

Study on the Countermeasures for Talents Cultivation of Marine Tourism Economic Development in Guangdong-Hong Kong-Macao Greater Bay Area*

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Abstract—The development of marine tourism in Guangdong-Hong Kong-Macao Greater Bay Area (GBA) has entered the fast lane. Marine tourism talents have become a short-term and important breakthrough for tourism development in Guangdong, Hong Kong and Macao. The marine tourism of Guangdong, Hong Kong and Macao Greater Bay Area has played an increasingly important role in driving the related industries in the coastal area. Marine tourism talents are an important driving force for the sustainable development of marine tourism. The rapid development of marine tourism in GBA requires accelerate the training of marine tourism personnel, gradually forming a tourism education system that meets the requirements of marine tourism development to provide a talent guarantee for the development of tourism industry. As the most developed marine tourism destination and the most prosperous marine tourism source market in China, the GBA is extremely deficient in research on Marine tourism talents, which does not match the development level and status of Marine tourism in the greater bay area. Based on the current situation and future development of marine tourism in GBA, this study analyzes its current situation and existing problems of marine tourism talents and provides a stand by theory for the coordinated development of tourism development and marine tourism talent development.

Keywords—Guangdong-Hong Kong-Macao Greater Bay Area (GBA); marine tourism; talent cultivation

I. INTRODUCTION

Marine tourism destinations have become a hot spot for tourists in the 21st century. With the rapid development of tourism, the era of leisure tourism with the theme of marine eco-tourism in the 21st century is coming soon. The provinces, cities and counties in China's coastal areas have fully taken advantage of this development opportunity and

their superior marine tourism resources to vigorously develop the rich and diverse marine tourism. Marine tourism products are overwhelming, and the corresponding marine tourism theory research is constantly deepening. Many scholars have conducted research on marine tourism from different viewpoints. Up to June 30, 2019, there were 484 articles related to "Ocean Tourism" in China Journal Network, 723 articles related to "Island Tourism" and 737 articles talk about "Beach Tourism", but there is only 8 articles focus on "Ocean Tourism Talents".

At present, there is less research on the talent training of marine tourism enterprises. Marine tourism enterprises are a special type of tourism enterprises, which are the main support for the development of marine tourism. Marine tourism enterprises have special requirements for management talents. The development of coastal tourism in Guangdong-Hong Kong-Macao Greater Bay Area has gradually shown its vitality. However, the cultivation of specialized talents engaged in coastal tourism services and management is still in its infancy. Coastal tourism has relatively high quality in terms of employees for its own characteristics. Tourism management has higher requirements, which puts new research directions on the cultivation of tourism management talents, especially in practical teaching.

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

The development of marine tourism in the Greater Bay Area of Guangdong, Hong Kong and Macau has entered the fast lane. And the ocean has a larger area and greater development potential compared with the land. It is also an increase in the tourism development of the major cities in the Pearl River Delta. In addition, the main nodes for the management of marine tourism are gateways and ports, and the management aspects involved in other forms of tourism cooperation will be relatively small. In implementing the implementation plan of the National 13th Five-Year Tourism Development Plan, the Guangdong Provincial Government proposed that Guangdong Province will build a world-influenced tourist destination and the core portal of the

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Maritime Silk Road tourism during the "Thirteenth Five-Year Plan" period. Among the key projects "13th Five-Year Plan" of Guangdong Tourism, Guangzhou Nansha's cruise home port, Shenzhen Qianhai Shekou Taiziwan cruise home port, Zhuhai Hengqin Changlong International Ocean Resort and other projects all have distinct marine attributes, and they all relying on projects for tourism cooperation with Hong Kong and Macao. The ocean is originally open and connected. Marine vehicles such as yachts and cruise ships can only be freely driven as much as possible to maximize their tourism value. In addition, Hong Kong and Macao have already established the foundation of mature yachts and cruise tourism. The Pearl River Delta urban agglomeration has a large number of yacht tourism resources and customers. Therefore, speeding up the cooperation on yacht free travel has become a key step in the cooperation between Guangdong Province, Hong Kong and Macao in Marine tourism. Guangdong Province proposed to explore the implementation of the "fixed-point docking and proximity joint inspection" model of Guangdong, Hong Kong and Macau yachts in the Free Trade Zone, and strive to make progress in customs clearance and yacht terminal setting. In addition, in the "Implementation Opinions on Promoting the Reform and Development of Tourism", Guangdong Province also proposed to further promote the leisure travel of Guangdong Province, Hong Kong and Macao, and actively strive for national support. The innovative convenient round-trip management measures of Yachts among Guangzhou, Shenzhen, Zhuhai, Zhongshan with Hong Kong and Macao. In terms of cruise tourism, Guangdong Province is also actively coordinating the preparation of cross-regional and transnational "21st Century Maritime Silk Road" boutique cruise routes.

The development of marine tourism in Greater Bay Area has entered the stage of deep development of leisure-oriented products since the 21st century. There are high-end coastal tourism resorts represented by Zhuhai Ocean Spring Resort and Huizhou Xunliao bay. In 2010, the gross Marine product reached 800 billion yuan. There is an increase of 17.6 % over the previous year. The total output value of coastal tourism reached 129.839 billion yuan, accounting for 16.362% of the total marine economy. It has become the pillar industry of marine economy. It has formed a seaside holiday tourism product system consisting of beaches, water sports, cultural sightseeing, theme parks, folk participation and special tourism activities. The six elements of "food, accommodation, travel, travel, shopping and entertainment" are continuously improved. The three coastal tourism areas of Pearl River Delta, east Guangdong and west Guangdong have been preliminary formed. In recent years, the number of overnight visitors to the coastal area of Greater Bay Area has grown rapidly. In 2010, the number of overnight visitors in the coastal cities of Greater Bay Area reached 167.4585 million, including 283.4022 million international tourists and 139.134163 million Chinese tourists.

Ocean tourism in Guangdong-Hong Kong-Macao Greater Bay Area has shown a strong development trend. Its position in the tourism industry in Greater Bay Area has gradually become prominent, and the radiation effect of

related industries in the coastal area has become increasingly obvious. The rapid development of marine tourism in the greater bay area requires to accelerate the cultivation of marine tourism talents, increase investment in tourism education, optimize the allocation of tourism education resources, and gradually form a tourism education system that meets the requirements of the development of Marine tourism, so as to provide personnel guarantee for the development of the tourism industry.

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

A. Greater Bay Area Marine Tourism Enterprises Have Huge Demand for Talents

With the rapid development of tourism in Guangdong-Hong Kong-Macao Greater Bay Area, the contradiction between supply and demand of tourism talents has become increasingly prominent. At present, tourism professionals who are familiar with marine culture are in short supply. The development of marine tourism is facing the bottleneck of human resources [1], especially for the coastal tourism resort center cruise yacht club, shipping cruise center, hotel catering industry, marine health care center, etc. The lack of talents directly related to the development and utilization of marine tourism resources is difficult to adapt to the needs of the rapid development of marine tourism economy in Greater Bay Area.

B. Greater Bay Area Ocean Tourism Enterprises Have Diverse Needs for Talents

There are many types of marine tourism enterprises in Guangdong-Hong Kong-Macao Greater Bay Area, and the demand for talents varies from enterprise to enterprise. Marine tourism scenic area management posts include the design and planning of marine tourism products for daily management of tourist attractions; coastal tourism and holiday entertainment enterprises urgently need marine sports and entertainment facilities; international cruises require a large number of foreign-language cruise tourism service personnel, and yacht clubs urgently need yachts butlers, yachting services and sales talents; island city travel agencies need sea guides and team leaders; sea tourism requires sea guides and service personnel; marine catering companies need talents of nutrition and cooking skills; marine tourism companies need to be familiar with high-quality sales talents combining marine specialty products with sales skills [2].

C. Ocean Tourism Enterprises Talents in Greater Bay Area Need Marine Natural Humanities Knowledge

The marine tourism enterprises in Guangdong-Hong Kong-Macao Greater Bay Area are relying on the marine environment. Therefore, marine tourism enterprise management personnel must be familiar with the marine environment and master marine related knowledge. Marine knowledge includes marine natural geography knowledge, marine human geography knowledge, especially for the Lingnan culture formed in Guangdong-Hong Kong-Macao

Greater Bay Area, Hong Kong, Macao and other regional cultures, marine foreign exchange culture, fisherman production culture, island folk culture, seafood food culture and the knowledge of other aspects. Only the masters of this knowledge of marine tourism enterprises can rationally develop rich tourism resources and design a unique marine tourism project [3].

D. Greater Bay Area Marine Tourism Enterprises Talents Need Knowledge and Skills in Maritime Safety

The marine tourism environment of Guangdong, Hong Kong and Macao Greater Bay Area is complex, and safety is the premise for launching ocean tourism in Greater Bay Area. The Guangdong-Hong Kong-Macao Greater Bay Area is located in the subtropical monsoon climate zone. It will experience typhoon and rain every year. Employees of marine tourism enterprises must be familiar with the marine working environment, especially the islands, seashore and even on the sea surface, and they should also be familiar with the complexity and variability of the marine environment, so as to avoid the risks of mass tourism. [4]

According to the investigation and research, the demand for talents of marine tourism enterprises is mainly based on professional service skills, followed by the middle and low level management talents who understand skills. Therefore, the training of marine tourism talents in colleges and universities should also focus on skills training on the basis of theoretical education and cultivate all kinds of highly skilled personnel in different directions.

It is known that the talents required for the marine tourism scenic spots in Guangdong, Hong Kong and Macao have their own characteristics from the above analysis. Therefore, the training of marine tourism talents in colleges and universities should face the needs of the market and establish scientific and rational talent training ideas. Nowadays, the key areas of marine tourism talent research are concentrated in Zhejiang and Qingdao coastal areas. Guangdong, Hong Kong and Macao Greater Bay Area are the most developed marine tourism destination and the most prosperous marine tourist source market area in China. The number of marine tourism talents is insufficient, and relevant researches are extremely scarce, which is not matched with the development level and status of marine tourism in the Greater Bay Area. Based on the current situation and future development of marine tourism in GBA, this study analyzes its current situation and existing problems of marine tourism talents and provides a stand by theory for the coordinated development of tourism development and marine tourism talent development.

IV. COUNTERMEASURES FOR THE CULTIVATION OF MARINE TOURISM TALENTS IN GUANGDONG-HONG KONG-MACAO GREATER BAY AREA

A. Innovating the Model of Training Marine Talents with the Concept of Cooperation and Sharing

Sharing is a kind of cooperation mode that adapts to the trend of the times. Cooperative sharing refers to the

reorganization and integration of different resources according to the service scope and spatial connection of Shared resources to form an organic with distinct veins, so as to make the allocation of resources reach or close to the Pareto optimal state and achieve the goal of hierarchical resource sharing. The concept of cooperation and sharing also applies to the training model of marine tourism talents Guangdong-Hong Kong-Macao Greater Bay Area. [5]

The government of Guangdong-Hong Kong-Macao Greater Bay Area has guided and built strong support for the cooperative and shared training model. The government should play a good leading role and construct an education system with high quality. It also should strive to improve the ability and level of the training of marine tourism talents in Greater Bay Area and various teaching facilities. In order to cultivate high-quality marine tourism talents, colleges and universities should formulate plans and measures, encourage schools and enterprises to earnestly strengthen the main responsibility; enhancing the support for personnel training and taking the initiative to create a high-quality marine tourism talent environment. So that the whole society can enjoy more high-quality development results brought by quality certification.

B. Government and Education Departments Encourage Marine Culture Education

Governments in Guangdong-Hong Kong-Macao Greater Bay Area can learn from foreign advanced and effective educational methods to enhance students' understanding of marine culture. The government and the education department should actively combine the characteristics of their own regions, strengthen the marine culture education at all levels, improve the quality of education, open up training channels for marine knowledge, and carry out new ocean view education to meet the development of the times among students. They can learn from the marine economy and marine tourism experience of developed countries such as Australia and Japan. Conducting interdisciplinary and interdisciplinary research internationally, strengthen marine information research and management, and carry out vigorously spread throughout the society to improve people's development and protection of the ocean. It's necessary to encourage the joint efforts of industry, academia and government to provide Marine education courses in primary, middle and high schools [6].

C. Improving Professional Matching Rate and Optimizing Employment Rate in Talent Industry

The cross-border cooperation of the marine tourism industry with other industries is deepening with its own rise and development. In the future, tourism major students will face more opportunities and challenges in their jobs. The cultivation of marine tourism professionals should also match enterprises and schools as much as possible, so as to achieve the echo of industry and education, combine practice with classroom knowledge, and achieve the synchronization of industry demand and college major setting. The disconnection between education and industry will directly lead to the poor ability of college graduates to adapt to social

changes. In the future development of Guangdong-Hong Kong-Macao Greater Bay Area, the marine tourism will have more new jobs, knowledge and skills will be updated at the same time. In order to solve the current situation of "difficult to choose a career" for tourism talents and "shortage of employment" for tourism enterprises, efforts should be made to improve the rate of professional docking and optimize the talent industry [7].

D. Deepening the Cooperation Between Enterprises and Schools to Enhance Students' Practical Ability to Adapt to the Post

It's necessary to deepen the cooperation among the schools in Guangdong, Hong Kong and Macao and the marine tourism-related enterprises. Students can experience the work in advance, so that they can combine the theoretical knowledge learned in class with the practice, so as to put it into practice. It's necessary to allow students to master their professional skills while improving their professional knowledge. If students improve their professionalism, they will be more proactive in the face of job choices in the future.

For the students of marine tourism, the schools should hire more teachers with marine practical work or invite business managers to do practical teaching during the teaching process; the university and enterprise should pay attention to the communication and cooperation between the university system and the outside world. With the cooperation research center and other institutions as the carrier and intermediary of scientific research projects, the university and enterprise should form the industry-university-research association to promote each other, learn from each other and achieve mutual benefit. It's necessary to strengthen the investment in multi-skill courses and cooperate with hotels and enterprises, so that students can practice in advance and get in touch with all kinds of jobs. Not only can students have the opportunity to experience the responsibility and hardship of Marine tourism industry, but also realize the value of Marine tourism work [8].

E. Schools Should Pay Attention to the Comprehensive Quality Training of Students and Their Comprehensive Development

In the education of marine tourism talents, the universities in Guangdong, Hong Kong and Macao should continuously integrate the advanced information technology and its application into the traditional tourism management courses. For example, the tourism marketing course should be fully integrated into the content of the new media marketing, so that students are proficient in the construction and operation of the WeChat public number. It's necessary to promote the integration of disciplines in cruises, tour guides, catering, travel agency management, hotel specialties, etc. Building a theoretical environment, consolidate the foundation of marine tourism jobs, develop students' professional skills, and try role positions to enable students to develop in an all-round way instead of just focusing on tourism courses. Students can finally engage in their favorite work in the future.

V. CONCLUSION

There are many types of marine tourism talents in Guangdong-Hong Kong-Macao Greater Bay Area, which require a large number of enterprises. At present, the tourism enterprises of Greater Bay Area of Guangdong, Hong Kong and Macao mainly include the following types: marine tourism scenic spots enterprises, coastal tourism resort entertainment enterprises, sea cruise yacht clubs, island city travel agencies, island and coastal hotels, marine tourism transportation enterprises, marine catering enterprises, and oceans tourism shopping companies etc. With the continuous improvement of transportation facilities in Greater Bay Area and the more convenient customs clearance, marine tourism will usher in greater development, which will make the demand for talents of enterprises more vigorous.

In the future, it is necessary to guide the universities in Greater Bay Area of Guangdong, Hong Kong and Macao to strengthen the training of marine tourism professionals and build a precise training system for marine tourism talents. Colleges and universities need to strengthen the research and practice of the construction of marine tourism majors and related curriculum systems, also build special courses and write special textbooks. It's necessary to closely contact the marine tourism industry enterprises and continuously improve the research and practice of the school-enterprise cooperation mode of the practical training base.

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