Enriching Knowledge for the SS Tourism and Hospitality Studies Series:

Destination Geography– Major Tourism Region: Mainland China (including Greater Bay Area) (New)

高中旅遊與款待課程知識增益系列：

地理名勝–主要旅遊區域: 中國內地（包括大灣區）(新辦)

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Leading Hospitality and Tourism

Our agenda today

14:30 – 14:35   簡介 Introduction

14:35 – 15:50   主要旅遊區域–中國內地 Major Tourism Region –
                 Mainland China

                 問與答 Q&A

15:50 – 16:00   小休 Break

16:00 – 17:30   主要旅遊區域–大灣區 Major Tourism Region– Greater
                 Bay Area

                 問與答 Q&A

Major Tourism Region – Mainland China
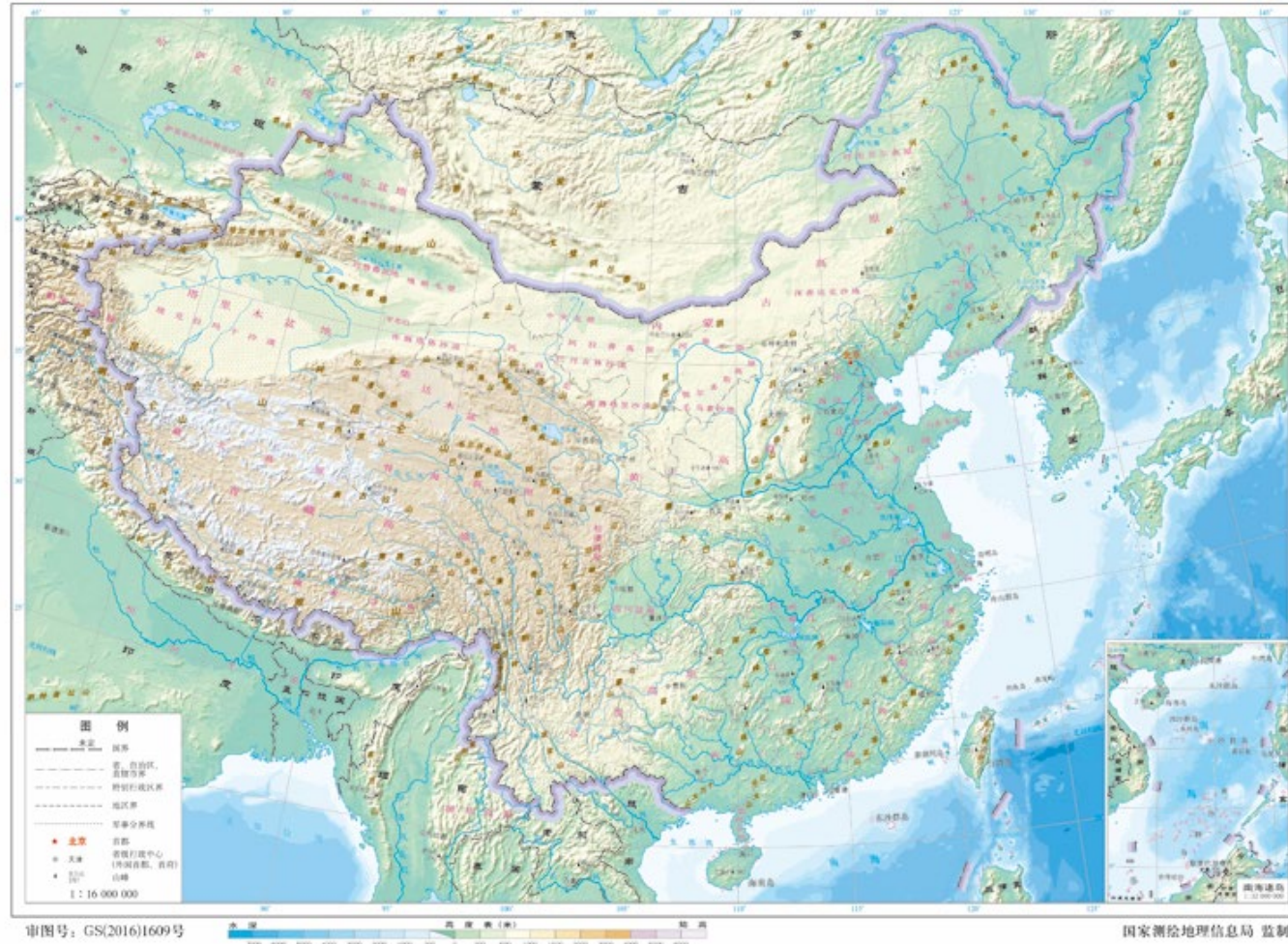
Leading Hospitality and Tourism

Background

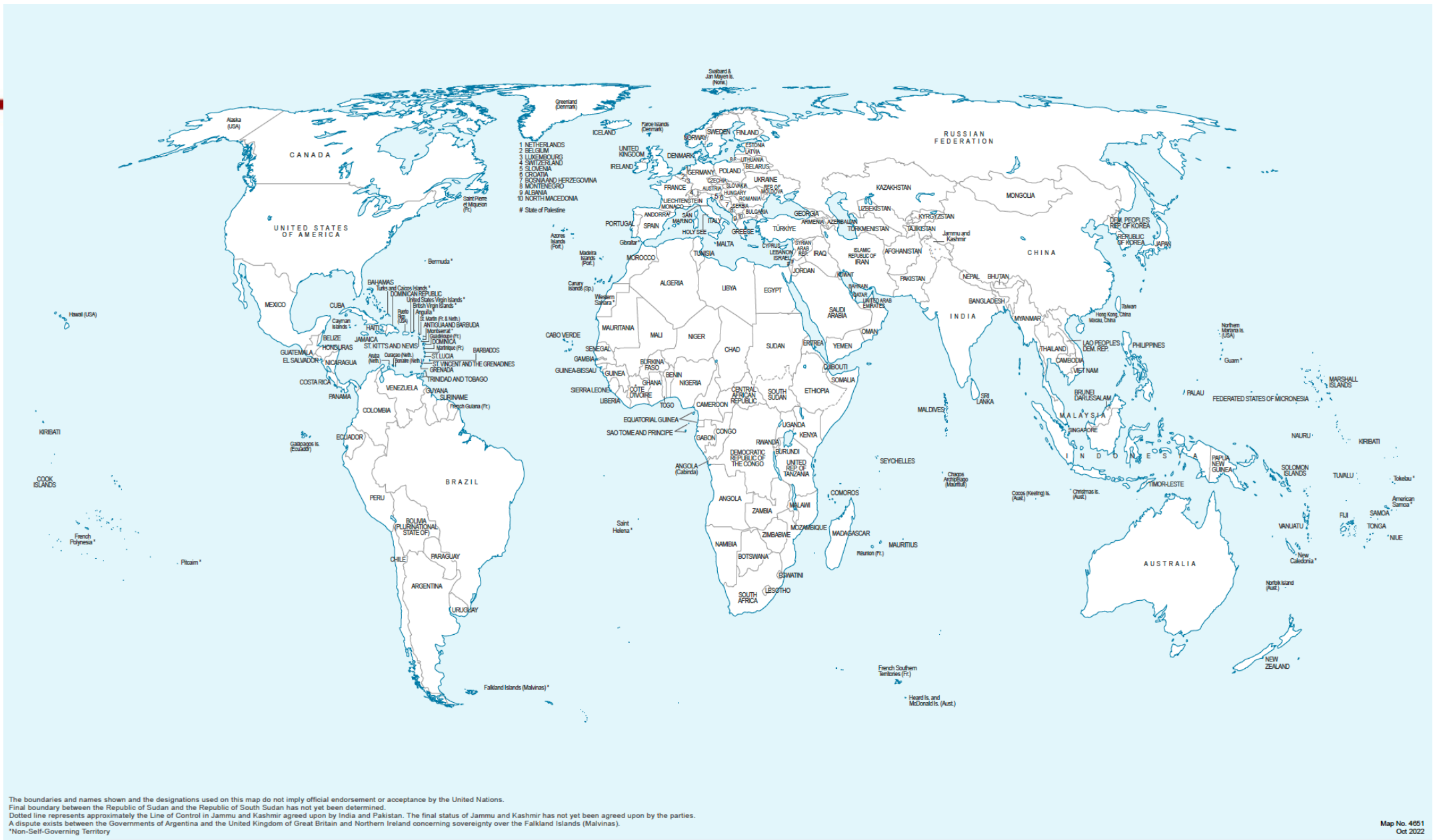|	
Country Name	The People's Republic of China
Capital	Beijing (GMT+8, all of China falls within one time zone)
Government	Communist
Population	1.4 billion
Ethnic group	Han (92%) ; 56 ethnic groups
Language	Mandarin & other Chinese dialects
Religions	Majority: Taoist, Buddhist Minority: Muslim, Christian
Monetary	Renminbi (Yuan – CNY)

Source: China Gov.cn, Learning and Teaching Materials developed by EDB

China map

中国地势图

Source: United Nations https://www.un.org/geospatial/content/map-world

Physical characteristics (1)

Located in Eastern Asia, bounded by the Pacific east

China's land surface slopes from west to east and can be divided into three zones:

1. The Qinghai-Tibet-Plateau (青藏高原)
   - Average altitude of over 4,000 m
   - The greatest highland area of the world -- the "Roof of the World"

Physical characteristics (2)

2. Begin from the East of the Kunlun Mountains (崑崙山脈)
- Average altitude of 1,000--2,000 m.
- The Tarim Basin (塔里木盆地)
- The Loess Plateau (黃土高原)
- The Sichuan Basin (四川盆地)
- The Yunnan Guizhou Plateau (雲貴高原)

Physical characteristics (3)

3. Begins at a line drawn around the Greater Hinggan (大興安嶺)

, Taihang mountain (太行山) , Wu mountain (巫山) and Xuefeng mountain (雪峰山) ranges and extends eastward to the coast.
- About 500-1,000 m in elevation
- Traditionally been the agricultural region of the country
- Where Chinese culture and civilization developed, and it is today the most densely populated area.

Physical characteristics (4)

Rivers

- The Yellow River (黃河）: 4,848 km in length
- The Changjiang (長江) : 5,983 km in length

Physical characteristics (5)

Climate :
- Extremely diverse
- Tropical in south to subarctic in north

6 major climate zones by temperature
- Tropical zone (熱帶；海南、廣東)
- Subtropical zone (亞熱帶；湖南、江西)
- Warm temperate zone (暖溫帶；北京、山東)
- Temperate zone (中溫帶；遼寧)
- Cold temperate zone (寒溫帶；黑龍江、內蒙古)
- Qinghai-Tibet Plateau temperate zone (青藏高原區；西藏、青海)

Tourism Characteristics

- Includes scenic spots and historical sites, spectacular landscapes, and colorful and varied national customs

- Chinese culture is the dominant attraction

- Chinese music, dance and opera, and the culture and customs of ethnic minorities are treasure stores of tourism resources

Tourism Development (1)

Modern tourism in China sprang up in the early 1950s

Since the initiation of the policies of reform and opening to the outside world in 1978, China's tourism has entered a stage of rapid development

Inbound Tourists Sources (2001-2018)

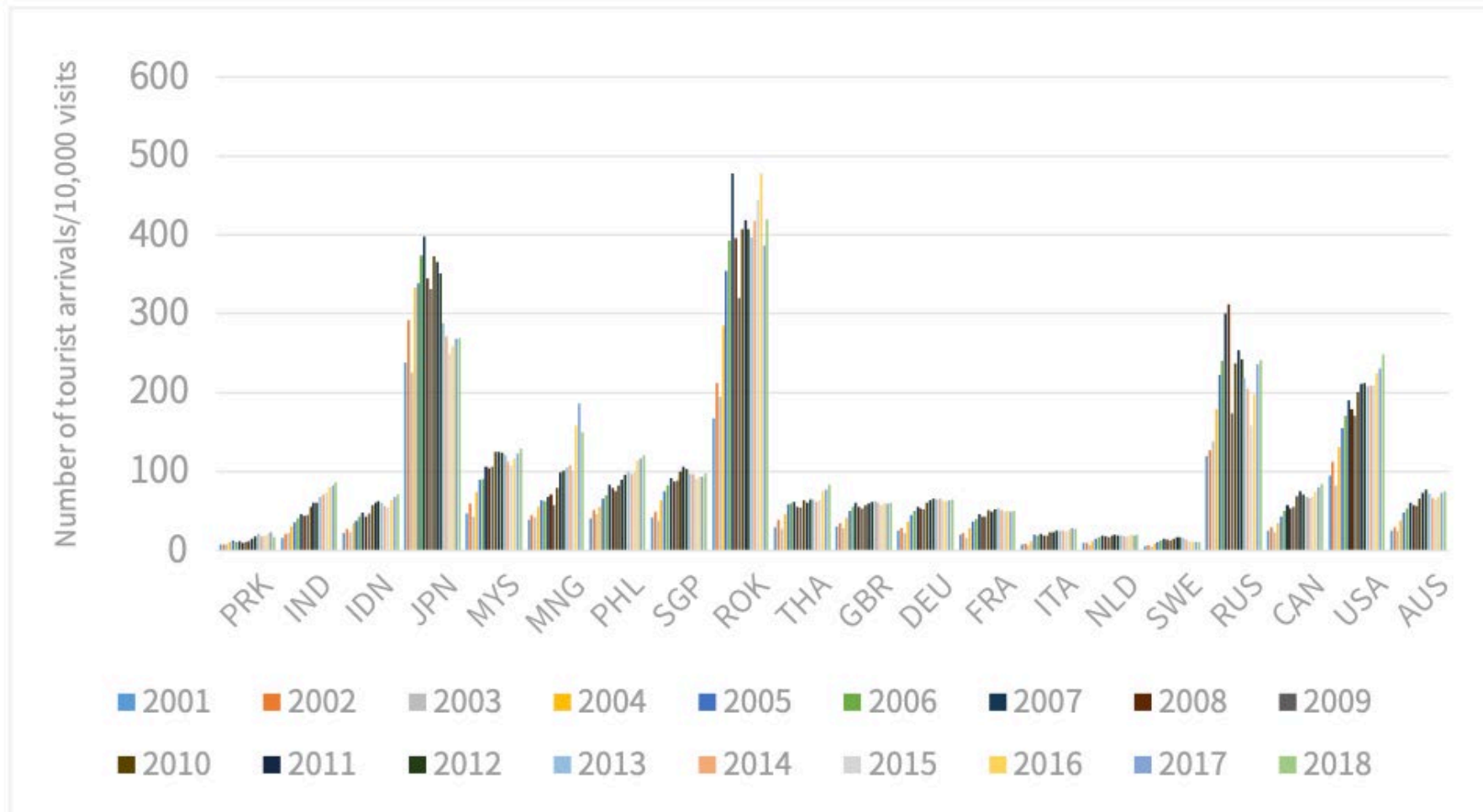Figure 1-4 Source countries for inbound tourism 2001-2018
[Data source: National Bureau of Statistics]

Tourism Development (2)

- Now, China has become an important tourism destination in Asia, and the fourth large tourism country in the world

- It is estimated that, by 2030, China will be the world's No. 1 tourism destination.

Major destinations

- Beijing
- Shanghai
- Hangzhou
- Hainan
- Xian

Beijing

Beijing is the capital of the People's Republic of China.

Beijing Location - Beijing is situated at 40 degrees north latitude and 116 degrees of longitudes. It is 43 meters above sea level and 183 kilometers from the sea. Beijing covers an area of 16,800 square kilometers, 38% of it is flat land and 62% mountains.

Population - about 21.33 million.

Beijing

Climate - From July and August, temperatures in Beijing can hit 38 C, coinciding best time for visiting the north is spring and autumn. Daytime temperatures range from 20 C to 30 C and drop a lot at night.

Tourist season - April to October, the best time to visit Beijing is May, September and October, when people enjoy bright sunny day.

Top Tourist Attractions

Forbidden City (The Imperial Palace)（故宮）

Great Wall of China（萬里長城）

Summer Palace（頤和園）

Temple of Heaven（天壇）

Beijing Capital Museum（首都博物館）

Shanghai

The largest city in China

Shanghai Location

Shanghai is situated at 31°41' north latitude and 121°29' east longitude. The city, whose name literally means "on the sea", is located on the East China Coast just to the south of the mouth of the Yangtze river. Bordering on Jiangsu and Zhejiang provinces on the west, Shanghai is washed by the east China sea on the east and Hangzhou bay on the south.

Shanghai

Area -the city covers an area of 6,340.5 square kilometers, which extends about 120 kilometers in north and south and nearly 100 kilometers in east and west. Shanghai has an urban area of 2,643 square kilometers, land area of 6,219 square kilometers and water area of 122 square kilometers.

Population - The current metro area population of Shanghai in 2022 is 28.51million.

Shanghai

- The average temperature is around 15.7 C. The city has a humid subtropical climate, which is heavily influenced by the monsoons. Temperature varies widely from -10 C to 41 C.

- Shanghai weather is dominated by all the four seasons. Summers starts in the month of June. The months of July and August are the hottest, recording an average high of 32 degrees. In spite of being hot and humid, summer is the peak season for tourism. Summers experience torrential rain quite frequently.

- Often during a year, the city experiences a few spells of typhoon. The cyclone inflicts a considerable amount of damage to the city.

Top Tourist Attractions

The Bund（外灘）

Oriental Pearl TV Tower（東方明珠電視塔）

Nanjiang Road（南京路）

YuYuan (Yu Garden)（豫園）

The Pudong New Zone（浦東新區）

Hangzhou

The capital of Zhejiang province

Population – around 8. 05 million

Climate - Hangzhou's climate is Humid Subtropical with four distinctive seasons. The average annual temperature in Hangzhou is 16.2°C. The summers are hot and humid, while winters are relatively cool and dry. In July, the hottest month, the average temperature is approximately 33.8°C; in January the average temperature is about 3.6°C.

Top Tourist Attractions

West Lake（西湖）

Thousand-Island Lake scenery spot.（千島湖景區）

Hainan

Hainan is the largest island administered by the People's Republic of China. The size of Hainan is comparable to the size of Belgium.

Area: 339,200 square kilometers

Population: 9.25 million

Provincial Capital: Haikou

Climate - enjoys a monsoon sub tropical AND tropical climate with annual average temperatures ranging between $18°C$ and $28°C$ and annual rainfall between 1,500 mm and 2,000 mm. An average of about 12 hours per day have daylight and more than 300 days of a year, on average, are sunny.

Top Tourist Attractions

Yalong Bay（亞龍灣）

Sanya City（三亞）with seven-kilometre beach.

Xi'an

Xi'an (historically known as Cháng'ān), is the capital of the Shaanxi province in the People's republic of China and a sub-provincial city. As one of the oldest cities in Chinese history, Xi'an is one of the Four Great Ancient Capitals of China because it has been the capital (under various names) of some of the most important dynasties in Chinese history, including the Zhou, Qin, Han, the Sui, and Tang dynasties.

Xi'an

Area - 9,983 km²

Population – 8.54 million

Climate - Xi'an has a continental climate. The region is characterized by long, hot summers, and cold, dry winters. Spring and autumn are brief in between. Xi'an receives most of its annual precipitation from August to late October in the form of rain. Summer seasons also experience frequent but short thunderstorms.

Top Tourist Attractions

City Wall of Xi'an（西安城墙）

Terracotta Army（兵馬俑）

Bell & Drum Tower（鐘樓鼓樓）

Grand Tang Dynasty Ever-bright City（大唐不夜城）

Major Tourism Region – GBA

GBA

The "Guangdong-Hong Kong-Macao Greater Bay Area" ("Greater Bay Area" or "GBA" for short)

- Nine municipalities in Guangdong Province (Dongguan, Foshan, Guangzhou, Huizhou, Jiangmen, Shenzhen, Zhaoqing, Zhongshan, and Zhuhai)

- The two Special Administrative Regions of the Peoples' Republic of China,
  - Hong Kong
  - Macao

GBA in a glance

[Greater Bay Area Maps](#)

GBA Economic Profile

Disparity

- Land: Huizhou (11,347 square kilometers) and Macao (31 square kilometers).
- Permanent population Guangzhou (14.5 million) and Macao (0.7 million).
- GDP: Hong Kong (USD 341 billion) and Zhaoqing (USD 32.6 billion)
- Industry: Hong Kong and Macao are dominated by the service sector, while those of Zhaoqing, Foshan, and Huizhou are still dominated by manufacturing.
- Hong Kong
  - The dominant recipient of foreign direct investment in the GBA, accounting for USD 117.4 billion out of a total of USD 140.7 billion in 2017.
  - Hong Kong's USD 497.3 billion in exports is misleading, since USD 491.7 of those exports were re-exports. Shenzhen and to a lesser extent Dongguan are the region's real export powerhouses.

GBA Economic Profile

Exhibit 2.1. Major Economic Indicators of GBA, 2017

City	Land Area (sq km)	Population (mn)	GDP (USD bn)	Per-capita GDP (USD)	GDP share of tertiary industry (%)	Exports (USD bn)	Utilized FDI (USD bn) [2]
GBA	**55,906**	**69.6**	**1,513.4**	**21,750**	**65.6**	**1,090.2**	**140.7**
Hong Kong [1]	1,106	7.4	341.4	46,190	*92.2*	497.3	117.4
Macao [1]	31	0.7	50.4	77,600	*93.4*	1.4	1.5
Guangzhou	7,249	14.5	318.2	22,320	70.9	85.7	6.3
Shenzhen	1,997	12.5	332.0	27,120	58.6	244.6	7.4
Foshan	3,798	7.7	141.3	18,450	40.1	46.7	1.6
Dongguan	2,460	8.3	112.2	13,530	52.3	104.0	1.7
Huizhou	11,347	4.8	56.7	11,880	40.7	33.0	1.1
Zhongshan	1,784	3.3	51.1	15,750	47.8	30.4	0.5
Jiangmen	9,505	4.6	39.8	8,740	44.7	15.9	0.5
Zhuhai	1,736	1.8	38.0	22,100	48.0	27.9	2.4
Zhaoqing	14,891	4.1	32.6	7,940	38.3	3.3	0.2

Exhibit 2.2. GDP by City in the GBA
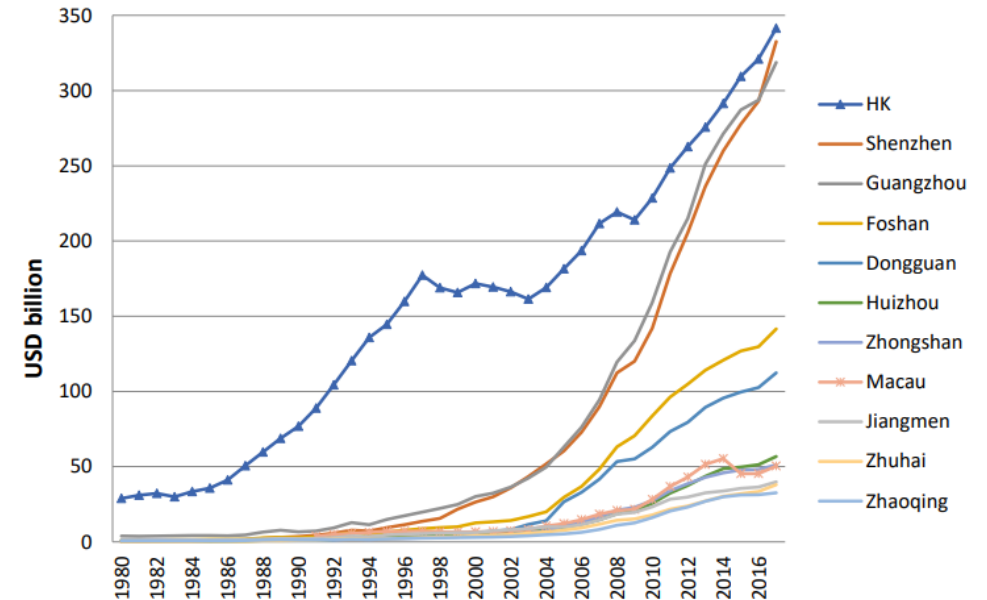
Sources: Hong Kong Census and Statistics Department, Guangdong Statistical Bureau, Macao Statistics and Census Service.

Source: 2022 Foundation Ltd.

Linkages and Interactions in the Region

- Trade in goods and cargo flows
  - Guangdong -> Hong Kong and Macao -> other countries
- Trade in services
  - Guangdong with Hong Kong and % of Guangdong in China
- Foreign investment and financial flows in the GBA
  - Hong Kong connects foreign countries with Guangdong

Exhibit 2.33. Mainland-related Bank and non-Bank Exposures by Hong Kong Institutions, HKD billion

As at end of	Mainland-related Lending of the Banking Sector				Other Mainland-related Non-banking Exposures		
	Mainland State-owned Entities[1]	Mainland Private Entities	Non-Mainland Entities[2]	Total	Negotiable Debt Instruments and Other On-balance Sheet Exposures	Off-balance Sheet Exposures	Total
2013 Dec	1,171	509	940	2,620	566	448	1,015
2014 Dec	1,479	584	1,162	3,225	636	392	1,028
2015 Dec	1,398	660	1,274	3,331	647	386	1,033
2016 Dec	1,432	837	1,295	3,564	722	515	1,237
2017 Dec	1,711	1,017	1,460	4,188	920	411	1,331
2018 Mar	1,800	1,123	1,486	4,409	950	415	1,365

Source: 2022 Foundation Ltd.

Visitor Flows in the GBA

- Hong Kong is a leading international travel destination.
  - In 1997, total visitors to Hong Kong were 11.2 million. By 2016 this had grown to 56.7 million.

- Macao is also a leading international travel destination.
  - In 2008, total visitors to Macao were 22.9 million. By 2017, this had grown to 32.6 million

Visitor Flows in the GBA

Year	Chinese Mainland	Other Locations	Total
1997	2.4	8.9	11.3
1998	2.7	7.5	10.2
1999	3.2	8.1	11.3
2000	3.8	9.3	13.1
2001	4.5	9.3	13.7
2002	6.8	9.7	16.6
2003	8.5	7.1	15.5
2004	12.3	9.6	21.8
2005	12.5	10.8	23.4
2006	13.6	11.7	25.3
2007	15.5	12.7	28.2
2008	16.9	12.6	29.5
2009	18.0	11.6	29.6
2010	22.7	13.4	36.0
2011	28.1	13.8	41.9
2012	34.9	13.7	48.6
2013	40.8	13.6	54.3
2014	47.3	13.6	60.8
2015	45.8	13.5	59.3
2016	42.8	13.9	56.7
Average Growth Rate	16%	2%	8%

Region	Percentage of Mainland Visitors
Guangdong Total	55.0
GBA 9 Cities	51.8
Guangzhou	18.0
Shenzhen	14.7
Foshan	4.9
Dongguan	4.1
Zhongshan	2.6
Zhuhai	2.6
Jiangmen	2.5
Huizhou	1.6
Zhaoqing	0.8
Shanghai	7.8
Beijing	6.2
Fujian	4.6
Zhejiang	4.0

Source: Hong Kong Tourism Board, 2018.

Source: 2022 Foundation Ltd.

Visitor Flows in the GBA

Exhibit 2.14. Average Daily Vehicle Trips between Hong Kong and Chinese Mainland, Vehicle Type

Vehicle type	1999	2001	2003	2006	2007	2009	2011	2013/14	2015
Container truck	13 700	12 600	12 800	11 300	11 000	8 800	9 500	8 500	7 900
	45.6%	40.2%	32.7%	26.8%	24.6%	20.4%	21.5%	20.2%	18.4%
Goods vehicle (other than container truck)	12 000	12 100	15 700	15 800	15 600	13 900	12 900	11 800	12 400
	40.0%	38.7%	40.4%	37.5%	34.8%	32.4%	29.2%	28.0%	28.8%
Private car	3 300	5 200	7 500	11 600	14 100	16 700	18 400	18 100	18 900
	11.0%	16.5%	19.3%	27.6%	31.6%	38.9%	41.6%	43.1%	43.7%
Coach	900	1 000	2 100	2 300	3 000	2 600	2 500	3 000	3 300
	2.9%	3.3%	5.5%	5.4%	6.6%	6.2%	5.7%	7.2%	7.6%
Shuttle bus	200	400	800	1 200	1 100	900	900	700	600
	0.6%	1.3%	2.1%	2.8%	2.4%	2.1%	2.0%	1.6%	1.5%
Total	30 000	31 300	39 000	42 100	44 700	42 800	44 300	42 000	43 200
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Survey results from a two-week period. A "trip" is one way, so a "round trip" measures as two trips in the survey.

Source: Hong Kong Census and Statistics Department, "Cross-boundary Travel Survey 2015," *Monthly Digest of Statistics*, June 2017.
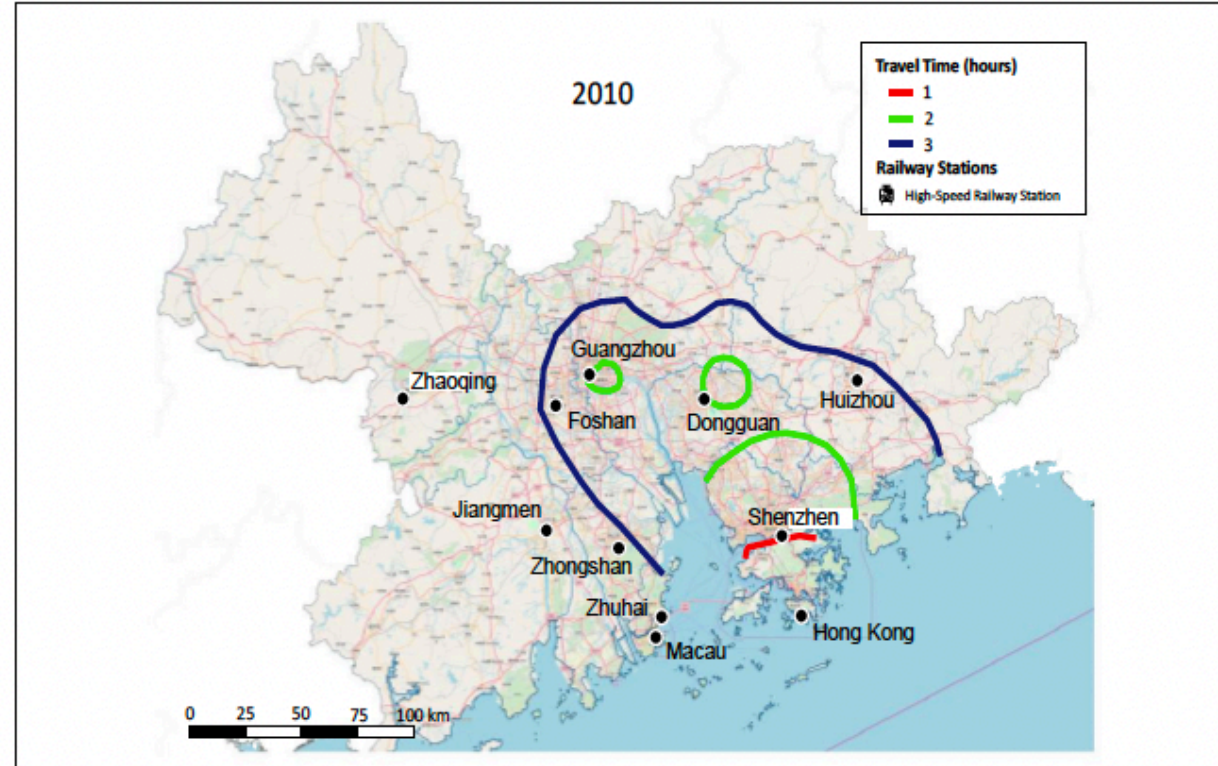
Transportation connectivity

- Air transportation
- Water transportation
- High-speed rail
- Inter-city rail
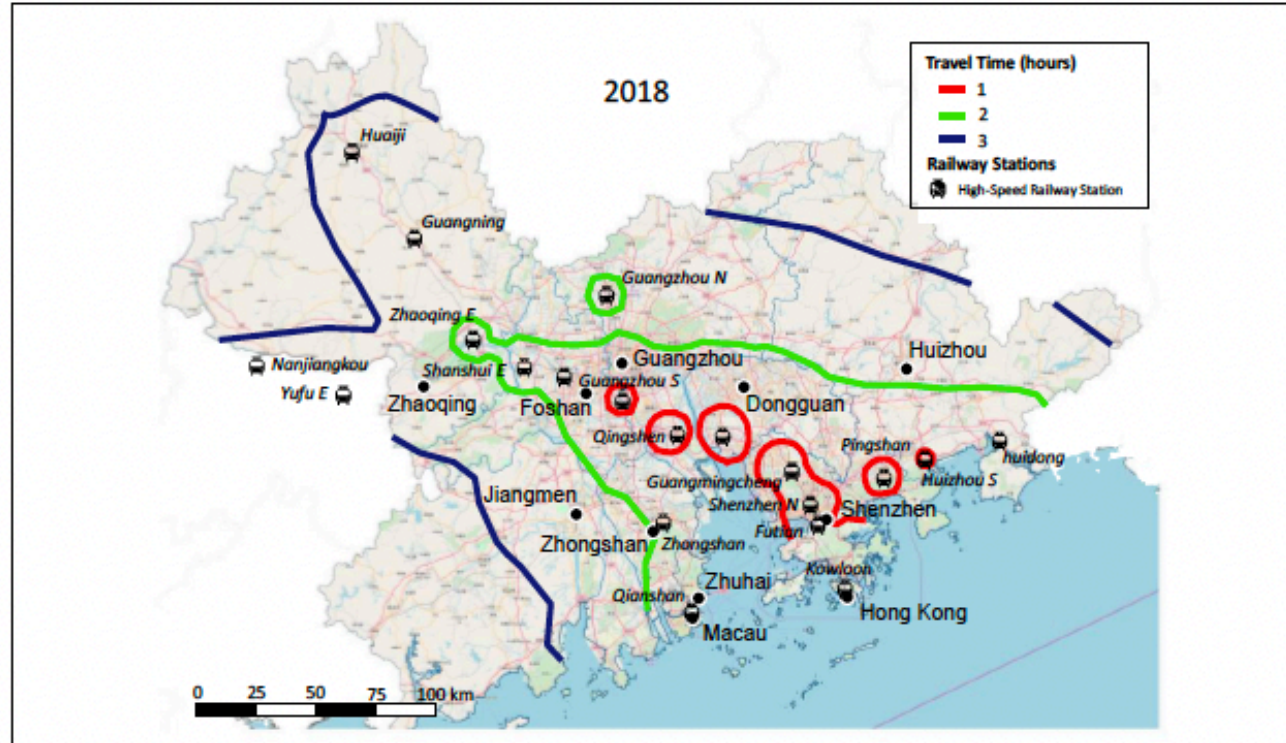- Metro systems
- Road transport

Land travel time - 2010

Note: Map generated from reported travel times from Hong Kong Central to various locations in the GBA.

Source: Enright Scott & Associates, *The Greater Pearl River Delta* 6th Edition, Invest Hong Kong, 2010.

Land travel time - 2018

Note: Map generated from reported travel times from Hong Kong Central to various locations in the GBA after the opening of the Hong Kong-Zhuhai-Macao Bridge, the Heung Yuen Wai Control Point, and the Guangzhou-Shenzhen-Hong Kong Express Rail Link.

Source: Enright Scott & Associates.

Average daily trips

	People Living in Hong Kong	Hong Kong Residents Living in the Mainland	Mainland Residents
Average daily passenger trips	338 900	100 800	196 200
Distribution of trips by trip purpose			
Leisure	40.6%	15.5%	64.8%
Visiting relatives and friends	30.4%	10.2%	17.1%
Business	16.8%	3.9%	7.6%
Work	7.1%	23.2%	1.1%
Schooling	n.a.	39.0%	n.a.
Transit	n.a.	n.a.	n.a.
Other	5.1%	8.2%	6.5%
Distribution of passenger trips by trip end in the Mainland			
Pearl River Delta	92.2%	94.7%+	85.5%
within which:			
Shenzhen	*68.9%*	*89.7%*	*59.5%*
Dongguan	*8.4%*	*2.8%*	*5.1%*
Guangzhou	*6.3%*	*2.2%*	*12.2%*
Zhongshan	*2.1*	*n.a.*	*1.6%*
Huizhou	*1.9*	*n.a.*	*1.0%*
Foshan	*1.7*	*n.a.*	*3.2%*
Zhuhai	*1.4*	*n.a.*	*n.a.*
Jiangmen	*1.3*	*n.a.*	*n.a.*
Zhaoqing	*0.2*	*n.a.*	*0.1%*
Other places in Guangdong Province	2.8%	2.5%	1.2%

Note: Survey results from a two-week period. A "trip" is one way, so a "round trip" measures as two trips in the survey.

Source: Hong Kong Census and Statistics Department, "Cross-boundary Travel Survey 2015," *Monthly Digest of Statistics*, June 2017 and Hong Kong Planning Department, *Northbound-Southbound 2015: Cross-boundary Travel Survey 2015*, 2016.

Join hands to grasp the Greater Bay Area Opportunities

https://youtu.be/JMQnYPeP1JY?list=PLAFkl9ADQGYzAOwV7yhShac-Am6WFA36N

Policy areas

Innovation and Technology

Financial Services

Transportation and Logistics

CEPA and Professional Services

International Legal and Dispute Resolution Services

Clearance Facilitation

Medical Services

Education

Arts & Culture, Creative Industries and Intellectual Property

Tourism

Environmental Protection and Sustainable Development

Youth Development

85th

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

shtm
SCHOOL OF HOTEL & TOURISM MANAGEMENT

Tourism in GBA

[Interactive map](#) in Hong Kong Tourism Board

Tourism in GBA as a tourism hub

- More diversified and high value-added products can be developed.

- It can provide multi-destination tourism products to foreign visitors and strengthen Hong Kong's image as a premier tourist destination in Asia.

- Tourism can promote culture understanding and exchange.

Tourism in GBA

- Macao
- Guangzhou
- Shenzhen
- Foshan
- Dongguan
- Huizhou
- Zhongshan
- Jiangmen
- Zhuhai
- Zhaoqing

Macao

Seamlessly blending Portuguese and Chinese culture, Macao is a city of unique charm, exemplified by the UNESCO World Heritage Site status of its historic centre.

Top tourist destinations

Ruins of St. Paul's（大三巴牌坊）

A-Ma Temple（媽閣廟）

Mount Fortress（大炮台）

Guangzhou

A bastion of China's Lingnan (southern) culture, Guangzhou has a 2,200-year-old history. It is also known as the 'Flower City' and 'City of Rams'.

Top tourist destinations

Nanyue King's Museum （南越文王墓）

Guangxiao Temple（光孝寺）

Zhenhai Tower （鎮海樓 ）

Dr. Sun Yat-sen Memorial Hall （中山紀念堂）

Canton Tower（廣州塔）

Shenzhen

As China's first Special Economic Zone, Shenzhen's pleasant climate and picturesque coastal and mountain scenery have turned it into an attractive travel destination.

Top tourist destinations

Window of the World（世界之窗）

OCT – East（東部華僑城）

Splendid China - China Folk Culture Village（錦繡中華民俗村）

Foshan

Known as the hometown of ceramic art, Cantonese opera, and martial arts, Foshan is a historical and energetic city.

Top tourist destinations

[Huang Feihong Memorial Hall（黃飛鴻紀念館）](#)

[Ip Man Tong（葉問堂）](#)

Dongguan

Dongguan is known for its importance as 'the world's factory', drawing businesses from around the globe, but in recent years it has also become a hotspot for leisure travellers seeking romantic sea views and scenic historical spots that tell of the region's exciting history.

Top tourist destinations

Ancient Nanshe and Tangwei Villages（南社村和塘尾村古建築群）

Keyuan Museum（可園）

Huizhou

Huizhou is well known for its mountains, hills and valleys, particularly in the north and east. The southern part of the city is home to a long, meandering coastline.

Top tourist destinations

Huizhou West Lake （惠州西湖）

Shuangyue Bay (Double moon)（雙月灣）

Zhongshan

Zhongshan is the hometown of Dr Sun Yat-sen, considered one of 20th-century China's greatest citizens.

Sun Wen Xi Road Tourism Zone（孫文西路步行街）

Jiangmen

Jiangmen is known as the hometown of countless emigrants whose descendants can be found in over a hundred countries worldwide.

[Kaiping Diaolou and Villages（開平碉樓）](#)

Zhuhai

While the Special Economic Zone enjoys rapid growth, it features stunning coastlines, peaceful islands, tranquil suburbs and vast greenery.

Top tourist destinations

Statue of Fisher Girl（珠海漁女像）

Chimelong Ocean Kingdom（長隆海洋王國）

Zhaoqing

Zhaoqing has abundant scenic resources. Semi-permanent mist shroud the lake during the cooler months, adding to the tranquil ambience of the mountain scenery.

Top tourist destinations

Seven Star Crags（七星岩）

Dinghushan National Nature Reserve（鼎湖山）

Thank you!

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