

Research on the High-quality Development of Yunnan-Guangxi Border Tourism under the New Situation

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Abstract

High-quality development is the primary task of comprehensively building a socialist modernized country, and it is also the essential requirement and core path to fully promote the construction of a strong tourism country. Relying on the location advantages and tourism resources, Yunnan-Guizhou region is of strategic significance in the development of border tourism. This paper systematically combs through the historical logic of Yunnan-Guizhou border tourism development, analyzes the new opportunities and challenges facing the development of Yunnan-Guizhou border tourism under the new situation, and puts forward the three aspects of the reality of the high-quality development of Yunnan-Guizhou border tourism requirements. At the same time, Yunnan-Guizhou border tourism is still facing three bottlenecks, such as lagging behind in intelligent service system, mismatch between resources and market demand, and incomplete mechanism of cross-border tourism cooperation and coordinated development. Through the construction of the synergistic development model of "high matching of market demand-intelligent service system-deepening regional tourism cooperation mechanism", we can promote the high-quality development of Yunnan-Guizhou border tourism, so that the tourism industry can better serve the good life, promote economic development, construct a spiritual home, display China's image and enhance mutual understanding of civilizations.

Keywords

New Situation; Yunnan-Guangxi Border Tourism; High-quality Development; Smart Tourism; Cross-border Tourism Cooperation.

1. Introduction

The Yunnan-Guangxi border region, bordering Myanmar, Laos and Vietnam, is an important gateway for China's opening to the outside world. Yunnan Province has a total border length of 4060 kilometers, bordering Myanmar, Laos and Vietnam. Among them, the China-Myanmar border is 1997 kilometers, the China-Laos border is 710 kilometers, and the China-Vietnam border is 1,353 kilometers. Yunnan has 8 border prefectures, 25 border counties [1], and a total of 28 ports, including 21 land ports (19 highway and 2 railroad), 4 air ports, and 3 water ports. The total length of the land border between Guangxi and Vietnam is 1020 kilometers, and there are 8 state-level land border ports, 3 border cities and 8 border counties. At the same time, Yunnan-Guangxi border area has rich and diversified border tourism resources, such as rich border symbols resources, border nature, humanities tourism resources, border politics and diplomatic culture tourism resources and border defense culture tourism resources, rich in unique ethnic culture and heavy historical heritage, with unique advantages for the development of border tourism. With the acceleration of the regional integration process and China's economic development into a new era, tourism, as an important part of the national economy, is transforming from a development model focusing on scale and speed to high-

quality development. To this end, this paper will focus on the key issues of "the realistic requirements for the high-quality development of Yunnan-Guangxi border tourism", "the bottlenecks and practical paths for the high-quality development of Yunnan-Guangxi border tourism", etc., and systematically sort out the realistic logic of the high-quality development of Yunnan-Guangxi border tourism, Bottlenecks and practical paths to promote the transformation and upgrading of tourism in Yunnan-Guangxi border areas, enhance the competitiveness of tourism, promote regional economic development, strengthen international exchanges and cooperation, promote the high-quality development of border tourism, and contribute to the construction of China's tourism power as a "border tourism" power [2].

2. Historical Logic of Yunnan-Guangxi Border Tourism Development

Reform and opening up, especially since the 18th Party Congress, China's tourism development into the fast lane, the formation of the world's largest domestic tourism market, become the largest source of international tourism and the main destinations, tourism from small to large, from weak to strong, increasingly becoming an emerging strategic pillar industry and has significant characteristics of the times of people's livelihood industry, happy industry, successfully walked out of a unique Chinese tourism development road [3]. Although China's border tourism started late, but the momentum is rapid, rapid development, border tourism has gradually grown into an important industry of "prospering the border and enriching the people". Throughout China's Yunnan-Guangxi border tourism has gone through five historical stages: the exploration stage, the start-up stage, the development stage, the stabilization stage and the slowdown stage.

Exploration stage: Since China's reform and opening up in 1978, Yunnan Province and Guangxi Zhuang Autonomous Region have begun the planning and development of border tourism, but the overall scale of border tourism is relatively small, and there is no unified border tourism policy, which can only be said to be in the exploration stage.

Beginning stage: Since the 1990s, with the international environment becoming more and more stable, China's Yunnan-Guangxi region in the GMS framework, "10+1" China-ASEAN dialogue mechanism, the Greater Mekong Subregion, tourism and economic cooperation is becoming more and more active. However, according to the development history of China's border tourism and data, Yunnan-Guangxi region before 2000, the number of overnight tourists in Yunnan and Guangxi are at a relatively low level, it can be assumed that this period of Yunnan-Guangxi border tourism is in its infancy.

Development Stage: The Central Ethnic Work Conference held in 1999 proposed that we should continue to promote the action of prospering the borders and enriching the people, make contributions to enriching the people, prospering the borders, strengthening the country, and making good neighborly relations, and consolidate the motherland's 10,000 miles of borders [4]. The "Outline of the National Action Plan for Prospering the Border and Enriching the People (2001-2010)" implemented in 2000 emphasized that "the development of the tertiary industry should be actively promoted, and tourism should be cultivated into an important industry for the development of the border areas by making full use of the rich natural and humanistic landscapes in the border areas. As the border tourism destinations in Yunnan-Guangxi region gradually became known, the number of inbound overnight tourists began to increase, and tourism activities became organized and regular. As can be seen from the table, since 2001, the number of inbound overnight tourists in Yunnan and Guangxi have shown a clear growth trend, which marks that border tourism in Yunnan-Guangxi region has entered the development stage. On June 29, 2010, China clearly put forward "actively constructing key development and opening-up experimental zones in Dongxing of Guangxi, Ruili of Yunnan, and Manchuria of Inner Mongolia". In 2011, China has made a clear proposal of "actively building key

development and opening-up experimental zones in Dongxing of Guangxi, Ruili of Yunnan, and Manzhouli of Inner Mongolia". "In 2011, China comprehensively cultivated the development of key tourist attractions and routes with border characteristics, and encouraged the development of border tourism [5]. In 2013, the key ports along the border, border cities, economic cooperation zones were allowed to implement special methods and policies in terms of personnel exchanges, processing and logistics, tourism, etc., and support Xishuangbanna, Ruili, Dongxing, Chongzuo and other conditional areas to study the establishment of cross-border tourism cooperation zones [6], which marks that the border tourism has its own independent development space, and gained the status of independent development. The symbol of the elevation of border tourism to the national level is the "Opinions of the State Council on a Number of Policies and Measures to Support the Development and Opening Up of Key Areas Along the Border" issued by the General Office of the State Council in 2015, which points out that it is necessary to enhance the level of tourism opening up of key areas along the border, and to promote the prosperous development of border tourism [7].

Solid stage: In 2017, the General Office of the State Council issued the "Thirteenth Five-Year Plan for Border Enrichment Action", which also clearly pointed out in the main tasks and key projects that it is necessary to provide tilted support to the tourism industry in border areas in terms of projects, funds and policies, and to vigorously develop "colorful border" tourism and cross-border featured tourism [8]. In 2018, the Ministry of Culture and Tourism and other 10 departments jointly issued the Notice on Issuing the Implementation Plan for the Construction of Border Tourism Pilot Zone in Manzhouli, Inner Mongolia and Fangchenggang, Guangxi, and the State Council agreed to establish the Fangchenggang Border Tourism Pilot Zone in Guangxi. Tourism Pilot Zone [9], marking the reform and development of China's border tourism has entered a new stage. At this stage, tourism advertisements increase the tourism market, foreign investment surges, tourism facilities begin large-scale construction, and the number of tourists grows rapidly.

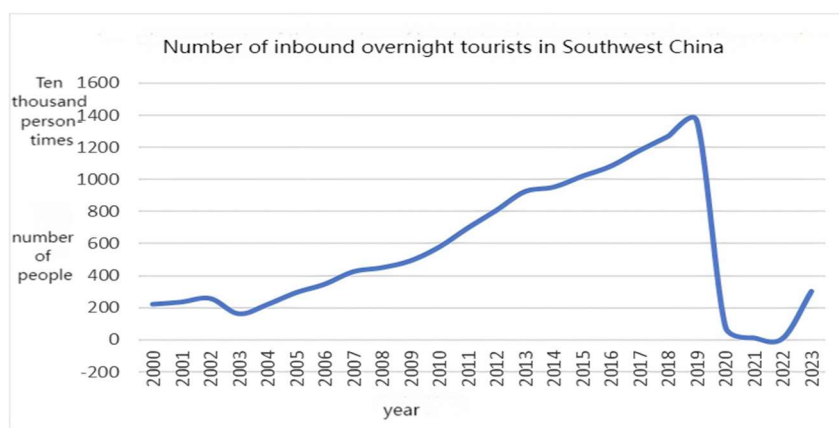


Fig. 1. Number of inbound overnight tourists in Southwest China

Slowdown phase: the number of inbound overnight tourists in Yunnan and Guangxi has reached a high level in 2019, and the growth trend began to slow down from 2017, with a significantly slower growth rate. Until 2019 reached its peak, even without the impact of the epidemic on border tourism in 2020, the growth rate of border tourism arrivals after 2020 will gradually slow down to stagnation. However, market changes in recent years, coupled with the slowdown in the growth trend of border tourism arrivals in Yunnan-Guangxi and the highly developed global aviation industry, the degree of dependence on land routes for entry and exit has been greatly reduced, airports have become very convenient for entry and exit tourism, and border areas are no longer traditionally a must-visit place for entering and exiting, so that the tourism

location advantages of border areas are at the risk of being weakened and marginalized. The data for 2023 shows some degree of recovery, but extremely low numbers, which may indicate that there has been some recovery, but the number of people is extremely low. However, the number of people is extremely low, which may indicate that the Yunnan-Guangxi region is in the early stage of stagnation or decline, and that measures are urgently needed to revive the border tourism market in the region in order to realize the recovery and high-quality development of border tourism in the Yunnan-Guangxi region.

3. The Realistic Logic of Yunnan-Guangxi Border Tourism Development

3.1. New Opportunities for Tourism Development Along the Yunnan-Guangxi Border in the Current Context

Since its inception in 2013, the Belt and Road Initiative has brought new opportunities for regional cooperation. President Xi Jinping's "Five Connectivities" philosophy has provided guidance for the development of border tourism between China and Central Asia [10], with clear objectives for the construction of six economic corridors and the integration and enhancement of traditional regional cooperation mechanisms. [11] The Yunnan-Guangxi region, as an important gateway connecting China with Myanmar, Laos, and Vietnam, holds a significant position in the Belt and Road strategy. Over the years, the region has undertaken numerous cross-border tourism cooperation projects with neighboring countries, developing distinctive tourist attractions and routes. The establishment of the Guangxi Fangchenggang National Border Tourism Pilot Zone in 2018 has effectively promoted the high-quality development of border tourism along the entire route, and border tourism between Yunnan and Guangxi is expected to become a leading industry in the construction of the China-Southeast Asia Economic Corridor.

There are various cooperation mechanisms in Southeast Asia and South Asia, such as the Lancang-Mekong Cooperation and the Greater Mekong Subregion Economic Cooperation. These mechanisms complement each other, jointly promoting regional integration, and providing a platform for China and Southeast Asian countries to build an Asian community of shared future and advance the Belt and Road Initiative [12]. The Yunnan-Guangxi border region, with its abundant tourism resources, holds a significant position in Lancang-Mekong tourism cooperation. The Greater Mekong Subregion Economic Cooperation mechanism engages in practical cooperation in fields such as transportation and tourism. The Yunnan-Guangxi border region leverages this to prioritize the construction of cross-border tourism infrastructure and enhance regional tourism connectivity. Among the early harvest projects implemented under Lancang-Mekong cooperation, several involve tourism cooperation, contributing to the high-quality development of tourism in the Yunnan-Guangxi border region.

The global tourism passenger flow landscape is undergoing changes. In the past, Europe was a major global tourism destination and source market, but in recent years, the growth of the international tourism industry has slowed, with Europe's annual tourism growth rate falling below the global average. The Asia-Pacific international tourist market, however, has continued to grow. Data from 2024 shows that among the top ten destinations visited by Asia-Pacific tourists, eight are in Asia, with China leading the list. The National Immigration Administration has extended the visa-free transit period for foreigners, providing international tourists with more travel options and promoting regional tourism cooperation and border tourism development. As the frontline of China's interactions with Southeast Asia, the Yunnan-Guangxi border region will play a key role in the future development of the international tourism industry.

3.2. Challenges Facing Yunnan-Guangxi Border Tourism in the New Situation

First, the sluggish global economy has driven the localization of tourism consumption. The current global economic growth rate is slowing down (the IMF predicts a 3.2% growth in 2024, lower than the average level of the 30 years before the pandemic). Among developed economies, only the United States maintains a relatively fast growth rate (2.8%), while Japan and the Eurozone are experiencing sluggish growth (0.3% and 0.8% respectively), and the German economy has even stagnated. This trend has exacerbated the uncertainty and protectionist tendencies in the world economy. Tourism along the Yunnan-Guangxi border has long relied on international tourists. As a result, the number of international tourists has sharply declined and their purchasing power for entry and exit has dropped. This has forced the local tourism industry to turn to the domestic market, requiring scenic spots and service providers to adjust their marketing strategies and improve service quality to attract domestic tourists.

Second, the complex and volatile international environment restricts development. Due to differences in political and economic conditions, the border areas between Yunnan and Guangxi and their neighboring countries have formed a complex international environment. Factors such as territorial disputes, geopolitical games, and adjustments to military deployments have exacerbated regional tensions. International terrorism, the infiltration of religious extremist forces, and the interweaving of tribal and ethnic conflicts seriously threaten regional security and social order. Meanwhile, changes in international relations and foreign policies (such as diplomatic games among neighboring countries and the international community's stance on regional conflicts) have further exacerbated the complexity[13]. These factors not only threaten the lives and property of local residents, but also profoundly restrict the development and cooperation of border tourism, making its development prospects full of uncertainties.

Third, the development of low-cost airlines and transportation has weakened the substitution effect of border tourism. In the early days, due to the economic backwardness of neighboring countries and the inconvenience of cross-border transportation (high costs and cumbersome land-based transfers), border tourism emerged as an alternative to overseas travel due to its convenience and cost-effectiveness. However, in recent years, with the improvement of transportation infrastructure such as aviation and railways, direct flights to neighboring countries (such as Nha Trang and Da Nang in Vietnam, and Moscow in Russia) have been launched in many regions. Tourists can now reach their destinations directly without land-based transfers, leading to a gradual weakening of the substitution effect of border tourism on outbound travel. Its locational advantages as a transit point and destination have been weakened, and its appeal has significantly declined, posing a risk of marginalization. Additionally, the cumbersome entry and exit procedures in some border regions and the need to improve the level of personnel and vehicle connectivity also constrain its long-term healthy development.

3.3. Realistic Requirements for the High-quality Development of Yunnan-Guangxi Border Tourism

On May 17, 2024, the National Conference on Tourism Development was held in Beijing, and President Xi Jinping made important instructions, clearly put forward to insist on observing and innovating, improving quality and efficiency, integrating development, integrating the government and the market, supply and demand, protection and development, domestic and international, and development and safety, focusing on perfecting the modern tourism system, accelerating the construction of a strong tourism country, so that the tourism industry can better serve the good life, promote economic development, construct a spiritual home, and build up a spiritual home. It will make tourism better serve the good life, promote economic development, build a spiritual home, display China's image and enhance mutual understanding among civilizations. All regions and departments should effectively strengthen the sense of

responsibility and mission, work together, pay close attention to the implementation, and promote the high-quality development of the tourism industry to a stable and far-reaching [14]. As Yunnan-Guangxi border tourism has gone through the journey from the exploration stage, the start-up stage to the development stage and the solid stage, it is currently entering the slowdown stage. In this context, the development of Yunnan-Guangxi border tourism is facing new opportunities and challenges, such as the promotion of the "Belt and Road" initiative and the construction of the China-Central South Peninsula Economic Corridor, the development of dialog and cooperation mechanisms in Southeast Asia and South Asia (e.g., the Greater Mekong Sub-region Economic Cooperation (GMSEC), ASEAN-Mekong Basin Development Cooperation (AMDC)), and the establishment of a new border tourism center. Mekong River Basin Development Cooperation), and changes in the structure of international tourism flows have brought new opportunities for Yunnan-Guangxi border tourism development. At the same time, however, there are new challenges, such as the global economic downturn leading to a decline in tourism consumption, the complexity and volatility of the international political and economic environment, and the gradual substitution of low-cost air travel for border tourism.

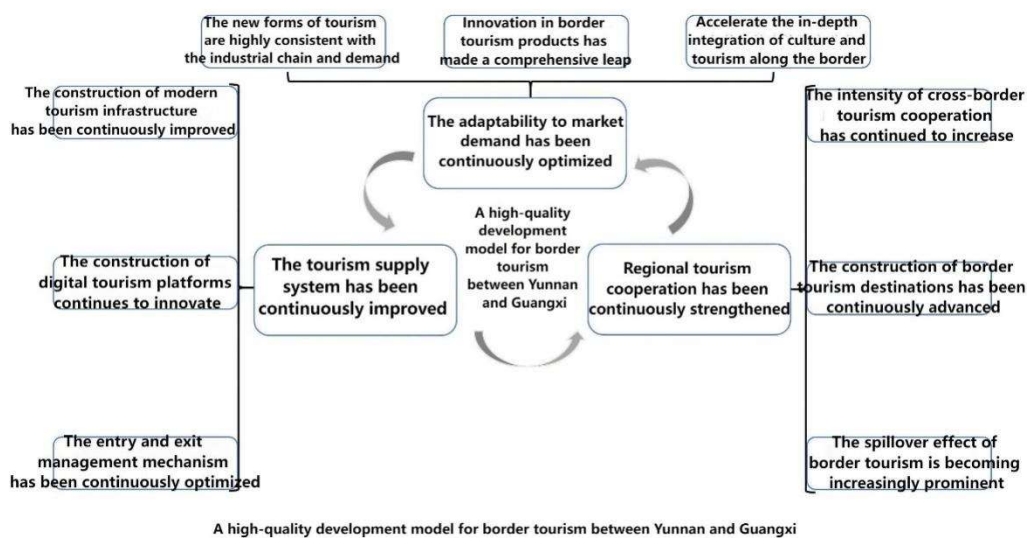


Fig. 2 Yunnan-Guangxi border tourism high-quality development model

Under the background of this new situation, the realistic requirements and key signs for the high-quality development of Yunnan-Guangxi border tourism are mainly as follows: Firstly, the continuous improvement of the tourism service supply system is the basis of its high-quality development, and its key signs include the continuous improvement of modern tourism infrastructure construction, the continuous innovation of tourism digital platform construction, and the continuous optimization of the entry and exit management mechanism. Secondly, the continuous optimization of market demand is the core essence of its high-quality development, and its key symbols include the realization of the new form of border tourism and the industrial chain with a high degree of demand, the comprehensive leap in border tourism product innovation, and the acceleration of the depth of the integration of border culture and tourism. Thirdly, the continuous deepening of the regional tourism cooperation mechanism is the inevitable requirement for its high-quality development, with the "Belt and Road" initiative and the Southeast Asia and South Asia Dialogue and Cooperation Mechanism as the in-depth development opportunities, and the key symbols include the continuous enhancement of the cross-border tourism cooperation, the continuous promotion of the construction of the border tourism destinations, and the increasingly significant spillover effect of the border tourism.

4. Bottlenecks in the High-quality Development of Yunnan-Guangxi Border Tourism

4.1. Lagging Behind in Intelligent Service System of Yunnan-Guangxi Border Tourism

4.1.1. Incomplete Construction of Modern Tourism Infrastructure

Except for a few relatively developed areas, the tourism infrastructure in Yunnan-Guangxi border areas still needs to be improved. In particular, public services such as catering, accommodation and toilets are insufficiently supported. As of 2024, the total number of tourism toilets in Yunnan-Guangxi two provinces and regions is about 8,000, but the density of toilets in the border area is only 0.5 seats/square kilometer, which is far lower than the national average. Currently, the border road network fails to form a fast channel or railroad network that efficiently connects with the ports, and the roads below the county level along the Yunnan-Guangxi border are low-graded and in poor condition, with overall low accessibility, affecting the integration and development of regional resources. Meanwhile, the railroad network construction is lagging behind, and the railroad density in Yunnan-Guangxi border areas is only 0.08 km/km², far lower than the national average of 0.15 km/km², and the lagging of social public service facilities, such as information, medical care, education, etc., further restricts the fulfillment of tourists' diversified needs [15]. Due to the special nature of the border and national defense, although the Yunnan-Guangxi border area is rich in tourism resources, due to the lag in development and service, the status quo of "first-rate resources, second-rate development, third-rate service" has been formed, which not only reduces the overall satisfaction of the tourists, but also hampers the further development of border tourism.

4.1.2. Incomplete Construction of Tourism Digital Platform

The construction of tourism digital platform in Yunnan-Guangxi border area faces many challenges. First, there is insufficient data integration and sharing, and data from multiple administrative regions and attractions are scattered and lack uniform standards, resulting in tourists being unable to access comprehensive information through a single platform. Second, platform functions and services need to be improved, currently focusing mostly on basic information release and booking services, lacking personalized recommendations, intelligent guides and precise services for cross-border needs, such as multi-language support and multi-currency payments [16]. Third, data security and privacy protection issues are prominent, and some platforms are deficient in data encryption and user privacy protection, which can easily lead to the risk of data leakage. Fourth, some remote scenic spots and rural areas are not fully equipped with digital facilities, which affects the full implementation of platform functions. Fifth, the mechanism of cross-border tourism cooperation is imperfect, and the cross-border tourism cooperation between Yunnan-Guangxi border and ASEAN countries is still in the primary stage, lacking a unified digital service platform to effectively integrate cross-border tourism resources. Finally, insufficient talent and technical support, lack of digital talents and slow technology update, resulting in limited platform development and operation capabilities, lack of cooperation with research institutions and universities, and difficulty in introducing advanced technologies such as big data analysis and artificial intelligence.

4.1.3. Immigration Management Mechanism Still Needs to Be Optimized

In July 2024, the stay scope of 144-hour visa-free transit policy in Yunnan Province was expanded to 9 cities (states) administrative areas [17], and then the visa-free policy for tour groups from ASEAN countries to enter Xishuangbanna, Yunnan was implemented from February 10, 2025 [18], Yunnan-Guangxi border tourism has ushered in the development of new opportunities, however, it is difficult to meet the demand of the increasing number of inbound tourists in the entry-exit management mechanism. First of all, the informationization

and intelligent construction of entry-exit management in Yunnan-Guangxi border areas are still insufficient. Although some areas have tried to implement online pre-screening, self-service customs clearance and other facilitation measures, but the overall efficiency of customs clearance still needs to be improved. For example, the "one-stop" mode of customs clearance has not yet been realized at some ports, and the construction of green channels and self-service inspection channels for group tourists still needs to be further promoted. Secondly, the lack of flexibility in the immigration management mechanism has limited the diversified development of border tourism. For example, although some ports have been opened to inbound tourism routes, but the departure formalities still need to be accompanied by qualified tour guides, and only allows group tourism, restricting the entry of free-traveling tourists. The choice of ports of entry and exit for border tourism groups is relatively limited, and some ports are only open to local residents, restricting the development of cross-regional tourism. In addition, with the development of new forms of tourism, such as self-driving tourism and special tourism, the tourism market in the Yunnan-Guangxi border area is constantly expanding into new growth points, but the entry and exit approval procedures for new forms of tourism, such as self-driving tourism, are still complicated, and a perfect management system for cross-border self-driving tourism has yet to be formed. Finally, Yunnan-Guangxi border areas still need to strengthen the mechanism of cross-border tourism cooperation. Although China has signed relevant agreements with some neighboring countries, there are still many restrictions on visas at border crossings, customs management, mutual visa exemptions for self-drive tours, etc., making it difficult to form a unified and efficient cross-border tourism cooperation model.

4.2. Yunnan-Guangxi Border Tourism Resources are Not Compatible with Market Demand.

4.2.1. The New Form of Border Tourism Does Not Match with the Industrial Chain.

At the stage of sightseeing tourism, China's Yunnan-Guangxi border area has formed a relatively complete or even excessive spatial layout of the tourism industry chain with travel agencies, scenic spots, hotels, etc. as the core [19]. By the end of 2024, among them, there are 21 5A-level tourist attractions in Yunnan-Guangxi area, 10 in Yunnan, 11 in Guangxi national level Tourist Resorts Diangui region, a total of 9, of which 5 in Yunnan, Guangxi 4. The existing tourism form and industry chain structure mainly focuses on sightseeing tourism design layout, and it is difficult to meet the demand for diversified and personalized in-depth experience of the new tourism form. Specifically, the industrial chain layout of new tourism forms is not yet sound. With the diversification and personalization of consumer demand, new tourism forms such as night light and shadow shows, border camping bases, and special tours favored by young customers have appeared. However, in the Yunnan-Guangxi border region, the development of these new tourism forms is still in the preliminary stage, the product supply is misaligned with the market demand, the industrial chain has not yet been formed, and there is a lack of systematic planning and effective market support, which results in its development potential not being fully tapped. The development of study tourism resources is still insufficient, and there is a lack of innovative courses combined with local culture and natural resources, and the supporting educational facilities and teachers need to be further strengthened; special tourism service standards have not yet been established, and there is a lack of special tourism project planning, outdoor sports guidance, multilingual interpretation and other professionals, special tourism services have incomplete qualifications, chaotic charges and other issues, affecting the high-end customer groups. Consumption experience.

4.2.2. Insufficient Border Tourism Product Innovation

Yunnan-Guangxi border area has beautiful scenery, long history, many nationalities, and outstanding comparative advantages in tourism resource endowment, including spectacular waterfalls, canyons, forests, unique karst landscapes and idyllic scenery, as well as a large

number of human resources accumulated along the border. However, the market position of Yunnan-Guangxi border tourism is not suitable with the above resource advantages, and its product innovation for the development of border tourism resources is insufficient. Yunnan-Guangxi border tourism products are still dominated by the traditional mode, and the tourism products are mainly focused on sightseeing tours, festivals and activities, ethnic customs, and there is a lack of diversified product design, and the quality of the tourism products, homogenization, monotonous, and low level of tourism services need to be upgraded [1]2-3. For example, cross-border tourism routes are mostly centered on sightseeing tours, "port card", "duty-free shopping" and other content, tourists are arranged to experience a number of similar attractions in a short period of time, the lack of diversified tourism experience, so that the tourists feel aesthetic fatigue and repetition of content, resulting in a decline in overall tourist satisfaction. The lack of diversified tourism experience makes tourists feel aesthetic fatigue and repetition of content, leading to a continuous decline in overall tourist satisfaction. Secondly, the national culture experience program is limited to shallow interactions such as song and dance performances and festival viewing, and fails to combine non-heritage skills and traditional handicrafts with modern forms of cultural tourism. Once again, many scenic spots rely on the "ticket economy" and neglect the development and enrichment of tourism products for secondary consumption scenarios, resulting in a generally shorter stay of tourists in scenic spots and a relatively limited contribution to consumption. This "single ticket-driven + low value-added commodities" product structure not only creates a shallow experience of "quick in, quick out" for tourists, but also makes it difficult to release the economic benefits of border tourism in a sustainable manner.

4.2.3. Insufficient Depth of Cultural and Tourism Integration along the Yunnan-Guangxi Border

Yunnan-Guangxi border area has rich humanities tourism resources, such as minority culture, cross-border culture, red culture, border culture and other unique resources. However, these human resources have not been innovatively developed and creatively transformed in the process of border tourism. First, the depth of cross-industry integration is insufficient, and the industry linkage effect is weak. The integration of culture and tourism industry with agriculture, recreation and health, science and technology, etc. mostly stays on the surface, failing to form a "culture and tourism +" ecosphere. For example, although the panax pseudoginseng planting base in Wenshan Prefecture, Yunnan tries to develop the "agriculture + tourism" project, but it is limited to sightseeing and picking, and does not combine the culture of traditional Chinese medicine with the depth of the health and wellness industry; Secondly, the way of cultural display is relatively single, mostly based on static display and traditional performance, lacking innovation and interactive experience. For example, the Yao long drum dance and the Jing dulcimer art are mostly presented through stage performances, with a single way of performance and a lack of cross-border cooperation with film and TV IPs, literary IPs and other modern arts, which makes it difficult to satisfy modern tourists' demand for immersive and interactive tourism experiences, resulting in the failure to fully release the tourism value of cultural resources. Finally, the breadth of cultural and tourism integration is insufficient, the lack of cross-regional collaboration mechanisms, and the low efficiency of resource integration. Diangui two provinces and regions are important nodes of the border tourism corridor, but has not yet established the provincial culture and tourism integration synergy platform, resulting in insufficient planning convergence and homogeneous competition intensified, with a lack of joint mechanisms for cross-border cultural and tourism product design, ethnic handicrafts and joint development. The two lack a joint mechanism in cross-border cultural tourism product design, ethnic handicrafts and joint development.

4.3. Incomplete Mechanism of Yunnan-Guangxi Cross-border Tourism Cooperation and Synergistic Development

4.3.1. In-depth Cooperation in Yunnan-Guangxi Cross-border Tourism

Under the background of the "Belt and Road" initiative and the synergistic promotion of regional integration, the Yunnan-Guangxi border area, relying on the geographic advantages of neighboring Vietnam, Laos and Myanmar, has significant potential for cross-border tourism development, but the current cooperation is still in the primary stage. First of all, the construction progress and standards of cross-border infrastructure are inconsistent, making coordination difficult. In particular, the differences in infrastructure construction surfaces such as transportation network interconnection, information and communication docking, and medical rescue synergy make the development of border tourism face more challenges. Secondly, the cross-border tourism cooperation mechanism is not perfect, although Yunnan-Guangxi border area has signed a number of tourism cooperation agreements with neighboring countries, but in the concrete implementation of the lack of effective coordination mechanism. For example, the market supervision and security mechanism of each country does not cooperate closely enough, which leads to some undesirable tourism behaviors and frauds occurring from time to time. At the same time, the prevention and control mechanism of cross-border tourism security risks is not sound enough, such as when dealing with emergencies and natural disasters, the coordination and cooperation among countries are not effective enough. Finally, the effective integration of resources in the sharing of tourism information, the cultivation of tourism talents and the standardization of tourism services has not been achieved [20]. In addition, the substantive breakthroughs in the areas of deep-level cooperation involving the disposal of tourism disputes, cross-border payment and settlement, and joint declaration of cultural heritage are still insufficient due to the constraints imposed by the differences in policies and regulations, and the divergence in cultural perceptions, restricting the in-depth development of cross-border tourism cooperation.

4.3.2. Imperfect Construction of Yunnan-Guangxi Border Tourism Destinations

The development of Yunnan-Guangxi border tourism destinations has a weak sense of awareness, a late start, and the destination brand has not yet been formed, resulting in the construction of border tourism destinations is still imperfect. First, the destination support system is not sound. Yunnan-Guangxi border cities generally have the tendency of "channelization", failing to complete the transition from transit to destination. Core tourist cities such as Jinghong in Yunnan and Chongzuo in Guangxi have weak international service functions, and lack of world-class cultural and tourism complexes, high-end exhibition facilities and other carriers, resulting in insufficient capacity for collecting and distributing tourists. Secondly, the positioning of Yunnan-Guangxi border tourism destination is vague, and the brand construction is lagging behind. Yunnan-Guangxi region lacks systematic research and precise positioning of international border tourism destinations, and fails to effectively integrate the composite resources of "border + ethnic + ecological", resulting in a low degree of recognition of tourism image. Although Yunnan and Guangxi have natural scenery, ethnic culture and diversified border customs and other resources, they have not refined the core theme with international attraction, and their tourism brands are scattered and homogenized, failing to form strong identifiers such as "Colorful Yunnan" and "Guilin Shanshui", with insufficient recognition in the domestic and international markets. The destination marketing system is weak. Once again, the destination marketing system is weak and the communication efficiency is insufficient. Brand promotion is lagging behind in the application of new media platforms, short videos and cross-border digital marketing, making it difficult to reach young customers and overseas markets.

4.3.3. Border Tourism Spillover Effect is Not Significant

The radiation-driven role of Yunnan-Guangxi border tourism on regional economy, society and diplomacy has not been fully released, and the spillover effect is not significant. First of all, the integration of tourism industry and local economy in Yunnan-Guangxi region is relatively low, failing to form a "tourism +" industry chain extension. Under the superposition of multiple factors, Yunnan-Guangxi border tourism is still in the stage of "point development, single point profit", and has not yet formed a synergistic growth of the regional economy with tourism as the engine. Secondly, the synergistic effect between tourism and trade has not been given full play, the factor flow and transformation is insufficient, the tourism visa facilitation policy and the border market, cross-border e-commerce and other trade rules lack of convergence, the transformation of tourist status to the main body of the trade channel is not smooth. At the same time, cross-border tourism cooperation zones and comprehensive bonded zones, cross-border economic cooperation zones and other platforms are functionally divided, failing to build a comprehensive service system of "tourism and trade as one", restricting the extension of tourists' resources to the fields of investment, logistics, etc., which leads to a lack of obvious reverse promotion of tourism to trade, and fails to form an effective reciprocal symbiotic relationship [21]. Finally, with the expansion of the air transportation network to improve border accessibility and convenience, tourists are more inclined to choose fast and efficient air transportation, resulting in a decrease in the flow of passengers at the traditional land ports, and a decline in the status of the land ports in the Yunnan-Guangxi border area. This has not only weakened the importance of border tourism destinations in the regional transportation network, but also led to its role in the diplomatic spillover effect and the construction of the Asian community is not obvious.

5. Practical Path for High-quality Development of Yunnan-Guangxi Border Tourism

Based on the above realistic logic and strategic mission of the high-quality development of Yunnan-Guangxi border tourism, this paper will continue to improve the modern service system of Yunnan-Guangxi border tourism, continue to optimize the high adaptability of Yunnan-Guangxi border tourism resources and market demand, and continue to strengthen Yunnan-Guangxi cross-border tourism cooperation and synergistic development efforts from the three dimensions of continuous optimization of the adaptability of the market demand, continuous improvement of the tourism supply system, and continuous strengthening of regional tourism cooperation, etc., to explore in-depth the realization of the quality development of border tourism. In-depth analysis of the practical path to realize the three dimensions of high-quality development of border tourism.

5.1. Continuous Improvement of the Tourism Service Supply System

In order to improve the quality of tourism services in the Yunnan-Guangxi border area, priority should be given to promoting the standardized construction of infrastructure, including tourism distribution centers, signage systems, emergency rescue facilities and tourism toilets, so as to optimize tourists' experience. At the same time, it is necessary to combine the demand for cross-border tourism, appropriately increase the number of ports and improve the efficiency of customs clearance, and strengthen the interconnection with neighboring countries in the areas of highways, railroads and aviation. In terms of transportation, emphasis should be placed on the synergistic development of high-speed railways and ordinary railways, increasing the frequency of "slow trains", improving the convenient transportation network with multiple stops and low fares, and giving priority to opening up broken roads and bottlenecks, so as to build a three-dimensional transportation system connecting Southeast Asian countries. In addition, it is necessary to strengthen the construction of public cultural

facilities, promote the integration of cultural projects and digital technology, and enhance the depth of cultural experience for tourists. Supporting optimization of vacation facilities, shopping environment and tourism consulting and service center, increase the night entertainment and interactive projects to enhance the vitality of tourism consumption, to create an international and diversified border tourism service system.

To promote the high-quality development of border tourism, it is necessary to strengthen policy synergy. On the one hand, we should negotiate with neighboring countries to optimize visa policies, implement facilitation measures such as visa-on-arrival and electronic visa, set up additional processing windows and shorten the approval time, and set up special channels for cross-border tourism. On the other hand, strengthen the cooperation among the Tourism Bureau, border guards, customs and other departments to simplify border tourism procedures, optimize the policy for third-country tourists, and support the interoperability of cross-border tourism routes. In addition, it is necessary to build a security governance and supervision system with neighboring countries, improve laws and regulations, regulate the business behavior of travel agencies, crack down on irregularities, and establish integrity files. At the management level, a smart tourism platform should be built based on big data and artificial intelligence technology, integrating scenic spots, transportation and other resources to realize real-time monitoring and intelligent scheduling. Finally, it should deepen cross-border ecological protection and cultural cooperation, jointly deal with security and environmental issues, build an efficient air, land and sea transportation network, and promote the sustainable development of border tourism.

5.2. Continuous Optimization of Market Demand Adaptability

In order to promote the high-quality development of Yunnan-Guangxi border tourism, it is necessary to strengthen policy support and industrial innovation. First of all, special development plans should be formulated to clarify the development direction of new tourism forms and encourage social capital to participate in the development. Relying on the unique ethnic culture and ecological resources of the border area, focus on the development of study tourism, recreation and health tourism and other specialty products. At the same time, it promotes the integration of tourism and related industries, develops immersive cultural experience projects using VR/AR technology, and develops cross-border trekking, adventure tourism and other special tourism products to meet the diversified needs of tourists. In addition, it is necessary to strengthen the cultivation of professional talents, enhance the level of service specialization in the fields of recreation and study, improve the layout of the industrial chain, and promote the optimization and upgrading of the tourism industry.

Yunnan-Guangxi border areas should give full play to the advantages of their natural and human resources and promote the deep integration of culture and tourism. Yunnan Xishuangbanna, Dehong and other places combined with Dai, Jingpo traditional activities, to create ecological recreation and cultural experience boutique line, and develop cross-border tourism products; Guangxi Pingxiang, Dongxing and other places to introduce "red + border trade" "border shopping + coastal vacation" and other composite products. Products. In terms of cultural and tourism integration, we will deeply excavate the connotation of "borderland civilization", integrate world heritage resources such as Hani terraces and copper drum culture, develop transnational cultural experience products and international study projects, and enhance brand influence through international certification. In addition, the use of scientific and technological means to innovate the form of cultural display, organize diversified cultural activities, strengthen the protection of cultural heritage, and promote the high-quality development of border tourism through the in-depth integration of culture and tourism.

5.3. Deepening Regional Tourism Cooperation

Yunnan-Guangxi border area should give full play to its location and resource advantages to create a "international border tourism destination". Relying on Ruili, Dongxing and other national ports, the implementation of differentiated development strategies: Ruili can focus on China-Myanmar Cyberculture and jade trade, Dongxing can highlight the Sino-Vietnamese Border River and red tourism. Through the "one bank, one theme" mode, the border channel into a cultural display and cross-border consumption window. At the same time, taking advantage of the FTZ policy, the construction of duty-free shopping and cross-border e-commerce experience centers, the introduction of "cross-border residence" and other innovative products to promote tourism consumption upgrade. In addition, it is necessary to improve the air and land transportation network, build a dual function system of independent "destination + cross-border hub", and create an international tourist destination for all seasons. Constructing a three-dimensional cooperation mechanism of "transportation empowerment, culture casting, regional synergy". Reshape the value of cultural and tourism hubs at land ports, upgrade the "port economy 2.0", build immersive cultural and tourism complexes, develop cross-border slow travel trains, and activate the cultural and tourism functions of transportation nodes. Deepen the integration of the "tourism+" industry chain, revitalize the non-heritage industry through digital trade platforms, and carry out cross-border study programs in cooperation with universities. At the level of cross-border cooperation, the China-Vietnam-Laos-Myanmar Cross-Border Tourism Alliance has been established to promote mutual recognition of visas, data sharing and other institutional cooperation [22]; brand activities such as the "Lancang Cross-Border Cultural Season" have been planned to promote the normalization of humanistic exchanges. In addition, the border tourism into the national foreign cooperation framework, the establishment of "cross-border tourism cooperation special agenda", breakthrough policy barriers, to create a "border friendly city network", to explore the "one park, two countries" management mode, to tourism cooperation. The "one park, two countries" management model should be explored, and tourism cooperation should be used as a link to promote the synergistic development of the regional economy and the construction of a community of destiny.

6. Conclusion

Currently, tourism along the Yunnan-Guangxi border has entered a critical phase of slowing growth and structural transformation. Despite possessing unique geographical advantages and abundant tourism resources, its development faces core bottlenecks such as lagging smart service systems, mismatches between tourism product supply and market demand, and inadequate cross-border coordination mechanisms. Simultaneously, new developments like deepening Belt and Road cooperation and shifts in regional tourist flow patterns present significant opportunities for border tourism. Moving forward, the high-quality development of tourism along the Yunnan-Guangxi border can no longer rely on traditional scale expansion but must shift toward a new model of high-quality growth. The core pathway lies in establishing a systematic development framework: guided by market demand, it will drive tourism product innovation and deepen the integration of culture and tourism to enhance the quality of the supply system; supported by smart services, it will improve infrastructure and digital platforms to optimize visitor experiences and management efficiency; and leveraging institutional openness as a breakthrough, it will deepen cross-border tourism cooperation mechanisms to strengthen regional coordination capabilities. Through these three pathways, tourism along the Yunnan-Guangxi border has the potential to transcend mere "corridor economy" or "ticket economy" models. It can become a vital force in promoting border prosperity, optimizing the national tourism landscape, and serving China's neighborhood diplomacy strategy. Ultimately,

this will achieve a paradigm shift from “border tourism” to “tourism border,” providing robust frontier support for China's ambition to become a leading tourism nation.

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