

Classification of Healthcare Ecotourism Resources and Construction of Evaluation Index System in Gannan, Southern Jiangxi

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Abstract: Gannan is located in the Golden Triangle of tourism in Guangdong, Fujian, and Hunan in China. It is not only Chinese Hakka ethnic group's original hometown, but it also has the reputation of a Song Dynasty city and the Hakka Cradle. Local indigenous people, foreign Hakka, and ethnic minorities such as She, Yao, Liao, and Egg have coexisted since ancient times. A distinct and stable cultural folklore and emotional state of mind has developed, resulting in distinct resource advantages and natural ecological conditions for the development of health tourism in southern Jiangxi. The health tourism resources in the area are divided in this paper based on the sorting and classification of health tourism resources in southern Jiangxi. The health tourism resources in southern Jiangxi are divided into two main categories in this paper: natural ecology and humanistic leisure, with six subcategories and ten basic types. On this basis, the core evaluation factors in health tourism resources include the geographical environment characteristics and regional characteristic resources of Gannan region. This article uses the Analytic Hierarchy Process to form a comprehensive evaluation system consisting of four levels and twenty evaluation factors. This article establishes classification standards for health tourism resources in Gannan based on the evaluation factors of the allocation of health tourism resources based on the weights of each level. This provides a scientific and quantitative basis for the systematic development and comprehensive application of health tourism resources in the region.

1. Introduction

Ganzhou, the south gate of Jiangxi Province, is a confluence city that connects Jiangxi Province, Guangdong Province, Fujian Province, and Hunan Province. It is also a "bridgehead" that connects the economic zones of Haixi and the Pearl River Delta. Guangzhou, Shenzhen, Xiamen and other more developed cities in China are about 400 km away. The advantage of its unique location in southern Jiangxi has tremendous tourism potential that will help attract talents and investment capital. According to statistics, Ganzhou's population will exceed 9.8 million in 2022, making it a city to top the population and territorial size in Jiangxi Province. The huge population and geographic location

benefits provide very favorable strength for the development of health tourism in the area. Since ancient times, Gannan has prospered with its deep cultural heritage, outstanding health and environmental facilities, extremely abundant local resources, complete product categories and 77% resource allocation. The city is renowned to be named 'Ancient Rome of China' and 'City of Song Dynasty', is located at the southern border of the central subtropical region. The Nanling Mountains, the source of Gan River, and the Wuyi Mountains are joint to protect this state, Gannan. Gannan has a subtropical monsoon climate with an average annual temperature of 19.8 °C, provides natural comfort for those who want to lead a healthy life. Currently, according to relevant statistics, the forest coverage has reached 76.2% and the oxygen content in the air is very high, known as the "natural oxygen bar" [1]. It not only has rich varieties of landscape such as mountains, streams, rocks, waterfalls, valleys, but also offers a vibe of the wilderness being spiritual, dreamy, tranquil, spectacular, and adventurous. In recent years, it has won multiple awards as a national forest tourism demonstration city and a national forest city. These unique ecological environments, and other honorary titles, bring essential benefits to the development of health tourism projects in southern Jiangxi.

Today, with rising living standards and increasing job pressures, health tourism is becoming one of the most important ways for people to have fun and relax. Among them, wellness tourism aims for a state in which people's body, mind and spirit are in harmony with nature. Therefore, tourism includes not only fitness diets, but also cosmetology and spiritual cultivation aspects [2]. Given the complexity and specificity of wellness tourism resources, there is currently no unified classification standard for classifying wellness tourism resources. Existing domestic studies classify the wellness products mainly in terms of their types and functions. For example, Yan Jin and her research team [3] conducted a survey on health care resources in Hunan Province and categorized them into five categories: environmental health care, nutritional health care, physical health care, emotional health care, and medical care. Houjian Wu and his team [4] believed from their study that health tourism resources should include four types: ecological health tourism, cultural health tourism, characteristic medical health tourism, and sports health tourism. Yan Wang and her team [5] lean to classify the health care resource into four types of products: water tourism products, forest tourism products, mountain tourism products, and hot spring tourism products. The China Healthcare Industry Development Report [6] states that health tourism products should include forest health wellness products, marine health wellness, hot spring wellness and solar (climate) wellness products. Globally, wellness tourism products with international influence developed based on the characteristics and technical advantages of wellness tourism resources, such as Japanese hot springs, French manor health, Swiss anti-aging health and other unique health tourism products.

To promote the development of wellness tourism in Gannan, the publication of "The Government Opinions of Jiangxi Province on Promoting the Development of Wellness Tourism" provides guidances for the development and exploitation of wellness tourism in Gannan state. It is especially important to systematically classify and build an evaluation index system for health tourism resources in the state. Therefore, in this paper, we attempt to systematically classify and classify health tourism resources in the southern part of Jiangxi Province, extract relevant evaluation elements, and construct an evaluation index system. The Health Tourism Resource Assessment Index System aims to provide a theoretical basis for the subsequent assessment of Gannan tourism resource development projects while promoting the accurate development track of local health tourism industry.

2. Classification of fitness tourism sources in Gannan

In the early stage of the development of fitness tourism sources in Gannan, it's imperative to resolve the classification issues in relation to classifying the type of resources specific to the local

area. This is because it could cause disorder and incompatibility in resource allocation during the integration of fitness tourism resources, lead to duplication of tourism products, and problems such as monotony and unreasonable products. This would by no means restrict the sustainable development of the health tourism resources in southern Jiangxi. In the period of vigorous development of the tourism industry, exploring advantageous resources is a key factor to satisfy tourists' consumption needs[7].

Table 1: Classification of Health Tourism Resources in Southern Jiangxi

Main class	Subclass	basic type	basic category	Type example
natural health care	terrestrial landscape	mountain landscape	The mountain landscape includes its own mountain landscape, animal and plant landscape, as well as the unique mountain three-dimensional climate formed by the mountain style, the fresh and pleasant regional landscape.	Chongyi Qiyun Mountain; Longnan Xiaowudang Mountain; Shangyu Wuzhi Peak; Ningdu Cuiwei Peak; Yuduping Mountain
	water scenery	natural lake	The formation method itself is the convergence of rainwater or other tributaries. Because of its unique forming factors, it is often accompanied by rich landscape resources. Lakes and landscapes complement each other, with natural scenery characteristics and high appreciation value.	Doushui Lake; Danxia Lake; Yangming Lake; Xiangyun Lake
		Waterfall Rafting	The landscape of the river falling vertically formed on the steep slope or cliff, this kind of steep water landscape is often pleasant and refreshing.	Longxia Waterfall; Steepwater Buddha Waterfall; Lanxi Waterfall; Longtan Waterfall; Longmen Waterfall
		Hot Spring spa	Due to the natural conditions of geothermal, the natural spring water is higher than the local average temperature. This natural underground spring water is often rich in trace elements and is of great value to human health.	Hugang Hot Spring; Penny Ridge Hot Spring; Hanxian Hot Spring; Jiuzhai Hot Spring; Hot Spring River Hot Spring, etc.
	Biological landscape	ecological garden	Local woody plants, with trees, shrubs and other woody vines as the main representative objects.	Dayu Ya Mountain; Chongyi Yangling "One Hundred Thousand Mu Bamboo Sea"
	Climate landscape	summer climate	Generally, it refers to a climate with humid, pleasant climate and no extreme heat in summer. It can still maintain a suitable temperature in hot summer.	Anyuan Sanbai Mountain "Summer Resort" and "Natural Oxygen Bar"; Longnan Jiulian Mountain; Yangxian Mountain
Cultural and Wellness	Buildings and Facilities	Recreation and recreation resort	It is a tourist place that integrates leisure and entertainment, while paying attention to physical health and health care needs, and also has medical and health conditions.	Ganxian Sailing Town; Luokeng Characteristic Sports Town; Shahe Sports Town; Yashan Sports and Leisure Town, etc.
		Sports and fitness venues	Refers to indoor fitness venues, including billiards, volleyball, table tennis, tennis, health qigong, yoga and badminton, etc., and should also have infrastructure such as swimming pools that reflect the concept of sports, fitness and wellness.	Wulong Hakka Style Garden;
		Hakka traditional architecture	The superb architectural skills represented by the Hakka enclosures in southern Gansu not only condensed the strong local cultural heritage, but also reflected great artistic value and artistic creation.	Guanxi Xinwei; Yangcun Yanji, Wushi; Taojiang Longjiang
	Cultural Activities	Folk fitness activities and game events	Refers to the folk sports activities held during the Spring Festival, Dragon Boat Festival and other holidays, such as dragon dance, dragon boat, sedan chair, kite, tea picking dance, shuttlecock kicking, archery, horse riding, etc.	Festive activities

In light of resource characteristics and cultural differences in Gannan, this article will be based on the current situation of the health tourism resources in local area, that is, the existing conditions, forms,

and characteristics, in accordance with the "Tourism Resource Classification Standard" and "National Health Care Tourism Demonstration Base Standard" requirements as a guide. As indicated in Table 1, the health tourism resources in southern Gansu are arranged into three levels, including two major categories, six subcategories, and ten fundamental types.

According to Table 1, this article primarily divides tourist resources in health care into two categories: natural health care and humanistic health care. This is done through the classification, summarization analysis of tourism resources in the southwestern portion of Gannan. Geocultural, aquatic, biological, and climatic landscapes are all examples of natural landscapes. In addition to structures and amenities, human landscapes also incorporate human activities. Based on this analysis, the fundamental categories of health tourism resources are enumerated, and the relevant attractions are then evaluated individually in light of each fundamental category. In addition to properly classifying the characteristics of regional health tourism resources, the study on the classification of tourism resources in Gannan area also made assumptions for extracting significant assessment variables in the construction of the health tourism resource evaluation system.

3. Structure of health tourism resource evaluation index system in southern Jiangxi

3.1 Basis and principles

Given the complexity and uniqueness of wellness tourism resources, there is no uniform classification standard for classifying wellness tourism resources. At the same time, the domestic classification index system for non-medical tourism resources is relatively broad. Firstly, it is not suitable for assessing special health and wellness tourism resources. Secondly, it lacks the factors tuning with the characteristics of local culture specific to Gannan area. After systematically classifying tourism resources for health and wellness in Gannan according to the requirements of "classification, survey and evaluation of tourism resources", this study is a specific evaluation index by refining the important evaluation factors for health and wellness. It's designated to provide the theoretical support for building a Tourism Resources evaluation System in Southern Jiangxi. Based on adhering to the principles of science, rationality and optimization, and fully integrating the characteristic cultures of Gannan, such as the red revolutionary legacy and Hakka culture, this study is to build evaluation system of health and tourism resource assessment indicators, which conforms to the characteristics of local custom and culture.

3.2 Construction of the evaluation index system of health tourism resources in Gannan

Following the above basics and principles in creating an index model with reference to the relevant domestic tourism resource assessment system, this article sets its research foundation on the actual needs of health tourism, combines commonly used tourism resource assessment indicators and characteristics with additional indicators to emphasize health tourism resources of unique features and attributes of local culture [8]. It is aiming to build an evaluation index system that is more relevant to Gannan local area and establish a unique evaluation index in the southern part of Jiangxi Province to strengthen the marketing force of local tourism development and enhance the touristic appeal to potential tourism consumer. To sum up, the goal of this study is to establish an effective evaluation index system formed in combination with the health tourism resources in southern Jiangxi, and the Delphi method used to consult industrial experts for relevant opinions, as well as the analytic hierarchy process, which ultimately forms an index system with 4 levels and 20 evaluation factors. As shown in table 2.

Table 2: Evaluation Index System of Health Tourism Resources in Southern Jiangxi

General objective A	Evaluation comprehensive layer B	Evaluation project level C	Evaluation factor D
A evaluation of health tourism resources in southern Jiangxi	B1 value characteristics of health tourism resources	C1 ecological health value	D1 vegetation coverage
			D2 oxygen content in air
			D3 resource integrity
			D4 resource richness
		C2 fitness and medical fitness value	D5 fitness Kit
			D6 medical support
		C3 cultural health value	D7 Sinology culture
			D8 Zen culture
			D9 traditional Chinese medicine culture
	B2 attraction of health tourism resources	C4 influence and popularity	D10 popularity
			D11 influence
		C5 tourism suitability and location conditions	D12 suitable travel period
			D13 suitable tourists
			D14 geographical location
		C6 products, services and policies	D15 traffic convenience
			D16 product scarcity
			D17 service satisfaction
			D18 national or local government support
	B3 Gannan characteristic culture	C7 Gannan characteristic cultural value	D19 Red Culture Tourism
			D20 Hakka Cultural Tourism

3.3 The specific meaning of each evaluation index

3.3.1 Value characteristics of health tourism resources in southern Jiangxi

(1) The value of Ecological health care

It mainly focuses on abundant natural resources and a good ecological environment, including vegetation coverage, air oxygen content, resource abundance and integrity, and consciously develops health care projects and facilities on the basis of resources and environment. , so that it has the functions of nourishing the body and mind, improving physical well being.

(2) The Value of fitness and medical care

Fitness and wellness tourism is a form of leisure tourism that combines sports and wellness. It relies primarily on sports resources and large-scale sports activities. Tourists can participate in it directly or indirectly. The main activities are participation in sports and watching sports competitions [9]. At the same time, it must be equipped with appropriate fitness and leisure facilities to meet the objectives of improving the physical and mental wellbeing of tourists. Healthcare and wellness tourism focuses primarily on the prevention and treatment of illness, with a focus on health healing. Currently, this aspect is mainly characterized by traditional Chinese herbal medicine conditioning and dietary supplements, while also relying on local medical and health facilities that need to reach a high level of standard at their medical and health care expertise and professionalism.

(3) The value of well-being impacted by culture

Cultural health tourism is mainly manifested in traditional health preservation resources, such as Buddhism, Taoism, meditation and other intangible cultural heritage, in conjunction with the health preservation culture of the tourist destination and through proper integration of resources. It is to thereby improve quality of life, to achieve the goal of longevity. To realize this cultural value, it is recommended to explore and research the elements of health care in the Chinese traditional culture,

traditional Chinese medicine culture, red culture, Tao culture, Zen culture and master culture in the local area, and promote the deep integration of tourism, culture and overall wellbeing of physical and mental [10].

3.3.2 The attractiveness of health tourism resources in southern Jiangxi

(1) Influence and popularity

Tourist attractions need to have certain characteristics, such as a certain outstanding value such as landscape, leisure, entertainment, fitness, health care, etc., or the advantage of a uniqueness. For example, Guilin's landscape is known as one of the best in the country, which possesses the unique beauty in its spectacular mountains and rivers. As a well-known destination, it attracts tourists all year round.

(2) The suitability of tourism sites and location conditions

The suitability of tourism refers to the number of days suitable for visiting and the proportion of suitable tourists to participate in visiting, which directly affects the number of tourists. That is to say, the ratio of investment to output, the longer the suitable travel period of a tourist destination, the wider the suitable travel range, the more tourists it attracts [11]. The location condition is composed of the geographical location of the tourist destination and the convenience of transportation. The higher the traffic accessibility, the wider the geographical zone is covered, it then provides more convenience and feasibility for tourists to travel, and vice versa.

(3) Service and policy

The service mainly refers to product scarcity and service satisfaction. The scarcity of products can stimulate tourists' curiosity and increase tourists' expectations for scenic spots. Service satisfaction includes satisfaction with tourism infrastructure, tourism facilities, and accommodation conditions [12]. Policy support means that national or local governments provide tourism support and protection to tourist destinations through the legislation and other governmental policy measures.

3.3.3 The characteristic culture of southern Jiangxi

(1) Hakka culture

The Gannan area is an important settlement of the Hakka people historically, and has formed a unique Hakka culture heritage and legacy in the long history of development. It includes ethnic custom culture and spiritual culture, mainly reflected in historical relics, surname and clan culture, dialect culture, architectural culture, food culture, health culture, Chinese herbal medicine culture, clothing culture, folk culture, folk art and other aspects [13].

(2) Red culture

Gannan is the birthplace of Hakka culture. The emphasis and development of red cultural resources is very important to build the core values of socialism while helping to strengthen the national cultural cohesiveness. The combination of red culture and health tourism can foster and enhance people's pride and patriotism in our nation [14].

3.4 Use AHP to determine weights

3.4.1 Establishing the Analytic Hierarchy Process Model

(1) Create a judgment matrix

EMBED Equation.3

$$A = \begin{bmatrix} a_{11} & a_{12} & \dots & \dots & a_{1n} \\ a_{21} & a_{12} & \dots & \dots & a_{2n} \\ \dots & \dots & a_{ij} & \dots & \dots \\ \dots & \dots & \dots & \dots & \dots \\ a_{n1} & a_{n2} & \dots & \dots & a_{nn} \end{bmatrix}$$

EMBED Equation.DSMT4 in the matrix indicates the importance of EMBED Equation. DSMT4 relative to EMBED Equation.DSMT4. If the former is more important, then > 1 , if both are equally important, then $=1$.

(2) Matrix element importance judgment

As shown in Table 3, the corresponding scale of the comparison of the two factors is set, so as to provide a reference for the assignment of elements in the judgment matrix.

Table 3: Relative Importance Proportion Standard

Scale	Meaning of expression
1	The two factors are of the same importance
3	Compared with the two factors, the former is slightly more important than the latter
5	Compared with the two factors, the former is obviously more important than the latter
7	Compared with the two factors, the former is more important than the latter
9	Compared with the two factors, the former is extremely important than the latter
2, 4, 6, 8	Intermediate value of judgment of two adjacent factors
Reciprocal of the above value	The reverse comparison of the two factors is the reciprocal of the original comparison value

(3) Calculate the weight vector of the index

Steps of vector product normalization method:

Step 1: with the help of the normalized disposal matrix, use the following formula:

$$\text{EMBED Equation.DSMT4 } \bar{a}_{ij} = a_{ij} / \sum_{k=1}^n a_{ik} \quad (i, j = 1, 2, \dots, n) \quad (1)$$

Step 2: add the elements in the matrix:

$$\text{EMBED Equation.DSMT4 } \bar{w}_i = \sum_{j=1}^n \bar{a}_{ij} \quad (i, j = 1, 2, \dots, n) \quad (2)$$

Step 3: for EMBED Equation.DSMT4 \bar{w}_i in the above formula, implement normalization:

$$\text{EMBED Equation.DSMT4 } w_i = \bar{w}_i / \sum_{i=1}^n \bar{w}_i \quad (i = 1, 2, \dots, n) \quad (3)$$

Step 4: calculate the maximum eigenvalue of the judgment matrix:

$$\text{EMBED Equation.DSMT4 } \lambda_{\max} = \frac{1}{n} \sum_{i=1}^n \frac{(Aw)_i}{w_i} \quad (4)$$

3.4.2 Consistency inspection

For the previously obtained vectors and eigenvalues, consistency detection is carried out. If the detection can be passed, it means that the judgment matrix is reasonable, that is, there is interpretation value.

Assuming that CI represents the consistency index, the following is the calculation method,

$$\text{EMBED Equation. DSMT4 } CI = \frac{\lambda_{\max} - n}{n - 1} \quad (5)$$

The random consistency index RI is shown in Table 4. Through the value of N, the RI value can be obtained, so the consistency ratio, namely embed equation.3, can be obtained. When $cr < 0.1$, the detection meets the requirements.

Table 4: Random Consistency Index RI

N	RI
1	0
2	0
3	0.58
4	0.90
5	1.12
6	1.24
7	1.32
8	1.41
9	1.45
10	1.49
11	1.51

3.4.3 Indicator weights

Table 5: Index Weight table of Health Tourism Resources Evaluation System in Southern Jiangxi

Primary index	weight coefficient	Secondary indicators	weight coefficient	Tertiary indicators	weight coefficient	Comprehensive weight
B1 value characteristics of health tourism resources	0.5396	C1 ecological health value	0.309	D1 vegetation coverage	0.0739	0.012322
				D2 oxygen content in air	0.1351	0.022526
				D3 resource integrity	0.3092	0.051555
				D4 resource richness	0.4817	0.080317
		C2 fitness and medical fitness value	0.5816	D5 fitness Kit	0.1667	0.052316
				D6 medical support	0.8333	0.261516
		C3 cultural health value	0.1095	D7 Sinology culture	0.2764	0.016331
				D8 Zen culture	0.1283	0.007581
				D9 traditional Chinese medicine culture	0.5954	0.03518
B2 attraction of health tourism resources	0.297	C4 influence and popularity	0.5936	D10 popularity	0.75	0.132224
				D11 influence	0.25	0.044075
		C5 tourism suitability and location conditions	0.2493	D12 suitable travel period	0.0882	0.006531
				D13 suitable tourists	0.272	0.020139
				D14 geographical location	0.157	0.011625
				D15 traffic convenience	0.4829	0.035755
		C6 products, services and policies	0.1571	D16 product scarcity	0.5584	0.026054
				D17 service satisfaction	0.3196	0.014912
D18 national or local government support	0.122			0.005692		
B3 Gannan characteristic culture	0.1634	C7 Gannan characteristic cultural value	1	D19 Red Culture Tourism	0.3333	0.054461
				D20 Hakka Cultural Tourism	0.6667	0.108939

According to the evaluation index system of health care tourism, the weights were determined by using the Analytic Hierarchy Process (AHP) method [15], and 20 experts in the field were selected through the questionnaire survey of the expert consultation method to score the importance of the indicators respectively, and then the scoring results were internally evaluated. After discussion and

induction, the pairwise judgment matrix is obtained, and finally 10 judgment matrices are formed, including 1 comprehensive evaluation layer matrix, 2 project evaluation layer matrix, and 7 factor evaluation layer matrices. Finally, based on the results of the questionnaire, the arithmetic mean of the values of each matrix is calculated, and according to the scale table, the CR value of each judgment matrix is calculated, and the consistency test is carried out to obtain the index weight of the evaluation system of health tourism resources in southern Jiangxi, as shown in Table 5.

3.5 Analysis of results

From the first-level indicators in Table 5, it can be seen that the value characteristics of wellness tourism resources (0.5396) > the attractiveness of wellness tourism resources (0.297) > the characteristic culture of southern Gansu (0.1634), the resource weight value of wellness tourism is the largest, and southern Gansu The weight of characteristic culture is the smallest, indicating that the value of resources is more important in health tourism, and people pay more attention to the resources that scenic spots can provide; while the weight of characteristic culture in Gannan is the lowest, it can be seen that the impact of development of Hakka culture and red culture is not popular enough, which has not yet form a popularity in consumer's touristic perceptions. In the secondary indicators, the value of fitness, medical and health care (0.5816) > the value of ecological health care (0.309) > the value of cultural health care (0.1095), it can be seen that in health care tourism, people pay more attention to its fitness and medical facilities. In the secondary indicators, influence and popularity (0.5936) > suitable travel range and location conditions (0.2493) > products, services and policies (0.1571), it can be seen that the popularity and influence of scenic spots have the largest weights, and the products, services and policies have the smallest weights.

Based on the above analysis, according to the obtained index weight table of the health tourism resources evaluation system in Gannan, the evaluation factor assignment of health tourism resources and a set of classification standards for the grading of the local health tourism resources was properly formulated. The evaluation factor assignment of health tourism resources is shown in Table 6.

Table 6: Evaluation Factor Assignment of Health Tourism Resources in Southern Jiangxi

Primary index	Secondary indicators	Tertiary indicators	evaluation criterion	Assign values separately
B1 value characteristics of health tourism resources (54)	C1 ecological health value (17)	D1 vegetation coverage (2)	Vegetation coverage grade I-IV	2; 1.5; 1; 0.5
		D2 oxygen content in air (2)	High oxygen content in the air; Higher; General; low	2; 1.5; 1; 0.5
		D3 resource integrity (5)	Good resource integrity; Better; General; difference	5-4; 3; 2; 1
		D4 resource richness (8)	Good resource richness; Better; General; difference	8-7; 6-5; 4-3; 2-1
	C2 fitness and medical fitness value (31)	D5 fitness Kit (5)	Perfect fitness facilities; Better; General; imperfect	5-4; 3; 2; 1
		D6 medical support (26)	Complete medical facilities; Better; General; imperfect	26-20; 19-13; 12-6; 5-1
	C3 cultural health value (6)	D7 Sinology culture (2)	Profound cultural heritage of Chinese culture; Good; General; Poor	2; 1.5; 1; 0.5
		D8 Zen culture (1)	Good Zen culture; commonly	1; 0.5
		D9 traditional Chinese medicine culture (3)	The culture of traditional Chinese medicine has developed well; General; Poor	3; 2; 1
B2 attraction of health tourism resources (30)	C4 influence and popularity (18)	D10 popularity (13)	High popularity; General; low	13-10; 10-7; 6-3; 3-1
		D11 influence (5)	Have international influence; Domestic influence; Regional influence	5-4; 3-2; 1

	C5 tourism suitability and location conditions (7)	D12 suitable travel period (1)	The travel period is long; Shorter	1; 0.5
		D13 tourists (2)	Suitable for a wide range of tourists; Wider; General; less	2; 1.5; 1; 0.5
		D14 geographical location (1)	Superior geographical location; commonly	1; 0.5
		D15 traffic convenience (4)	High traffic accessibility; Higher; General; difference	4; 3; 2; 1
	C6 products, services and policies (5)	D16 product scarcity (3)	Product scarcity; Relatively scarce; General scarcity	3; 2; 1
		D17 service satisfaction (1)	High service satisfaction; low	1; 0.5
		D18 national or local government support (1)	Strong government support; commonly	1; 0.5
B3 Gannan characteristic culture (16)	C7 Gannan characteristic cultural value (16)	D19 red culture tourism (5)	Red culture has high tourism value; Higher; General; low	5-4; 3; 2; 1
		D20 Hakka cultural tourism (11)	Hakka culture has high tourism value; Higher; General; low	11-9; 8-6; 5-3; 2-1

Among them, the classification standard of health tourism resources in Gannan is shown in Table 7.

Table 7 Classification of Health Tourism Resources in Southern Jiangxi

Assignment level	Class A	Class B	Class C	Class D	Class E
Score range	A \geq 90	90>B \geq 80	80>C \geq 70	70>D \geq 60	F<60
Resource level	Excellent+	Excellent	Good	Medium	Poor

To sum up, firstly, according to the resource evaluation factors in Table 6, a comprehensive score for a health and wellness tourist attraction in one particular location at southern Jiangxi was obtained, then according to the grading criteria in Table 7, the resource grade of the tourist attraction was determined.

4. Conclusion

Based on the current state of health tourism resources in Gannan, this study first classifies health tourism resources into two major categories, six subcategories and ten basic types. Based on this, by fully combining the geographical environmental characteristics of Gannan and regional specific characteristic resources, important evaluation factors for health tourism resources in the local area are extracted, and finally four levels and 20 evaluations are made. Adopting a carefully formed metric system of elements and utilizing the Analytic Hierarchy Process method to test the consistency of the CR values in each rating matrix enabled us to calculate the index weights for the Health Tourism Resource Rating System in Southern Jiangxi. Finally, assessment factors for health tourism resources in the local area are assigned, a set of classification criteria for health tourism resources is established. This is served to provide a scientific and quantitative basis for the development and utilization of local health tourism resources.

The stability and integrity of health tourism resources in Gannan is the key to the development of the health tourism industry. The development must follow the principles of resource sharing, co-promotion and complementary interests with neighboring cities. Development plans, city plans, transportation system plans, land use plans and investment capital plans, etc shall work together to promote joint development of health tourism in Gannan and its surrounding area so to prevent from blindly developing and operating health tourism projects of no feasibility and realistic value. The development and operation of the health and wellness tourism industry in Gannan need to closely adhere to legislation, government policy and guidelines, the local governments shall make the most

of their regulatory role and analyze the current state of the local tourism and health and wellness industry. It's suggested that they develop a well thought out development plan, through combining the natural environment with the characteristics of the touristic sites, tourists volumes and other relevant factors, hence be able to scientifically choose location, reduce cost expenditure, increase operating profit, so to lay out proper infrastructure foundation for health projects and rational development. By all means, the development of health tourism is centered around 'health' as its vision. There are widely diversified varieties of forest medicine, hot spring medicine, Hakka traditional medicine, mountain ecological medicine, outdoor sports medicine, wetland medicine and so on. With its rich local culture heritage and legacy, we can build and promote a health care tourism brand of cultural characteristic unique to Gannan, the southern part of Jiangxi Province, integrate our unique culture into the tourism industry to enhance commercial value and enrich the industry overall.

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