

Analysis on the Problems and Strategies of the Development of China-Vietnam Cross-border Tourism Cooperation Zone under the Background of Prospering Border Areas and Enriching People

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Abstract :

Based on the background of the strategy of building a prosperous people, this study focuses on the development of China-Vietnam cross-border tourism cooperation zone. Through the study, it is found that although the cooperation zone has achieved initial results in cross-border tourism, there is a lack of policy coordination mechanism and cross-border facilitation. The short board of infrastructure interconnection restricts the efficiency of coordination ; the homogenization of products is serious, and the depth of industrial integration is insufficient ; cross-border security and regulatory challenges, fragile protection of tourists ' rights and interests and other issues. In view of the above problems, this paper proposes to break the barriers of policy coordination and build an efficient cross-border cooperation mechanism ; make up for the shortcomings of infrastructure and strengthen the ability of tourism support ; deepen industrial integration and innovation, and enhance the radiation efficiency of ' enriching the people ' ; to build a strong security regulatory defense line, to ensure the healthy development of the tourism market and other solutions.

Keywords :

Xingbian Fumin ; china-Vietnam Cross-border Tourism Cooperation Zone ; border people benefit

1Introductory

With the continuous surge of economic globalization and regional economic integration, cross-border tourism cooperation, as an important way to promote the coordinated development of regional economy and enhance international exchanges and mutual learning, is increasingly valued by all countries in the world. China and Vietnam are linked by mountains and rivers. They have a long history of exchanges and profound cultural origins. Their border areas have unique advantages in geographical location, cultural folklore and other aspects, which have laid a solid foundation for the development of cross-border tourism cooperation. The construction of the Sino-Vietnamese cross-border tourism cooperation zone is not only an important measure for the development of the tourism industry between the two countries, but also a key starting point



for deepening bilateral economic, trade and cultural exchanges and promoting prosperity and stability in the border areas. The strategy of prospering the border and enriching the people aims to consolidate the border by prospering the border economy and improving the well-being of the border residents. The cross-border tourism cooperation zone is the key carrier to realize this strategy, and its development effect directly affects the prosperity and stability of the border area. Therefore, based on the background of prospering the border and enriching the people, this paper will investigate the current situation of China-Vietnam cross-border tourism cooperation zone, draw the existing problems, and then put forward the optimization strategy.

2 General situation of Sino-Vietnamese cross-border tourism cooperation zone and its relationship with the prosperity of border areas and people.

2.1 Overview of China-Vietnam cross-border tourism cooperation zone

(1) Basic information

The Sino-Vietnamese Detian (Banyue) Falls Cross-border Tourism Cooperation Zone is located in Detian Village, Detian Village, Shuolong Town, Daxin County. The scope of the cooperation zone is about 4 square kilometers (2 square kilometers for both China and Vietnam). It is a tourist destination with comprehensive tourism functions such as sightseeing, leisure vacation, tourism shopping, folk experience, etc., and strives to build China 's first cross-border tourism cooperation zone [1], China 's international tourism cooperation Comprehensive supporting reform pilot area, international tourism cooperation and cultural exchange innovation test base, ' The Belt and Road ' development strategy is a new bright spot. The cooperation zone is based on the principle of " protection priority, joint development and cross-border linkage. " It has invested nearly 500 million yuan to build supporting facilities such as Sino-Vietnamese style streets, cross-border streets and food streets, and is positioned as a benchmark for cross-border tourism cooperation and a model for green tourism along the " Belt and Road. "

(2) Operation status

In the management mode and mechanism. At present, the " five limits and one group " mechanism (reservation group, group entry and exit, fixed line, time limit of 5-6 hours, limited cross-border) is adopted in visitor management. The maximum number of unilateral cross-border people per day is raised from 500 to 1,000 during the trial operation period, and dynamically adjusted. The cooperation mechanism is mainly through the establishment of a provincial joint coordination committee between China and Vietnam to coordinate major issues ; the Chinese side is responsible for daily liaison and problem negotiation by the Daxin County Cultural Tourism Bureau and the Vietnamese side by the Banyue Waterfall Management Committee.

In terms of cross-border facilitation, the Sino-Vietnamese Detian (Banyue) Falls Cross-border Tourism Cooperation Zone pioneered the " face brushing " reservation system (through the " Guangxi Police Office " small program to achieve automatic authentication), and passport-holders do not need additional documents. The implementation of the ' three exemptions ' policy, the Vietnamese tourists are exempted from fingerprints, seals, and entry cards ; secondly, the ' artificial + fast ' dual channel is adopted for Chinese tourists. The opening time (9 : 00-18 : 00) was extended, and the single group residence time was increased to 6 hours. In addition, it also simplifies the application process of equipment such as cameras and provides a ' no-feeling

customs clearance ' experience.

In terms of innovative development of tourism portfolio products, China Travel Guangxi Detian Waterfall Tourism Development Co., Ltd., the main operator of the cooperation zone, actively established cooperative relations with Vietnam 's Gaoping Tourism Co., Ltd. and Vietnam Global International Tourism Group Co., Ltd., Gaoping Branch, and successfully signed a cross-border tourism service reception cooperation agreement. China Travel Detian Company combines Chinese and Vietnamese culture, history, customs and tour lines to launch cultural and artistic performances such as Zhuang 's high-pitched folk songs, Zhuang 's amorous dances, and embroidered balls, interesting interactive games and dustpan banquets, Vietnamese chicken powder, Zhuang 's sour food, and colorful ciba, and continuously enrich the service industry and products in the cooperative area. According to the consultation mechanism and consumption system operated with Vietnam, tourism packages such as one-day tour of Detian border (exclusive to outbound and inbound areas), classic tour of Detian border (one-day tour of two countries), deep tour of Detian border (one waterfall, two countries, one night, Detian) are launched to connect the waterfall landscape of China and Vietnam and cross-border street shopping to meet the cross-border tourism needs of different customer groups.

(3) Work effectiveness and highlights

In terms of tourist reception and management, during the trial operation period (as of October 10, 2024), a total of 1232 tour groups and 17,991 tourists were received. The cooperation zone has received a total of 2194 inbound and outbound tours of 33229 people ; after the formal operation (as of December 31, 2024), the total passenger flow exceeded 50,000, and the average daily cross-border tourist volume increased by 90 %. In 2024, Detian transnational waterfall scenic area received a total of 2.233 8 million tourists, an increase of 28.8 % compared with the same period last year. The " five zero " work goal of " zero error, zero complaint, zero case, zero departure and zero retention " has been realized, and the whole process double tour guide supervision and real-time travel notification have been realized. The growth of tourists has effectively promoted the comprehensive development and utilization of tourism resources in the cooperation zone and surrounding areas, provided more employment opportunities to the surrounding villagers, and made the villagers get more benefits in the work of tourism services. At the same time, through the start-up and operation of the cooperation zone, the responsibility of China and Vietnam to jointly protect, develop and utilize the Guichun River has been strengthened, and the differences in water resources utilization have been reduced, so that the waterfall resources can be better protected and provide tourists with a fresh and natural tourism environment.

In terms of marketing and publicity, after the formal operation of the cooperation zone, it has participated in the publicity and promotion activities of the China G219 Tourism Promotion Alliance, the ' magnificent border line charm Chongzuo Tour ' line inspection activities, etc., and increased cross-border tourism brand publicity. During the Spring Festival, Detian Scenic Area also carried out a series of activities, such as ' Zhuangxiang Folk Song Welcome Party ', ' Zhuangjin Red Bronze Drum Array ', ' Sino-Vietnamese Cross-border Lantern Show ', etc., which deeply integrated traditional Spring Festival elements with Sino-Vietnamese cultural characteristics, and provided tourists with a wonderful cultural feast.

In terms of cross-border travel convenience, the cooperation zone implements a limited cross-border, time-limited cross-border, and group cross-border visitor management model. Tourists take the mode of



booking in advance, supplemented by on-site booking to book groups, groups in and out. And take measures to expand the number of tourists and extend the length of the tour, optimize cross-border procedures, simplify the declaration process of carrying items and optimize the inspection process. [2]. Through the above measures, the capacity of tourists in the scenic spot has been significantly expanded, the travel time has been significantly increased, and the efficiency of cross-border customs clearance has also been greatly improved, which is conducive to improving the overall experience and revisit rate of tourists, thus strengthening the tourism attraction of the cooperation zone.

In terms of deepening non-governmental exchanges, the establishment of the cooperation zone has become an important platform for cultural tourism exchanges between China and Vietnam and friendly exchanges between the people of China and Vietnam. Through many meetings between China and Vietnam and the joint celebration of International Women 's Day, Youth Entrepreneur Exchange Symposium, March 3rd Cross-border Tourism Carnival and other cultural tourism exchange activities, it has promoted the mutual exchanges between the two peoples, enhanced the understanding and friendship between China and Vietnam, strengthened the awareness of shared resources, shared interests, and shared destiny in the cooperation zone, and significantly enhanced the international influence of the cooperation zone.

2.2 the relationship between Xingbian Fumin and cross-border tourism cooperation zone

(1) Cross-border tourism cooperation zone to promote the development of border industries in order to achieve the prosperity of the people.

First of all, the establishment of the cross-border tourism cooperation zone attracts a large number of tourists and then drives the income of all walks of life in the cooperation zone, such as the retail and wholesale industry, catering and accommodation industry, which makes it show an upward trend, and finally forms a scene of ' thriving industry and flourishing industry ' ; secondly, the policy advantages of the cooperation zone make the cooperation zone have great investment value, attract a large number of investors, and allow a large amount of funds to flow to the cooperation zone ; then, with the rise of many industries in the cooperation zone and the influx of a large amount of investment, the demand is increasing, such as tour guides, drivers, translators and other talents. A large number of jobs appear to provide employment opportunities for border residents, and a series of new sales methods such as purchasing stores, duty-free stores and cooperatives also provide a good opportunity for border residents to start a business.

(2) Cross-border tourism cooperation zone to improve the living standards of border residents in order to achieve the prosperity of the people.

With the establishment of the cooperation zone, the income structure has changed first, from the original single farming to the diversified income of ' operating income + cooperative dividend ' ; secondly, with the increase and transformation of the income of the border people in the cooperation zone, the corresponding government 's tax revenue has also increased. The increase in tax revenue has allowed the government to have funds to improve the infrastructure in the border areas and build related livelihood projects, so that the living conditions of the border residents have been qualitatively improved.

(3) The cross-border tourism cooperation zone promotes the upgrading of infrastructure and public

services to achieve the prosperity of the border and the people.

First of all, with the establishment of the cooperation zone, the economy has developed, the government's tax revenue has also risen, the infrastructure has been improved, especially the transportation has been improved ; secondly, such as Friendship Customs and other customs clearance ports began to use intelligent customs clearance, making the clearance time of vehicles greatly reduced ; finally, the cooperation zone will establish public service facilities such as schools and medical points to make public services more accurate.

(4) Cross-border tourism cooperation zone to promote the protection and development of national culture so as to realize the prosperity of the people.

First of all, the cooperation zone will carry out innovative forms of national cultural protection such as museum joint intangible cultural heritage collection and cross-border intangible cultural heritage list sharing ; secondly, the intangible cultural heritage is transformed into an experiential cultural tourism project to realize the living inheritance and display of intangible cultural heritage ; then, the cooperation zone promotes the transformation of ethnic elements into market-oriented commodities, which not only enables the cultural and creative industry chain to empower ethnic symbols, but also provides jobs for border residents and generates a large amount of income through the sale of characteristic products. Finally, the virtuous cycle of ' protection-development-sharing ' of ethnic culture will improve the sustainable competitiveness of the cooperation zone.

3 Problems in the development of Sino-Vietnamese cross-border tourism cooperation zones in the context of border prosperity

3.1 Lack of policy coordination mechanism and obstruction of cross-border facilitation

First, the digitization of the visa process lags behind, and human bottlenecks are prominent. At present, the traditional paper-based model is still the mainstream of cross-border tourism visas. Referring to the customs clearance records of Dongxing Customs in 2023, the utilization rate of electronic visa channel is much lower than that of traditional window. The delay in the application of this technology has directly led to the general extension of the visitor visa processing cycle to more than 3 working days, forming an unnecessary ' time tax '. Secondly, the lack of policy coordination has a direct impact on the goal of ' Xing Bian '. For example, the lack of convergence of legal mechanisms in the cooperation zone (conflict of laws and regulations between the two countries, absence of dispute resolution), unequal administrative levels (dislocation of local and central authorities, blurring of bilateral mechanisms), inconsistent implementation standards (differences in regulatory scales and infrastructure mismatches), and insufficient industrial planning (homogeneous competition and asynchronous planning). Such uncoordinated policies not only lead to cross-border tediousness, which makes the cross-border experience of tourists not smooth, but also make it more difficult for enterprises to operate and the efficiency of resource allocation is low, thus weakening the effect of enriching the people.



3.2 Short board of infrastructure interconnection, which restricts collaborative efficiency

First, the Yunnan-Vietnam Railway has created a unique 'transfer barrier' due to the difference in gauge formed by history. According to the calculation, even in the peak period (4 shifts per day), the gap between its capacity and the actual demand for tourists and material transportation is still more than 40%. The customs clearance efficiency of the highway port is also constrained by factors such as the low level of the connecting section and the aging of the inspection facilities. Second, the supply of accommodation and specialty catering in line with international reception standards in the cooperation zone is obviously insufficient. Basic service facilities such as public toilets and multilingual guide signs have low coverage, poor maintenance and uneven service quality, which are difficult to meet the needs of diversified tourists. Thirdly, communication and intelligent services in cross-border regions are difficult to keep up, which is reflected in the discontinuous characteristics of 5G signal coverage. For example, the penetration rate of electronic payment on the Vietnamese side is less than 30%. The penetration rate of Chinese mobile payment among Vietnamese merchants is very low. The fracture of this digital connection has greatly reduced the convenience and fluency of cross-border consumption. In general, infrastructure bottlenecks have a significant barrier effect on the goal of 'enriching the people'. Taking Kanwei Township, Daxin County, Guangxi as an example, its geographical location is adjacent to the famous scenic spot Detian Waterfall (only 15 km). However, due to poor traffic connection ability (villagers need to pay high private car fees of about 50 yuan / time) and weak reception ability, it is impossible to effectively undertake the spillover effect of tourism economy. In 2023, only 42% of merchants in the township supported electronic payment, and the consumption conversion rate of Vietnamese tourists here was less than one-third of that in the port area. The lack of infrastructure, like an invisible wall, separates the border residents from the opportunities of tourism to get rich, which greatly reduces the radiation effect of 'rich people'.

3.3 Product homogeneity is serious, and the depth of industrial integration is insufficient.

The core of the sustainable development of cross-border tourism cooperation zone is to provide differentiated and high value-added tourism products, and to realize the deep integration with local characteristic resources. However, the current industrial form of the cooperation zone is single, the efficiency of resource transformation is low, and the potential of 'enriching the people' is far from being released. First, it is shown that up to 73.6% of tourists in the cooperation zone aim at simple border sightseeing. However, the proportion of consumption that truly reflects regional cultural characteristics and has in-depth experience value is insufficient. The supply of products shows a high degree of homogeneity and lacks core competitiveness [3]. Secondly, the border area is rich in unique resources such as national culture, border trade vitality, characteristic agriculture and red history. Unfortunately, these valuable resources have not yet formed a 'symbiotic chain' with the tourism industry. The path of resource transformation is not smooth, resulting in a short industrial chain and low added value, and failing to effectively transform resource advantages into economic advantages and rich capital. Thirdly, the main ways of border residents to participate in tourism are focused on the basic links of low technical content and unstable income. In the core value link of the tourism industry chain, the participation and shareholding ratio of local border residents are extremely low, forming a pattern of serious uneven distribution of benefits. This not only inhibits the income increase space of the border residents, but also weakens their endogenous motivation to achieve sustainable development through the tourism

industry.

3.4 Cross-border security and regulatory challenges, weak protection of tourists ' rights and interests

First, the frequency of joint law enforcement actions between China and Vietnam in the field of tourism market supervision and security prevention and control is extremely low, and most of them are remedial. In the face of ' black guide ' illegal operation, merchants ' fraudulent marketing, price killing and other behaviors that disturb the market order, it is difficult to form an effective joint strike force due to the different standards of law enforcement and the low efficiency of cross-border transmission of evidence. This leads to a high recurrence rate of violations, low cost of violations and high cost of governance. Secondly, when tourists encounter sudden diseases, accidents or natural disasters in the border areas, the two sides lack clear and efficient cooperation norms in the scheduling of medical rescue forces, the accurate translation and transmission of key information, and the connection of rescue processes. The lack of this mechanism can easily lead to response delay, collaboration disconnection, and endanger the safety of tourists. Third, when tourists encounter cross-border consumption disputes, they often fall into the dilemma of rights protection due to problems such as ' vague jurisdiction ', ' differences in cross-border evidence identification standards ', and ' language communication barriers '. The lack of efficient and unimpeded cross-border complaint and dispute resolution mechanisms has greatly weakened tourists ' sense of consumer security and trust in the cooperation zone.

4 Optimization strategies for the development of Sino-Vietnamese cross-border tourism cooperation zones in the context of border prosperity

4.1 Break the barriers of policy coordination and build an efficient cross-border collaboration mechanism.

First, promote the reform of visa and customs clearance facilitation. Based on the " China-ASEAN Free Trade Area Upgrading Protocol, " [4] expand the scope of application of electronic visas, pilot the " electronic visa + self-checking " model at key ports such as Dongxing and Hekou, integrate visa applications, material submission, and review processes to the " cross-border tourism service platform, " and compress the processing cycle to one working day ; for border residents and high-frequency tourists, the " three-month multiple round-trip visa " was introduced to simplify the application materials. Second, improve the lack of policy coordination. The essence of the lack of policy coordination is the contradiction between the limitation of sovereignty transfer and the need for in-depth cooperation. Therefore, we can make up for the lack of policy coordination in the cooperation zone by establishing efficient cross-border cooperation mechanisms such as bilateral legal convergence mechanisms and permanent coordination agencies.

4.2 Make up for the shortcomings of infrastructure and strengthen the ability of tourism support

First, upgrade the cross-border transportation network. Jointly promote the " gauge adaptation transformation " of Yunnan-Vietnam Railway, refer to the international cross-border railway intermodal transport stan-



dards, pilot the " set of rail trains, " increase the average daily operation frequency, and compress the capacity gap ; synchronously repair the border highway, open the ' scenic spot-border village ' tourism bus, the ticket price is controlled within 10 yuan, and solve the problem of villagers ' connection. Second, improve tourism services and smart facilities. Promote the intelligent transformation of port inspection facilities, introduce face recognition and luggage rapid inspection equipment, and shorten the single-person customs clearance time. In the cooperation area, the ' Border Tourism Service Center ' is arranged, supporting multi-lingual consulting desks, public toilets (built according to 3A standards), and special agricultural product exhibition and sales areas ; thirdly, in view of the short board of accommodation, through the ' government subsidy + social capital participation ' model, cultivate characteristic homestays in border villages, unify service standards and incorporate them into the tourism booking platform. Fourth, unite China-Vietnam communication enterprises to promote continuous coverage of cross-border 5G signals (focusing on scenic spots and villages) ; promote the interoperability of payment systems, and access WeChat and Alipay to merchants around ports such as Mong Street and Lao Street in Vietnam. Chinese border merchants support local payment tools such as Vietnam 's ' MoMo ', so as to improve the compatibility rate of cross-border payment.

4.3 Deepen industrial integration and innovation, and enhance the radiation efficiency of ' enriching people '.

First, create differentiated tourism products. To develop a " Sino-Vietnamese cross-border intangible cultural heritage tour, " series of Zhuang embroidery workshops (Chinese side), Vietnam bamboo weaving village (Vietnamese side) cultural experience activities, tourists can participate in the production and take away the works ; based on the history of the border anti-Japanese war, create immersive sitcoms (such as ' Friendship is about the past '), and attract border residents to participate in performances or props. Second, promote industrial integration and deep participation of border residents. Establish a ' tourism enterprise + border cooperative ' cooperation model : enterprises provide training (such as homestay management, tour guide services), and cooperatives organize border residents to participate in product development (such as ethnic costume design), service supply (such as folklore explanation) ; for border residents to start a business, the establishment of " cross-border tourism micro-entrepreneurial fund " (a single maximum of 50,000 yuan), support the border residents to open special catering, handicraft stores. Third, integrate border trade resources and add ' tourism + border trade ' experience areas in border bazaars. Border residents can sell Vietnamese cashew nuts, Chinese tea and other commodities to tourists through the mode of ' online booking + offline pick-up '. Enterprises return 5 % of sales to cooperatives for re-development.

4.4 Build a strong defense line of safety supervision to ensure the healthy development of the tourism market.

First, establish a normalized joint law enforcement mechanism. Establish a ' China-Vietnam Cross-border Tourism Joint Law Enforcement Team ', carry out special rectification at least once every quarter, and unify the punishment standards for violations ; establish a ' blacklist of illegal subjects ', the two sides simultaneously publicize and limit employment, and reduce the recurrence rate of violations from 42.3 % to less than 20 %. Second, improve emergency and rights protection services. Build a ' cross-border tourism emergency command platform ', integrate resources such as hospitals, firefighting, and rescue between China and Viet-

nam, and clarify the emergency response process ; set up ' emergency medical points ' at ports and scenic spots, equipped with bilingual medical staff and emergency equipment.

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