

Research on the Development of Marine Tourism Industry and Talent Demand in Guangdong-Hong Kong-Macao Greater Bay Area

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ABSTRACT

This study analyzes the development status of the marine tourism industry in the Guangdong-Hong Kong-Macao Greater Bay Area, including the development history and industrial distribution of the marine tourism industry. On this basis, the article further analyzes the demand for talents in the tourism industry in the Greater Bay Area, classifies marine tourism talents according to the types of enterprises, and systematically summarizes the characteristics of the demand for marine tourism talents in the Greater Bay Area. The research adopts the literature method and on-site investigation method to collect relevant data of the marine tourism industry in various regions of the Greater Bay Area, and on-site visits to representative tourism companies in various regions. The study found that the employment needs of the marine tourism industry in the Greater Bay Area are mainly concentrated at the grassroots level, and there are few marine tourism talents involving marine knowledge and skills. This situation will affect the quality of marine tourism services and product upgrades in the Greater Bay Area. In the future, a tourism education system suitable for the high-level development of the marine tourism industry should be gradually constructed to provide talent guarantee for the sustainable development of this industry.

Keywords: Guangdong-Hong Kong-Macao Greater Bay Area, marine tourism industry, talent demand

I. INTRODUCTION

Guangdong-Hong Kong-Macao Greater Bay Area is close to the South China Sea, with rich marine tourism resources and developed regional economy. Marine tourism development has stepped into a fast track. The mainland coastline of Guangdong-Hong Kong-Macao Greater Bay Area is 4114.3 km long, ranking first in China; the island area is more than 1500 square kilometers, ranking the third in China; and the total sea area is 419000 square kilometers, with a variety of coastal types and rich coastal tourism resources. At the same time, Greater Bay Area has the advantages of relatively developed economy, high living standard, strong tourism demand, and sufficient tourist resources in China and foreign countries. Coastal tourism has become a major feature of the tourism in Greater Bay

Area and an important part of marine industry [1]. With the implementation of the "13th Five-Year Plan for Tourism Development", the Guangdong provincial government proposed that during the period of 13th Five-Year Plan, Guangdong will build a tourism destination with world influence and a core portal for Maritime Silk Road tourism. Among the key projects of Guangdong Tourism in the 13th Five-Year Plan, Nansha cruise home port of Guangzhou, Taizhwan cruise home port of Shenzhen, Chimelong International Marine Resort of Zhuhai and other projects have distinct marine attributes, and all of them are supported by tourism cooperation projects with Hong Kong and Macao [1].

The talents of marine tourism industry have become the short board and important breakthrough of high sustainable development of marine tourism in Guangdong-Hong Kong-Macao Greater Bay Area. Compared with the rapid development of the marine tourism industry in Greater Bay Area, the education system of Greater Bay Area has not yet formed a training system for the service and management talents of marine tourism industry. Because coastal tourism has its own characteristics, it has higher requirements in terms of the quality of employees compared with

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ordinary tourism management. The rapid development of marine tourism in Greater Bay Area requires accelerating the cultivation of marine tourism talents [2].

II. THE DEVELOPMENT STATUS OF MARINE TOURISM INDUSTRY IN THE GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

A. The development history of the marine tourism industry in the Guangdong-Hong Kong-Macao Greater Bay Area

Coastal tourism in the Guangdong-Hong Kong-Macao Greater Bay Area started in the 1980s, with Xiaomeisha Tourist Center of Shenzhen, Dajiao Bay Bathing Beach of Yangjiang, Longtoushan-Hutou Mountain Tourist Area of Maoming, Chuandao Beach-Wangfuzhou Tourist Center of Jiangmen, etc. as the representatives, and the main development content is the sea bathing beach [3]. From the mid-1990s to the beginning of the 21st century, there was a boom in coastal tourism development in the province, forming a number of well-known coastal tourist resorts, among which Dajiao Bay of Yangjiang, CITIC Golf Beach Resort of Shantou and Nanao Island were rated as national 4A scenic spots. Since the 21st century, it has entered the stage of in-depth development of leisure and vacation-oriented products, and high-end coastal tourism resorts represented by Haiquan Bay of Zhuhai and Xunliao Bay of Huizhou have emerged. In 2010, the total marine production value was 800 billion yuan, with an increase of 17.6% over the previous year; and the total output value of coastal tourism reached 129.839 billion yuan, accounting for 16.2% of the total marine economy, and becoming the pillar industry of the marine economy. It has formed a coastal vacation tourism product system composed of bathing beach, water sports, cultural tourism, theme park, folk participation and special tourism activities. The six elements of "eating, living, traveling, shopping and entertainment" have been improved continuously, and three coastal tourism areas, namely the Pearl River Delta, eastern Guangdong and western Guangdong, have been initially formed [4]. In recent years, the number of overnight tourists to the coastal area of Greater Bay Area has increased rapidly. In 2010, the number of overnight tourists received by various coastal cities in Greater Bay Area reached 167458500, including 28.3222 million international tourists and 139.136300 domestic tourists [5].

B. Distribution of marine tourism industry in Guangdong-Hong Kong-Macao Greater Bay Area

A long chain of marine tourism industry and rich tourism types in Guangdong-Hong Kong-Macao Greater Bay Area Marine tourism in Guangdong-Hong

Kong-Macao Greater Bay Area involves the development of marine tourism resources, cruise tourism, marine culture, island development, marine food, marine accommodation, marine transportation and other industries. There are a large number of enterprises in each type of marine industry, which absorb a large number of employment population, and also need industrial talents to promote the sustainable development [6].

1) Marine tourist attractions or enterprises: Marine tourism enterprises refer to the areas with clear geographical scope that rely on marine tourism attractions and engage in tourism and leisure operation and management activities, including marine sightseeing tourism enterprises, island historical sites tourism enterprises, marine religious and cultural enterprises, marine folk customs enterprises, marine science popularization and education enterprises, and fishing entertainment enterprises. These enterprises are main factors to attract marine tourists and the main support for the development of marine tourism. The marine tourist attractions in Guangdong-Hong Kong-Macao Greater Bay Area can be divided into the following categories:

- Ocean sightseeing

The representatives in Guangdong-Hong Kong-Macao Greater Bay Area are Dameisha and Xiaomeisha bathing beaches in Shenzhen, Hong Kong Ocean Park, Victoria Harbour, Macao Black Beach, Zhuhai Lovers Road, etc.

- Island historical sites

Islands in Guangdong-Hong Kong-Macao Greater Bay Area are mainly distributed in Zhuhai. There are 104 large and small islands in Zhuhai, known as "the city of 100 islands". Famous tourist islands include Dong'ao Island and Guishan Island. Many islands are rich in historical and cultural sites, such as Wailingding Island in Zhuhai. Wen Tianxiang's "A Prisoner's Lamentation" has been handed down for thousands of years: "Who can avert his death since time immemorial? Let my heart remain true to shine in the annals." Lingding island has a deeper cultural heritage.

- Marine religious culture

The representative folk customs of Zhuhai Island in Guangdong-Hong Kong-Macao Greater Bay Area are "the birth of the North God", "Mazu's birthday" and "Tin Hau Festival", which show the religious and cultural charm of the island. These religious relics are rich in cultural connotation, forming a more influential marine religious and cultural scenic spot with the beautiful island scenery.

- Marine folk customs

Shenzhen, Zhuhai, Macao, Hong Kong and other places have developed seafood food and beverage industry, which has formed representative marine catering stalls, island snail and other characteristic seafood delicacies.

- Seaside holiday tourism

Dong'ao island tourist resort and Wailingding island tourist resort in Guangdong-Hong Kong-Macao Greater Bay Area have become the national 4A tourist attraction in May 2017. There are also Huizhou Shuangyue Bay, Xunliao Bay Tourist Resort, Shangchuan Island, Xiachuan Island of Jiangmen and other tourist resorts.

- Marine science popularization education

The representatives of Guangdong-Hong Kong-Macao Greater Bay Area are Macao Marine Science Museum, Hong Kong Ocean Museum, Chimelong Marine Science Museum of Zhuhai, etc.

2) *Coastal tourism, vacation and entertainment enterprises*: The coastal tourism and entertainment enterprises in Guangdong-Hong Kong-Macao Greater Bay Area mainly rely on the beautiful seaside and island tourism and vacation environment, sunshine, beach, sea water climate, etc., and perfect tourism facilities, which can meet the main functions of tourists' recreation and entertainment. The enterprises can carry out marine leisure and vacation, water skiing, motorboat swimming, sea fishing, submarine sightseeing and other marine sports and fitness projects, and provide the three-dimensional seaside holiday tourism products series. The representative coastal tourism and entertainment enterprises in Greater Bay Area include Shenzhen Xiaomeisha tourism center and Zhuhai Chimelong Ocean Kingdom.

3) *Maritime cruise and yacht club*: The marine tourism market in Guangdong-Hong Kong-Macao Greater Bay Area is booming, and the marine cruise and yacht industry has developed early, with a good industrial foundation. The majority of cruise and yacht clubs in Guangdong-Hong Kong-Macao Greater Bay Area are in Hong Kong, Shenzhen and Guangzhou, which are mainly driven by the strong consumer market of the three cities. Hong Kong has famous Star Cruises, Dream Cruises and Crystal Cruises. There are many yacht clubs in Shenzhen, such as Shenzhen International Yacht Club, Shenzhen Bay Yacht Club, SMC Langqi Yacht Club, Shenzhen Dameisha Yacht Club and Dapeng Yacht Club. Guangzhou has Nansha Yacht Club, Guangzhou Panyu Rhine Garden Yacht Club and Nansha International Cruise Home Port.

4) *Coastal city travel agency*: As the main organizer of island tourism market, island travel agency of Guangdong-Hong Kong-Macao Greater Bay Area plays an important role in promoting and organizing marine island tourism products. Island travel agencies in Greater Bay Area include group agencies and reception agencies. There are many group agencies in Guangzhou, Foshan, Dongguan and other places. In cities with rich marine tourism resources, such as Zhuhai and Hong Kong, island travel agencies mainly rely on local guide, thus forming an organic division of labor and cooperation in the island travel agency industry in Greater Bay Area. Through the collection of relevant data, it is found that the number and types of travel agencies in the above cities are large, including 736 agencies in Guangzhou, 143 agencies in Foshan, 135 agencies in Dongguan, 1521 agencies in Hong Kong and 211 agencies in Zhuhai.

5) *Islands and coastal hotels*: Island hotels in Guangdong-Hong Kong-Macao Greater Bay Area is an important support for the development of marine tourism in the bay area. At the same time, many characteristic hotels and B & B are also important tourist attractions. The ocean hotel in Guangdong-Hong Kong-Macao Greater Bay Area mainly refers to those hotels being within 1 km of the coastline, or having a front-line ocean view, such as Zhuhai Sheraton Hotel, Ruiji Hotel, Dehan Hotel, etc. High-star marine hotels are mainly distributed in Hong Kong and Shenzhen, such as Best Western Plus Hotel Hong Kong, Regal Riverside Hotel, Ramada Seaview Hotel, Royal Plaza Hotel, Hilton Garden Hotel in Mongkok, etc., Dameisha Airland Hotel, Shenzhen Luwan International Hotel and Resort, Acotown Hotel, Interlaken OCT Hotel, Dameisha Seaview Apartment (Linghai store), etc. With the rise of island tourism market, many island hotels and characteristic B & B in Greater Bay Area have gradually increased, such as Guishan Shanhaijian Hotel, Guishan Hotel, Jinyajing Hotel, Hairi Hotel, Wanshan Jingyun villa, etc., and Jiayi Seaview Hotel.

6) *Maritime tourism transportation enterprises*: The marine tourism transportation enterprises in Guangdong-Hong Kong-Macao Greater Bay Area are distributed in various cities, with the largest distribution density in Hong Kong. There are 19 passenger terminals in Hong Kong, and the representative enterprise is Cotai Jet. There are 14 catamaran passenger ships shuttling between Hong Kong and Macao, with about 94 flights per day. Macao has 4 passenger terminals; Shenzhen has 7 passenger terminals, and the representative enterprise is Pengxing shipping company; Zhuhai has 6 passenger terminals,

represented by Zhuhai high speed passenger liner Co., Ltd.; Huizhou has 6 passenger terminals, and the representative enterprise is Qiandao maritime passenger service Co., Ltd.

7) *Ocean catering enterprise*: There are well-known seafood companies in all cities in the Guangdong-Hong Kong-Macao Greater Bay Area. In some cities, seafood companies have also formed clusters, which generally appear in the form of seafood streets. There are seafood sales markets in the seafood streets, as well as seafood restaurants. And tourists can choose to buy seafood and enter the store for processing. In Hong Kong, there are Causeway Bay Food Street and Kowloon City Food Street. Representative restaurants include Aberdeen Seafood Restaurant Hei Kee Typhoon Shelter Fried Crab (Causeway Bay Store), Chuen Kee Seafood Restaurant (Phaibang Street Store), Longteng Seafood Restaurant, Nanjiang Seafood Restaurant. Macao's famous seafood restaurants include Macao Gate Riverside New Street, Macao Coloane Food Street, Macao Xinma Road Food Street, and the representative restaurants include Mong Kok Seafood Restaurant, Huan Kee Seafood Restaurant, Haiwan Seafood Restaurant, Macao God Fortune Seafood Stew Restaurant, Dinghao Seafood Hot Pot Restaurant. Zhuhai has Nanping Seafood Street, Wanchai Seafood Street, Doumen Seafood Street, and representative restaurants include Xinhaili Seafood Food City, Liyuan Seafood Restaurant, Jiangxing Seafood Restaurant (Guishan Island), etc.

III. DEMAND FOR TALENTS IN THE MARINE TOURISM INDUSTRY IN THE GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

Marine tourism talents are an important foundation for promoting the sustainable development of marine tourism. The development of marine tourism in the Guangdong-Hong Kong-Macao Greater Bay Area cannot do without the support of talents [7].

A. Types of marine tourism talent demand in the Guangdong-Hong Kong-Macao Greater Bay Area

It is necessary to make systematic collection and analysis of the talent needs of the marine tourism industry and representative enterprises in the Guangdong-Hong Kong-Macao Greater Bay Area. Through consulting the official websites of representative enterprises and professional recruitment platforms, the tourism talent demand of representative marine enterprises in Guangdong-Hong Kong-Macao Greater Bay Area in 2018 and 2019 is collected. The types of enterprises include marine tourism scenic spots, vacation and entertainment enterprises, cruise and yacht clubs, travel agencies and so on.

1) *Marine tourist attractions or enterprises*: Hong Kong, Shenzhen, Dongguan, Guangzhou, Foshan, Zhuhai and other urban marine tourist attractions in Guangdong-Hong Kong-Macao Greater Bay Area have demand for talents in 2018 and 2019. There are some representative companies, such as, Hong Kong Ocean Park, Shenzhen Xiaomeisha Ocean World, Dongguan Leming Ocean Park, Guangzhou Zhengjia Polar Ocean World, Changlu Group, Chimelong Ocean Kingdom, etc. The main positions include waiter, market researcher, water park lifeguard, new media operation supervisor, aquarium breeder, in-house science education lecturer, etc. The total demand for labor reaches 119, and the salary of waiters is generally 3500-6000 yuan/month. The salary of other positions such as market researcher is generally 5000-10000 yuan/month.

2) *Coastal tourism resort and entertainment enterprises*: In the past two years, Zhuhai and Jiangmen in Greater Bay Area have demands for the jobs of coastal tourism, vacation and entertainment, and the representative enterprises are Club Med Resort and Jiangmen Chuanshan Tourist Resort. The recruitment posts are training manager, catering manager, sales manager and commentator of the resort. The number of middle-level management posts is relatively small, with a total of 9 people, and the salary is about 7500-20000 yuan per month.

3) *Cruise and yacht club*: And the demand for employment of cruise yacht club enterprises in Guangdong-Hong Kong-Macao Greater Bay Area is relatively large. The related businesses in Hong Kong, Macao, Shenzhen, Zhuhai, Huizhou, Zhongshan, Jiangmen and other cities are in demand for the labors, and the fields mainly include food and beverage, entertainment, earnings management, sales, aquatic sports travel operations, marine studies, seaside tourism. The jobs are mainly at the grass-roots level and middle level, with a total of about 145 people. The salary of positions at the grass-roots level is 4000-6000 yuan/month, and the salary of positions at the middle level is 6000-20000 yuan/month. The positions involved in marine professional jobs, such as marine studies, product planning, such as treatment generally deserve higher pay.

4) *Coastal city travel agency*: In the past two years, there has been a general demand for new employment in coastal city travel agencies in Guangdong-Hong Kong-Macao Greater Bay Area, and the demand for professionals involved in marine island tourism has gradually increased. Travel agencies in representative coastal cities of Greater Bay Area, such as Shenzhen, Huizhou and Zhuhai, have recruitment needs for professional posts such as island travel consultant,

island line sales or manager, island tourism planning and dispatching, island tourism product sales and other professional positions. The demand number of employees is about 30, and the salary is generally 5000-15000 yuan / month, which is more favorable than that of ordinary posts.

5) *Islands and coastal hotels*: In the past two years, the number of tourism talent recruitment for island and coastal hotels in Guangdong-Hong Kong-Macao Greater Bay Area is large. It is mainly distributed in Shenzhen, Huizhou, Zhuhai and Jiangmen. The representative hotels include Shenzhen Kaisa Marriott Hotel, Dameisha Intercontinental Resort Hotel, Huizhou Shuangyuewan Hot-spring Resort Hotel, Shuangyuewan Junting Resort Hotel, Zhuhai Gree Dong'ao Hotel, Zhuhai Phoenix Bay Yuechun Resort Hotel, etc. And the recruitment departments mainly include catering department, front office department, sales department, recreation department, the housekeeping department, etc. The total number of recruitment is about 100, and the salary of grass-roots posts is 3000-6000 yuan / month, and that of middle and senior management positions is 6000-20000 yuan / month.

6) *Maritime tourism transportation enterprises*: In the past two years, Shenzhen, Guangzhou, Zhongshan and other cities are in demand of marine tourism and transportation enterprises in Guangdong-Hong Kong-Macao Greater Bay Area. The representative enterprises are Shenzhen Shipping Group Co., Ltd., Pearl River Shipping Enterprise Co., Ltd. and Zhongshan-Hong Kong Passenger Shipping Co., Ltd. The recruitment departments or job categories mainly include marketing, reception and explanation, business management, ticket sales, etc., and the total number of recruitment is about 30, with the salary of 4000-8000 yuan per month.

7) *Ocean catering enterprise*: Marine catering enterprises in major cities in Guangdong-Hong Kong-Macao Greater Bay Area have recruitment needs. The cities involved include Hong Kong, Shenzhen, Huizhou, Guangzhou, Zhuhai, etc. The representative enterprises include Happy Coast Aquarium international food restaurant, Zhengjia Polar Ocean World Restaurant, Zhuhai Chimelong Ocean Kingdom. The recruitment departments and positions include waiters and operation director, mainly focusing on the service staff at the basic level. The number of employees reaches about 90, the salary of waiters is 3000-7000 yuan per month, and the salary of the director can reach 30000-50000 yuan / month.

B. General characteristics of marine tourism talent demand in Guangdong-Hong Kong-Macao Greater Bay Area

In recent years, the demand for talents in the marine tourism industry of Guangdong-Hong Kong-Macao Greater Bay Area has continued to increase, with various job types. Based on the above data, the characteristics of the demand for marine tourism talents in Guangdong-Hong Kong-Macao Greater Bay Area are summarized as follows:

1) *There is a large demand for marine tourism talents in Guangdong-Hong Kong-Macao Greater Bay Area*: With the vigorous development of marine tourism industry in Guangdong-Hong Kong-Macao Greater Bay Area, the demand for talents has increased. In the past two years, various enterprises in the marine tourism industry in various cities generally have employment demands, and it is roughly estimated that some representative enterprises have the demand for more than 500 employees.

2) *There are various position demands for marine tourism talents in Guangdong-Hong Kong-Macao Greater Bay Area*: Guangdong-Hong Kong-Macao Greater Bay Area has a long marine tourism industrial chain, rich types of enterprises and diversified job requirements. In addition to the traditional marine tourism scenic spots, hotels and travel agencies, maritime cruise ships, marine transportation and other enterprises also have corresponding job requirements. At the same time, the post demand includes grass-roots and middle and high-level posts, mainly at the grass-roots level, which is more inclined to posts with higher practical skills. There are few managerial and technical talents, and the talent structure is unreasonable.

3) *There is a big difference in the treatment of marine tourism talents in Guangdong-Hong Kong-Macao Greater Bay Area*: In addition to the middle and high-level management positions, the salary level provided by marine tourism enterprises in Guangdong-Hong Kong-Macao Greater Bay Area is generally low. Compared with other industries, the salary competitiveness is not strong, and the attraction for talents is not high.

4) *The professionalism of Marine tourism talents in the Guangdong-Hong Kong-Macao Greater Bay Area is relatively weak*: Most of the posts of marine tourism enterprises in Guangdong-Hong Kong-Macao Greater Bay Area have no high requirements for marine knowledge and professional knowledge. Among them, there are less posts that require marine knowledge and professional skills, with a total demand of about 10.

IV. CONCLUSION

Guangdong-Hong Kong-Macao Greater Bay Area has developed marine tourism industry and numerous enterprises, which requires a large number of relevant talents. Most of the marine tourism industries in Guangdong-Hong Kong-Macao Greater Bay Area are labor-intensive enterprises, such as scenic spots, hotels, restaurants and travel agencies.

The marine tourism industry in Guangdong-Hong Kong-Macao Greater Bay Area is in the primary stage of development, and the construction of the industrial chain is not complete. Also, some talents are not matched, there are few professionals, and the industry suitability is not high [8]. In the marine tourism industry of Guangdong-Hong Kong-Macao Greater Bay Area, there is a shortage of tourism professionals with marine culture [9]. Enterprise talents with in-depth development capabilities for marine and island tourism products are lacking. At this stage, the marine tourism products of the Greater Bay Area are mainly sightseeing, with in-depth experience of leisure vacation products, marine health care products, marine leisure fishery products, and special sea fishing projects. The planning of special festival cultural products of the ocean and island lacks the support of relevant talents [10].

With the development of marine tourism in Guangdong-Hong Kong-Macao Greater Bay Area, the demand for a variety of tourism talents is increasing. In the future, colleges and universities of tourism education in Greater Bay Area should further cultivate compound applied talents with leadership, execution and innovation ability, so as to meet the needs of marine tourism industry for high-level talents.

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