

Strengthen and Improve the Public Management Function in Regional Cooperation—Take “Guangdong - Hong Kong - Macao Great Bay Area” As an Example

Wenxi Yi

Chinese University of Hong Kong, Hong Kong 999077, China.

Abstract: Under the background of the new era of global economic integration, social information globalization and social service informatization in the 21st century, different countries and regions will put the coordinated development of regions into the key consideration when planning and development, and the requirements for regional governance capacity are also increasing. Taking Guangdong-Hong Kong-Macao Great Bay Area as an example, it is worth discussing how to face the rapid development of society, how to innovate the regional management system, and how to make the rapid and good development of public management function in regional cooperation.

Keywords: Regional Cooperation; Public Administration; Function Perfection

Introduction

With the in-depth implementation of the regional development strategy in recent years, China has successively formed multiple regional governance patterns such as cooperation zones, urban agglomerations and metropolitan areas, and greatly strengthened the construction of ecological civilization. Driven by promoting the all-round development of economy and enriching the mode of economic development, how to promote the innovation of regional public management system and improve the governance ability of regional government, so as to enhance the competitive strength of local government and make the sustainable development of regional economy. Taking Guangdong-Hong Kong-Macao Great Bay Area as an example, this paper briefly provides some relevant suggestions on strengthening and improving the public management function in regional cooperation, starting from the current innovation of public management system.

1. Obstacles and reasons for implementing the public management function of regional cooperation

The irresistible development trend of regional economic integration calls for the implementation of regional public management. However, in terms of the actual situation of Guangdong-Hong Kong-Macao Great Bay Area, the differences in politics, economy, culture, law, environment and system in the “9 + 2” area of Great Bay Area, as well as the extremely unbalanced allocation of resources and development level, greatly increase the difficulty of regional cooperation. Moreover, there are many obstacles to the implementation of regional public management, which can be summarized as follows:

1.1 Difficulty in integrating the interest conflicts of local governments in the region

The non-integration of interest conflicts among local governments in the region is also an important factor affecting the development of regional cooperation. Therefore, it is necessary to properly solve the interest relationship between local governments. The so-called interest relationship refers to various interest events between local governments and other

regional governments in the process of economic development. Due to the influence of natural and environmental factors, the economic development of different regions is always unbalanced, and this imbalance also indirectly leads to the contradiction of local interests ^[1]. Local governments in Guangdong, Hong Kong and Macao should be responsible for local economic development. The nine cities and two special administrative regions in Guangdong, Hong Kong and Macao have their own characteristics, and their competition is no less than cooperation. In the construction of the Hong Kong-Zhuhai-Macao Bridge, it took more than 20 years from the proposal to the final completion, involving the negotiation results of multiple subjects such as the central government, the Guangdong provincial government, the Hong Kong and Macao Special Administrative Region and various local governments. It is also a competition for interests among all parts of Guangdong, Hong Kong and Macao. It can be seen that the coordinated development of the interests of local governments is very important. It is not only the goal of realizing the interests of local governments in the region, but also the cornerstone of local government cooperation.

1.2 Conceptual and cultural conflicts among the main cities in the region

Regional economic development is inseparable from the support of the research on regional cultural traditions and their values. Explaining the reality through values and cultural traditions allows us to better understand the established reality, the difficulties of reform and the particularity of development. On the whole, Guangdong, Hong Kong and Macao have close geographical relations, similar language and culture and the same ancestry. However, since Hong Kong and Macao have experienced a period of colonial rule for hundreds of years, they still have great differences with the mainland after returning to the motherland, especially in governance mechanism, development concept and thinking habits ^[2].

1.3 Lack of supporting policies for the implementation of regional public management

At present, the institutional differences between Guangdong, Hong Kong and Macao restrict the coordinated development of Great Bay Area to a certain extent, restrict the cross regional cooperation, and are not conducive to the optimal allocation of production factors and resources. Therefore, the implementation of regional public management in the economic zone urgently requires corresponding policy guidance and coordination. In order to better regulate the coordinated development and regional cooperation among cities in Great Bay Area, relevant governments and departments have formulated some laws and regulations one after another. The economic development plan of each region is very important to guide each region, coordinate the development of each city, clarify the planning objectives and direction of industry, and improve the infrastructure construction. To a certain extent, it promotes the integration of economic development, so as to promote the integration process of the Great Bay Area in an all-round way.

1.4 Difficulty in integrating public services in the region

It is difficult to integrate public services in the region. Although Guangdong, Hong Kong and Macao Bay area is the most open and dynamic regional economy in China, there are differences such as “one country, two systems”, “three tariff areas” and “three currencies”. Therefore, the supply content of public services in the economic zone is generally determined by the governments of their respective jurisdictions. It virtually restricts the depth and breadth of cross regional public service cooperation, directly affects the cooperation efficiency, and hinders the public service, the maximization of regional interests and the sustainable development of the region ^[3].

1.5 Ecological division caused by Administrative divisions, and difficulty in controlling cross-border environmental pollution

The economic zone is mainly based on several cities. The natural characteristics of cities such as terrain, temperature, vegetation, soil and water washing are similar, and basically belong to a relatively complete natural ecological unit. As long as there is no man-made damage, this ecological area will maintain a dynamic balance for a long time. However, in reality, the setting of administrative divisions cannot completely coincide with the ecological areas, and most complete ecological units are finally artificially divided into multiple administrative units ^[4].

2. Countermeasures to strengthen and improve the public management function in regional cooperation

“Regional public management theory, as a theoretical thinking to solve the conflict between regional economic integration and administrative divisions, advocates the establishment of a cooperation mechanism between different governments across administrative regions and administrative levels and the participation of non-governmental organizations as the carrier to provide cross administrative public services on the basis of independent governance.” In order to realize regional economic integration, from the perspective of government governance, the obstacles in the implementation of public management in Guangdong, Hong Kong and Macao Bay area must be solved.

2.1 Paying attention to the fundamental role of the market

The market is the main force of economic integration. Only with the market as the guide and economic interests as the link, can we establish the professional division of labor of regional economy and develop the mutually beneficial cooperation of regional economy, so as to optimize the layout of productivity and form the economic integration of you and me. The successful practice of the Yangtze River Delta, the Pearl River Delta and the Bohai Bay shows that regional economic integration always attaches great importance to and gives full play to the basic role of the market in allocating resources, takes the market as the main body, and combines the necessary guidance, promotion and standardization of the government ^[5].

2.2 Coordinating industrial development according to planning and deployment

Planning is not only the blueprint of economic integration, but also the embodiment of the common concept of all parties to economic integration. Integrated regional functional positioning, division of labor and cooperation and industrial layout must be planned as a whole and guided by planning. Therefore, in promoting the integration of economic zones, we should determine their development priorities in accordance with the strategic deployment of the Economic Zone Development Plan and based on the characteristics, industrial foundation and conditions of all parties in the region. The development of industry is not only the foothold of economic integration, but also the main goal of all parties to integration. Economic integration is actually the rational division of labor, interconnection and interaction of industries in the region, making it bigger and stronger, and improving the comprehensive economic strength. In the Greater Bay area of Guangdong, Hong Kong and Macao, we must adhere to overall regional planning and form regional industrial division and interaction. We must break the system and mechanism barriers, use the method of market economy, give full play to our own strengths, and promote the superposition and integration of different regions and different industrial clusters, so as to improve the industrial level of the whole region ^[6].

2.3 Firmly strengthening organization and coordination

The development of regional integration requires both inward protection and outward competition. Many internal contradictions need to be solved. For example, the three cities with strong comprehensive strength, Hong Kong, Guangzhou and Shenzhen, are quite different from the west of Dawan District, such as Jiangmen and Zhaoqing, and their development is

unbalanced. To this, it is necessary to strengthen organizational coordination. To promote regional economic integration, a leading management organization composed of representatives of common interests is needed for organization and coordination. Under China's current system, intergovernmental cooperation is the key force to promote the process of regional economic integration. Although it does not involve the complex political, economic and cultural relations between countries, the adjustment of interest pattern between different administrative regions, the reintegration of management resources of relevant departments in the region, as well as the division of labor, cooperation and competition with other regions inside and outside the region, the relationship between them is complex and there are many contradictions. Therefore, it is necessary to establish and improve leadership and management institutions and effectively strengthen organization and coordination ^[7].

2.4 Pay attention to rational division of labor in the development zone

In the construction of the development zone, one of the most important suggestions is to strengthen the rational division of labor. Take the experience of Shanghai Pudong New District as an example, it grew up via taking first and focusing on developing development zone and functional zone in the primary time, so it should be paid attention to rational division of labor and avoiding vicious competition in each development zone on premise of good plan and good construction being done well in the economic zone. While for Guangdong-Hong Kong-Macao Greater Bay Area, it should take Guangzhou and Shenzhen as the center and the breakthrough of "point line linkage", expanding the effect on the west of Greater Bay Area on the one hand, and constantly narrowing the gap among the cities of the Greater Bay Area and promote the activity of the whole Greater Bay Area for it is as the bridge of inner land and Pearl River Delta, key element's free flow of HK-Macao, the government docking cooperation on the other hand ^[8]. At the same time, it should accelerate developing industrial park's economy, concentrate on cities' leading role, and constantly promoting new platforms for cities' integrated development in the Greater Bay Area.

2.5 Build supporting and guarantee policy system of its own characteristics

The fast development of Pudong New District and Binhai New District is beneficial from the guarantee of policy. Based on the practice of the new development zone, preferential fiscal and tax policies, inclined industrial policies, standardized and orderly macro management policies are the basis of promoting area economy and play an important role in promoting the whole area's economy. The policy and policy system have a significant inspiring role in constructing and perfecting open development policy of the economic zone. For the Greater Bay Area, it needs coordinate and orderly legal system to explore public management and cooperating mechanism to ensure the high autonomy of the two special zones HK and Macao and promoting the integrated development of Greater Bay Area ^[9].

Above all, with the deeper and deeper international division of labor and increasingly international production, the world's economy has tends to be globalized and regionally integrated. At the same time, regional cooperation is also an important part in the process of maintain our economy, so regional integration on the one hand, is a natural process, and from the deep point, it is a public management regulation of a class of regions decided by the government, relative closely to the government's driving force and the selection of application point ^[10]. Therefore, on how to achieve the harmonious and cooperative development of government relations and how to regulate and control the relationship between government administration and economic development, Guangdong -HK-Macao Greater Bay Area's development logic has given a micro prospective and macro direction. And promoting the regional development and coordinating the balanced development among areas has been an important problem to be solved, at the same time, it is also a brand-new area in the study of public management.

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