

Exploration on the Cultural Exchange Between Guangdong-Hong Kong-Macao Great Bay Area and Southeast Asian Countries Under the Belt and Road Initiative

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Abstract—The 21st Century Maritime Silk Road is an important part of the “Belt and Road”. Guangdong-Hong Kong-Macao Great Bay Area is an important transportation hub for the Silk Road Economic Belt and a new bridge and new link for cultural exchanges between China and Southeast Asian countries. Relying on the “going out” strategy of culture, building a national-level cultural exchange platform, actively promoting the integration of cultural exchanges and tourism, integrating multi-party resources, deepening the cultural exchanges between Guangdong-Hong Kong-Macao Great Bay Area and Southeast Asian countries, will open up more space for multi-bilateral cooperation between Guangdong-Hong Kong-Macao Great Bay Area and Southeast Asian countries.

Keywords—21st Century Maritime Silk Road; Guangdong-Hong Kong-Macao Great Bay Area; cultural exchange; tourism

I. INTRODUCTION

The Maritime Silk Road has a history of more than more than 2000 years, it is a way to connect our country with the rest of the world, it has been famous in the history of Chinese and foreign cultural exchanges, wrote a glorious chapter, and promoted the political communication and cultural intercourse between China and the world. In October 2013, when President Xi Jinping visited ASEAN, he proposed the strategic vision of the 21st Century Maritime Silk Road and pointed out that “The initiative to build “The Belt and Road” initiative originated in China, but the opportunities and achievements belong to the world.” “The vision and action to promote the construction of the Silk Road Economic Belt and the 21st Century Maritime Silk Road” put forward the “full play of the Shenzhen Qianhai, Guangzhou Nansha, Zhuhai Hengqin, Fujian Pingtan and other open cooperation areas, deepening cooperation with Hong Kong, Macao and Taiwan, to create the Guangdong-Hong Kong-Macao Great Bay Area.” [1]

The Guangdong-Hong Kong-Macao Great Bay Area is a city of “2+9”, “2” represents the Hong Kong Special Administrative Region and the Macao Special

Administrative Region, “9” represents Shenzhen, Huizhou, Dongguan, Guangzhou, Foshan, Zhaoqing, Zhuhai, Zhongshan and Jiangmen. [2] The Guangdong-Hong Kong-Macao Great Bay Area has a large number of airport groups and the airport group based on the formation of the airport Economic Zone, Guangzhou as the center of the Guangdong-Hong Kong-Macao Great Bay Area, Guangzhou Baiyun Airport as one of China's three major aviation hubs, called “Connecting the World's nodes”, as of the end of August 2018, Guangzhou Baiyun Airport operates 78 airlines, including 46 International airlines, regional airlines 4 domestic Airlines 28, formed a “4-hour air traffic circle” with domestic and Southeast Asia's major cities.

“The country's turn is in the hands of the people, and the people's love is in the heart.” “Civilization is colorful because of communication, and civilization is enriched by mutual learning.” The “4-hour Air traffic circle” provides a more convenient way to exchange and enhance understanding between the Guangdong-Hong Kong-Macao Great Bay Area and the Southeast Asian countries, and it has woven new ties for the enhancement of dialogue and communication between different cultures and civilizations. In view of the existing study [3][4][5][6][7][8], about 200 literatures were retrieved from the Guangdong-Hong Kong-Macao Great Bay Area, which focused on the economic development of the Guangdong-Hong Kong-Macao Great Bay Area, but there was a lack of research on the cultural exchanges between the Guangdong-Hong Kong-Macao Great Bay Area and the Southeast Asian countries. In order to build a world-class Bay Area, culture as a soft power and spiritual carrier to enhance regional competitiveness, we need to explore the cultural exchanges between Guangdong-Hong Kong-Macao Great Bay Area and the South-East Asian countries.

II. THE GREAT ADVANTAGE OF CULTURAL EXCHANGES BETWEEN THE SOUTHEAST ASIAN COUNTRIES AND THE GUANGDONG-HONG KONG-MACAO GREAT BAY AREA

Southeast Asia is the first stop of China's maritime Silk Road; it is an important hub of the 21st Century Maritime Silk Road and plays an important role in the cultural exchange with China. Since the beginning of the 21st century, the formation of the "four-hour air traffic circle" has undoubtedly made the cultural exchange between Guangdong-Hong Kong-Macao Great Bay Area and Southeast Asia increasingly close, Southeast Asian countries have natural advantages in terms of geographical location, tourism resources, and the richness of cultural exchanges.

A. Southeast Asia Has a Unique Location

From the map of the world, Southeast Asia connects Asia and Oceania, communicates with the Indian Ocean and the Pacific Ocean, and adheres to the essentials of shipping. Since ancient times, it has been an important hub for world ocean transportation. The Straits of Malacca between Malay Peninsula and Sumatra is also known as "the sea." "Crossroads" is an important channel connecting the ports of Europe, the Pacific West Coast and the ports along the Indian Ocean. With the development of maritime trade activities, Chinese culture spreads to Southeast Asia, promotes the economic and cultural development of Southeast Asian countries, and spreads to the world. From the map of Asia, Southeast Asia is connected with China or the mountains and rivers, or across the sea. The sea and land transportation is very convenient, which is conducive to the cultural exchanges between the two sides. Since the Qin and Han Dynasties, it has developed over the past two thousand years and has expanded in scale. In 2017, Guangzhou Baiyun Airport has more than 15 million international passengers, and international passengers accounted for 24%. The completion of the international hub has created a good environment for the smooth implementation of the 21st Century Maritime Silk Road strategy.

B. Guangdong-Hong Kong-Macao Great Bay Area and Southeast Asian Countries Have Relatively Smooth Cultural Exchanges

Guangdong-Hong Kong-Macao Great Bay Area is a world-class urban agglomeration built in China. Cultural diversity is a common feature of Guangdong-Hong Kong-Macao Great Bay Area and many Southeast Asian countries. Some countries such as Malaysia and Singapore are multicultural countries. Due to the crossroads of the intersection of East and West cultures and contacts, Southeast Asian countries are inevitably influenced by Islamic and Christian culture, the influence of India and China, and especially the profound influence of leading Chinese culture on Southeast Asian countries. This is a remarkable feature that Southeast Asian culture cannot ignore. The culture of Guangdong is an integral part of the rich and colorful Chinese culture. It not only reflects the connotation of Chinese culture, but also has local characteristics, especially the southern characteristics. The

regional culture of Guangdong-Hong Kong-Macao Great Bay Area is closely related to Southeast Asia and even has different degrees of commonality. For this reason, Southeast Asia is more likely to understand each other's cultural differences in cultural exchanges with Guangdong-Hong Kong-Macao Great Bay Area. It is easier to move to a higher level in cultural integration.

C. Chinese Overseas Play a Role in Promoting Cultural Exchanges

In the history of Sino-Foreign relations, people have played a very important role as the main medium of cultural exchange. At the beginning of 19th century, Siam had 700,000 Chinese immigrants. Indonesian islands, Malay Peninsula, Vietnam, Cambodia and other Chinese populations are also growing rapidly, the Malay Peninsula Johor, Penang, Kelantan, Song ka, the Vietnamese Lieutenant and the Mekong Delta, Myanmar Yangon and other land, have a considerable number of Chinese immigrants. On the eve of the Opium War (1840), the number of Chinese in Southeast Asia has reached 1.5 million. Historically, due to the advantages of the coastal areas of Guangdong, Hong Kong and Macao, many people have moved south to live in Southeast Asia, bringing the fine traditions, customs and culture of the Chinese nation to East Asia. Today, "Chinatown" is almost present in important cities in Southeast Asia. Tens of millions of Chinese and overseas Chinese live in Southeast Asia, accounting for a large proportion of the local population. With the advancement of the strategy of the 21st Century Maritime Silk Road, the Chinese and overseas Chinese have been actively participating actively, which has greatly promoted cultural exchanges between the government and the private sector, and has become a messenger and bridge for spreading Chinese culture in Southeast Asia. Cultural development and social progress have made important contributions, which have effectively promoted the cultural prosperity of Southeast Asian countries.

D. The Booming Tourism Industry Further Enhances Cultural Exchanges

Guangdong-Hong Kong-Macao Great Bay Area and Southeast Asia are rich in tourism resources and have unique regional characteristics. Southeast Asia's tropical scenery and coastal scenery, Guangdong-Hong Kong-Macao Great Bay Area has a vast territory and excellent material conditions, which can not only promote the economic development of China and Southeast Asian countries, but also expand cultural exchanges. With the implementation of the 21st Century Maritime Silk Road, Guangdong-Hong Kong-Macao Great Bay Area can use coastal port cities to jointly develop a variety of cultural tourism projects with the theme of Maritime Silk Road and Southeast Asia and continuously strengthen cooperation in maritime tourism, dig deep into the rich historical and cultural connotations of the Maritime Silk Road and develop numerous cultural relics. Through the booming tourism industry, we will expand cultural exchanges between Guangdong-Hong Kong-Macao Great Bay Area and Southeast Asian countries.

III. DIFFICULTIES AND CHALLENGES IN CULTURAL EXCHANGES BETWEEN GUANGDONG-HONG KONG-MACAO GREAT BAY AREA AND SOUTHEAST ASIAN COUNTRIES

Since the conception of the Maritime Silk Road in 21st century, it has been welcomed by many Southeast Asian countries. However, the political instability in some Southeast Asian countries, the South China Sea issue and the relationship with China are the most realistic challenges facing the future construction and need to be actively addressed.

First, the challenges brought about by domestic political turmoil in some countries in Southeast Asia. As an important neighbor of China, Southeast Asian countries have always been an important part of China's neighboring diplomacy. This is of great significance for the cultural exchange between Guangdong-Hong Kong-Macao Great Bay Area and the Southeast Asian countries. However, although some countries in Southeast Asia have adopted a democratic system, they have existed in name only, the ruling party has changed frequently, and the foreign policy has become erratic. This has added instability to the construction of the 21st Century Maritime Silk Road, which is not conducive to long-term economic and trade development and cultural exchanges.

Second, the South China Sea issue has always restricted the cultural exchanges between Guangdong-Hong Kong-Macao Great Bay Area and some countries in Southeast Asia. For a long time, the dispute over the South China Sea has always affected the process of the construction of the Maritime Silk Road. It is also one of the important obstacles to cultural exchanges between China and Southeast Asian countries with territorial disputes. Although through bilateral and multilateral cooperation, China has demonstrated a unique concept of close neighbors, values, and culture for Southeast Asian countries, and advocated the community of human destiny, and injected deep cultural connotations into it, some Southeast Asian countries still have a certain degree of misunderstanding on the construction of the 21st century Maritime Silk Road. This potential impact on the choice of ideology and the autonomy of cultural communication and cultural exchange cannot be ignored.

Third, cross-cultural communication talents are still very scarce. Although Southeast Asian countries have many similarities with Guangdong-Hong Kong-Macao Great Bay Area's cultures, different countries still show distinct differences and diversity in the process of their own cultural construction and development. Cultural exchanges are formed through the joint action of concepts, consciousness and thoughts. Local cultures need long-term integration of foreign cultures in order to achieve cultural identity, conceptual identity, and value identification in different countries, and ultimately achieve mutual understanding, understanding, and cooperation. Large-scale cultural exchange activities require a large number of specialized talents to promote, but from the current situation, whether it is Guangdong-Hong Kong-Macao Great Bay Area or

Southeast Asian countries, there is a clear lack of such high-level professionals.

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IV. SUGGESTIONS ON STRENGTHENING CULTURAL EXCHANGES BETWEEN GUANGDONG-HONG KONG-MACAO GREAT BAY AREA AND SOUTHEAST ASIAN COUNTRIES

The Silk Road is the "Road of dialogue" for cultural exchanges between China and foreign countries. The report of the 19th National Congress of the Communist Party of China pointed out: "Strengthen the cultural exchanges between China and foreign countries, and focus on me and eclecticism. Promote the construction of international communication capabilities, tell the Chinese story, show the true, three-dimensional and comprehensive China, and improve the national cultural soft power."

A. *Advocating the Community Consciousness of Human Destiny and Extensively Carrying out Friendly Cultural Exchange Activities*

In recent years, Chinese culture has achieved remarkable results in foreign exchanges. Through ministerial conferences, cultural and cultural trades, forum discussions, exhibitions and art festivals, it has carried out multi-level and multi-channel cultural exchanges and cooperation, then, the Southeast Asian countries can have a full understanding and awareness of Chinese culture. At the same time, large-scale cultural exchange brand projects such as "Chinese Traditional Culture" and "Dream Silk Road International" have emerged as the times require, which has strongly enhance the understanding and respect of each other's cultures in China and Southeast Asian countries. The report of the 19th National Congress of the Communist Party of China stated that it adheres to the path of peaceful development and promotes the building of a community of human destiny; on March 11, 2018, the constitutional amendment adopted at the first meeting of the 13th National People's Congress clearly stated that "Develop diplomatic relations and economic and cultural exchanges with countries and promote the building of a community of human destiny." In the process of building the Maritime Silk Road in the 21st century, taking the community of human destiny as a guide and actively carrying out effective dialogues between different cultures will inevitably strengthen cultural exchanges and cooperation with Southeast Asian countries, enhance mutual understanding, and enhance mutual tolerance and appreciation. Promote the commonwealth of the people, the emotional integration, and the combination of ideas, and then promote the Guangdong-Hong Kong-Macao Great Bay Area to communicate with different countries and different cultures, and learn from each other.

B. Relying on the "Going out" Strategy of Culture and Building a National Cultural Exchange Platform

In recent years, from the official to the private sector, the urban agglomerations of Guangdong-Hong Kong-Macao Great Bay Area and the Southeast Asian countries have cooperated frequently in talent exchange, cultural industry, academic exchanges, language training, education and tourism, cultural and sports performances, and cultural exchanges have been continuously expanded, which has consolidated the foundation of multi-lateral friendship. Guangdong-Hong Kong-Macao Great Bay Area utilizes natural trade advantages and cooperates with Southeast Asian countries to form a series of expositions, tourism trade fairs, educational exchange weeks and other platforms to bring tangible benefits to both peoples. Cultural exchanges will also become an important carrier for inheriting and promoting the spirit of the 21st century Maritime Silk Road and promoting the community consciousness of human destiny. Therefore, we must promote cultural exchanges, cultural communication, cultural trade, expand channels for foreign cultural exchanges, continue to build national-level cultural exchange brand activities, strive to expand the "Circle of friends", while improving the existing cultural exchange platform, we will actively explore and build a national-level cultural exchange platform, and strive to promote the cultural exchanges and cultural trade development between Guangdong-Hong Kong-Macao Great Bay Area and Southeast Asian countries.

C. Integrating Multi-party Resources and Deepening Cultural Exchanges

The cultural exchange between Guangdong-Hong Kong-Macao Great Bay Area and Southeast Asian countries is a systematic project. It is necessary to bring together various forces and integrate all resources to participate and to rely on social group organizations and private enterprises to encourage social organizations and individuals to engage in cultural exchange activities between China and foreign countries. Integrate media such as press and publication, radio, film and television, academic institutions, etc., and promote the development of formal innovation and content refinement in cultural exchanges with Southeast Asian countries. Bring into play the role of ethnic, religious, overseas Chinese and other resources to reduce the cultural friction brought about by the differences in cultural differences; use the power of private capital and folk culture to promote more outstanding cultural products to go overseas, and combine the inheritance and development of the regional culture of Guangdong-Hong Kong-Macao Great Bay Area, and the cultural exchanges with Southeast Asian countries, and build a multi-level and wide-ranging pattern of foreign cultural exchanges. In order to promote the efforts of all kinds of forces under the guidance and support of the Government, we will give strong support to the policies and resources, expand the foreign cultural trade and deepen the foreign cultural exchanges.

D. Actively Promoting the Integration of Cultural Exchanges and Tourism

Tourism is a very comprehensive business, involving all aspects of cultural exchange and the Maritime Silk Road Tourism Integration exhibition, is an effective way to promote the Guangdong-Hong Kong-Macao Great Bay Area and Southeast Asian countries cultural exchange. First, integrate the historical and cultural tourism resources of the Maritime Silk Road, develop tourism special projects, and organize various kinds of special tourism activities, such as sailing in the sea, visiting museums, participating in festivals, and inspecting ancient waterways, etc., highlighting the customs of the Maritime Silk Road. Sexual and cultural, enhance cultural appeal and influence. The second is to do a good job in the development of tourism products for the Maritime Silk Road. Although some provinces and cities have deep historical and cultural resources of the Sea Silk Road, the scenic spots are not concentrated enough and are not fully developed. They should rely on the original historical human resources and adapt to local conditions. The construction of the Maritime Silk Road Memorial Hall or Museum will create a theme tourism destination, attracting tourists from Southeast Asian countries, and showing the unique charm of Chinese culture in the entertainment. The third is to attach great importance to the propaganda of the Maritime Silk Road. Through the compilation of biographies, legendary novels, printed commemorative albums, and public service advertisements on the Maritime Silk Road, expand the promotion of the Maritime Silk Road in the regional cultural tourism line of the Guangdong-Hong Kong-Macao Great Bay Area, show the brilliance of the Maritime Silk Road with outstanding literary and artistic works, and make China's outstanding culture famous in Southeast Asia and the world.

V. CONCLUSION

Guangdong-Hong Kong-Macao Great Bay Area is a new bridge and new link for cultural exchanges between China and Southeast Asian countries. Under the background of the 21st century Maritime Silk Road, the cultural exchanges between Guangdong-Hong Kong-Macao Great Bay Area and Southeast Asian countries will further enhance the cultural cognition and recognition of different countries, different classes and different nationalities.

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