



# SWOT Analysis of the Regional Economic Development of Western Part of Guangdong Province — Take Zhanjiang City as a Case Study

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**Abstract:** The western part of Guangdong is an important part of Guangdong province, it owns myriads of natural resources, special geographical location, and stores rich crude oil. And economic development of western Guangdong will have significant impact on economic development of its surrounding provinces, such as Guangxi and Hainan. And Zhanjiang, as a center city in the western part of Guangdong province, plays an essential role in the economic development of the western Guangdong, and her economic development would fuel the development of three regions: Guangxi, Hainan and Guangdong. So, in this study, it will take Zhanjiang city in the southwest of Guangdong Province as an example, and will make a SWOT (An acronym for strengths, weaknesses, opportunities and threats) analysis of Zhanjiang's economic development factors on the basis of three national dividend policies, Outline Development Plan for the Guangdong-Hongkong-Macao Greater Bay Area, Development Planning of Guangxi Beibu Gulf Economic Zone, and the Overall Plan for the Construction of Hainan Free Trade Port, and then it would put forward the author's suggestions on how to make good use of the strengths and opportunities of this region from the perspective of regional economics.

**Keywords:** SWOT analysis, regional economics of Zhanjiang, development suggestions

## 1. Introduction

The western part of Guangdong Province consists of three coastal prefecture-level cities: Zhanjiang, Maoming, and Yangjiang. And there are affluent natural resources existing in these three cities, such as crude oil, tin ores, and rare earth. Besides, fishery is also fundamental for the economic development in the west part of Guangdong, and the output of fishery in Zhanjiang and Yangjiang account for 26.9% of the whole province (1). In this new epoch, especially with the overall economic development in Guangdong province, to survey the advantages and disadvantages of Zhanjiang's economic growth would be of great significance for the economic development of Maoming and Yangjiang, the other two cities in the western part of Guangdong Province (figure 1.).

Zhanjiang is located in the southwest part of Guangdong province, and it is in the south part of the Chinese continent. Zhanjiang is also an interjunction of three provinces in China, Guangdong, Guangxi Zhuang autonomous region and Hainan. So, the development of Zhanjiang would boost the growth of these three areas. Besides, Zhanjiang Port is an essential natural harbor to keep in touch with other countries worldwide. Zhanjiang port has the shortest sea routes to Southeast Asia, Africa, Europe, and Oceania. Thanks to its advantageous geographical location, in this era, Zhanjiang has become the provincial sub-center city (a city whose comprehensive strength is bigger than its neighborhood, and it will help the development of surrounding cities. It also plays an important role in regional economies) with the development Guangdong-Hongkong-Macau Greater Bay Area (2). Zhanjiang is a major city that connects Hainan Free Trade Port, Guangxi Beibu Gulf Economic Zone, and Guangdong-Hongkong-Macau Greater Bay Area, and its economic development does not only facilitate the prosperity of Hainan, but it also fuels economic growth of whole Guangdong. In the following essay, firstly, it will take SWOT analysis to assess the strengths, weaknesses, opportunities, and threats of Zhanjiang's development in myriads of aspects when Zhanjiang interacts with these regions. Then, it will propose some practical suggestions to improve its economic development in terms of the unique features.

## 2. SWOT analysis of the regional economic development of western part of Guangdong province

### 2.1 Strength analysis

#### 2.1.1 The advantages for the development of Zhanjiang: public transport

##### 2.1.1.1 Sea transportation and railways

It is reasonable to say that there are various advantages for Zhanjiang's development. The foremost point to make is

that Zhanjiang Port is an instrumental passage to connect the inner land in China and the outside world. Port, according to the theory of regional economy, is the crucial point for the city's development. There are seven main inner docklands in Zhanjiang Port (Figure 1.2), that is, Xia shan dockland, Xia hai dockland, Tiao shun Island dockland, Nan shan Island dockland, Bao man dockland, Dong hai Island dockland, and Po tou dockland. And there are also two outer docklands, that is, Xu wen dockland and Lei zhou dockland. And they work together to connect Zhanjiang city with the outside world. In China, it connects to Haikou through Xu Wen dockland in the south, it has a close relationship with Bei bu Gulf in the west, and it connects with South China sea in the east, and in the north, it provides a marine channel for Sichuan, Yunnan, Guizhou provinces. Even for Chongqing municipality and Tibet, it provides a sea passage for them to import and export goods from overseas. Externally, it is 255 nautical miles off Hongkong in the east, 1,330 nautical miles off Singapore. Besides, as the eighth biggest port in China, it has swathes of waters, and the seas are dead calm. All these natural advantages provide conditions for the 300 thousand tonnage container ships to dock at Zhanjiang port(Figure 1.2) to boost trade of various goods between China and other countries in the world. Each year, the high throughput of goods in Zhanjiang Port makes Zhanjiang at the hub of west coastal regions. In 2018, Zhanjiang Port throughput exceeded 100 million TEU. And in 2020, Zhanjiang Port's throughput was 122 million TEU, which rose by 10.1% compared with the previous year. (3). The primary import goods are crude oil, steel, fertilizer, grains, and metal ores. And the export goods consist of wood, cement, and non-metallic ores, such as graphite, asbestos, and granite and so on.

The secondary argument is that the existing public transport plays a fundamental role in the development of Zhanjiang. There are three railway lines in Zhanjiang to connect with the rest of the railway lines in China. The first one is Guangzhou-



Figure 1. The west part of Guangdong province and the Pearl River Delta region, China



Figure 2. Zhanjiang Port

Zhanjiang High-speed railway. It was launched in 2019, and it will finish in 2025. The establishment of the Guangzhou-Zhanjiang High-speed railway would connect Guangzhou on the east side, and would link to Zhanjiang on the west side. Meanwhile, the establishment of Guangzhou-Zhanjiang High-speed railway also facilitates the social development and urbanization of cities along this railway. The second one is Guangdong-Hainan Railway, which connects Zhanjiang in Guangdong province to Haikou and Yan zhou in Hainan province. It finished in 2002, and in 2003 it began to put in use. The build-up of this railway heartens communication between Zhanjiang and Hainan, and it plays a vital role in the cooperation between these two regions. The third one is Litang-Zhanjiang Railway, which is also called Li Zhan Railway. It started from Li tang town, Bin yang county in Nanning, the capital city of Guangxi Zhuang Autonomous Region, and ended in Zhanjiang Port in Guangdong province. The openness of Li Zhan Railway provides a significant marine channel for Guangxi to trade with overseas countries. At the same time, it also connects to the inland cities in China. In the north, it puts Liu zhou in Guangxi province, Luoyang in Henan province, and Datong in Shan xi Province together. In the east, it ties Guangzhou in Guangdong province, Xiamen in Fujian province, Hangzhou in Zhejiang province, and Dalian and Shenyang in Liaoning province together (4). Its openness provides public transport for Guangxi to exchange with the inland cities and coastal cities in China. And it makes a significant contribution to facilitating the economic and societal development of Guangxi. The following diagrams illustrate three railway lines.



Figure 3. Guangzhou-Zhanjiang high-speed railway



Figure 4. Guangdong-Hainan railway



Figure 5. Litang-Zhanjiang railway lines

#### 2.1.1.2 Air transportation and expressways

Zhanjiang has an airport called Zhanjiang Airport, and it is the only civil air transport in the west part of Guangdong province. It was established in 1936 by French colonists, and in 1956 it changed to its current name. Zhanjiang Airport is located in the downtown of Zhanjiang, and it is a 4C class Airport. According to the official website of Zhanjiang Airport, the area of the domestic terminal in Zhanjiang Airport is 12,521 square meters, and the site of the international terminal in Zhanjiang Airport is 2,630 square meters. The airstrip is 2,400 meters long, 45 meters wide, and the parking apron is 40,900 square meters, so it has 9 C class gate positions, and can land two types of airplanes: B737-900 and A321 (Figure 6).



Figure 6. International airport in Wuchuan, Zhanjiang

In 2018, airport passenger throughput was 2,559,507, which rose to 22.4% compared with the last year. In the same year, cargo output was 5945.1 tons. It rose to 13.5% compared with the previous year, ranking 69 in the whole country. There were 28,961 airplanes taking off and landing in Zhanjiang Airport. It rose 13.6% compared with the last year, ranking 74 in the entire country.

In addition, Zhanjiang Airport has 27 airlines, and it connects to 27 cities in China. And there are also two unique lines: one line is an international airline that links to Thailand, and the other is the line which connects to Hong Kong, the Special Administrative Region of China. And shortly, there will be a new airport in Zhanjiang called Zhanjiang Wuchuan Airport. Zhanjiang Wuchuan Airport launched in 2019, and it will finish in 2021. The terminal area is 61.8 square meters, and there are 19 air bridges, 30 airport gates, and the annual passenger throughput is 5.1 million, the cargo output was 310,000 tons. The Zhanjiang Wuchuan Airport has the capacity of connecting directly to America and Europe, and it will be the hub of

public transport in the west part of Guangdong.

The establishment of airports deepens the communication between Zhanjiang and the other cities in China, it might stimulate the social and economic development of Zhanjiang, and it also attributes to the popularity of Zhanjiang to the outside world.

However, relying solely on airport transport is not enough; it also needs the help of expressways and provincial highways.

Currently, there are three expressways that pass Zhanjiang, and one is the Shenyang-Haikou expressway, which starts from Shenyang city in Liaoning province and ends in Haikou, the provincial capital of Hainan province. It is 3,710 kilometers long, and it is an important way to connect the Northeast and the most southern region of China. The second one is the Chongqing-Zhanjiang expressway. It is 1,384 kilometers long, and begins in Chongqing, a municipality directly under the Central Government, and ends in Zhanjiang. It plays a vital role in connecting the Southwest region of China and the marine channel. The third expressway is the Lanzhou-Haikou expressway; and it is 2,570 kilometers long, and it starts from Lanzhou, the provincial capital city of Gansu province, and ends in Haikou, the provincial capital of Hainan province. The establishment of three expressways would motivate the cities and regions along the routes to interchange with Zhanjiang to strengthen their cooperative opportunities.

In addition, there are several provincial highways in Zhanjiang, such as S286, S285, and S293 and so on and so forth. These local highways connect Zhanjiang with its county-level cities, such as Lianjiang, Wuchuan and Lei zhou, and they are also connected to prefectures of Zhanjiang, such as Xuwen and Suixi. Besides, these highways help Zhanjiang form a close relationship with its neighboring cities, such as Maoming, Yangjiang, and Yufu.

The three expressways cooperate with several highways in Zhanjiang to facilitate the exchange of Zhanjiang in two dimensions. First, the expressways help Zhanjiang to connect with the hinterland of China, such as Chongqing, Yunnan, and Guizhou. And it also provides a marine channel for these cities in the southwest regions to import and export goods. Second, the highways in Zhanjiang narrow their distance with nearby cities, its county-level cities and prefectures.



Figure 7. Yu-Zhan expressway

In all, the land transportation plus shipping and air transportation will form a cubic transport net, which would boost the prosperity of Zhanjiang and the rest cities and counties of the west part of Guangdong Province, and deepen its communication with other provinces in China and the outside world.

## 2.1.2 The advantages for the development of Zhanjiang

### 2.1.2.1 Industrial projects

Advantages of Central enterprises of China. There are two central enterprises in Zhanjiang. One is Zhanjiang Baowu Steel Group Corporation Limited, one branch of China Baowu Steel Group Corporation Limited. The other is Zhanjiang Offshore Oil Corporation, a branch of China Offshore Oil Corporation. Zhanjiang Baowu Steel Group Corporation Limited was established in 2011. It was located in Donghai island, a crucial intersection for China to connect with the Indian Ocean and Pacific Ocean Countries.

The establishment of Zhanjiang Baowu Steel Group Corporation Limited has three functions. First, it would reduce the capacity production of cruel steel of Guangdong province. They would transfer the structure and develop patterns of the steel

industry based on the crude steel capacity production of Guangdong, about 16,140,000 tons (7). Secondly, Zhanjiang Baowu Steel Group Corporation Limited would increase the capacity production of high-carbon steel to meet the requirement of companies in Pearl River Delta. They need qualified steels to manufacture vehicles and various household electronic appliances. Thirdly, the company would develop the circulative economy with great efforts and reduce the emissions of harmful gases, such as carbon dioxide and sulfur dioxide.

Zhanjiang Offshore Oil Corporation was established in 2016, and it was located in the Po tou district in Zhanjiang. It mainly has three functions. First, it would explore oil, gas, mineral resources for China. Second, it would provide technological services for shipping, energetic engineer. Third, it would drill oil wells in the sea, and build the platform for drilling.

Oil and gas are two essential resources for the development of a country, Zhanjiang Offshore Oil Corporation would make an outstanding contribution to the energetic action of Zhanjiang. In addition, in 2019, BSF, the chemical company of Germany, invested about 10 billion dollars in Zhanjiang to establish a verbund site at Donghai Island, and is planned to cover 9 square kilometers. Donghai Island in Zhanjiang was the third verbund site that BSF had built. The first was Ludwigshafen port in Germany, and the second was Antwerpen site in Belgium. Up until now, BSF(Guangdong) Verbund Site Project was the most significant investment that the BSF has pumped overseas. As a chemical company, BSF is on the top list of Fortune Global 500, and its global sales volume is handsome. In 2018, BSF's global sales volume reached 63 billion Eurodollars (8). The primary products of the BSF(Guangdong) Verbund Site are TPU and Engineering Plastics, which would provide raw materials for the manufacturing of electronic automobiles, electronics, and vehicles.

The establishment of the BSF (Guangdong) Verbund Site has a significant meaning for Guangdong, China, because this province has an important growing market for innovative chemical products. Besides, the location of this site caters for the BSF's delivery requirements, and for the interconnection of Zhanjiang's public transport system. So, because the given advantages of Zhanjiang, in this new era, Zhanjiang would seize the opportunities to develop itself in different fields and play an essential role in leading the economic development of the western part of Guangdong.

#### *2.1.2.2 Government policy dividends at all levels*

##### A. Central government policy

We will develop and strengthen city clusters and metropolitan areas, guide the development direction and development priorities of large, small and medium-sized cities by category, and form a spatial pattern of urbanization that is well-spaced, well-coordinated, and well-functioning.

##### Section one: Promote the integrated development of urban agglomeration

To promote the development of city clusters as the starting point, the comprehensive formation of "two horizontal and three vertical" urbanization strategy pattern. Optimization promote Beijing-Tianjin-Hebei, Yangtze river delta, the pearl river delta, the Chengdu-Chongqing expressway, such as urban agglomeration in the middle reach of Yangtze river, the development of shandong peninsula, Guangdong, Fujian and Zhejiang, the Guanzhong plain, the beibu gulf coastal, central plains urban agglomeration, to develop the long, Liao Zhong south, in the central of Shanxi, Guizhou, Yunnan, call Hubei elm, Lanzhou, Xining, along the yellow, north slope of Tianshan mountain in Ningxia and other urban agglomerations. We will establish and improve mechanisms for the integrated and coordinated development of urban agglomerations and mechanisms for sharing costs and benefits. We will make coordinated efforts to promote the coordinated layout of infrastructure, the division of labor and cooperation of industries, the sharing of public services, and joint ecological and environmental governance. We should improve the internal spatial structure of city clusters, build ecological and security barriers, and form a multi-center, multi-tiered, and multi-node network of city clusters.

We should coordinate land and sea development, promote harmony among people, and pursue win-win cooperation. We should make concerted efforts to protect Marine ecology, develop Marine economy, and safeguard maritime rights and interests, and speed up efforts to build China into a maritime power.

##### B. Guangdong province government support Zhanjiang development of provincial preferential policies

(1) Granting some provincial-level governments power over economic and social management. In accordance with the principle of letting go when it can and when it should, part of the provincial economic and social management authority has been delegated to Zhanjiang in the form of a list. Support Zhanjiang to make full use of local legislative power to provide legal guarantee for deepening reform exploration. We will deepen reform in key areas, such as market-based allocation of factors of production, improvement of the business environment, and coordinated use of urban space, and take pioneering steps to develop experience that can be replicated and extended. According to the procedures, Zhanjiang is endowed with greater autonomy in organizational management and overall use of various organizational resources.

(2) Strengthening the guarantee and support of factors. Gradually increase transfer payments from provincial finance to Zhanjiang to support major industrial projects, major development platforms and major infrastructure construction.

Zhanjiang is responsible for the capital of key projects such as Guangzhou-Zhanjiang high-speed Railway (350 km/h). After the subsidizing policy of infrastructure construction in Zhanjiang Haidong New Area expires, it will be extended for another 3 years and improved. Strengthen provincial financial support for Zhanjiang Economic and Technological Development Zone and Zhanjiang High-tech Industry Development Zone, focusing on the construction of major projects. Support Zhanjiang to increase the introduction of high-end talents and talents in short supply. Make overall arrangements for the scale and targets of new construction land in Zhanjiang, strengthen the guarantee for the construction of major projects, and make overall arrangements for the emission reduction targets of major pollutants.

(3) Improving the organizational implementation mechanism. Give full play to the role of provincial leading comrades appointed to contact the city and county work system. The provincial and regional coordinated development leading group strengthened organization and coordination, and established and improved the special work mechanism to support Zhanjiang to accelerate the construction of provincial sub-center city. Provincial departments should strengthen service guidance and promote the implementation of policies and measures. Organize provincial departments to select and send cadres to Zhanjiang according to relevant regulations of the Organization Department of the CPC Central Committee, and support Zhanjiang cadres to study in provincial departments. Zhanjiang should carry out the main responsibility, pay close attention to the implementation of the work, and timely report major matters to the provincial party Committee and government.

### **3. Weaknesses analysis**

#### **3.1 Low rate of urbanization**

Urbanization is the central to the modernization of China. First, it would act as carrier and platform for industrialization and informationization (10). Urbanization would provide space for the development of industry and IT industry. Second, urbanization would propel the coordinate development of regional economy. Urbanization might promote the prosperity of its peripherals, and help these city clusters to be the growth order of national economy. Third, the urbanization would accelerate the process of globalization of the given region.

But, the urbanization rate of Zhanjiang is low. It has large rural area and they are seriously underinvested by the government. Firstly, in the aspect of public transport, there are not enough buses to shuttle between urban areas and rural areas. And the roads to some remote countries are poor, it only depends on private cars or motorcycles to go to outside places. So, the communication between rural and urban areas are rare, and it is hard to narrow the gap between urban dwellers and rural dwellers. Secondly, the public facilities, such as logistics and supermarkets, are underdeveloped in rural area in Zhanjiang. Some rural areas in Zhanjiang do not have supermarkets, they just have groceries, which cannot provide different brands of goods for customers to choose. And they also lack service outlets of express enterprises in the rural areas, and it is inconvenient for rural residents to purchase innovative goods online. So, under such circumstances, the distribution of sources is imbalanced: the urban areas take the lion's share of sources, while the rural areas are not. Overtime, it may have a significant impact on the economic growth of the whole region.

However, the low urbanization rate is not the only weak point which affect the development of Zhanjiang, there still are some other factors affect the economic development of Zhanjiang.

#### **3.2 The urban function is not perfect**

It is easy to see that there are some urban problems also affect the economic development of Zhanjiang. First and foremost, the economic structure is unreasonable and the modern industrial system has not been formed. Industrial growth has been at a low level for a long time, emerging industries have yet to fully take up the main role, industrial clusters need to be nurtured and strengthened, and the level of industrial chain modernization needs to be improved. Moreover, pollution control is an arduous task, environmental protection infrastructure is often in arrears, and ecological environment development faces new challenges. It needs people to make continued efforts to improve the treatment of black and odorous water bodies. Sewage networks and treatment facilities are still weak, and some localities lack the capacity for garbage treatment. Ecological conservation and restoration work needs to continue. Third, there is a large gap between regions in development, the balance and coordination of development needs to be enhanced, the leading industrial chain of county areas needs to be replenished, and its driving capacity is not fully utilized. There are many weak links in agriculture and rural areas, the level of large-scale agricultural industrialization is not high, and the level of basic public services needs to be improved. Fourth, there are prominent risks and hidden dangers in some areas, the situation of workplace safety remains grave, and new challenges are faced in maintaining social stability. Road traffic and fire-fighting accidents are prone to occur frequently, there are still weak links in disaster prevention and reduction, and the emergency management system needs to be improved. Fifth, factors of production such as the flow of people, logistics, information flow and intelligence flow have

not really flowed.

## 4. Opportunities analysis

From the macro perspective, there are several national and provincial policies to support the economic development. First, in accordance with the central government 14th Five-year Plan and vision 2035 policy, and Report on the Work of Government 2021, there are some measures to promote the development of marine economy. This is also mentioned in the part of 'Police Dividends'. Second, there are also some policies like the Belt and Road Initiative, the Development of Guangdong, Hong Kong and Macao Greater Bay Area, the construction of free Trade Zone as well as the construction of Beibu Gulf City cluster to bring new opportunities for Zhanjiang's economic and social development.

From the micro perspective, there are some opportunities for Zhanjiang to promote her economic development. First, making full use of a pool of talented people in Zhanjiang. There are several universities and research institutions in Zhanjiang. So, deepening the cooperation between school and enterprise integration would help companies to adopt the newest technologies, and it also assists schools to put their research into practice. Moreover, there are rich natural resources for Zhanjiang to explore tourism, such as beautiful beach, various species and classical architecture.

## 5. Threats analysis

It is reasonable to say that there are elements posing threats to the development of Zhanjiang. The foremost point to make is that the proportion of high-tech industry is small and the market competitiveness is weak; There are only four programs which invest more than \$10 billion in Zhanjiang, which include BASF(Guangdong) Verbund site, China National Offshore Oil Corporation, Zhanjiang Baowu Steel Group Corporation Limited and Lianjiang Green Energy. Although the given four projects would fuel the economic growth of Zhanjiang, it is still trickier for Zhanjiang to compete with those cities in Pearl River areas, who have more similar projects.

Moreover, the quality of labor force is a vital element for the economic development of a region. Zhanjiang does not take effect ways to attract talented people in all walks of life. Although Zhanjiang takes Sailing Program, Talent Introduction Plan and Guangdong Special Support Program, its efforts are still less intensified, there are still undue burdens on talented people, such as restrictions and regulations which limit the creativity of these intellectuals. So, most of talented people would choose cities in Pearl River region rather than Zhanjiang for having more space and opportunities to exert their talents.

Third, the quality of labor force is poor. According to Theodore W. Schultz, the Nobel Prize winner for economics, the quality of labor force has a significant impact on the economic development of a society (11). There are five universities in Zhanjiang, but there are only 26% of labor force receiving higher education, the rate is not very high when considering the role Zhanjiang would play in the whole western part of Guangdong. So, it is necessary to improve enhance the opportunities for students to go to universities so as to improve labor force quality in Zhanjiang

Lastly, the lagging construction of the Internet of things and other factors will restrict Zhanjiang's economic and social development in the future. Zhanjiang's construction of Internet and digitalization is not as advanced as that of big cities, such as Guangzhou and Shenzhen. But the Internet and digitalization would penetrate into every aspect of life, like intelligent manufacturing and vehicles, high-end medical equipment and cloud computing in the coming years. So, the construction of Internet and digitalization are two important symbols of modernization, and their construction would fuel the economic development of Zhanjiang.

## 6. Corresponding development suggestions

### 6.1 Accurate positioning of urban development

Development goals. By 2025, the provincial deputy center major progress was made in the urban construction, comprehensive economic strength, development quality, urban function improved significantly, inline outside Chang's transport network is built, basic docking a large bay area of Guangdong, Hainan free trade port, significant progress was made in China-Asean free trade area construction, modern consciousness of coastal economic belt important initial shape. By 2035, sub-central cities of the province will be basically completed, their overall economic strength and competitiveness will rank among the top in the province, their status as national comprehensive transportation hubs will become more prominent, their functions as fulcrum for maritime cooperation of the 21st Century Maritime Silk Road will be significantly enhanced, and their role as an important development pillar of the modern coastal economic belt will be fully revealed.

Low urbanization rate would dilute the globalization process of the whole western part of Guangdong. As it mentioned above, Zhanjiang plays a crucial role in connecting oversea places, such as ASEAN, Africa, Europe and America. The interaction between Zhanjiang and oversea countries would bring opportunities to Zhanjiang for her economic development,

such as equity joint ventures, cooperative ventures, and wholly foreign-owned ventures etc. But low rate of urbanization may hard to provide environment for the investment from oversea.

## 6.2 Unswervingly pursue the five major development projects

- (1) We will promote Zhanjiang's in-depth docking with the construction of Hainan free trade port
- (2) Accelerate the construction of a high-level national comprehensive transportation hub
- (3) We will strive to develop a modern coastal economic belt as an important pillar of development
- (4) We will move faster to improve the comprehensive service functions of sub-central cities at the provincial level
- (5) We will promote a new pattern of high-level opening up and cooperation

## 6.3 Make good use of superior factors to support

Provincial finance to Zhanjiang transfer payment, support major industrial projects, major development platform, major infrastructure construction plan to support. Zhanjiang is responsible for the capital of key projects such as Guangzhou-Zhanjiang high-speed Railway (350 km/h). After the subsidy policy of infrastructure construction in Zhanjiang Haidong New Area expires, it will be extended for another 3 years and improved. Strengthen provincial financial support for Zhanjiang Economic and Technological Development Zone and Zhanjiang High-tech Industry Development Zone, focusing on the construction of major projects. Support Zhanjiang to increase the introduction of high-end talents and talents in short supply. Make overall arrangements for the scale and targets of new

## 7. Conclusion

With the above being analyzed by SWOT, it is easy to see that Zhanjiang plays an essential role in developing Guangxi, Hainan, and the western part of Guangdong. As a sub-center city, Zhanjiang has advantages for its economic development, such as natural resources, public transport, modern industry, and sound ecological system, and Zhanjiang's development would take effects on the other three regions. In addition, it is a rear area for the other three regions, and provide necessary conditions, such as high-speed railways, expressways, and good ports for the development of all three regions. Besides, it also has a pool of talented people in various fields, which would provide technical support and personal training for the development of Zhanjiang and its neighboring areas. So, it is vital for Zhanjiang to seize the opportunities of three national schemes, and boost the economic development and its periphery areas. Lastly, Zhanjiang's economic development will also affect the economic development of some mainland cities in China. For instance, the towns in southwest part of China depend on Zhanjiang to import and export goods. So, the prosperity of Zhanjiang would promote the economic development of the Southwest part cities in China, such as Chongqing, Kunming, and Chengdu, etc. Internationally, Zhanjiang's development would boost the economic growth of ASEAN countries indirectly. The economic growth of Zhanjiang would spur the economic development of cities in Bei bu Bay, and Beibu bay's prosperity might affect the economic growth of ASEAN. China and ASEAN are neighbors, and their mutual assistance is our shared condition (14). So, the economic growth of ASEAN has a close relationship with economic growth of China. Therefore, Zhanjiang also plays a key role in the forging of a community which shared future for humankind with ASEAN.

On the other hand, there are some downsides for Zhanjiang's economic development, such as low urbanization, low urban function and low level of globalization. So, Zhanjiang could take advantage of its merits and be find ways to upgrade the proportion of her urbanization, urban function and globalization in order to be function well as a sub-central city of western Guangdong.

In conclusion, it is essential to boost the economic development of Zhanjiang. Improving its short points would stimulate economic growth and enhance the well-being of people.

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