

Study on the Development Pattern and Influencing Factors of Health Tourism in the Era of Great Health

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Abstract: Health tourism refers to tourism with a strong health colour, which can also be called medical health tourism. It not only focuses on the pleasure of travelling, but also combines the concepts of beauty and fitness, as well as nutrition and diet, which are used to adjust the psychological state, raise people's awareness of the protection of the green environment, and ultimately achieve the purpose of harmonious coexistence between human beings and nature. With the continuous development of China's economy, the tourism industry is also developing rapidly, and more and more people are joining the development of health tourism. In the current very healthy era, all people care about health, injecting a strong impetus for the development of the national economy. By exploring the development pattern and influencing factors of health tourism in the era of great health, the current situation and problems of health tourism can be clarified according to the law of health tourism, and optimised and improved in all respects.

1. Introduction

"Wellness" refers to a collection of meanings for the words health and wellness, which is rapidly becoming a value proposition for many people travelling in the era of great health. It can effectively help the human body be satisfied from the material to the spiritual and spiritual level, broaden the quality of life, and allow people to enjoy higher quality in tourism. In 2016, the state department issued the Outline of the Healthy China 2030 Plan, which proposed the deep integration of health and elderly care, tourism, the Internet, fitness and leisure, and food, laying an important theoretical foundation for the development of the health care industry.

2. Development pattern of health tourism in the era of Great health

2.1 "Forest + health" tourism

The forest is an important treasure of the earth, but also an important scene of people's health, there are good air, negative oxygen ions and other factors in the forest, relying on the forest health will bring people many beneficial possibilities! Forest health refers to relying on the forest

ecological environment, so that the public can be exposed to the natural environment of the forest, and improve the health level. As the common wealth treasure of all mankind, forests can be organically integrated with landscape resources, food and medicine resources and cultural resources, as well as with medicine and health science, to carry out health care, rehabilitation, health and old-age service activities. China's rich forest resources provide important resources for health tourism, which can meet the needs of the vast number of people. The newly revised Forest Law of the People's Republic of China in 2019 clarifies the legal status of forest tourism, two of which mention "forest health" [1].

2.2 "Rural + health" tourism

The countryside is always an important choice for the majority of tourists to travel, is an important place to relax, rest and rest resources, to meet the great health era of tourists' dream of the field. Rural health care mainly relies on broad pastoral space and rich natural resources, and integrates daily life, agricultural production, ecological protection and life harmony, which is conducive to nourishing the eyes, stomach, lungs, heart and brain of the human body. Under the current background of increasing urbanization, rural areas still have great development potential to meet the people's attachment to the rural natural environment. At present, rural health tourism shows a trend of combining with agricultural production, focusing on creating a whole industrial chain of "green organic crop planting - brand deep processing of agricultural products - harvest picking experience". Some typical areas also provide services such as field adoption and green agricultural product distribution, which improves added value and enhances tourist stickiness [2].

2.3 "Sports + health" tourism

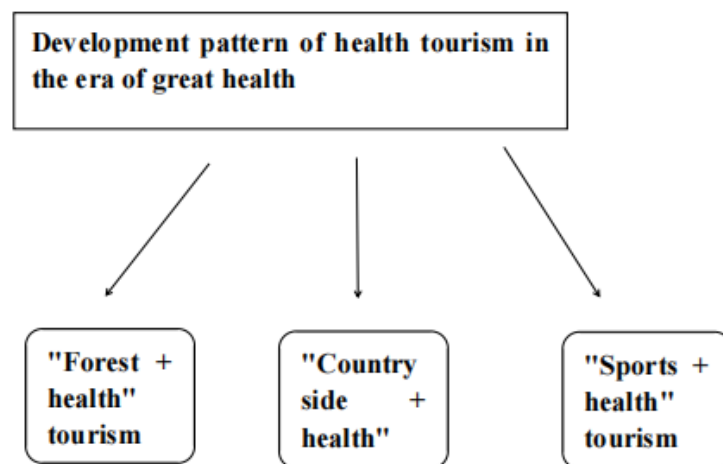


Figure 1: Division of health tourism pattern

Popular outdoor sports such as hiking, fishing, cycling and swimming are the main ways for foreigners to travel and leisure, rather than going to tourist attractions. In the current trend of the national sports era, the combination of sports and health is also an important pattern, which is the result that tourists think that sports promote health. From the perspective of space, "sports + health care" overlaps with the "forest + health care" and "rural + health care" models, which have become an important pattern for the development of health tourism under the background of health care. Relying on special terrain and geomorphic resources, it has developed outdoor health and wellness

products such as mountain sports, water sports, outdoor expansion, traditional sports, hiking, exploration, etc., to promote the deep integration and development of sports, tourism, vacation, fitness and other formats. The combination of sports and health care puts forward certain requirements for the quality of people participating in tourism. In the process of sports, due to the relatively responsible environment involved, it also promotes the development and prosperity of necessary supporting facilities such as walking tracks, post stations and ambulance in the aspect of economy^[3]. As shown in Figure 1.

3. Factors affecting the development of health tourism in the era of Great health

3.1 Large population and large market demand

China's current elderly people have reached 264 million scale, and the proportion will continue to increase in the future, is the main force for the development of health tourism. At present, many "after 60" began to enter the elderly market, compared with the "after 40" and "after 30" elderly people, this part of the newly entered elderly tourists market consumption power is very strong. According to a survey by the National Aging Commission, the number of elderly tourists has accounted for more than 20% of the total number of tourists in the country, with an average of four times per person per year, more than one-third of the national per capita level. In the face of a huge market, the segmentation of the elderly group helps enterprises to better explore the market. The proportion of sub-health people in China accounted for 70% of the 1.4 billion population, which includes many middle-aged people, facing all aspects of the workplace pressure, sub-health people are actually a very important group of health tourism. With the development of The Times, young people's ideas have changed, and they can also become a very important demand side of health tourism. For example, sports health is very popular among young people. Theoretically speaking, the whole population can participate in the trend of health tourism in the future, and 1.4 billion people in the country are the reserve army of health tourism in the future, which benefits from the continuous improvement of Chinese people's living standards. According to the statistical data of the "China's Great Health Industry Strategic Planning and Enterprise Strategic Consulting Report" released by the Prospective Industry Research Institute, it will exceed 16 trillion yuan in 2030, and there is huge space for development. From the statistical table of income and willingness to health tourism, it can be seen that the higher the income group, the more attention paid to health tourism. As shown in table 1.

Table 1: Relationship between group income and health tourism

model	quadratic sum	free degree	mean square	f	significance
regression	0.984	2	0.492	3.359	0.035
Residual error	114.722	783	0.147		
total	115.706	785			

3.2 There is more open space for tourism and great development potential

The "Health Blue Book: China's Health and Wellness Industry Development Report (2021)" released on June 26, 2022 pointed out that the demand for health and wellness leisure tourism has increased significantly, a large number of resort health and wellness projects such as health and wellness towns have appeared in the market, the vacancy rate of China's tourism real estate is high, and many residential health and wellness areas tend to "hollow out", and have significant

development potential in the future. At present, enough open space has not been effectively used, which provides good conditions for investment development and industrial innovation, indicating that the future prospect of China's health tourism is relatively bright. The vacancy rate of real estate is high, and most projects focus on improving the environment to improve the project value, but it will lead to over-investment and prolong the return period of investment [4].

4. Problems of health tourism in the era of great health

4.1 Lack of product system

There are many types of health tourism, but there are many misunderstandings in the understanding of health tourism. At present, there are many concepts of health tourism, but few products; Many slogans, few experiences. There are not many experienced projects and products. In addition to a few products such as hot spring tourism are relatively mature, the development of China's health tourism is still in a relatively naive stage. The current scattered system reduces the competitiveness of China's health tourism industry and lacks integration and strength of China. In particular, compared with some European and American countries, including some neighboring countries such as Japan, the development level is still relatively backward [5]. As shown in table 2.

Table 2: Nursing population and service contents

mode	Target customer group	Service content				
		health	The medical	To raise	Teaching and research	brigade
Rehabilitation for the aged	Elderly population	√	√	√		
Health tourism	Retired people migrating birds	√		√		√
Health service	All age population	√	√	√		
Health industry city	All age population	√	√	√	√	√

4.2 Lack of project support

According to the "Analysis and Research on the Development of Health Tourism in Hainan Province" published by Zeng Xueer, Wang Zhoukaixin, Liang Xiaoting, Huang Wenrun, He Yafang and Li Congping in 2021, there are many so-called health towns and health resorts, most of which have extensive design and rough products. In addition, many health and wellness tourism projects lack high-quality health and wellness content, which is highlighted in the combination of health and wellness tourism and real estate. Many real estate properties are gimmick for health and wellness real estate, but the content of health and wellness is insufficient. At present, the central government puts forward the principle of "housing without speculation", which means that the traditional real estate model must be changed to conform to the development trend of health tourism [6].

4.3 Lack of system guarantee

At the government level, there are many health tourism policies, but these policy documents are mainly in the perspective of macro direction, and there are not too many landing and accurate policies. Inadequate safety nets also cause problems. There is a lack of health tourism talents and an incomplete understanding of health tourism. Using tourist guide thinking and scenic spot thinking

to do health tourism projects is not in line with the current situation. The investment and financing system for health tourism is not very perfect, and the investment and financing system needs to be improved; The land policy of health tourism is not enough. Many good health and wellness resources are within the ecological red line, which makes it difficult to implement health and wellness tourism projects [7].

5. Development strategy of health tourism in the era of Great health

5.1 Enhance features and integrate information technology

Health and wellness tourism projects must be personalized, tourism products especially emphasize differentiation and individuation, homogenized tourism products are difficult to attract tourists, especially health and wellness tourism products. It should also reflect the alienation and individuation of business trips, and everyone's age, gender and physical condition in health tourism are inconsistent, so it is difficult to provide services with the homogenization of traditional scenic spot thinking. Relevant organizations can provide customized services to make health tourism products and services more targeted. The use of such products is favored by the market. Modern information technology and big data technology, such as personalized and customized services, must be used to rely on intelligent big data support. In the future, the combination of traditional and modern, offline and online organic combination to improve the intelligent level of health tourism is also a key strategy worthy of attention [8].

5.2 Focus on sustainability and improve the system

Different from sightseeing tourism, health tourism needs market stickiness in particular. Leisure vacation is sticky, to let tourists really feel the changes of the body after coming to this place, long-term health tourism is a very noteworthy trend. The health tourism industry is a complex system, which requires enterprises, governments and other subjects to unite and work together to change the current scattered status quo. In the future, it is necessary to integrate more resources in the field of resource system for health tourism projects, such as sports health resources, natural physiotherapy health resources, and cultural health resources, which need to be completed with many partners. Health tourism has both commercial services provided by enterprises and public services provided by the government. It is necessary to coordinate various departments of the government, promote the participation of the government, enterprises and all aspects of society, and form a joint force, so that health tourism can have a sustainable, healthy and high-quality development. The above subjects join forces to jointly study and judge the characteristics of the healthy tourism audience, create an important strategy with long-term visibility, and establish a good future development direction. According to the statistics of Tourism Research Center of Chinese Academy of Social Sciences, "Market size statistics of global health tourism industry from 2015 to 2021" is shown in the Table 3 below [9].

Table 3: General situation of the development of health tourism industry

2015	5632	Unit: billion/USD
2016	6000	
2017	6390	
2018	6869	
2019	7381	
2021	9190	

5.3 Promote standardization and pursue professionalism

Standardization is an area in which the tourism sector has special experience, and there are some industry standards in the field of health tourism, but national standards are still lacking. It is necessary for the National Leisure Standardization Technical Committee to speed up the development of national standards for health care, and enterprises can participate in it. When standards are formulated and promoted, the content and quality of health tourism services can be rapidly improved. The field of health care is very professional, which is higher than the traditional professional level of tourism. At present, there is a shortage of management and service talents for health tourism, which makes health tourism still at a relatively low level, so in the future, it is necessary to form professional technology, professional talents and professional services in terms of specialization, so as to form a unique advantage. Governments, including schools, also have such responsibilities, and enterprises can also participate in them and work together to cultivate talents [10].

5.4 Focus on brand clusters

At present, there are very few enterprises with brands in health tourism. Brands are common in the hotel sector, but in China, although there are some health and wellness tourism projects and enterprises are beginning to emerge, but no company or brand has been widely recognized. The future development of branding is also the direction that needs to be worked on. At present, health tourism is basically a single-point development, such as hot spring resorts, golf courses, but there is no formation of industrial clusters. Health tourism is still scattered. Therefore, it is necessary to place some health tourism projects with different characteristics in a specific region and a destination to form a cluster advantage, and then form the overall competitiveness [11].

5.5 Implement low-carbon tourism and strengthen hotel management

The development of health tourism must be organically combined with the important concepts of low-carbon economy and low-carbon tourism to ensure the strengthening of hotel management. In the current era, economic development emphasizes quality, and low-carbon tourism is proposed in this context, which refers to the integration of environmental protection concepts such as low carbon emissions, low energy consumption and low pollution with tourism to create a green tourism model. With the development of The Times, low-carbon tourism has been deeply rooted in the people, and has become the general consensus of today's health tourism industry staff and tourists, promoting the process of sustainable development in China. Hotel management plays an important role in health tourism, and it is necessary to practice the fundamental principles of low-carbon tourism, promote green tourism, and implement the requirements of improving social benefits while pursuing economic benefits. China has made a re-evaluation and strategic adjustment for tourism, an important industry that drives consumption, and strives to avoid energy and resource consumption in tourism and advocate low-carbon tourism. The national strategic layout includes the emissions of carbon in the assessment, promotes the green travel of tourists, and reduces the damage and pollution to the environment. Due to the nature of tourism and service characteristics, hotel accommodation has become the focus of tourist consumption, in which tourists rest in hotel accommodation, hotel management and tourism are more and more closely linked. At present, most of the hotels near the scenic spots have optimized and upgraded the original model, taking green management and low-carbon management as the core to help the implementation of national policies, but also to provide tourists with a better rest environment and improve the quality of service. The relationship between hotel management and low-carbon tourism is inseparable,

showing the characteristics of you and me, and only by continuing to work hard in hotel management can low-carbon tourism become a reality and slow down the overall upward trend of global warming.

In health tourism, as an important place, hotels need to take strong measures in low-carbon aspects. Before effective management, the hotel should develop a set of scientific and logical low-carbon standards to ensure that the final emissions after the end of the work are within this standard. The hotel shall specify its own emission standards according to the low-carbon indicators, implement this standard in the internal management, and evaluate the staff situation according to the ability to cover the service needs. To understand the specific content of the carpet standard and integrate low-carbon into the development strategy of the hotel, we can start from the standard low-carbon documents issued by the state and comprehensively consider the actual situation of the hotel to expand and improve it. The hotel in all aspects of daily management are carried out according to low-carbon standards, in the daily supply of products, to meet the needs of tourists, but also reduce the waste of resources, in the use of various disposable supplies, to pay attention to the saving of resources, after the standard is put forward carefully implemented. Only by strictly implementing the established management standards can we practice the low-carbon concept. In the process of implementing the low-carbon management standards, it is also necessary to incorporate the satisfaction of passengers into the examination, and take the check-in experience of passengers as an important indicator to evaluate the quality of service, so that passengers can fill in the satisfaction survey card according to their own wishes, and refer to the complaints and suggestions of passengers, so as to constantly demand themselves in accordance with high standards to improve the competitiveness of the hotel and the effectiveness of management.

The hotel should recognize the importance of corporate culture, put cultural training in a prominent position in long-term operation, use culture to promote the code of conduct, employees' artificial sense of belonging and the overall code of ethics, use culture to influence people, and deal with the relationship between managers and employees. The hotel should integrate the idea of low carbon into the hotel management, improve the market share, and make culture a key factor in retaining high-quality talents. In the process of cultural construction and cultivation, we should realize that with the development of economy and society, tourists' requirements for tourism are not only reflected in specific scenic spots but also reflected in the overall quality of tourism services. The hotel's focus on cultural cultivation is essentially to meet the high requirements of passengers in the new era, and to build a more reasonable and more distinctive cultural system according to the psychological needs of passengers for low-carbon. Leaders, managers and every employee should recognize the importance of culture, form a good atmosphere for continuous promotion and dissemination of culture, integrate the awareness of low carbon and environmental protection into it, enhance the humanistic attributes of management, and make management present a thriving atmosphere, so as to use culture to improve employees' consciousness and enhance the temperature emitted in management and service. It will give passengers a better experience^[12].

6. Conclusion

Under the background of great health era, health has become a key topic of concern to everyone, and has also become an important reason for the rapid development of health tourism. The government, enterprises and individuals should fully conform to the background of the great health era and jointly promote the development of health tourism. We should integrate the factors of The Times to develop the health tourism industry, pay particular attention to the implementation of low carbon economy, strengthen the construction and management of hotels, exert strength from all aspects to ensure that health tourism gradually catches up with the level of western developed

countries, and make contributions to China's social and economic development.

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