

Analysis of the Collaborative Mechanism and High-Quality Development of the Sports Tourism Industry in the Guangdong-Hong Kong China-Macao China Greater Bay Area

Zheming Liang

Guangdong University of Business and Technology, Zhaoqing 526060, China

ABSTRACT

As one of China's most dynamic and internationally competitive regions, the Guangdong-Hong Kong China-Macao China Greater Bay Area plays a significant role in promoting regional coordinated development and economic transformation through its sports tourism industry. This paper conducts an in-depth analysis of the collaborative mechanisms within the sports tourism industry in the Guangdong-Hong Kong China-Macao China Greater Bay Area, exploring the synergistic models and existing issues across four key dimensions: policy, market, resources, and events. The study finds that the Greater Bay Area still faces numerous challenges in policy coordination, market integration, resource sharing, and event collaboration, such as policy discrepancies, market segmentation, and uneven resource allocation. In response to these issues, this paper proposes pathways for the high-quality development of the sports tourism industry in the Guangdong-Hong Kong China-Macao China Greater Bay Area, including policy innovation and coordination, industrial integration and upgrading, market expansion and brand building, and regional cooperation and coordinated development. Through these measures, the aim is to promote the integrated development of the Greater Bay Area's sports tourism industry, enhance its international competitiveness, and strengthen its sustainable development capabilities. The research findings provide theoretical foundations and practical references for government policy formulation, corporate operational strategy optimisation, and further academic research.

KEYWORDS

Guangdong-Hong Kong China-Macao China Greater Bay Area; Sports tourism; Industrial linkage; High-quality development

1 Introduction

As one of China's most dynamic regions, the Guangdong-Hong Kong China-Macao China Greater Bay Area bears the mission of a national strategic initiative, striving to become an international science and technology innovation hub, a world-class urban cluster, and a high-quality living environment conducive to residence, work, and tourism. The sports tourism industry, with its unique economic, social, and cultural value, has become a key driver of the Greater Bay Area's coordinated development. However, the development of the sports tourism industry in the Greater Bay Area currently faces numerous challenges, such as insufficient policy coordination among cities, uneven resource allocation, and difficulties in market integration. Therefore, conducting an in-depth study on the linkage mechanisms and high-quality development pathways of the sports tourism industry in the Guangdong-Hong Kong China-Macao China Greater Bay Area is of great significance for achieving the regional coordinated development goals. This study aims to reveal the linkage mechanisms of the sports tourism industry in the Guangdong-Hong Kong China-Macao China Greater Bay Area, analyse the cooperation models and existing issues among cities in terms of policy, market, resources, and events, and explore the pathways and strategies for high-quality development of the sports tourism industry in the Greater Bay Area, providing theoretical support and practical guidance for achieving regional coordinated development. The study employs methods such as literature review, case analysis, field research, and data analysis. It systematically reviews relevant domestic and international research literature, selects Hong Kong China, Macao China, Guangzhou, Shenzhen, and other cities as typical cases, and conducts an in-depth analysis of their sports tourism industry development processes, linkage mechanisms, and practical experiences. Through field visits and data collection, it obtains first-hand information to reveal the current status, trends, and existing issues in industry development.

2 Analysis of the Linkage Mechanism of the Sports Tourism Industry in the Guangdong-Hong Kong China-Macao China Greater Bay Area

2.1 Policy Collaboration Mechanisms

Policy support is a key factor in promoting the collaborative development of the sports tourism industry in the Guangdong-Hong Kong China-Macao China Greater Bay Area. Currently, the country has introduced multiple policies to support Greater Bay Area development, emphasising the importance of regional collaborative development. However, in the implementation process, there remain differences among cities in the Greater Bay Area in the formulation and execution of sports tourism industry policies. For example, Hong Kong China and Macao China, as special administrative

regions, have a high degree of autonomy in policy formulation, but there are certain difficulties in policy coordination with mainland cities. These policy differences have led to issues such as uneven resource allocation and inconsistent market access thresholds, which have hindered the coordinated development of the sports tourism industry. To optimise the policy coordination mechanism, the Greater Bay Area needs to establish a unified policy coordination platform to strengthen policy communication and negotiation among cities. On one hand, unified standards and regulations for the sports tourism industry should be established to ensure consistency among cities in terms of industrial development direction, market access, and service quality. On the other hand, policy innovation should be strengthened to explore new models of cross-regional policy coordination, such as jointly formulating tax incentives and talent recruitment policies, to promote the free flow and optimal allocation of sports tourism industry elements.

2.2 Market Coordination Mechanism

The effective integration of the sports tourism market is an important pathway to achieving industrial coordination in the Greater Bay Area. Cities in the Greater Bay Area possess distinct advantages and characteristics in the sports tourism market, but current market integration remains limited, and the synergistic effects between cities have not been fully realised. For example, Hong Kong China and Macao China, as internationally renowned tourist destinations, boast abundant tourism resources and mature tourism markets, but lag behind in the development and promotion of sports tourism products; whereas mainland cities like Guangzhou and Shenzhen possess strong capabilities in hosting sports events and constructing sports facilities, they face challenges in expanding into international tourism markets. To strengthen market linkage, cities in the Greater Bay Area need to engage in in-depth cooperation in areas such as sports tourism market development, product promotion, and marketing channels. On one hand, they should integrate the sports tourism resources of each city to create internationally influential sports tourism brands, such as jointly hosting the Greater Bay Area Sports Tourism Expo and launching Greater Bay Area sports tourism routes; on the other hand, they need to strengthen cooperation between tourism enterprises and sports enterprises, leveraging resource sharing and complementary advantages to enhance the market competitiveness of sports tourism products. Additionally, marketing efforts should be coordinated, leveraging internet and new media platforms to conduct joint marketing campaigns and enhance the international visibility and influence of the Greater Bay Area's sports tourism.

2.3 Resource Collaboration Mechanism

The optimal allocation of sports tourism resources is the foundation for achieving industrial collaboration in the Greater Bay Area. Cities within the Greater Bay Area possess diverse sports tourism resources, including natural landscapes, sports events, and sports facilities. However, resource distribution among cities is currently uneven, and resource utilisation efficiency remains low. For example, Hong Kong China and Macao China have certain advantages in sports event resources but relatively limited sports facilities; while mainland cities like Guangzhou and Shenzhen have made significant investments in sports facility construction but face competitive pressures in attracting and hosting international sports events. To achieve resource linkage, the Greater Bay Area needs to strengthen resource sharing and optimisation among cities. On one hand, a sports tourism resource-sharing platform should be established to integrate the sports events, sports facilities, natural landscapes, and other resources of various cities, achieving interconnectedness of resources. On the other hand, infrastructure such as transportation and accommodation should be strengthened to improve transportation convenience and tourism service levels within the region. Additionally, the flow and training of human resources should be enhanced by establishing talent exchange mechanisms and training platforms to promote the reasonable flow and capability enhancement of professional sports tourism talent, providing talent support for industrial collaboration.

2.4 Event Collaboration Mechanism

Sports events, as a core element of the sports tourism industry, play a significant role in promoting industrial synergy within the Greater Bay Area. Cities in the Greater Bay Area each have their own advantages in hosting sports events, such as Hong Kong China's equestrian events, Macau's Grand Prix, and Guangzhou's marathon events. However, there is currently insufficient collaboration between cities in terms of event coordination, and the radiating effects of event economies have not been fully utilised. Insufficient coordination and brand promotion between events have led to the dispersion and waste of event resources. To strengthen event collaboration, cities in the Greater Bay Area need to engage in deep cooperation in event planning, hosting, and promotion. On one hand, a sports event collaboration mechanism should be established to jointly host large-scale sports events with international influence, such as the Greater Bay Area Sports and Culture Festival and the Greater Bay Area Marathon Series. Through joint hosting, the international visibility and influence of sports tourism in the Greater Bay Area can be enhanced. On the other hand, collaborative promotion of

sports event brands should be strengthened, leveraging the resource advantages of each city to jointly create sports event brands with international influence. Additionally, research and development of event economics should be strengthened to drive the development of related industries and enhance the comprehensive benefits of event economics.

3 High-Quality Development Pathways for the Sports Tourism Industry in the Guangdong-Hong Kong China-Macao China Greater Bay Area

3.1 Policy Innovation and Coordination

Firstly, policy innovation and coordination are the foundation for promoting the high-quality development of the Greater Bay Area sports tourism industry. Cities within the Greater Bay Area should establish cross-regional policy coordination mechanisms and formulate unified policy standards covering market access, service quality, and safety guarantees to ensure consistency in the direction of industrial development across cities. Additionally, by establishing a policy coordination platform, cities can strengthen policy communication and consultation, hold regular policy coordination meetings, and resolve policy conflicts and coordination issues. Furthermore, exploring joint policies such as tax incentives, fiscal subsidies, and talent recruitment can provide sports tourism enterprises with a more favourable policy environment. For example, establishing a special fund for the development of the Greater Bay Area sports tourism industry to support major projects.

3.2 Industrial Integration and Upgrading

In terms of industrial integration and upgrading, the high-quality development of the sports tourism industry requires enhancing the industry's added value and competitiveness through industrial integration and upgrading. The Greater Bay Area should strengthen the integration of sports events and tourism products, developing more attractive sports tourism routes and products. For example, combining the natural landscapes and sports events of the Greater Bay Area, 'sports events + tourism' packages could be launched to attract domestic and international tourists. Additionally, the region's rich cultural heritage and sports cultural resources should be leveraged to develop sports tourism products with cultural depth, such as projects combining Lingnan culture and martial arts culture to create cultural sports tourism experiences. Furthermore, modern technological means should be utilised to enhance the technological content and experiential appeal of sports tourism products, such as promoting the application of smart sports equipment, virtual reality (VR) and augmented reality (AR) technologies in sports tourism, and creating technology-driven sports tourism projects. Through these measures, the competitiveness and appeal of the Greater Bay Area's sports tourism industry can be effectively enhanced.

3.3 Market Expansion and Brand Building

Market expansion and brand building are important means to enhance the international competitiveness of the Greater Bay Area's sports tourism industry. The Greater Bay Area should strengthen domestic market promotion to enhance the visibility and influence of sports tourism in the domestic market, attracting domestic tourists through domestic tourism exhibitions and online marketing. At the same time, it should actively expand the international market, utilising international tourism exhibitions and international sports events as platforms to conduct international marketing activities and attract international tourists. For example, jointly hosting the Greater Bay Area International Sports Tourism Promotion Conference to showcase the region's sports tourism resources and products. Additionally, developing personalized sports tourism products tailored to different market segments, such as sports study tours for youth and leisure sports tourism for the elderly. Through these measures, the breadth and depth of the Greater Bay Area's sports tourism market can be effectively expanded.

3.4 Regional Cooperation and Synergistic Development

Regional cooperation and coordinated development are the core pathways to achieving high-quality development of the Greater Bay Area's sports tourism industry. Cities within the Greater Bay Area should establish cooperation mechanisms, hold regular cooperation meetings, and strengthen communication and collaboration among cities. For example, a Greater Bay Area Sports Tourism Alliance could be established to jointly promote industry development. Additionally, cities should strengthen resource sharing to achieve interconnectivity in sports events, sports facilities, tourism resources, etc., such as by establishing a Greater Bay Area Sports Tourism Resource Sharing Platform to optimise resource allocation. Furthermore, joint projects should be undertaken to jointly promote the implementation of major

sports tourism projects, such as co-hosting the Greater Bay Area Sports Tourism and Culture Festival to enhance regional cooperation levels. Through these measures, the integrated development of the Greater Bay Area's sports tourism industry can be effectively promoted, breaking down administrative barriers between cities and achieving the free flow of industrial elements and regional coordinated development.

4 Conclusion

This study conducted an in-depth analysis of the linkage mechanisms and high-quality development pathways of the sports tourism industry in the Guangdong-Hong Kong China-Macao China Greater Bay Area, revealing the current state of coordination and existing issues across four key dimensions: policy, market, resources, and events. The study found that while cities in the Greater Bay Area possess abundant resources and unique advantages in the development of the sports tourism industry, they still face numerous challenges in policy coordination, market integration, resource sharing, and event linkage. For example, policy differences lead to uneven resource allocation, market segmentation affects the industry's overall competitiveness, insufficient resource sharing limits the industry's collaborative development, and inadequate event linkage weakens the radiating effect of the event economy. In response to these issues, this paper proposes high-quality development pathways such as policy innovation and coordination, industrial integration and upgrading, market expansion and brand building, and regional cooperation and coordinated development. Through these measures, the competitiveness and sustainable development capabilities of the Greater Bay Area's sports tourism industry can be effectively enhanced, driving regional coordinated development.

About the Author

Zheming Liang, master, research direction: orienteering events and sports tourism.

References

- [1] GU R. Diffusion mechanism of sports tourism demonstration bases and regional collaborative development strategies[J]. *Economic Research Guide*, 2025(1): 29-33.
- [2] ZHANG L. Research on the current status, issues, and countermeasures for the collaborative development of Xinjiang's sports tourism industry [J]. *Tourism Review*, 2024(7): 182-184.
- [3] WANG B. An analysis of strategies for the synergy and integration of sports tourism development and local advantageous resources[J]. *Journal of Changchun University*, 2022, 32(4): 58-62.
- [4] WANG B Q, CONG H, ZHAO X W. Research on issues and countermeasures for the coordinated development of the sports tourism industry[J]. *China Industry and Economy*, 2020(20): 57-58.
- [5] WU L Y, YANG J. Research on the current status and countermeasures for the coordinated development of china's sports tourism industry[C]// China Sport Science Society, China Sporting Goods Federation. *Proceedings of the 2013 China Sports Industry and Sporting Goods Industry Development Forum*. Henan University School of Physical Education, 2013: 133-136.
- [6] LIU Y S, ZHANG X Y. Research on the integrated development of the ice and snow sports tourism industry in northeast China[J]. *Technology and Market*, 2012, 19(8): 226, 228.
- [7] XU Z X, QIN J Q. A study on the development strategy of sports tourism industry in the wanjiang urban belt[J]. *Journal of Xinxiang University (Natural Science Edition)*, 2011, 28(1): 82-85.
- [8] WU Y G. A study on the integrated development of the sports tourism industry in the yangtze river delta[J]. *Sports Science Research*, 2004(5): 8-10.