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Analysis on the Strategy of Improving the Competitiveness of Cross-border Tourism in Sino-Vietnamese Border Cities

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Abstract:
Based on the theory of regional cooperation, this paper studies the promotion strategy of cross-border tourism competitiveness in China-Vietnam border cities. Firstly, it combs the current situation of cross-border tourism development in the Sino-Vietnamese border. Secondly, it reveals the core problems such as infrastructure bottleneck restricting tourism experience, policy coordination obstacle restricting factor flow, product homogeneity and insufficient cultural experience. Finally, it proposes to strengthen infrastructure construction and enhance tourism support capacity. Deepen policy coordination and mechanism innovation, and promote efficient flow of factors ; innovate tourism products and cultural experience, and enhance the core competitiveness of the three major promotion paths, in order to enhance the cross-border tourism competitiveness of China-Vietnam border cities.

Keywords :
Sino-Vietnamese border ; cross-border tourism competitiveness

1Introductory

Tourism is one of the important pillar industries of China 's economic development, and it is also a happy industry that meets the needs of the people for a better life. China-Vietnam border cross-border tourism is an important carrier for the docking of the " Belt and Road " initiative and Vietnam 's " two corridors and one circle " strategy. In 2023, the Regional Comprehensive Economic Partnership Agreement (RCEP) will take effect in an all-round way, promoting the bilateral trade volume between China and Vietnam to exceed USD 234 billion, creating favorable conditions for cross-border tourism.

However, with the increasingly fierce competition in the global tourism market, the problem of insufficient cross-border tourism competitiveness of China-Vietnam border cities has gradually emerged. According to the statistics of Guangxi Cultural Tourism Hall, the scale of cross-border tourism between China and Vietnam will reach 11 million in 2023, but it will only return to 75 % of the pre-epidemic level, and the market potential has not yet been fully released. At present, border cities are facing the dilemma of " channel economy " transformation. Taking Dongxing Port as an example, the average stay time of tourists is only 1.2 days (2024 data of Guangxi Tourism Research Institute), and it is urgent to achieve in-depth development through com-

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petitiveness upgrading.

Therefore, under the background of the deepening cooperation between ' The Belt and Road ' and China-ASEAN, this study analyzes the development of cross-border tourism in border cities between China and Vietnam, draws the main problems, and finally explores the strategies to enhance the competitiveness of cross-border tourism in border cities between China and Vietnam, so as to contribute ideas to the high-quality development of cross-border tourism in border cities between China and Vietnam. This helps to break the current development bottleneck of Sino-Vietnamese border tourism.

2Overview of cross-border tourism development in Sino-Vietnamese border cities

First, with the continuous development of cross-border tourism on the Sino-Vietnamese border, three cross-border tourism cooperation zones have been formed : Guangxi Beibu Gulf Cooperation Zone, Yunnan-Southeast Yunnan Cooperation Zone, and key areas in northern Vietnam.On this basis, a number of models for the development of border tourism have emerged. The Dongxing-Mangjie Tourism Cross-border Cooperation Zone pioneered the two-country one-inspection model and explored the golden routes of four places (Dongxing-Mangjie-Xialongwan-Hanoi) between the two countries, so that it will receive cross-border tourists in 2023. The total amount of cross-border tourists accounts for 40 % of the total amount of the Sino-Vietnamese border, and tourism consumption contributes more than 12 % of GDP in the two places. The Hekou-Laojie Economic Corridor creates a border night market economic belt, and opens up new agricultural cross-border tourism. In 2023, the number of entry-exit people at Guangxi border ports will return to 75 % before the epidemic. Border cross-border tourism is getting rid of the throes of the downturn in the tourism industry during the epidemic period and ushering in the dawn of development.

Second, the Sino-Vietnamese land boundary line is 1450 kilometers long, and there are many national ports (such as Dongxing and Pingxiang in Guangxi, Hekou in Yunnan, etc.). The cross-border transportation is convenient, and the bilateral policy support, such as the " Sino-Vietnamese cross-border tourism cooperation zone framework agreement " and the border tourism pass simplification policy, provides institutional guarantee for cross-border tourism. The tourism market is also characterized by strong demand. Chinese tourists have significant demand for Vietnamese tropical customs and low-cost consumption. Vietnamese tourists prefer China 's modern cities and high-quality services, and the two-way passenger flow continues to grow.

Thirdly, on the whole, the cross-border tourism performance of Sino-Vietnamese border cities mainly presents three characteristics. One is the diversification of cooperation models. For example, the establishment of cross-border tourism cooperation zones, such as Dongxing-Mangjie, Pingxiang-Tongdeng and other pilot areas, the implementation of ' one-stop ' customs clearance and joint marketing. For example, festival activities such as the China-Vietnam Border People 's Gala and the China-Vietnam International Trade and Tourism Expo promote cultural exchanges and tourism consumption. Second, the product system is gradually improved. It has expanded from traditional border tourism and commercial shopping to ecotourism (cross-border self-driving tours), red tourism (Ho Chi Minh Trail) and wellness tourism (hot spring resources on the Sino-Vietnamese border). The third is the upgrading of the transportation network. China-Vietnam Interna-

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tional Railway (Nanning-Hanoi), cross-border expressway (Dongxing-Xialong Bay) and port infrastructure are gradually improving, and efforts are being made to improve cross-border convenience.

3.Problems in the competitiveness of cross-border tourism in China-Vietnam border cities

3.1Infrastructure bottleneck restricts tourism experience

First, traffic bottlenecks. Except for a few national ports such as Pingxiang, Dongxing and Youyiguan, most ports generally have the problems of small scale and aging equipment. The lack of supporting facilities such as joint inspection building, parking lot and tourist service center directly restricts the efficiency of customs clearance. Although the three major international channels of China-Vietnam, China-Laos and China-Myanmar in Yunnan have been fully completed, and the whole domestic section of the " five outbound " expressway network has been speeded up, the obstruction of the " last kilometer " of cross-border traffic has not been fundamentally solved. Taking Honghe Prefecture as an example, cross-border transportation has long relied on the road bulk mode, resulting in the dilemma of " heavy vehicles entering and empty vehicles returning. " The trucks of the two countries need to be unloaded and reloaded at each other 's ports, which is not only time-consuming and laborious, but also increases the cost of each car by more than 1000 yuan. Although there are exceptions such as Linqing Expressway (the travel time from Lincang City to Qingshuihe Port is compressed from 4 hours to 1.5 hours after opening), such efficient connections are still rare in the border areas. At present, although the efficiency of port clearance has been improved, due to the poor connection of cross-border highways and railways, the overall traffic network is not perfect, the traffic time is out of control, and the travel is often delayed and fatigued due to road section problems. The transfer is cumbersome, multiple transfers and lack of convenient facilities, which is more unfriendly to special groups ; traffic information asymmetry is easy to cause missed trips and blocked trips ; it will also subvert travel expectations, reduce travel interest, and even affect future travel choices ; return traffic risks may also cause losses and inconveniences, which ultimately affect the tourist experience.

Second, the tourism facilities are not perfect. There are obvious supply gaps in accommodation, catering, shopping, entertainment, medical care and barrier-free facilities, and the dilemma of " one bed is hard to find " often occurs in the peak season. Border cities generally face the shortcomings of insufficient reception capacity. Popular scenic spots such as Detian Cross-border Tourism Cooperation Zone have problems such as insufficient supply of high-end hotels, low standardization of special catering, and shortage of multilingual service personnel. Although the Baishawan project of Fangchenggang has planned to build a high-end hotel group, the current facilities are still difficult to meet the needs of peak hours ; luchun County of Yunnan Honghe Prefecture even lacks border trade places that meet the customs supervision standards, which makes it difficult for border residents to participate in normal trade.

3.2Policy coordination barriers limit the flow of factors

First, the convenience of tourism policy is insufficient. Although China and Vietnam have signed framework agreements such as the " Memorandum of Understanding on ' Two Corridors and One Circle ' Coopera-

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tion, " there are still many barriers to the implementation of cross-border tourism policies. Specifically, China 's current regional visa-free policy covers a narrow area. The entry visa for Vietnamese tourists is not only short in validity, but also relatively limited in application scenarios ; in addition to a few areas such as Fuguo Island, most areas in Vietnam still need to apply for visas, and the process is cumbersome, which weakens the willingness of tourists to travel short distances to a certain extent. The current customs and border inspection regulations equate cross-border cooperation zones with ordinary port management, and implement the " passport + border pass " dual-certificate inspection, which conflicts with the goal of " free cross-border shopping " and significantly reduces the efficiency of traffic. In addition, although cross-border self-driving tours have been launched, the vehicle clearance procedures are complicated, and there is a lack of a unified cross-border driver 's license mutual recognition mechanism, which further restricts the development of self-driving tours.

Second, the policy cooperation mechanism is not perfect. Cross-border tourism requires policy coordination between the two sides. However, most of the current bilateral tourism cooperation only stays at the activity level and lacks long-term institutional guarantee. For example, although the ' two countries and two parks ' model has been applied in the ' two countries, three places and three parks ' cooperation between Jinghai District of Tianjin and Mangjie Street of Vietnam, a similar joint investment mechanism has not yet been formed in the tourism field. In addition, although Dongxing-Mangjie has signed a memorandum of understanding on ' carrying out ' RCEP industrial cooperation between the two countries and two districts, there are still no specific rules in key areas such as cross-border passage of tourist vehicles, mutual recognition of tour guides ' qualifications, and dispute handling mechanisms.

3.3Product homogeneity and lack of cultural experience

First, brand resource development is extensive. At present, border tourism relies too much on primary resources such as border river sightseeing and border customs, which leads to the problem of product homogeneity. The tourism projects of the core scenic spots such as Detian Waterfall, Youyiguan and Mangjie are highly convergent, and the local cultural connotation is insufficiently excavated, thus falling into the dilemma of ' one side of a thousand scenes '. For example, the ' one-day tour ' routes between China and Vietnam (such as Dongxing to Mangjie, Pingxiang to Tongdeng) are highly similar ; the cross-border tourism products of Moding Port on the China-Laos border and Daluo Port on the China-Myanmar border are both based on the fixed combination of ' Border Trade City + Religious Temple ', but ignore the unique culture of Moding Cross-border Special Economic Zone and the difference of Daluo Dai Buddhism. In addition, format innovation also stays at the level of concept replication. After Detian Waterfall launched the mode of " one ticket to travel to two countries, " many border areas quickly followed the trend to launch similar schemes such as " one certificate " and " cross-strait joint tour. " However, the core of these initiatives still remains in simplifying the customs clearance process and failing to design differentiated experiences in combination with their own resources. Although the Detian cross-border tourism cooperation zone has achieved model innovation with ' one ticket to two countries ', other regions have not yet formed a differentiated brand system.

Second, cultural experience activities are single. That is to say, the tourism transformation efficiency of intangible cultural heritage has not been fully released, and has not been effectively transformed into competitive tourism attraction. Specifically, although Guangxi and Yunnan Hekou are rich in intangible cultural heritage resources, Guangxi has the world cultural heritage of Zuojiang Huashan rock painting cultural land-

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scape, bearing the ancient historical and artistic value ; there are also human intangible cultural heritages such as the Zhuang frost festival, which contain profound national customs and spiritual connotations ; as a border city between China and Vietnam, Yunnan Hekou also has the potential of intangible cultural heritage exhibitions that integrate the characteristics of the two countries. The cultural materials that can be excavated are very rich - but there are obvious limitations in the current cultural experience projects in the region. These projects mostly focus on the one-way display of traditional folk performances, such as the singing of the song fair of the Zhuang nationality, the fighting of the hat dance in Vietnam, etc., which are often passively watched by tourists and lack of in-depth interactive experience designed in combination with modern tourism needs. More importantly, there is a lack of in-depth interactive experience design for tourists - there is no link for tourists to participate in the production of intangible cultural heritage skills, such as learning rock painting and experiencing the traditional ceremony of frost festival ; it also does not combine modern tourism needs, and lacks the design of integrating intangible cultural heritage stories into immersive scenes, which makes it difficult for tourists to truly feel the essence of intangible cultural heritage culture, and the sense of hierarchy and memory of cultural experience is insufficient, failing to give full play to the tourism value of intangible cultural heritage resources. This single and superficial presentation mode makes it difficult for tourists to truly feel the cultural charm of intangible cultural heritage, and also restricts the driving effect of intangible cultural heritage resources on tourism economy.

4.Strategies to enhance the competitiveness of cross-border tourism in China-Vietnam border cities

4.1Strengthen infrastructure construction and enhance tourism support capabilities

First, smooth cross-border traffic and port services. In view of the problems of small scale, aging equipment and cross-border ' last mile ' obstruction at most ports, the systematic expansion and transformation of old ports are carried out, the inspection equipment is updated, the joint inspection building is expanded synchronously, the special parking lot for tourist buses and the multilingual tourist service center are added to improve the customs clearance carrying capacity. Drawing on the efficient experience of Linqing Expressway ' 4 hours to 1.5 hours ', we will promote China-Vietnam joint planning of cross-border highway and railway projects, solve the transportation dilemma of ' heavy vehicles entering and empty vehicles returning ', establish a unified cargo deployment system to achieve two-way full load, and open ' port-scenic area-city ' cross-border tourism through-train and night bus, implement ' ticket + ticket ' one-ticket pass, configure bilingual broadcast and barrier-free lifting platform, reduce transfer cumbersome, and solve the problem of inconvenience for special groups to travel. Integrate the traffic information resources of the two countries, and release the number of vehicles, road conditions and customs clearance time in real time through mobile phone APP, port bulletin board, etc., to solve the problem of travel delay caused by information asymmetry ; by introducing intelligent technologies such as biometrics and electronic visas, we will promote ' one-stop customs clearance ' and fast channels for tourism teams, greatly reduce customs clearance time, and fundamentally improve the current situation of uncontrolled traffic time and impaired travel interest.

Second, improve tourism supporting facilities and strengthen reception capacity. We should formulate the standardization norms of border characteristic catering, carry out enterprise training, improve the standard-

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ization level of dishes and services, strengthen the training and introduction of multilingual service talents, and enhance the ability of international adaptation. We will establish emergency stations and medical points in key tourist areas, establish a cross-border medical emergency linkage mechanism with medical institutions adjacent to Vietnam, and provide basic drugs and multilingual medical guidelines. According to national and international standards, we will promote the barrier-free transformation of ports, transportation hubs, scenic spots, hotels, public toilets, walking trails and other facilities to ensure the accessibility of special groups such as the elderly, disabled and children. In view of Luchun County, Honghe Prefecture, Yunnan Province and other regions, we should speed up the construction of border residents ' trading places in line with the customs supervision standards, which not only provides convenience for border residents ' trade, but also makes it a special tourism project-developing ethnic festival experience, intangible cultural heritage hand-made research, border historical visits, cross-border cultural routes and other in-depth products to attract tourists to participate in the experience.

4.2Deepen policy coordination and mechanism innovation, and promote efficient flow of factors.

First, improve the level of cross-border tourism policy facilitation. Taking the construction of smart ports as the starting point, we will further simplify the customs clearance process, promote ' one-stop customs clearance ', ' fast channel for tourism teams ' and other models, and reduce the length of customs clearance ; expand the coverage of the regional visa-free policy, optimize the validity period and applicable scenarios of Vietnamese tourists ' entry visas, promote Vietnam to expand the visa-free area, simplify the visa process, and enhance the attractiveness of short-distance travel. For cross-border self-driving tours, simplify vehicle clearance procedures, promote the establishment of a unified cross-border driving license mutual recognition policy between China and Vietnam, and release the potential of self-driving tours. We should adjust the management mode of customs and border inspection, distinguish the management standards of cross-border cooperation zones and ordinary ports, reduce the restriction of " passport + border passport " double certificate inspection on " free cross-border shopping " and improve the traffic efficiency.

Second, improve the long-term policy cooperation mechanism. Based on the model of " two countries and two parks " and " two countries, three places and three parks, " a joint investment attraction mechanism is established in the tourism field to promote the joint efforts of China and Vietnam in the development and investment of tourism projects. Based on the RCEP industrial cooperation of Dongxing-Mangjie ' two countries and two districts ', the implementation rules of key areas such as cross-border traffic of tourist vehicles, mutual recognition of tour guide qualifications, and dispute handling mechanism are refined to form an institutionalized and standardized cooperation framework. Establish a regular consultation mechanism for cross-border tourism between China and Vietnam, coordinate and solve problems such as policy implementation, facility docking, and service standards in a timely manner, and ensure continuous deepening of cooperation.

4.3innovative tourism products and cultural experience, enhance the core competitiveness

First, create a differentiated product and characteristic brand matrix. Break through the primary resource dependence such as ' boundary river sightseeing and border customs ', and design differentiated products in

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combination with the characteristics of local resources. For example, on the basis of " one-ticket tour to two countries, " Detian Waterfall relies on karst landform and Zhuang culture to develop " waterfall exploration + Zhuang intangible cultural heritage research " combination products (such as hiking primitive forest, Zhuang herbal medicine identification, Zhuang brocade weaving experience and Sino-Vietnamese national food production competition) ; focusing on historical and military values, the Friendship Pass creates an " immersive experience tour of border military culture " (building a real military museum, restoring ancient war scenes, tourists participating in simulated offensive and defensive battles, etc.) ; moding Port develops " cross-border business investigation + duty-free shopping and leisure " products around the culture of cross-border special economic zones (visiting cross-border trade processes and creating characteristic duty-free blocks) ; the Daluo port highlights the cultural differences of Dai Buddhism and designs the ' Dai Buddhist cultural exploration tour ' (eminent monks ' explanation, blessing ceremony experience, Buddhist handicraft production, etc.). According to the characteristics of resources, the brand positioning is clear, such as Detian positioning ' Sino-Vietnamese cross-border natural and cultural integration tourist attraction ', Moding positioning ' cross-border special economic zone cultural experience frontier ', Daluo positioning ' Sino-Myanmar Dai Buddhist culture exchange window ', to avoid simple copying of models and form a characteristic brand matrix.

Second, deepen the transformation of intangible cultural heritage resources and interactive experience design. In view of the rich intangible cultural heritage resources in Guangxi and Yunnan Hekou, it breaks through the one-way display mode of traditional folk performance and strengthens the in-depth interactive experience. For example, around the cultural landscape of Huashan rock painting in Zuojiang, Guangxi, the inheritors of rock painting drawing skills are invited to teach on site, so that tourists can learn rock painting drawing by themselves. During the frost festival of the Zhuang nationality, tourists are arranged to participate in the preparation of traditional ceremonies (making sacrificial supplies, learning sacrificial dances, etc.) ; increase the participation of tourists in the Vietnamese hat dance performance, so that tourists dress in traditional costumes to learn dance movements. Combined with the needs of modern tourism, the intangible cultural heritage story is integrated into the immersive scene design. For example, the immersive theater is built on the background of Zuojiang Huashan rock paintings, and the ancient life scene is reproduced through lighting, sound effects and performances to enhance the sense of hierarchy and memory of cultural experience.

Third, enrich the form and content supply of cultural activities. In addition to traditional folk performances, innovative cultural festivals are regularly held. For example, the Sino-Vietnamese border cities jointly host the Sino-Vietnamese Intangible Cultural Heritage Festival, setting up links such as the display of intangible cultural heritage inheritors, intangible cultural heritage exhibitions, skills competitions, and food experiences ; combined with the characteristics of the season and the festival, held the spring Huashan rock painting culture photography exhibition, summer Zhuang song fair music festival, autumn frost festival folk culture week and other special activities. Develop cultural research tourism products, cooperate with schools and training institutions, organize " Sino-Vietnamese border intangible cultural heritage research courses, " arrange tourists to visit intangible cultural heritage studios and museums, communicate face-to-face with inheritors, learn skills, and write research reports, so as to enhance the level of cognition and appreciation of intangible cultural heritage culture, and fully release the tourism driving efficiency of intangible cultural heritage resources.

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5. Conclusion

China-Vietnam border cross-border tourism has developed rapidly driven by policy dividends and market demand. However, it is necessary to further enhance its competitiveness by deepening bilateral cooperation, differentiated product development and infrastructure co-construction, in order to solve its existing problems and challenges, so that cross-border tourism in China-Vietnam border cities will radiate stronger industrial vitality in the future and benefit the people of the two countries.

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