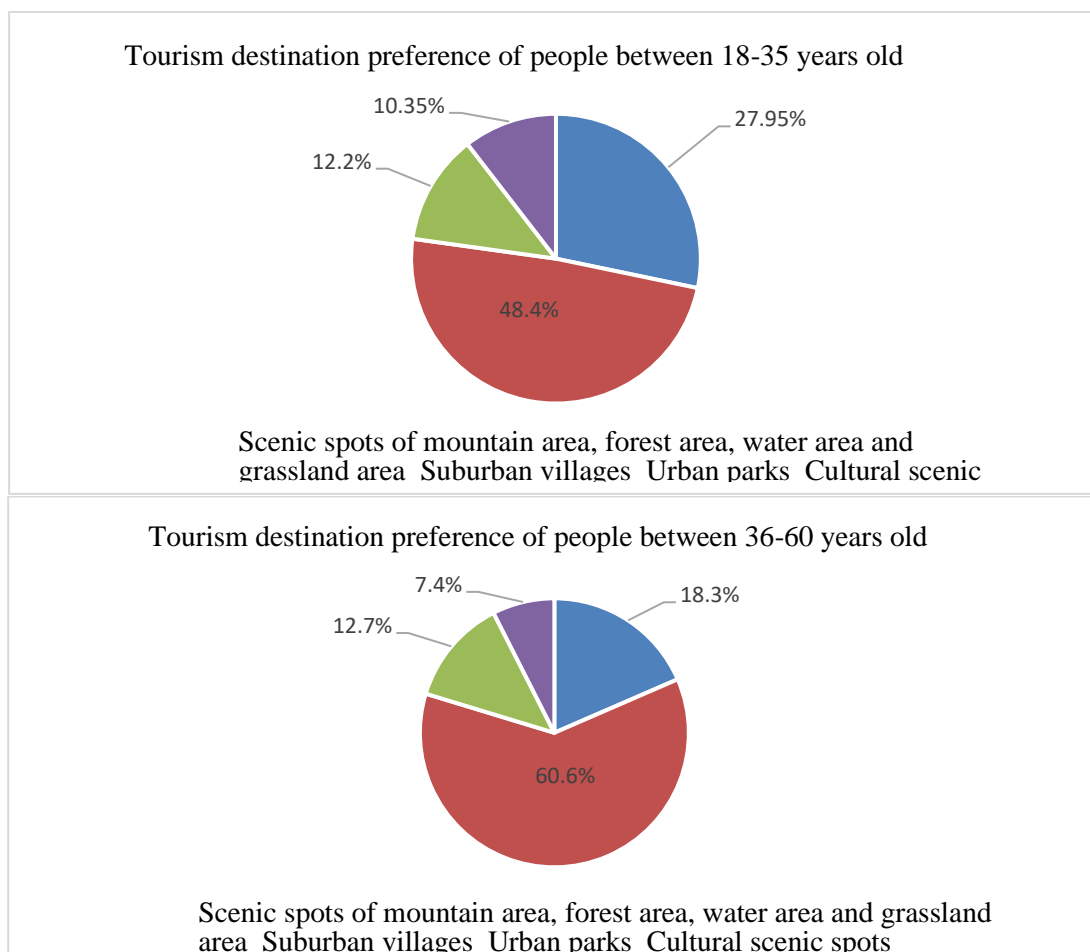
After studying the data of the past five years, the author gained the following data: in 2021, the total number of domestic tourists was 3.246 billion, an increase of 367 million (12.8%) over the same period of last year. (Restored to 54.0% in 2019.) In these data, the number of urban residents was 2.342 billion, with an increase of 13.4%, and the number of rural residents was 904 million, with an increase of 11.1%. Domestic tourism income (total tourism consumption) was 2.92 trillion yuan, with an increase of 0.69 trillion yuan (31.0%) over the same period of the last year. (Restored to 51.0% in 2019.) In these data, urban residents' tourism consumption was 2.36 trillion yuan, with an increase of 31.6%, and rural residents' tourism consumption was 0.55 trillion yuan, with an increase of 28.4%. The per capital tourism consumption for each travel was 899.28 yuan, an increase of 125.14 yuan (16.2%) over the same period of the last year. In these data, urban residents' per capital tourism consumption for

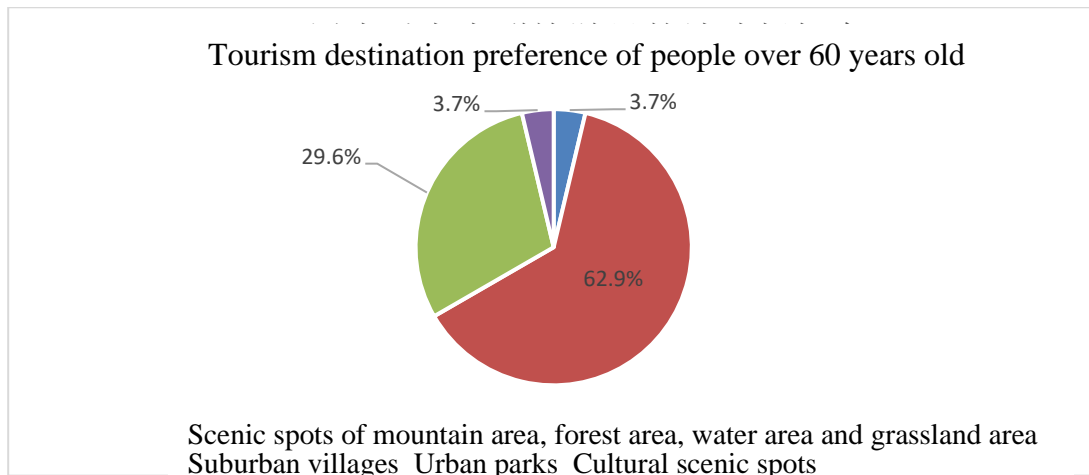
each travel was 1009.57 yuan, with an increase of 16.0%, and that of rural residents was 613.56 yuan, an increase of 15.7%.

It can be obtained from the data: The domestic tourists and income of China were in a fault decrease tendency during 2020-2021. The tourism industry in some places was even in a dead state. However, because of China's epidemic prevention and control measures and the successful implementation of policies, the tourism industry in 2021 showed a sign of resuscitation. In the meantime, the emergence of wisdom tourism and online cloud tourism also provided innovative thinking patterns and directions for domestic tourism development. Although the development of the tourism industry faces many difficulties in the post epidemic era, the industry is still full of confidence, and the innovation of the tourism industry also keeps developing. Therefore, the overall positive trend of the tourism industry's development will not change, and practitioners should also keep a firm resolution and confidence.

3.1.2 Tourism preference of people of different ages

By distributing questionnaires to people with different ages and conducting inductive research with the obtained data, the tourism destination preference of people with different ages is obtained, which is shown in the following figure:





From the figure, it can be seen that in the group of people whose age is between 18-35, 27.95% of them choose scenic spots of mountain area, forest area, water area and grassland area, 48.4% choose suburban villages, 12.2% choose urban parks, and 10.35% choose cultural scenic spots. In the group of people whose age is between 36-60, 18.3% of them choose scenic spots of mountain area, forest area, water area and grassland area, 60.6% choose suburban villages, 12.7% choose urban parks, and 7.4% choose cultural scenic spots. In the group of people whose age is over 60, 3.7% of them choose scenic spots of mountain area, forest area, water area and grassland area, 62.9% choose suburban villages, 29.6% choose urban parks, and 3.7% choose cultural scenic spots.

Therefore, the following conclusions can be drawn on the basis of the analysis of the above data: Most people who are above 18 years old tend to choose suburban villages as their tourism destinations. People who are between 18-60 years old prefer taking scenic spots of mountain area, forest area, water area and grassland area as the alternative. People who are older than 60 tend to choose urban parks as the alternative. In recent years, urban leisure tourism and rural tourism have become one of the popular choices for domestic tourists. Especially the "light tourism", "micro vacation" and "staying at hotels", which are featured with short term, close distance and high frequency, become popular choices for many people. The effective analysis of different age people's choices of tourism destinations can facilitate researchers to fully understand tourists' psychological demands, thus to plan and design targeted tourism products and routes.

However, for most people, digital tourism is a new concept relative to traditional tourism. In the post epidemic era, some ingenious ideas of digital tourism gradually showed on the paper. With the launching of digital tourism innovative projects by many network platforms, the connection between Internet enterprises and cultural tourism organizations are becoming closer. These two parts gradually transform from the initial and simple "online publicity" to "traffic transformation mode", "experience payment mode" and other modes with higher connected effect. Network platforms give full play to their powerful user database and the ability of integrating various resources, and improve the quality of digital tourism product supply in the process of tourism product integration Compared with traditional tourism products, digital tourism products can realize "cloud tourism" and other kinds of online interaction. It can fully integrate tourism products with digital technology, and present the reality of scenic spots in digital entertainment scenes. Moreover, during the process of digital tourism, merchants can also implant online elements such as movies, live broadcasts, games,

etc. With the adoption of "game + virtual tourism", "animation + cloud exhibition", "movie + immersive experience" and other methods to further launch peripheral products related to digital tourism while building virtual tourism scenes.

3.1.3 Overall planning of Hengqin tourism development

On April 9, 2019, the National Development and Reform Commission promulgated the notice of Construction Plan of Hengqin International Leisure Tourism Island, which emphasized that it is necessary to fully consider the overall planning of Hengqin and related planning of land use, cities and towns, transportation, water conservancy, etc., combine with factors such as the distribution of tourism resources of the whole island, tourism product organizations, service element aggregation, etc., construct the all-for-one development spatial layout of "one belt, one corridor and one district", and gradually form a centralized and networked development pattern in the premise of ensuring the flood discharge and seawater intake of the pearl river estuary, "One Belt" refers to the centralized creation of the axis band of urban culture and living consumption experience, Tianmuhe River Leisure Tourism Belt. "One Corridor" means the ecological leisure green corridor that connects the North Mountain area, Erjingwan Wetland, the green space on the edges of the Big Hengqin Mountain and Small Hengqin Mountain, the automobile camp of the Small Hengqin Mountain, Mangzhou Wetland, Nanshanzui, western coastline, and other mountains, greenways and wetlands. "One district" refers to the industrial agglomeration of dynamic entertainment tourism in the south. The Maritime Grand Theater, the Maritime Museum, the Guangdong -Hong Kong-Macao International Yacht Club, the Guangdong-Hong Kong-Macao International Yacht Terminal, the Passenger Terminal and other projects are constructed in this district.

Hengqin borders upon Macao geographically, and has inborn development advantage of industrial integration. After many years' policy support, development and construction, Hengqin shares many cooperative achievements with Macao. Especially the Hengqin International Leisure Tourism Island, it is a good opportunity and advantage reflection of the cooperation between Guangdong and Macao. From the perspective of the policies in recent years, it can be found that the country thinks highly of the development of Hengqin International Leisure Tourism Island, which indicates that the prospect of Hengqin's tourism development in the future is worth expecting. To construct the Hengqin International Leisure Tourism Island can not only bring the advantages of land, ecology, market, talents and other resource elements of Hengqin into full play, but also further expand the development space of Macao's tourism industry and help Macao solve the problems in two aspects, namely land and manpower. In terms of the tourism industry, the construction of the Hengqin International Leisure Tourism Island can contribute to the further improvement of the industrial agglomeration and the radiation and connected effect of Guangdong and Macao's deep cooperation. Currently, the leisure tourism industry is gradually becoming the pillar industry of Hengqin. Chimelong, Lai Sun Xingyi Cultural and Creative World, Ghuasports Leisure projects, Ferretti Yacht Club, China International Circus Festival, WTA Women's Tennis Elite Competition and other leisure tourism projects and events with international competitiveness settled in Hengqin successively, which is a good news for Hengqin. When the construction of the international leisure tourism island is finished, it will be conducive to form a cross with Macao in the aspect of cultural leisure tourism, and jointly build an integrated international tourism destination of Guangdong and Macao.

3.1.4 Research on the tourism development path of Hengqin

To develop the tourism industry of Hengqin, the interactive development of the two places should be taken into account for a long-term consideration. To analyze from the perspective of the actual conditions of the two places' tourism industry development, Macao is a world-class gambling tourism center and a mature international trade area. It has significant advantages in the aspects of internationalization, free trade and gambling tourism. However, the development of Macao also meets some problems that can hardly be solved, such as human resource shortage, single industrial structure, small area of the region, which restrict the diversified development of Macao to a large extent. The total area of Hengqin Island is 106.46 square kilometers, which is about 3 times the area of Macao, having an important significance for relieving the pressure of tourism in Macao from the perspective of geographical elements. The interactive development between the tourism industry in Hengqin and Macao can realize the complementation of the two places' tourism resources, and drive the development of economy and tourism of the whole Guangdong-Macao Deep Cooperation Area, which has an effect of "1+1>2". From the perspective of the current development trend of the domestic tourism industry, nationwide tourism, individual travel and self-guided tour are becoming the new popular area for tourism consumption. The traditional mode of traveling in scenic spots can no longer adapt to new consumption needs of tourists. The classical tourism mode of "signing in scenic spots" led by travel agencies gradually transforms to the mode of "nationwide + global" and "smart cloud tourism". Under this background, the development trend of "globality" and "intelligence" of regional tourism industry becomes more evident.

Through the methods of the questionnaire method, literature research method, participatory observation, etc. the study obtains the following research results about Hengqin tourism's development path:

3.1.4.1 Hengqin should establish the transportation infrastructure matching with Macao

The significance of Hengqin's construction of transportation infrastructure matching with Macao not only lies in the mutual complementarity of the two places, but also means that a deeply integrated environment can be created. In particular, the transfer and concurrent travel of the two places' transportation should be seamlessly connected to improve the degree of convenience for concurrent travel of tourists from the two places. Hengqin can increase the trip rate of cars traveling between the two places through further adding the quotas of cars with a single plate in Macao. In the meanwhile, it can also provide convenient special clearance channel to improve the clearance efficiency of passengers in Hengqin's port, thus to prolong the visit time of passengers in Hengqin and Macao. Moreover, the supporting equipment of traffic identification can also be added in Macao. Under the allowance of laws and regulations, the characteristic customs and styles of Macao can be integrated to continue Macao visitors' good experience for traveling.

3.1.4.2 The mutual complementarity of Hengqin and Macao's tourism resources should be improved, and the great pattern of the two places' tourism industry interactive development should be created.

There are many possibilities of cooperation between the tourism projects of Hengqin and Macao. Accelerating the joint development and construction of Hengqin and Macao's tourism projects has been an irresistible trend. Hengqin can make full use of its resource advantages as an international leisure tourism island, take the initiative to follow Macao's tourism mode and introduce Macao's investment, and prompt Macao to build a tourism and leisure resort in Hengqin. In the meantime, Hengqin and Macao can also jointly develop tourism

products with island characteristics, launch more "island + inland" type sightseeing tourism projects, and create a world-class island tourism resort.

3.1.4.3 The parent-child tourism product share should be increased, and more choices should be provided for family travel

Due to the advantage of geographical location, it takes not a long time to travel between Hengqin and Macao. Therefore, Hengqin can further improve and optimize the tourism products such as parent-child tourism and family travel. With the extensive implementation of the "universal two-child policy", parent-child tourism and family travel are becoming the new tourism and consumption hotspots. In sectors of parent-child tourism and family travel, Hengqin has innate spatial advantages, and Hengqin's position as an "international leisure tourism island" and its high-quality theme parks can also attract more tourists with their whole family. On this basis, a joint family travel brand benefiting the two places can be formed through the effective publicity on the Internet and mobile apps.

3.1.4.4 The construction of the communication and cooperation between the two places should be promoted, and the tourism community of the two places should be created.

On the one hand, Hengqin can improve the construction of local tourism associations, build and optimize the tourism coordination mechanism shared by the two places, promote the implementation of tourism industry exchange projects of the two places, develop tourism joint conference system and regularly hold meetings, strengthen the communication and cooperation between the tourism departments of the two places, and launch more tourism cooperation projects. At the same time, it can improve the mechanism for the regular communication and exchange of tourism industry associations, tourism organizations and institutions and tourism enterprises, and normalize and formulate the procedures of important tourism sectors. On the other hand, it is necessary to strengthen the work of comprehensive regulation of the tourism market order of the two places, complete related laws and regulations, standardize tourism market order, establish a more honest tourism system and make tourists have a better tourism experience.

4.1 Research conclusions

The planning of the tourism development in Hengqin can be traced back to 2009 when the State Council approved the Overall Development Planning of Hengqin, which indicated that the leisure tourism should be taken as the one of the leading industries of Hengqin. Subsequently, in April 2015, Hengqin was set as a free trade area. It was clarified that Hengqin should focus on the development of tourism, leisure and health industries, and construct an international base with the functions of business service, leisure and tourism. In April of the last year, the National Development and Reform Commission issued the Construction Scheme of the Hengqin International Leisure Tourism Island, which stated that Hengqin should cultivate the tourism and leisure industry as its economic pillar industry in 2020. Therefore, Hengqin International Leisure Tourism Island has great development potentials and advantages. It is available to rely on the interactive development of the two places' tourism industry, drive the general trend of the tourism development of the Guangdong-Macao Deep Cooperation Area, and promote the deep cooperation and communication of tourism create an integrated tourism environment and promote the development of tourism economy of Hengqin and the Guangdong-Macao Deep Cooperation Area.

5.1 Conclusions and suggestions

This paper adopts the methods such as questionnaire method, literature research method and participatory observation, and improve the validity and authenticity of the obtained data through the methods of reading a large amount of literature, designing questionnaires, conducting on-site investigation, etc., thus to study in depth on the tourism development of Hengqin. Moreover, the understandings in the aspects of transportation supporting, tourism resource sharing, parent-child and family tourism upgrading and two places' tourism community construction promoting are proposed on this basis. It is expected that this paper can provide more or less reference for those who study this theme.

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