



Research on the Current Status and Rapid Development of Sports Industry in Guangdong-Hong Kong-Macao Greater Bay Area

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Abstract. The coordinated development of the sports industry in the Guangdong-Hong Kong-Macao Greater Bay Area can not only enhance cultural exchanges among the three regions, foster a sense of unity among Hong Kong and Macao compatriots, and contribute to the harmonious and stable development of the Greater Bay Area, but also align with the goals and tasks of building a sports powerhouse, promoting the coordinated development of China's sports industry. This article focuses on exploring the achievements of coordinated development and exchange activities in the sports industry in recent years in the Guangdong-Hong Kong-Macao region, highlighting issues such as lack of unified coordination mechanisms, homogenization of cooperation and exchange activities, and insufficient talent exchanges. It proposes suggestions including establishing a unified coordination mechanism department, forming specialized leadership groups to comprehensively organize in-depth and sustainable brand events, and enhancing talent exchanges. Additionally, it elaborates on the opportunities and challenges faced by the sports industry in the Guangdong-Hong Kong-Macao Greater Bay Area under the new policies.

Keywords: Guangdong-Hong Kong-Macao Greater Bay Area; sports industry; coordinated development

1 Introduction

In 2022, the Central Committee of the Communist Party of China and the State Council issued the "Outline for the Implementation of the Strategy to Expand Domestic Demand (2022-2035)," which points out that to build and implement the Guangdong-Hong Kong-Macao Greater Bay Area, it is necessary to jointly promote the sports industry and sports industry development in the Greater Bay Area,^[12] jointly create a number of international and regional brand events, and establish a world-class city cluster in the new era. The exchange of sports industry in cultural exchanges is an indispensable part of building the Guangdong-Hong Kong-Macao Greater Bay Area. By 2024, the total scale of the Greater Bay Areas sports industry has reached 734.5 billion yuan, with an

added value of about 234.3 billion yuan, representing year-on-year increases of 13% and 10%, respectively. In 2025, it coincides with the year of significant transformation in China's sports industry, and the coordinated development of sports industry exchanges in the Guangdong-Hong Kong-Macao Greater Bay Area can not only serve as a bond for cultural exchanges among the people of Guangdong, Hong Kong, and Macao but also promote mutual learning and experience sharing to drive the coordinated development of local sports industries.

2 The Current Situation of Coordinated Development of Sports Industry in Guangdong-Hong Kong-Macao Greater Bay Area

2.1 The Additional Industry and the Sports Industry Develop in Tandem

The development of core commercial competition mechanisms in the sports industry is closely related to the additional industries; the larger the scale and higher the competitive level of commercial competitions, the greater their appeal, additional industry value, and total industry volume. There is a significant gap between China's sports industry development and that of European powerhouses. After the return of Hong Kong and Macao, sports exchanges among Guangdong, Hong Kong, and Macao have accelerated, and the intensity of cooperation and exchange has been elevated to a new level. A large amount of sports resources, such as talent, projects, and funds, have flowed into the Guangdong-Hong Kong-Macao Greater Bay Area. The government, enterprises, and social organizations have also collaborated together,^[1] as shown in Figures 1 and 2. The high-quality development index of the sports industry and the integration index of sports, tourism, culture, and commerce in the Greater Bay Area from 2016 to 2023 indicate that all indicators have been continuously improving,^[13] indicating that the sports industry in the Guangdong-Hong Kong-Macao Greater Bay Area has entered a stage of comprehensive cooperation and development.^[9]

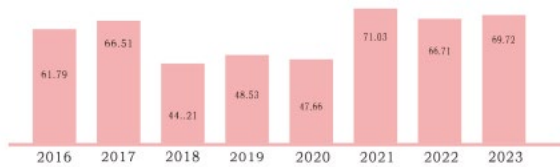


Fig. 1. Sports Industry High-quality Development Index (Figure 1)

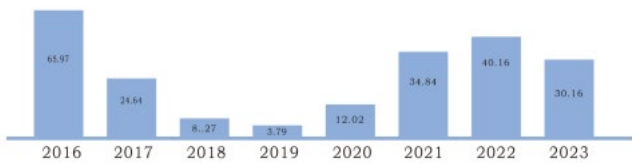


Fig. 2. Sports and Tourism Integration Index (Figure 2)

2.2 Promote Cooperation and Exchanges in Sports Events in the Guangdong-Hong Kong-Macao Greater Bay Area

Nowadays, the sports industry development and exchange in the Guangdong-Hong Kong-Macao Greater Bay Area are increasingly active, with professional competitions frequently taking place. The successful hosting of various major events, including table tennis, badminton, handball, fencing, cycling, rock climbing, equestrian sports, and more, in the 2024 Greater Bay Area Series has provided a vibrant and dynamic platform for the exchange, display, and competitive improvement of sports talents in the Greater Bay Area^[2].

3 Problems Existing in the Coordinated Development of Sports Industry in Guangdong-Hong Kong-Macao Greater Bay Area at Present

3.1 There are Differences in the Management System of the Three Places and Lack of Coordination and Unification Mechanism

There are significant differences in management systems, the Guangdong-Hong Kong-Macao Greater Bay Area consists of 9 cities from the mainland plus the two Special Administrative Regions of Hong Kong and Macao, China implements the One Country, Two Systems policy, which leads to an unprecedented urban cluster composition model of the Guangdong-Hong Kong-Macao Greater Bay Area. Hong Kong and Macao adopt a free economic system, and their sports management systems are also socially-oriented with the government playing an auxiliary role to the market and society. In contrast, the mainland implements a socialist market economy and sports management is also government-led, with all major and minor sports exchange activities requiring government coordination. Firstly, the differences in administrative systems, regulatory systems, economic policies, such as tariff standards, among the three regions result in certain bottlenecks and obstacles in sports industry cooperation and exchange, requiring more collaboration and innovation from the government departments of the three regions to address these issues^[3].

3.2 The Competition is Seriously Homogenized

The Guangdong-Hong Kong-Macao Greater Bay Area comprises three provincial-level administrative units, all of which have parallel status, and there is no institution responsible for overall coordination and management among the three regions. This leads to local governments conducting sports industry exchanges from their own perspectives, focusing more on their own interests, resulting in many sports exchange activities being highly homogeneous and repetitive, with poor clustering effects of the sports industry. These activities are superficial "formalistic events," aimed at proving their alignment

with national policies. These activities lack careful planning and are merely a replication of sports exchange activities that have already been held in other regions to their own jurisdiction.^[4]

3.3 There is no Unified Coordination Mechanism

Currently, relevant national departments have not yet established specialized institutions to coordinate sports industry exchange activities in the Guangdong-Hong Kong-Macao Greater Bay Area, lacking a unified coordination mechanism, which prevents large-scale cooperation and exchange activities for promoting the development of the sports industry. There is also a lack of regional policy synergy to establish a cross-regional sports tourism industry collaboration mechanism. Compared with the worlds three major bay areas, Chinas Greater Bay Area has the uniqueness of "one country, two systems, three jurisdictions, one customs territory, three currencies, and four central cities," leading to institutional differences and coordination challenges in the development of its sports and cultural tourism industries.^[11]

3.4 The Cities in the Guangdong-Hong Kong-Macao Greater Bay Area are not Closely Connected, and There are Doubts About the Intention of Cooperation

Since the construction of the Guangdong-Hong Kong-Macao Greater Bay Area, numerous sports events have been organized. However, most of these events are led by a single city, with little strong cooperation and exchange between the governments of the cities. Especially among the mainland cities of the Greater Bay Area, events are mainly held to promote sports cooperation and exchange between the city and Hong Kong and Macao, rarely considering the cooperation and exchange among the nine cities of the mainland of the Greater Bay Area, which leads to weaker economic cities with poorer sports atmospheres being unable to participate in sports activities. Over time, these cities may not prioritize the sports industry as a key sector in responding to the policy calls of the Guangdong-Hong Kong-Macao Greater Bay Area.^[11]

4 Countermeasures and suggestions for the Coordinated Cooperation of Sports Industry in Guangdong-Hong Kong-Macao Greater Bay Area

4.1 It is Suggested to Unify and Coordinate Departments and Improve the Coordination Mechanism

Currently, to strengthen the coordination mechanism for sports industry cooperation and exchange activities among the three regions of the Guangdong-Hong Kong-Macao Greater Bay Area, it is necessary to establish a super-provincial-level institution responsible for planning and coordinating sports exchanges under the guidance of relevant departments such as the General Administration of Sport of China and the State

Councils Hong Kong and Macao Affairs Office. This institution will not only be responsible for managing sports exchange and cooperation in the sports industry, as well as promoting school-enterprise collaboration and development, ensuring a unified approach to organizing and hosting various events, but will also be responsible for balancing city-specific events among the Greater Bay Area cities, reducing issues such as homogenization and redundant construction of sports events. Additionally, a committee of experts and advisors for sports events in the Guangdong-Hong Kong-Macao Greater Bay Area should be formed, comprising well-known sports clubs from the three regions, enterprises related to the sports industry, non-governmental sports organizations and groups, and influential sports industry professionals. This committee, with strong professional expertise, will regularly propose specific demands for organizing sports events, provide support, research, and solutions to problems encountered during the activities.^[5]

4.2 Establish a Leading Group to Deepen Cooperation and Exchange in the Sports Industry of the Greater Bay Area

According to the guidance of the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area, a leadership group for the development of the sports industry in the Guangdong-Hong Kong-Macao Greater Bay Area should be established to ensure the smooth progress of work, further expand the content, depth, and influence of sports cooperation and exchange activities. Promote multi-dimensional and in-depth exchanges and cooperation in various fields such as professional sports competition exchanges, civilian sports exchanges, youth sports event exchanges, sports e-sports exchanges, sports talent cultivation, sports venue facility construction, event establishment and operation, sports information, and sports technology development. Through the construction of sports technology venues, fitness and leisure industries, sports venue industries, and sports tourism, endow the Bay Area with new vitality, form a scientific management system, continuously build a scientific management system for the development of the sports industry, and fully leverage regional policy advantages,^{[15]-[16]} economic strength advantages, and urban agglomeration advantages to create a comprehensive yet in-depth sports industry cooperation and exchange situation in the Guangdong-Hong Kong-Macao Greater Bay Area.^[6]

4.3 Improve the Talent Exchange System

Whether in terms of the scale, fame, influence, or industrial value of the events, it is more practical to strengthen cooperation and exchange between youth training players from the three regions and sports professionals. Youth training cannot be separated from campus sports, and a comprehensive sports competition system for schools in the Greater Bay Area should be established. A well-developed talent cultivation and exchange plan should be formulated, recommending outstanding coaches, scouts, managers, and technical personnel to take up vacant positions in various sports industries in the Greater Bay Area each year. For coaches or retired professional players from mainland China who are particularly excellent and have rich professional experience, certain

subsidies should be provided to encourage them to contribute to the development of sports industries in Hong Kong and Macao. For outstanding sports professionals from Hong Kong and Macao, recommendation channels should be provided to select sports experts and talents needed by the Greater Bay Area, emphasizing professional and directional training to cultivate highly specialized and comprehensive practical talents.^[7]

4.4 Learn from the Worlds Three Major Bay Areas

Learning the characteristics of the New York Bay Area sports industry: International Sports Headquarters + Sports Events + Sports Services. Learning the characteristics of the San Francisco Bay Area sports industry: Sports Technology + Sports Events. Learning the characteristics of the Tokyo Bay Area sports industry: Sports Entertainment + Sports Events.^[10] Continuously learning from the development experiences and complementary advantages of the worlds three major Bay Areas can better improve and promote the development of Chinas Greater Bay Area sports industry.^[8]

5 Conclusion

The strategic planning for the development of the Guangdong-Hong Kong-Macao Greater Bay Area has brought new opportunities and challenges to the sports industry in the region, requiring a grasp of the pulse of the times, fully leveraging its own role to contribute to the construction of a sports powerhouse. Differences exist in laws, policies, and cultures across different regions, necessitating enhanced coordination and cooperation. The sports and cultural tourism industries in the region must continuously upgrade, innovate, and practice. The future of the Greater Bay Area holds boundless potential for development, and under the guidance of national strategies, it will undoubtedly facilitate the steady development of the Guangdong-Hong Kong-Macao Greater Bay Area by embracing new opportunities. At the same time, a new round of technological changes, represented by artificial intelligence, must break down the boundaries between traditional industries, closely following the important trends of global economic growth and modern industrial development. Sports, as a crucial component of modern services,^{[12]-[14]} are integrating with tourism, culture, and commerce, and their synergistic development is becoming a significant force in expanding intelligent application scenarios, building a high-quality and efficient service industry system, and promoting the construction of a modern industrial system. Innovatively creating new sports consumption landscapes from the perspective of supply and demand, addressing practical issues in the high-quality development of the sports industry,^{[14]-[16]} establishing a unified coordination mechanism, management departments, coordination, integration, and management of sports industry cooperation and exchanges in the Guangdong-Hong Kong-Macao Greater Bay Area, and formulating distinctive, influential, and sustainable cooperation and exchange events Strengthening the mutual learning and exchange of sports industries among the three regions promoting the development of the sports industry in the Guangdong-Hong Kong-Macao Greater Bay Area also enhances the exchanges between compatriots from the three regions increasing the

sense of unity and national pride eliminating contradictions and misunderstandings and building a harmonious development and win-win cooperation in the Guangdong-Hong Kong-Macao Greater Bay Area.

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