

Original Paper

Study on the Path Strategy of Zhanjiang City to Build a Modern Coastal Economic Belt

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Received: May 13, 2023

Accepted: June 5, 2023

Online Published: June 21, 2023

doi:10.22158/rem.v8n2p54

URL: <http://dx.doi.org/10.22158/rem.v8n2p54>

Abstract

As a coastal city in Guangdong Province, Zhanjiang, with its unique geographical location and natural conditions, has become a focal point for building a modern coastal economic belt. This paper focuses on the path strategy of Zhanjiang City to build a modernized coastal economic belt and discusses the current situation, advantages, and opportunities of Zhanjiang City's economic development.

Keywords

modernized coastal economic zone, Zhanjiang City, ocean power

1. Introduction

In recent years, China has proposed the strategy of “strengthening the country by sea” and accelerated the development and utilization of marine resources. In this context, the construction of a coastal economic zone has become an important part of the national strategy. As a coastal city in the south of China, Zhanjiang is located at the core of the intersection of three national development strategies, including the Guangdong-Hong Kong-Macao Greater Bay Area, Hainan Free Trade Zone (Port), and Beibu Gulf City Cluster, and has development potential and carrying capacity. In the context of promoting the construction of a coastal economic belt and coordinated regional development in Guangdong Province, Zhanjiang City is proposed as an important development pole to build a modern coastal economic belt. Therefore, it is important to explore the path strategy of Zhanjiang City to build a modernized coastal economic belt.

2. Background

2.1 Background of the Construction of Guangdong Coastal Economic Zone and Coordinated Regional Development

With the promotion of the national “Ocean Power” strategy, Guangdong, as a coastal province, has an important position in economic development. As the western part of Guangdong is one of the less developed regions in Guangdong, the development, role, and future development of the coastal economic zone of western Guangdong are of great concern. In this context, promoting the construction of Guangdong’s coastal economic belt and coordinated regional development has become an important task at present. As a city located at the core of the intersection of three national development strategies, including the Guangdong-Hong Kong-Macao Greater Bay Area, the Hainan Free Trade Zone (Port), and the Beibu Gulf City Cluster, Zhanjiang City has development potential and carrying capacity and needs to give full play to its relative comparative advantages in development to create an important development pole of the modernized coastal economic belt. Taking Zhanjiang City as an example, this paper explores its path strategy to build a modernized coastal economic belt, which is of great significance to the construction of the Guangdong coastal economic belt and coordinated regional development.

2.2 Analysis of the Importance of Zhanjiang City as an Important Development Pole for Creating a Modern Coastal Economic Belt

Zhanjiang is one of the less developed regions in Guangdong Province, and is also a typical coastal city that is “rich because of the sea”. Against the backdrop of the national strategy of “strengthening the country by the sea”, Zhanjiang, as the core location of the coastal economic zone, has the potential to develop and the capacity to play an important role in the province’s overall participation in the construction of the Greater Bay Area. Zhanjiang City is an important development pole of the coastal economic belt and the intersection of the three national development strategies connecting Guangdong with Hainan and the Beibu Gulf, so its development is important for the development of the province and the national economy. In addition, building a modern coastal economic belt is also an important initiative to promote the coordinated regional development of Guangdong and sustainable local economic growth. Analyzing the importance of Zhanjiang City as an important development pole for building a modernized coastal economic belt has important practical and theoretical significance.

3. SWOT Model Analysis of Zhanjiang Coastal Economic Zone Construction

3.1 Strengths Analysis

In the SWOT model, the construction of a coastal economic zone in Zhanjiang has the following advantages:

First of all, the geographical location advantage Zhanjiang City is located in the Guangdong-Hong Kong-Macao Bay Area, Hainan Free Trade Zone (Port), Beibu Gulf City Cluster, and other three national development strategies at the intersection of the core location, where sea and land transport conditions

are good, and has a strong location advantage. Secondly, the resource advantage Zhanjiang City has abundant natural resources and human resources, is an important agricultural, fishery, and marine industrial base in Guangdong Province, has abundant marine biological resources and energy resources, and has obvious industrial advantages. The third is the policy advantage. With the national strategy of “strengthening the country through the sea” and the construction of the coastal economic zone in Guangdong Province, Zhanjiang City has received strong support from the government at all levels and has a favorable policy environment. These advantages provide Zhanjiang with high-quality development opportunities and help achieve the high-quality development of the modern coastal economic zone.

3.2 Disadvantage Analysis

In the disadvantage analysis of the SWOT model, the following problems are considered to exist in the construction of the Zhanjiang coastal economic zone: First, the region’s dependence on the external environment is high, and the sensitivity of economic development to external factors is greater. Secondly, the industrial base is relatively weak, the development direction and goals are not clear enough, and the development trend of a single industry is more obvious. Once again, infrastructure construction, such as transportation networks and energy supply, is relatively lagging, which limits the potential and scale of economic development. In addition, there is an uneven distribution of market players, lagging economic development in rural areas, and a large gap between urban and rural development. These problems restrict the development of Zhanjiang’s coastal economic zone, and a series of reform measures need to be implemented to promote the economy toward high-quality development.

3.3 Opportunity Analysis

Opportunity refers to the environmental factors or external factors that can be used to create positive impact and opportunity. In the construction of Zhanjiang’s coastal economic zone, opportunities are mainly in the following aspects: First, the national strategy of “strengthening the country through the sea” provides an opportunity for the construction of Zhanjiang’s coastal economic zone. In this process, Zhanjiang will benefit from the country’s enhanced support and investment in the marine industry and will also receive more policy support to ensure the rapid development of Zhanjiang’s coastal economic zone. Secondly, Zhanjiang is located in the western part of Guangdong Province and is close to the sea, so it has a unique geographical advantage. In the context of today’s economic globalization, Zhanjiang’s geographical location provides unlimited imagination and a vast blue ocean for its development. At the same time, Zhanjiang is also close to the core area of the Guangdong-Hong Kong-Macao Greater Bay Area, where it can leverage the capital and technological advantages of Hong Kong and Macau to achieve faster and more efficient development. Zhanjiang City has also been identified as a regional center city in the Beibu Gulf, which will assume more duties and responsibilities in the future development process. This not only provides a broad platform for the development of Zhanjiang’s coastal economic zone but also provides ample opportunities and challenges that require Zhanjiang to grasp the opportunities more precisely and clarify the direction of development.

In conclusion, with the full grasp of opportunities, the construction of a coastal economic zone in Zhanjiang will gain more opportunities and potential to create better development and economic benefits and contribute to national and socio-economic development.

3.4 Threat Analysis

Threats usually refer to those negative factors brought on by the external environment that may adversely affect the construction of Zhanjiang City's coastal economic zone. For example, the unstable domestic and international economic situation, especially the increased uncertainties in the international market, may create challenges for Zhanjiang City's exports and foreign trade. The frequent occurrence of natural disasters is also a threatening factor for the development of the region's economy, such as typhoons and tsunamis, which have the potential to cause significant damage to local industries. In addition, changes in policies, laws, and regulations are also one of the threats to the construction of the coastal economic zone in the region. An unstable policy and regulatory environment may harm the development of enterprises. To cope with these threat factors, Zhanjiang City needs flexible policies and planning to address and mitigate the threats, as well as strengthen emergency management mechanisms to ensure normal economic operation and development.

4. Analysis of the Importance of the Construction of Modern Coastal Economic Zone in Zhanjiang City

4.1 Location Advantage

As a coastal city within Guangdong Province, Zhanjiang is strategically located. It is located at the intersection of three national development strategies, namely the Guangdong-Hong Kong-Macao Greater Bay Area, the Beibu Gulf City Cluster, and the Hainan Free Trade Zone (Port), and is an important node city connecting Southeast Asia and South Asia. This geographical advantage provides great opportunities and space for Zhanjiang's economic development. By taking advantage of its location, Zhanjiang City can better strengthen economic ties and cooperation with neighboring cities, regions, and countries, giving full play to its locational advantages and achieving resource sharing and mutual benefits. At the same time, Zhanjiang can also improve its maritime economy, logistics, and transportation capacity and promote economic development by expanding maritime trade, strengthening port construction, and optimizing transportation construction. Therefore, giving full play to its geographical location is a key aspect of the construction of Zhanjiang's modern coastal economic zone.

4.2 Development Potential and Carrying Capacity

Zhanjiang City is located at the core of the intersection of three national development strategies, including the Guangdong-Hong Kong-Macao Greater Bay Area, the Hainan Free Trade Zone (Port), and the Beibu Gulf City Cluster, and has abundant natural resources and good transportation infrastructure. These geographical and development advantages provide Zhanjiang with great development potential and carrying capacity for the construction of a modern coastal economic belt.

In terms of economic development, Zhanjiang is one of the important windows for opening up Guangdong Province to the outside world and has become one of the most well-known economic regions at home and abroad. As a coastal city in the western part of Guangdong, Zhanjiang has a large development space and market prospects for its modern coastal economic zone under the promotion of the strategy of “strengthening the country by sea”. As Zhanjiang strengthens economic cooperation and vertical connections with neighboring cities, its economic strength and development potential will be further enhanced.

In terms of infrastructure construction, Zhanjiang City has a good transportation network and infrastructure. Zhanjiang City plans to build a comprehensive transportation network in western Guangdong, accelerate transportation improvement and optimization, strengthen transportation links with the South China Sea Economic Zone, southeastern coastal cities, and southwestern regions, open up transportation channels between inland waterways and outer estuaries, and promote integrated transportation development. This will further enhance the status and influence of Zhanjiang City and provide strong support for the construction of a modern coastal economic belt.

In terms of industrial structure, Zhanjiang City has very rich natural resources and a superior industrial environment. As Zhanjiang City increases its efforts to support and introduce modern industries, its industrial structure will be further optimized and upgraded. Zhanjiang will also strengthen the innovation drive, enhance the core competitiveness and added value of industries, promote industrial upgrading and optimization, and contribute to the construction of a modernized coastal economic belt.

Therefore, giving full play to Zhanjiang’s advantages and potential and increasing support for the construction of a modern coastal economic belt will make a greater contribution to Zhanjiang’s economic development and the province’s opening to the outside world, while also achieving Zhanjiang’s transformation, upgrading, and sustainable development.

4.3 Important Responsibilities in the Construction of the Greater Bay Area

As the core city of the coastal economic belt in western Guangdong, Zhanjiang City has assumed an important role in the construction of the Greater Bay Area. With Guangdong Province’s efforts to promote the construction of the coastal economic belt and coordinated regional development, Zhanjiang City has been proposed as a development priority to create a modern coastal economic belt. In this context, Zhanjiang City needs to strengthen its positioning, industrial structure, and urban services to enhance its influence and core competitiveness in the Greater Bay Area. First, Zhanjiang City has the advantage of its geographical location, and its economic development potential and attractiveness are receiving attention from all over the world. Secondly, Zhanjiang City has been active in promoting economic transformation and upgrading, deepening reform, expanding openness, and continuously improving the level of urban development and quality of life. Finally, Zhanjiang City will assume an important role in building a modern coastal economic belt and will play an important role as a bridge and link in the province’s region-wide participation in the construction of the Greater Bay Area.

Therefore, strengthening Zhanjiang's urban planning, urban management, industrial upgrading, and transportation network is strategically important for achieving high-quality development of the coastal economic belt of Guangdong Province as well as the development of the Greater Bay Area. Zhanjiang City needs to deeply explore its advantages and characteristics in the Greater Bay Area, as well as synergy and cooperation with other cities, to promote the development and prosperity of Zhanjiang City and Guangdong Province, as well as the Chinese nation.

5. The Path Strategy of Zhanjiang Coastal Economic Belt Construction

5.1 To Promote the Concentration of Port Industries as the Focus, Promote the Optimization and Upgrading of Industrial Structure

In recent years, Zhanjiang City has made remarkable achievements in economic and social development. The industrial structure continues to optimize, and the industrial layout is becoming more and more reasonable. However, Zhanjiang City still has a small industrial scale, low level, unbalanced development, and other problems. Despite the acceleration of the construction of a modern coastal economic zone, there is still a large gap between the target requirements. From a worldwide perspective, the port industry is one of the main drivers of economic growth in developed countries. Chinese coastal cities generally take the development of port-side industries as an important measure to accelerate the transformation of economic development, improve the quality and efficiency of economic operations, and vigorously develop port-side industries. Zhanjiang should focus on the concentration of port-side industries, actively undertake the transfer of domestic and international high-end industries, promote the deep integration of advanced manufacturing and modern service industries, strive to build a modern industrial system and modern circulation system with regional characteristics, accelerate the optimization and upgrading of industrial structure, improve quality and efficiency, and further enhance the innovation and competitiveness of Zhanjiang's economy.

5.2 To Build Strategic Emerging Industry Clusters as the Direction to Enhance Regional Core Competitiveness

Currently, Zhanjiang is facing multiple strategic opportunities such as building a world-class advanced petrochemical industry base, creating a modern marine industry cluster, building an important economic growth pole in Guangdong, and building a national comprehensive transportation hub in Zhanjiang, which requires the vigorous development of strategic new industries based on Zhanjiang's own resource endowment, development conditions and industrial base.

First, to expand and strengthen the characteristic advantageous industries. Relying on Zhanjiang's superior marine resources endowment, focus on the development of marine biomedicine, marine equipment manufacturing, marine bio-food, modern fishing port economy, and other special industries. Second, the development and growth of strategic new industries. Actively cultivate a new generation of information technology, high-end equipment manufacturing, green low-carbon, and other strategic emerging industries, accelerate the cultivation of hydrogen and fuel cell vehicles, marine high-end

equipment manufacturing, and other future-type strategic emerging industries, and promote the transformation and upgrading of traditional manufacturing industries to accelerate.

Third, the development and growth of modern service industries. Give full play to the location of Zhanjiang adjacent to Guangdong, Hong Kong, and Macao Bay Area, vigorously develop marine services, port logistics, financial services, and cultural tourism, and other modern service industries, cultivate and expand the tourism economy and exhibition economy.

5.3 To Enhance the Capacity of Science and Technology Innovation as a Support to Enhance the Regional Innovation Driving Force

Promoting scientific and technological innovation is the key to enhancing the level of industrial development in Zhanjiang and is fundamental to cultivating new momentum in the development of the marine economy. To give full play to the role of Guangdong Ocean University, Lingnan Normal College, and other universities and research institutions, encourage universities and enterprises to build research centers and build a platform for cooperation between government, industry, academia, and research. Deepen the reform of the science and technology system; support Zhanjiang and domestic research institutes, colleges, and universities to cooperate in building research and development centers and major research infrastructure. Promote the construction of the Zhanjiang National High-tech Zone and the national demonstration zone for marine economic development, strengthen cooperation with Guangdong, Hong Kong, and Macao in the Greater Bay Area, and accelerate the construction of the Zhanjiang Pilot Free Trade Zone in China (Guangdong). Carry out the national pilot project of building a strong intellectual property city, promote the establishment of a risk compensation mechanism for intellectual property pledge financing, strengthen intellectual property protection, and build a regional innovation center for the world. To give full play to Zhanjiang's geographical location and the geopolitical advantages of its proximity to ASEAN, strengthen scientific and technological cooperation with ASEAN countries, vigorously introduce well-known domestic and foreign research institutions to settle in Zhanjiang, and build an international technology transfer center and science and technology innovation service base for ASEAN.

5.4 Promote the Construction of Regional Transportation Hubs as the Focus to Enhance the City's Carrying Capacity

Zhanjiang is located at the junction of Guangdong, Guizhou, and Qiong provinces and is an important international corridor to communicate with China, ASEAN, South Asia, and Europe. With the in-depth promotion of the "Belt and Road" initiative and the steady progress of the construction of the Guangdong-Hong Kong-Macao Greater Bay Area, Zhanjiang has ushered in a new round of development opportunities. Focusing on the construction of transport hubs, improving the city's carrying capacity, and creating a modern coastal economic belt is an important support for the economic and social development of Zhanjiang. First, to build a regional transportation hub for ASEAN opening and cooperation and accelerate the construction of a modern integrated transportation system with high-speed rail, highways, urban expressways, and urban rail transit as the main body. Secondly, to enhance the regional port

logistics system's carrying capacity, give full play to Zhanjiang port's location and deep-water advantages, and accelerate the building of "one belt and one road," an important maritime hub and international gateway port. Finally, to enhance the integration of regional port resources, Zhanjiang port, and Zhanjiang International Airport will promote the construction of a modern coastal economic belt development pattern.

5.5 Improve the Policy Mechanism as a Guarantee to Create a Good Development Environment

Focusing on the cultivation and development of strategic emerging industries, we will formulate and improve policies and measures to support the development of strategic emerging industries in terms of taxation, finance, investment, and land and strive to build a modern industrial policy system. First, we should actively seek national and provincial support for major and key projects and promote the landing of major projects. Second, we should vigorously promote the reform of the science and technology system and accelerate the establishment of the enterprise-oriented, market-oriented, industry-university-research combination of technological innovation systems. Third, we should strengthen the services and support for local enterprises in Zhanjiang, encourage and guide local enterprises to increase investment in technology research and development and establish and improve the cultivation mechanism for high-tech enterprises.

6. Conclusion and Outlook

Zhanjiang City has a unique geographical location and resource advantages in creating a modernized coastal economic belt, but at the same time, there are certain development problems and challenges. In the future, Zhanjiang City needs to continue to strengthen its infrastructure, optimize its industrial structure, enhance its city image and brand, and promote the construction of a modernized coastal economic belt through regional collaboration and international cooperation to create a modern city with prosperity, stability, and sustainable development and inject new momentum into China's economic development.

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