

Study on the Characteristics and Differences of Health Preservation and Tourism Resources in Southern Jiangxi: A Case Study of Shangyou and Chongyi Counties

Donghui Tan^{1*}, Lianfa Lai², Yuankai Wu³

¹*School of Science, Jiangxi University of Science and Technology, Ganzhou, Jiangxi, China*

²*Jiangxi Vocational and Technical College of Industry and Commerce, Nanchang, Jiangxi, China*

³*Jiangxi University of Science and Technology, Ganzhou, Jiangxi, China*

**Corresponding author*

Keywords: Southern Jiangxi, health preservation tourism resources, characteristics, difference

Abstract: Gannan is the ecological recreational and health tourism backyard of the Guangdong-Hong Kong-Macao Greater Bay Area. With the country's increasing attention and support for the health tourism industry, more and more tourism destinations such as forests and hot springs have started to pay attention to health tourism and compete for the market in the absence of investigating and identifying advantageous resources. This has led to a homogenized competition in the health tourism industry due to blindly following the trend and the lack of innovation. This article investigates and analyzes the distribution, characteristics, and differences of regional health tourism resources in Gannan, focusing on exploring the differentiated development of regional industries based on the geographic resources in Chongyi and Shangyou. In order to form a development model with concentrated advantageous resources, intensive land use, and clustered projects, which is of great significance for promoting the deep integration and development of Gannan's health advantage resource cluster and the overall tourism industry.

1. Introduction

Located in the south of Jiangxi Province, Gannan has various types of tourism resources with special features, including Red Capital, Hakka Cradle, Jiangnan Song City, Yangming Culture, Ecological Homeland, and Orange Country of the World. Since ancient times, Gannan has been an affluent land with profound cultural heritage, outstanding endowment of recreation environment, extremely rich regional resources, complete product range and 77% distribution rate of resources, known as the "ancient Rome of the East". In order to promote the development of recreation tourism in Gannan, relevant policies have been promulgated one after another. In 2021, the Ganzhou Municipal People's Government issued the "Ganzhou City Territorial Tourism Development Master Plan (2021-2035)", which clearly proposes to build Ganzhou into the ecological recreation tourism backyard of Guangdong-Hong Kong-Macao Bay Area [1]. The initial stage of the development of recreation

tourism in Ganzhou urgently needs to do a good job of investigating and mapping and classifying the advantageous resources of recreation tourism related to the region, because if the characteristics of resources and cultural differences of Ganzhou are not fully combined, it will easily lead to problems such as irregular integration of resources, single tourism products and unreasonable product structure, which will restrict the sustainable development of recreation tourism capital development in Ganzhou. In the period of booming tourism industry, any resource elements of tourist places may become the key factors to attract tourists for consumption. The development of recreation tourism resource projects in Gannan region is bound to carry out reasonable classification of recreation tourism resources, better integration of resources, deep excavation of shared resources, and diversification of tourism products to meet the needs of different people for recreation tourism.

In this study, from the perspective of whole area tourism, we use multidisciplinary theories such as industrial development, system science, industrial economics and development strategy to strategically position the type of Ganan recreation tourism targets, ensure the scientific rationality of industrial layout and business design, and realize the diversification of tourism products to meet the different needs of people for Ganan recreation tourism industry.

2. Concept of Recreation Tourism

Recreation tourism is a new product of the new era combining healthy life and health tourism, for the motive of pursuing the body and spirit to reach an excellent state, and at the same time combining tourism leisure and entertainment, vacation and convalescence, health and wellness, medical meals, etc., to achieve the purpose of strengthening the body, prolonging the life, and cultivating the body, which is a new type of leisure tourism and health care combined activities [2]. For recreation tourism, different scholars and experts give different definition ranges; according to Maslow's needs theory, recreation tourism belongs to self-actualization needs, the pursuit of high quality of life; through different tourism lifestyles, to achieve the goal. In recent years, tourism has been used as a strategic pillar industry in many regions, and in 2016, the Opinions of the State Council on Accelerating the Development of Tourism also proposed: to support the development of new tourism consumption hotspots, and to support the development of ecotourism, recreation tourism, and Chinese medicine tourism in areas with conditions [3]. After decades of vigorous development of tourism in Gannan region, it is now a key tourist city in China. However, the tourism industry in Ganan also needs to keep up with the tone of the times, accelerating the integration into the Guangdong-Hong Kong-Macao Bay Area and looking at the international market to integrate the industry-university-research-tourism is the key development direction for the recreation tourism in Ganan. The article focuses on the differentiated development of tourism resources in Gannan according to the characteristics of tourism development in Gannan today, in order to find a new way of innovative development of tourism industry in Gannan, and to promote the long-term sustainable development of tourism as a new economic growth point and new business card of the city.

3. Characteristics and Differentiation of Ganan Recreation Tourism Resources

3.1. Layout of Gannan Recreation Tourism

The rapid development of tourism in Ganan has been called the "Soviet Phenomenon" by the industry. But it is not a coincidence that the "Soviet Phenomenon" has emerged to the surprise of the industry. It relies on the rich resources of the Ganan region, including rich and diverse natural ecological resources and long-standing cultural tourism resources. The unique recreation tourism resources are even more the treasures of the region. Not only the red tourism resources of Soviet area are unique, and it is also the historical birthplace of Yangming culture in China. It has rich cultural

landscapes such as Yaxi ancient village, Ping Shan Ranch, Tongtian Rock Cave, Yugutai, Xiang Shan retort and other historical and cultural resources such as Hakka cradle and Jiangnan Songcheng. At the same time, recreation tourism is highly valued by the provincial and municipal governments, and these factors have contributed to the recreation industry gradually becoming a new pillar industry in Gannan.

Nowadays, the whole area tourism is the key development industry in Gannan, and in order to meet the domestic and international markets, Gannan actively promotes the integration of industry, academia, research and tourism. Although the research on the fusion development of both characteristic recreation town and all-area tourism is still in the initial stage, Gannan recreation tourism industry has made some progress[4]. The government of Ganzhou should actively promote the gathering of elements and the development of potential tourism resources, take the region as the core, radiate the surrounding towns, use the planning idea of combining points into lines and combining lines and surfaces, and form a regional spatial network with the core area of Songcheng, ecology, Hakka, and red areas in a "city-county linkage and complementary functions" development mode.

Build Ganzhou into a red old capital, the cradle of Hakka, the Song City of Jiangnan, and the holy land of Yangming, and build Ganzhou into the frontier of red tourism, the core of ecological recreation industry and local cultural tourism in the Guangdong-Macao Greater Bay Area. Therefore, from the perspective of whole area tourism, the research on the strategic positioning structure orientation of Ganzhou recreation tourism resort town has practical application value for the sustainable development of local recreation industry.

3.2. Building a Recreation Complex Based on Regional Advantages

Create a group of health and wellness integrated towns with good ecology and environment, closely following the 4A-level tourist scenic spots, and actively create a health and wellness cultural brand with distinctive personality, based on the natural resources, policies, and transportation of the scenic spots[5]. Taking recreation as the overall development strategy for the development of "all-area tourism" in Ganzhou City, to accelerate the transformation of its ecological advantages into project advantages and development advantages, and build a recreation backyard on the southeast coast to become an international recreation and leisure tourism destination [6]. The recreation industry in Ganzhou has been developing in a good direction, including scientific layout, introduction of enterprises and capital, improvement of supporting facilities, strengthening of municipal services and demonstration construction of the industry —The influence of Ganzhou recreation industry in the industry is gradually expanding. Build a number of demonstration complexes, create an international health, education, cultural tourism, leisure industry. For example, Ganzhou Dongli Nanshan Recreation City is an international health, education, cultural tourism and leisure industry based on three series of products: health and wellness, lifelong education and health tourism, with mountains, rivers, lakes, hot springs and farmland, and three characteristics of "travel, study and residence"; Ganzhou Pious Heart Town is a cultural tourism and leisure experience base which is equal to business tourism, conference, health care, leisure tourism, industrial and agricultural experience and agricultural products.

3.3. Differentiation of Tourism Resource Distribution in Gannan

Develop the integration of different tourism types and industries based on the advantages of resource distribution in Gannan, and build a demonstration tourism industry zone. Cities and counties in the eastern region of Ganzhou, such as Ruijin, Yudu, and Xingguo, focus on developing red historical and cultural tourism, exploring red tourism resources, and seize the opportunity to focus on

building a number of red research and education bases, improve the experience of the bases, enrich product types, and build the region into an advanced demonstration base for national tourism and education. Based on Hakka culture and historical culture, the southern region of Ganzhou is creating a Hakka cultural experience center that integrates natural ecology, production activities, folk sports, and other creative cultural activities based on Hakka enclosed houses. The western region of Ganzhou is centered on natural ecological resources and Yangming culture, accelerating the development and utilization of resources, and building a tourist destination integrating cultural experience, forest health, ecological sightseeing, and sports and leisure.

The core area of Ganzhou urban area introduces diversified industries and new forms of business around the Sanjiang River confluence delta based on tourism resources, filling the blank market for night tourism in the urban area, and creating a genuine Songcheng cultural and tourism area. According to Qingfeng Medicine Valley, Chongyi Scholar's Valley, and Shangyou Doushuiman Life, "Health Care+Agriculture", "Health Care+Industry", "Health Care+Medical Treatment", and "Health Care+Sports" have been launched[7]. Meanwhile, infrastructure has been improved to enhance the sense of experience for tourists, presenting a comprehensive and authentic tourism destination in Song City that integrates medical care services, business, and leisure tourism [8].

4. Develop Unique Recreation Tourism—Taking the above Examples of Shangyou and Chongyi

4.1. Analysis of Ecological Recreation Resources

Shangyou and Chongyi have high forest coverage, high negative oxygen ion content, ample sunlight throughout the year, stable atmospheric pressure, and a very pleasant climate. Shangyou is rich in water resources, with densely distributed rivers, lakes, and streams. There are 1639 lakes, reservoirs, and mountain ponds, with a storage capacity of 1.7 billion cubic meters. The limpid and winding Shangyou River breeds Longtan Lake, Yangming Lake, South Lake, Xianren Lake, and Luobian Lake, forming a magnificent landscape of "one river connecting five lakes, and one string of five pearls." Abundant water resources have formed the Dajinshan Drifting, Wuzhifeng Drifting, Warm Pond Hot Spring Resort, Waterfront Homestay, Tianmu Hot Spring, Jungle Oxygen Bar Water World, Traditional Chinese Medicine Soaking Pool, Water Audio Show, Fantasy Water Village, and South Lake Water Sports Base (SUP paddleboards, kayaks, sailing boats, etc.). The scene of a spring stream and valley surrounded by green vines and gurgling water is the perfect experience and enjoyment of ecological health.

Chongyi boasts outstanding forest resources, including Wanbao Bamboo Forest and Yangling Forest Park, which have the highest negative oxygen ion content in the air in various counties in the country according to authoritative departments. The negative oxygen content in the area of Lanxi Waterfall is as high as nearly 200000/cubic centimeter. The sea of clouds, Lanxi, strange rocks, bamboo, forest, and azaleas in the Yangling Mountains are the six unique landscapes of Chongyi. By combining the ecological advantages of "forest breathing and forest distance" with regional culture, Chongyi will be built into a "green valley in the south of the Yangtze River, forest oxygen bar".

4.2. Analysis of Human Recreation Resources

Shangyou County has a long history and profound cultural heritage. Its traditional culture is characterized by advocating culture, emphasizing education, and inheriting the family through farming and reading. Folk techniques such as manual papermaking and oil extraction have been passed down to this day, and Hakka culture has also been inherited and developed here. With the deep foundation of Hakka culture and the introduction of landscape culture, promote the exchange and integration of folk culture, Give full play to the advantages of "cultural health and tourism".

Chongyi County integrates the four cultural and tourism characteristics of ancient, red, green, and spring. "Ancient", represented by Wang Yangming, is the Yangming culture, develops the Yangming health and research base, and enhances the cultural connotation of Chongyi Yangming tourism. Red ", which is the site of" red culture ", including the former site of the Red Army rear hospital, and the revolutionary martyr memorial tower, highlights and promotes the red spirit and patriotism spirit of the Soviet region [9]."Green" is the core, making full use of the unique natural ecological resources of Yangming Lake, Yangming Mountain, Qiyun Mountain, Junzi Valley, and other places to maximize the economic benefits of the "natural oxygen bar" planning. Based on "Spring" and utilizing its rich hot spring resources, we will focus on building Chatan, Shangbao, Jinkeng Tangquan tourism resorts, etc., and promote the sustainable development of the health industry through the concentration of advantageous resources. In the development and construction of health tourism in Shangyou and Chongyi counties, the sustainable development of health industry is promoted through the concentration of superior resources, (as shown in Table 1), and the local economic development is also effectively promoted, but also fill the gap of tourism projects in southern Jiangxi by optimizing the allocation of resources, developing, constructing, and operating new types of projects such as waterfront homestays, Tianmu hot springs, cableways, and aquatic waterways.

Table 1: Typical Cultural Activities in the Two Counties

Cultural Activities	Areas	Contents	Functions
Folk culture	Shangyou	Bang He Dance, Nine Lions Worship Elephant, Meiling Wenshi Flower Lantern	Inherit rural culture and historical culture.
	Chongyi	Spring Buffalo Dance, Shitang Lion Dance, Blowing Bamboo Leaves, Sanjielong Dragon Dance, She Nationality Folk Song	
Sports, leisure and health activities	Shangyou	Dajinshan drifting, boating, fishing, hiking, tea picking, hot spring bathing	Promote health preservation through sports and entertainment
	Chongyi	Mountain climbing, racing, exploration, military, camping, forest recuperation	

4.3 Analysis of Dietary Recreation Resources

ShangYou's rich natural resources have led to the brewing of local recreation ingredients, and the geographical indication specialty represented by ShangYou green tea, which has a unique flavor of "high fragrance, mellow taste, green color, green soup and beautiful shape" due to its unique climate and geographical conditions. Due to the unique climate and soil, the amino acids, tea polyphenols, catechins and other elements contained in ShangYou green tea are much higher than those in other areas, a good pot of tea, taste and smell, let your life slow down, let your heart quiet down. Here, a beautiful picture of the countryside is in front of your eyes, and you can enjoy the soft time and the undisturbed realm of nurturing your heart brought by the garden village. The wild flowering mushroom is an extremely rare mountain tonic, its flesh is particularly tender and crispy, and it is rich in nutrients. The wild red mushroom is a natural nutritional product with a unique flavor, fragrance and crispness, which is why many pregnant women in the region use it to tonify their bodies and promote blood circulation during their confinement.

Chongyi's rice wine brewing technique and yellow ginger tofu making technique are important intangible cultural heritages, and the Hakka red mushroom wine is sweet and pure, with a rich and long taste, and has the effect of nourishing Yin and tonifying the kidneys. "Ginger tofu" is golden in color and tender in texture, which is delicious and can nourish the blood, clear heat and disinfection,

and prevent and control cough. Gui tea is a unique tea, which is produced in the village of Longgui, Ledong Township, Chongyi County, a thousand meters above sea level in the deep forests of the mountains. It is characterized by its unique fragrance, bright green color, steeping resistance, overflowing aroma, and a lasting aftertaste after drinking. This substance is effective in clearing the liver and eyes, digesting fat, and stimulating the central nervous system, and can effectively treat diseases such as meningitis, gastritis, heart disease, and hypertension [10]. And the rich bamboo fungus is a specialty of the Wanbao bamboo forest, which is not only rich in trace elements and fiber, but also has good health effects by lowering blood lipids, appetizing and clearing heat.

4.4. Analysis of Industrial Operation Mode

The core area of the South Lake happiness industry in Shangyou, which focuses on Dongshan, Doushui, and Meishui, continues to improve the "Hundred Mile Corridor" for ecological leisure and vacation, accelerate the development of the "Shangjiang Line" with Wuzhifeng as the important driving area, and the "Shangtai Line" with Shuangxi Caoshan as the important driving area, and gradually build a development pattern of "one core, two wings, and multiple points" for health tourism. Relying on the existing Yangming International Fishing Base, Bishuiwan Scenic Area, Doushui Homestay Town, and other well-known brands, with the planning and construction of Tianmu Hot Spring, Nanhu Runda Health Care, and Nanhu Luxury Residence, Shangyou County's health care brand of "picking tea and enjoying flowers in spring, drifting and swimming in summer, enjoying maple camping in autumn, and fishing in winter with hot springs" is gradually implanted in the hearts of consumers.

Chongyi fully exploits superior green water and green mountains, natural oxygen bars, Hakka terraces, natural karst caves, Shangbao rectification and training, and Yangming cultural and cultural ecological resources to comprehensively create a demonstration area for the province's happy health industry, combining idyllic, natural, and rural areas, supplemented by modern aesthetics, and based on bamboo culture, tea culture, and Hakka farming culture, to create rehabilitation treatment, health care, and chronic disease rehabilitation A multi-functional rural and pastoral resort such as a culture resort [11]. Through cultural creativity, Chongyi continues to build multi-functional rural pastoral resorts. Relying on cultural creativity, consolidating the foundation of economic development, enhancing regional development functions, optimizing the allocation of social resources, and highlighting the core concept of people-oriented cities everywhere. Through the combination of personalized and convenient services, we will build a beautiful living space in Chongyi Town characterized by "health and wellness", enhance the sense of gain and happiness of local residents and tourists, and further form the core force for the development of an industrial characteristic town characterized by health and wellness [12].

4. Conclusion

This paper deeply discusses the regional resource characteristics of health tourism in Chongyi and Shangyou, and emphasizes the differentiated development of regional characteristics based on the development of regional resource advantages to avoid homogeneous competition in the development of health tourism projects in Gannan Districts and Countries. Analyze how to utilize ecological advantages, hot spring resources, beautiful villages, Hakka customs, etc., combined with the construction of scenic spots, characteristic towns, etc., to scientifically plan the layout of Gannan's health industry, enhance the development of local industries, and enrich the types of health tourism products from the perspective of integrating local characteristics and cultural connotations in line with local conditions. Finally, promote the integration of ecological, economic, and social benefits, vigorously build the entire industrial chain of "big health+global tourism+health care+characteristic

towns", and promote the emergence of new forms and models of health care in Gannan. Advocate the overall utilization of resources throughout Gannan, take the path of high-quality products, develop and expand a number of "fist projects", lead the development of Gannan's health care industry, and create a brand of Gannan's health care tourism.

Acknowledgement

The paper was supported by Jiangxi Provincial University Humanities and Social Sciences Research 2020 Project. Research on the Strategic Positioning Framework of Gannan Kangyang Tourism Resort Town from the Perspective of all-area tourism industry (Project Approval No.: TY20102).

References

- [1] Liu Qian. *Study on the Improvement of the Overall Tourism Development Level in Ganzhou City, Jiangxi Province*, 2022 (6): 68-70.
- [2] Huo Yinshan, Wang Yezhou. *Summary of Research on Forest Health Tourism Development*. *Contemporary Tourism*, 2020, 18 (17): 64-65.
- [3] Sai Mengmeng. *Research on the integrated development path of health tourism industry in the context of global tourism: Taking Jiaozuo City as an example*. *Market Weekly*, 2021, 34 (02): 61-63.
- [4] Li Mingyue. *Research on the planning and design of characteristic towns in southwest China from the perspective of global tourism* Chongqing University, 2018.
- [5] Chen Hui, Zhang Zhao, Wang Jun. *International medical tourism experience and its implications for the planning of medical towns in China*. *Small Town Construction*, 2017 (12): 90-97.
- [6] Xu Hong, Yu Haibo. *Tourism Health Welfare and Tourism Health Industry Innovation in the Age of Great Health*. *Journal of Tourism*, 2022, 37 (03): 10-12. DOI: 10.19765/j.cnki.1002-5006.2022.03.005
- [7] Chenchen Xiao, Die Hu, Qian Li, Zhenqiang Xie. "The foundation and path of Panzhihua to build a tourism destination of sunshine and health care", *IOP Conference Series: Earth and Environmental Science*, 2020.
- [8] Su Chunyan. *Research on the development of traditional Chinese medicine health tourism products from the perspective of industrial integration: A case study of Xinglin Grand View Garden in Shilin, Yunnan*. *Tourism Overview*, 2021 (06): 146-149.
- [9] Zhu Xiangbo. *Suggestions on cultivating a new driving force for the development of red tourism in Sichuan through the military civilian integration strategy*. *Tourism Overview (second half of the month)*, 2018 (24): 106.
- [10] Liu Qingyu, Mi Ning. *Countermeasures for the development of health tourism from the perspective of global tourism*. *Journal of Tourism*, 2016, 31 (11): 4-6.
- [11] Zhong Nanqing, Zheng Xuemei. *Mingyue Mountain Forest Farm Strives to Promote the Development of Forest Health Tourism Industry*. *Land Greening*, 2022 (02): 44-45.
- [12] Liu Kun. *Health care industry helps research on the construction of characteristic towns in Chongyi Cultural Industry*, 2021, 000 (024): P.164-16.