

Study on the Theoretical Connotation and Practical Model of Health Sports Tourism Complex in Shanxi Province

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Abstract: With the improvement of people's living standard and the development of tourism industry, health and wellness tourism has become a new trend in the development of tourism industry against the background of sub-health and population ageing problems, the development of health and wellness tourism is of great significance to improve people's quality of life and enhance their sense of well-being. Shanxi is rich in health and wellness tourism resources, including forest tourism, hot spring tourism, climate tourism and cultural tourism. The Natural Geographical Environment and human environment determine the multiple mosaic characteristics of the distribution of health and wellness tourism resources in Shanxi Province. However, the development of health and wellness tourism in Shanxi Province is still in the primary stage and many problems need to be solved.

Keywords: Health and wellness tourism; current situation; countermeasures

Shanxi Province is the cradle of Chinese civilization due to its long history and rich culture. Its Natural Geographical Environment and cultural environment determine the distribution characteristics of Shanxi health and wellness tourism resources. Shanxi Province, with its unique geographical features, is located in the middle of the second of China's three major steps. Taihang Mountains to the east, the Yellow River to the West, the Great Wall to the north, and the Yellow River and Mount Wangwu to the south, forming a closed parallelogram. In Shanxi Province, focusing on the Yellow River, the Great Wall and the New Third Board of Taihang Mountains tourism, more discussion is made on utilizing the resources of health and wellness tourism, exploring the integration of health and wellness tourism, and focusing on building the brand of health and wellness tourism. Health and wellness tourism refers to a series of tourism activities carried out by tourists for the purpose of keeping in good health, health and recreation, it mainly includes marine health and wellness tourism, hot spring tourism, forest tourism, medical tourism, climate tourism and so on. As a new way of tourism, health and wellness tourism, or the combination of resources and leisure tourism, can help people in tourism to achieve physical and mental health. Shanxi has rich health and wellness tourism resources and a good tourism market, and has a large development space. At the same time, due to the "Healthy and sustainable" characteristics of health and wellness tourism, the development of health and wellness tourism can not only promote the development, upgrade and transformation of tourism in Shanxi Province, but also coordinate the development of related industries.

1. Related overview

1.1. Concept of health and wellness tourism

In recent years, with the rapid development of tourism industry, more and more new tourism industry models and forms, health and wellness tourism model has been widely used. At present, there are few literatures about health and wellness tourism at home and abroad. Liu Liqin (2004), a Chinese scholar, put forward the concept of health and wellness tourism in his article "The Muwang National Forest Park with long hidden boudoir". But the related in-depth analysis research is few. The basic concept of health and wellness tourism was analyzed and studied by scholar Wang Zhao, and a preliminary explanation was given. After that, our country launched the health and wellness tourism program, vigorously developing the health and wellness tourism industry. Some scholars in our country have carried out relevant research on the development of health and wellness tourism, but the health and wellness tourism has not been taken seriously by government departments. In 2016, the China National Tourism

Administration issued the National Health and wellness tourism demonstration base standard for the first time, and established a number of health and wellness tourism development demonstration parks. The health and wellness tourism model has received more and more attention from the society, and people have accepted and accepted this new tourism model. The China National Tourism Administration has formally incorporated health and wellness tourism as a tourism mode into the tourism industry of our country, preliminary standardization of health and wellness tourism.

1.2. The role of health and wellness tourism

On the one hand, health and wellness tourism improves people's quality of life. Health and wellness tourism can not only effectively improve people's living standards, adjust people's psychological stress and physical health status, but also can improve people's own health awareness, thus can be Life extension. On the other hand can also broaden people's horizons, increase their own knowledge, so that people have a certain ability to create. Through the health and wellness tourism in the form of teams, people can get more effective information and know more friends, and can get better development. Active participation in health and wellness tourism helps people adjust their personal life, actively participate in study and work, greatly improve work efficiency, improve the quality of work and study. On the other hand, wellness tourism increases people's happiness. The eternal goal of life is happiness and health. Happiness is a feeling and experience in people's hearts, not only a perceptual judgment of self-feeling, but also a rational judgment of the quality of living environment. Well-being is a positive psychological feeling based on the value of facts, which is produced by the combination of subjective consciousness and objective judgment. From the point of view of psychology, the criterion of happiness can be understood as mental health and happiness. wellness tourism can enable people to enjoy life in the natural environment, enrich their own life experience, help people to think about life correctly, make people full of spirit, life more positive. Thus, wellness tourism has a significant effect on people's well-being.

2. Development Status of Shanxi Health and wellness tourism

2.1. Health and wellness tourism is rich in resources

Shanxi is rich in tourism resources, beautiful natural scenery, deep cultural heritage, suitable for the development of a variety of health and wellness tourism projects (Table 1). There are many mountainous areas in Shanxi, and the broad sense mountainous area accounts for more than 80% of the total area. As of 2020, the forest area of Shanxi Province is 3.21 million hectares, and the forest coverage rate is 20.50% . Among them, 19 national forest parks cover an area of 390,000 hectares. Forest animal and plant resources are also very rich, it is suitable to carry out forest eco-tourism. For example, Guancen Mountain National Forest Park is called "Hometown of Spruce", Taiyue Mountain National Forest Park is called "Home of Chinese Pine", Jiaocheng Mountain National Forest Park is called "Hometown of Larix principis-rupprechtii" "North China animal and plant resources," the reputation of the Zhongtiao Mountains National Forest Park and so on. Shanxi has an average elevation of 1,000 meters above sea level, with the highest point at the top of the North Mount Wutai Platform at 3061 meters. It is the highest peak in north China. The average annual temperature in most areas is between 4 degrees and 14 degrees. Mount Wutai, for example, has been called Qingliang Park since ancient times, and its latitude is roughly the same as Beijing's, but its climate is similar to that of the much higher latitude Greater Khingan, with an annual average temperature of minus 4 degrees Celsius, or about 9 degrees even in the hottest months of July and August, is the representative of Cool Shanxi.

In addition, the air quality is also relatively good, in 2016 the province's air quality good days accounted for 99.4% , of which the proportion of excellent days is as high as 80.4% . Shanxi has been the main producing area of Chinese medicinal materials since ancient times, known as "Northern Medicine". There are 1116 kinds of Chinese medicinal materials, of which 953 are plant medicinal materials and 133 are animal medicinal materials. Eight of them have been listed in the national genuine medicinal materials list, such as Radix Astragali from Mount Heng, Radix codonopsis from Shangdang, Radix Dioscoreae from Pingyao, etc. In addition, Shanxi's proprietary Chinese medicine also throughout history, such as Guilingji, Dingkun Dan, Dafengdan and so on. Taigu Guangyuyuan pharmacy has a history of more than 470 years, and is one of the "Four major pharmacies of the Qing Dynasty". These rich medical resources are suitable for health and wellness tourism programs that combine health care with a longevity culture. Shanxi is rich in hot spring resources, which can be found in 8 cities from north to Datong and south to Yuncheng. There are 25 geothermal fields and 451 outcrops, which are concentrated in Yuncheng Basin, Linfen Basin and Xinzhou Basin. Shanxi's hot springs were mined

earlier and the water quality was excellent. For example, the Hunyuan Tangtou hot spring was discovered and used around the Eastern Han Dynasty. In the Northern Wei Dynasty, there was a royal palace, rich in potassium, zinc, calcium, magnesium, radon and more than 30 kinds of micronutrient, in the Ming Dynasty, it was praised as “The God effect of Moistening, washing is healing”, and the super compound mineral water containing radon, fluorine, hydrogen sulfide, silicate and so on in Xinzhoudun village Hot Spring City was called “Dispelling sickness spring”(Table 2).

Table 1: Distribution of health and wellness tourism resources in 11 cities in Shanxi Province

| City | Health care tourism resources | | | | | | | Total |
|----------|-------------------------------|-------------|------------|--------|--------|--------------|-------------------|-------|
| | Mountainous region | Hot Springs | Water body | Forest | Meadow | Tourist town | Religious culture | |
| Xinzhou | 4 | 7 | 13 | 10 | 5 | 4 | 15 | 58 |
| Yuncheng | 6 | 4 | 10 | 7 | 3 | 6 | 10 | 46 |
| Taiyuan | 5 | 4 | 5 | 8 | 6 | 8 | 9 | 45 |
| Changzhi | 2 | 2 | 11 | 12 | 5 | 9 | 4 | 45 |
| Jinzhong | 5 | 3 | 7 | 10 | 3 | 6 | 7 | 41 |
| Lvliang | 6 | 2 | 10 | 7 | 4 | 3 | 8 | 40 |
| Jincheng | 3 | 1 | 8 | 10 | 5 | 6 | 6 | 39 |
| Datong | 5 | 4 | 6 | 3 | 6 | 2 | 12 | 38 |
| Linfen | 5 | 2 | 5 | 5 | 2 | 5 | 7 | 31 |
| Yangquan | 2 | 2 | 5 | 9 | 4 | 2 | 2 | 26 |
| Shuozhou | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 22 |
| Total | 46 | 33 | 83 | 84 | 47 | 55 | 83 | 431 |

Table 2: Distribution of characteristic health and wellness tourism resources

| Principal Class | Subclass | Basic type | Health preservation tourism project | Representative resources |
|---------------------------------------|--------------------------|--|--|--|
| Natural health care tourism resources | Geomorphologic landscape | Mountainous health and wellness tourism | Mountain, mountain streams as the main resources to carry out mountaineering, drifting, skiing, walking and sightseeing. | Mount Heng, Pangquangou Rafting, Wolong Mountain international ski resort, Jinchan Bay Rafting, Kowloon International ski resort |
| | Water landscape | Hot Spring health preservation | Taking the hot spring resources as the core carrier, a series of leisure activities related to the hot spring are carried out for the purpose of hot spring experience, bathing and health preserving. | Qicun hot Spring Sanatorium area, Dongcun Hot Spring Resort, Shengtangdu hot spring Lehuo Garden, big hot spring, Hushan hot spring, Lingshi Chongningbao hot spring, Lantau Peak hot spring |
| | | Water health and wellness tourism | Develop a variety of tourism activities, such as fishing and sight-seeing along the lake, with wide water surface or rapids. | Hukou Waterfall, Fen River, Pangquangou, man Ying River, Sanggan River, Zhuozhang River, Python River and Xiaohe Wetland Park |
| | Biological Landscape | Forest Oxygen Bar | With the negative oxygen ion in the air, the green traveling environment, the suitable temperature, the humidity and so on to develop the forest oxygen bar activity, like a series of forest bathing, forest breathing and food recuperation and so on. | Wang Mang Ling, Lich Son, Black Tea Mountain, Red Bean Gorge, Guancen Mountain, Zhongtiao Mountains, Wulaofeng, Gua Mountain, Tibet Mountain, Fangshan National Forest Park |
| cultural tourism resources | | Grassland health and wellness tourism | Mainly Alpine meadow and garden flower-based tourism resources, there are ornamental, landscaping, climate regulation and other activities. | Malun grassland, Luya Mountain Alpine meadow, Qinshui model ranch, Yuwangping, Xihua town grassland scenic spot |
| | Village landscape | Villages and towns wellness tourism | In spring, it is better to enjoy flowers, in summer, and in autumn, to taste fruits. With the excellent natural ecological environment in the countryside, leisure farmers resources, to carry out healthy and healthy tourism activities. | Qingcaopo village, Taohuayuan farm, Jinyuantai Ecological Garden, Shibeizhuang grape picking sightseeing |
| | Religious culture | Tourism Resources of religious health preserving culture | Buddhism enhances the value and level of life by endowing people with a transcendent attitude and a selfless and fearless spirit through meditation rituals; Taoism Emphasizes Health Preservation and promotes tranquility and inaction; and Confucianism emphasizes the four skills of Chinese literati to cultivate their mind. | Mount Wutai, Mount Heng, Hanging Temple, Yungang Grottoes, Pagoda of Fogong Temple, Jinci Temple, Imperial City and Guandi Temple |

2.2. Health and wellness tourism is doing well

Relying on the tourism market and infrastructure of Shanxi Province, Health and wellness tourism is developing well. The single Health and wellness tourism product development is relatively mature, cultural tourism has been an important part of tourism in Shanxi, and the original ecological tourism and forest tourism are also developing well. In 2013, the forest scenic spots in the province received more than 5 million tourists a year, the related revenue is about 2 billion yuan; in 2014, cultural tourism units in Shanxi Province received more than 7.8 million tourists, realizing nearly 650 million yuan in sales revenue, and the output value of the entire industrial chain is more than 3 billion yuan; in the area of medical tourism, the International Medical Tourism Pioneer area, the only international medical tourism pioneer area in China, was set up in Shanxi in 2017. By the end of 2017, Shanxi's medical and health industry accounted for over 11% of the province's GDP. In recent years, with the increasing importance of Health and wellness tourism and the development of complex Health and wellness tourism products, the Taihang Health and wellness resort project in Yunzhu Lake is under construction, and the international traditional Chinese medicine Health and wellness tourism was officially launched in 2017. Shanxi Province added 11 Health and wellness tourism investment projects in 2017, with an estimated investment of 49.248 billion yuan. In addition, the new tourism development strategy of the Yellow River, the Great Wall and the "New three-board" of Taihang Mountains put forward by Shanxi Province emphasizes the development of Taihang Mountains's tourism resources and the creation of Health and wellness tourism.

3. Current problems

3.1. The planning wasn't right

The relatively low level of tourism planning in Shanxi has, to a certain extent, caused the waste of resources, and also led to the blindness and repetition of the construction of scenic spots, thus reducing the efficiency of the use of resources and damaging the overall landscape effect of scenic spots, even the destruction of ecological irrecoverable and waste of natural resources. Specifically, the most prominent problems focus on tourism resources planning, tourism resources have not been fully developed and utilized, and the advantages of resources have not been brought into play. At the same time, the infrastructure construction of Shanxi is not perfect, for example, some scenic spots lack various signage, such as guide, guide, warning, scenery introduction, etc. There is a lack of facilities in the service area of the visitor center, such as consultation area, rest area, medical room, password locker and mobile phone charging station.

3.2. Consolidation of resources to be strengthened

Health and wellness tourism in Shanxi Province involves a wide range of resources, but the development of various types of resources is uneven, among which cultural tourism products are far more mature than other types of tourism products, eco-tourism, medical tourism and forest tourism are developing more slowly, and climate tourism is still not large-scale, the resources and institutions of health and wellness tourism are separated from each other and a mature health tourism product has not been formed. At the same time, in the same kind of health and wellness tourism products, there are the problems of scattered development agencies, unequal scale and lack of scientific development planning. It is necessary to integrate various health and wellness tourism resources and develop integrated health and wellness tourism resources to form more competitive health and wellness tourism products.

3.3. The content of the product is monotonous

Shanxi health and wellness tourism product content is relatively thin, mainly sightseeing or short-term leisure vacation type, product connotation is more monotonous, not deep enough, poor interaction, high similarity between products, homogeneity competition. Most of health and wellness tourism product developers simply rely on natural resources, Shanxi has not yet paid attention to the unique cultural and folklore resources development. At present, the products of Shanxi Health and wellness tourism are single in content, homogeneous in quality, lack of recreational, interesting and participatory projects, and imperfect in service system, which reduces the attraction of tourist destinations and the length of stay and the rate of revisit of tourists, it makes Shanxi Health and wellness tourism less competitive.

3.4. The travel promotion is not in place

Tourism scenic spot propagandizes for each other, propagandizes the means to be simple. The overall scientific publicity mechanism has not yet formed, resulting in the slow development of the tourism market, tourism products are not well-known. According to the relevant statistics, the peak period appeared in June-August, September began to decline, and a larger decline. Visible, Shanxi tourism season is obvious, the problem is prominent, urgent to be resolved.

4. Countermeasures

4.1. Improving the management system

On the one hand, to promote the status of tourism industry in the local economy, Health and wellness tourism market continued to expand, through a series of publicity, marketing activities continue to expand the visibility of Shanxi. Shanxi's tourism potential is still very large, the geographical position is superior, has the good condition to create the international Health and wellness tourism brand, as long as the tourism resources are scientifically planned, Shanxi can certainly be created into an international brand of Health and Wellness Tourism Boutique. On the other hand, we should establish a scientific management mechanism. The Administrative Department of the government should give full autonomy to the scenic spots and let them realize the market-oriented operation according to their own advantages. For Large Health and wellness tourism enterprises, it is necessary to continuously innovate their business models, such as implementing joint-stock operation, large tourism group companies applying for listing, etc. to maintain the sustainable development of scenic spots. Relevant departments should also speed up the incentive policies in this regard and carry out scientific planning of Shanxi's Health and wellness tourism resources to achieve sustainable development.

4.2. Build a brand with content

The health and wellness tourism resources in the same geographical area are similar, therefore, if we want to create the characteristic products of local tourism, we must excavate the local characteristic culture. In the excavation of the characteristic culture, there are some shortages in Shanxi, and the valuable characteristic cultural resources have not been fully utilized. Meanwhile, the types of products in some scenic spots are relatively single, and the imitateness is too strong, the lack of interest and participation in the presence of tourists has resulted in fewer and fewer visitors; moreover, the current health and wellness tourism program in Shanxi is very limited and will inevitably be similar to that in other regions. The cultural aspects are quite different. Different regions have different production and living habits, and have different cultural atmosphere. These cultural resources are difficult to imitate in other regions. Therefore, the development of health and wellness tourism projects must incorporate local cultural resources so that local tourism is more unique and less likely to have the same problems. As a result, tourism authorities need to focus more on cultural resources to develop more locally specific health and wellness tourism products through the organization and exploration of local cultures.

4.3. Step up publicity

First of all, the network media publicity and promotion. In view of people's preference for the Internet, health and wellness tourism scenic spots or tourist routes can be promoted and promoted through various Internet media, and health and wellness tourism scenic spots or tourist routes can be transformed into graphic and vivid products, and spread to more people at a faster rate. It is suggested to make full use of the popular micro-blog, Wechat, Douyin and other media platforms to create topics for promotion and publicity. Secondly, the advertising media publicity and promotion. It is a universal and quick way to promote health and wellness tourism through various advertising media. For example, the health and wellness tourism scenic spot or tourist route will be produced in the form of video broadcast on television, production of leaflets or brochures for dissemination, printed in newspapers or magazines for publication, broadcast on radio stations, etc. Finally, the propagation and promotion of interpersonal communication. People to people propaganda is the most credible, is the easiest way to change people's minds. In health and wellness tourism destinations, "Food, accommodation, transportation, play, shopping, entertainment" is well received from all quarters, the health and wellness tourism destination will be directly, strongly, or better promoted through good word of mouth.

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