

Health Tourism Development in Zhaoqing: Sojourn Trend Strategy

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ABSTRACT

As an emerging tourism industry, health tourism has become a vigorously developed industry in countries around the world. The development of health tourism in Zhaoqing city is of significant practical importance, with a solid foundation and promising prospects, particularly in terms of ecology, market, and unique characteristics. Zhaoqing has a clear positioning and planning for health tourism. Based on the current situation of health tourism development in Zhaoqing, the article summarizes the problems existing in the process of its development and analyzes them accordingly. The results show that Zhaoqing is rich in tourism resources and has great market potential, but Zhaoqing has not introduced specific health care standards, resulting in the health care tourism products lack distinctiveness and the publicity efforts insufficient, which results in the low visibility of Zhaoqing's health care tourism products. Therefore, on the basis of the existing health tourism resources and market, in view of the current problems, the construction of diversified health tourism industry market players and product systems, improve the visibility of health tourism products and strengthen the construction of health tourism personnel and other aspects of the development of health tourism in Zhaoqing region and the corresponding planning strategy, for the development of health tourism in the region of Zhaoqing to provide certain theoretical support and practical guidance significance.

Keywords: health tourism, current situation, positioning, strategy, Zhaoqing.

1. Introduction

The "Healthy China 2030" Planning Outline released in 2016 specifically pointed out that the integration of health and elderly care, tourism, Internet, fitness and leisure, and food should be actively promoted to foster new health industries, new business formats, and new models ^[1]. At present, health and wellness tourism is still in the early stage of development, and there are fewer domestic studies related to health and wellness tourism, which can't provide effective guidance in the context of today's rapid development of health and wellness tourism. The Zhaoqing city has a superior geographical location, rich historical and cultural heritage, and abundant natural resources. It is uniquely positioned to develop health and wellness tourism. This paper analyzes the current situation of health and wellness tourism development in Zhaoqing from the perspective to build the foundation of health and wellness tourism in Zhaoqing. It also explores the benefits of health and wellness tourism development and proposes the strategies for its further advancement in Zhaoqing.

2. Current Status of Health and Wellness Tourism Development at Home and Abroad

(1) Overview of health and wellness tourism development abroad:

Foreign health tourism research originated from Medical, Health and Wellness Tourism, with European and American countries being the most prominent, exhibiting early development, long history and degree of high advancement. It has successively experienced the "wellness" tourism model with "treatment" as the primary form, and the "wellness" and "wellness" dual-track development model with "medical resources" as the core and "recuperation" as the supplement, and has developed into the current "wellness" model. A health and wellness tourism model that focuses on tourism and uses "tourism" elements as the carrier. Southeast Asia, Japan, South Korea and other countries have become world-famous health and wellness tourism and vacation destinations due to their unique natural resources, rich and mysterious oriental culture, booming medical and health care technology, and lower costs. Wellness tourism has become one of the key development industries in many countries. Some countries have developed it so vigorously and transformed it to a pillar industry.

(2) Overview of domestic health and wellness tourism development:

Our country's health and wellness tourism started late. In the early days, it was mainly medical tourism that went abroad to receive more advanced medical technology. The term wellness tourism was officially recognized in our country's national policy in 2016. The National Tourism Administration released the "National Wellness Tourism Demonstration Base" standard which clarified the concept of "wellness tourism", and wellness tourism was recognized in the country's economic development strategy. During the "13th Five-Year Plan" period, our country's State Council, Ministry of Culture and Tourism and other departments issued policies on many occasions, such as the "13th Five-Year Plan for Tourism Development", "Opinions on Further Stimulating the Potential of Cultural and Tourism Consumption" and other documents to accelerate the development of domestic wellness tourism industry. In October 2016, the Party Central Committee and the State Council issued the "Healthy China 2030" Planning Outline, proposing to "develop new health service formats, actively promote the integration of health and tourism and other industries, and spawn new health industries, new business formats, and new models", marking the health and wellness tourism as official national strategy^[2]. In July 2019, the "Opinions on Implementing the Healthy China Action" was issued, making health and wellness tourism more widely recognized by society and the market. Policy support for the health and wellness tourism industry has reached its peak since the "14th Five-Year Plan". In June 2021, the "14th Five-Year Plan for Culture and Tourism Development" was issued by the Ministry of Culture and Tourism which clearly emphasized the development of health and wellness tourism and promotion of the construction of a national health and wellness tourism demonstration base. With the strong encouragement of policies, health and wellness tourism will achieve rapid development during the "14th Five-Year Plan" period.

3. The Motivation and Significance of Developing Health and Wellness Tourism in Zhaoqing

(1) Zhaoqing's Health and Wellness Tourism Development: A Tangible Implementation of National Strategy

In 2016, the National Tourism Administration released the "National Wellness Tourism Demonstration Base" standard, which clarified the concept of "wellness tourism" and the standards of the demonstration base. In the same year, the State Council issued the "Healthy China 2030"

Planning Outline. "Healthy China" was elevated to a national strategy. The "Big Health" industry became a new engine for economic development. Traditional Chinese medicine culture, folk culture, religious meditation, and other health-preserving forms have gradually emerged. The report of the 19th National Congress of the Communist Party of China put forward the goal of "Beautiful China". So, "Healthy China" and "Beautiful China" have become the two major strategic tasks for China's development in the new era. Accelerating the development of health and wellness tourism and turning ecological background into development advantages is not only an important part of the construction of a healthy China, but also fundamental component of creating a beautiful China. It is the best focus to jointly promote the construction of a healthy China and a beautiful China. The development of health and wellness tourism in Zhaoqing city deeply implements Xi Jinping Thought on Ecological Civilization. On May 11, 2022, the Zhaoqing Municipal Government issued the "Zhaoqing City Overall Tourism Development Master Plan (2019-2025)" (hereinafter referred to as the "Plan"). The "Plan" also proposed: In the next five years, Zhaoqing City will The Greater Bay Area is positioned as a destination for ancient city culture and health, leisure and tourism, and continues to promote all-region tourism. Therefore, the development of wellness tourism in Zhaoqing is in line with the direction of developing health tourism. It is a practice that actively implements the two national strategies of "Healthy China" and "Beautiful China" and is also the trend of tourism development in today's society.

(2) Zhaoqing's Health and Wellness Tourism Development: A Catalyst for Rural Revitalization Strategy:

Comrade Xi Jinping proposed the rural revitalization strategy in the report of the 19th National Congress of the Communist Party of China on October 18, 2017. In the report of the 19th National Congress, he pointed out that the issue of agriculture and rural farmers is a fundamental issue related to the national economy and people's livelihood and provides a basis for the development of rural health care in rural areas. It also points the way for travel.^[3] Although Zhaoqing is a tourist city, due to the disadvantaged location of many remote areas in Zhaoqing, its tourism economic development region is extremely uneven, especially the slow development of rural tourism. Zhaoqing has very rich rural health and wellness tourism resources. The natural ecological environment of the countryside is good, and it has the basic conditions for building rural health and wellness tourism. Therefore, it is very necessary to make full benefit of Zhaoqing's rural health and wellness tourism resources. At the same time, the government must establish ecological environment protection and supervision agencies to fulfill environmental protection obligations^[4]. It can promote rural economic growth and add new economic income channels, as well as the development and transformation of agricultural and rural economies. It is of great significance in promoting the realization of the rural revitalization strategy.^[5]

(3) Zhaoqing's Health and Wellness Tourism Development: Fulfilling People's Aspirations for a Better Life

At present, health tourism is still in the initial stage of development in our country. According to statistics, in developed countries in Europe and the United States, the added value of the comprehensive health industry accounts for more than 20% of GDP, while our country's comprehensive health industry only accounts for 4%-5% of GDP. The rigid demand for the health industry market will grow in a blowout style, and the future space is extremely broad and will become a new important growth point of the national economy^[6]. Zhaoqing currently has a good ecological environment, excellent ecological products, a strong ecosystem, rich tourism resources, and large development space. It has unique advantages and huge potential for the development of health and

wellness tourism that is unparalleled in other regions.

4. Current Status and Advantages of Health and Wellness Tourism Development in Zhaoqing City

(1) Status of health and wellness tourism development in Zhaoqing:

The Zhaoqing city has profound historical and cultural heritage, rich and diverse tourism resources, and a rich collection of humanities. It is a national civilized city, a national ecological civilization construction demonstration city, an outstanding tourist city in China, and a national forest city, with a forest coverage rate of 71%. Forest health care is based on the forest ecological environment and aims to promote public health. It uses forest ecological resources, landscape resources, food and medicine resources, cultural resources and organically integrates them with medicine and health science to carry out health care and rehabilitation. Service activities are a new form of forestry industry that has gradually emerged in recent years. In 2016, the pilot project for the construction of national forest experience bases and forest health bases was officially launched under the promotion of forestry authorities^[7]; on May 6 of the same year, the "13th Five-Year Plan for Forestry Development" was officially released by the State Forestry Administration, proposing that forest Health and wellness tourism is the focus of development. In recent years, Zhaoqing City, based on its forest resource endowment, has fully explored the forest ecological environment, natural resource landscape and regional cultural characteristics, promoted the gathering of "health and wellness" elements such as tourism resources, infrastructure, and medical care, and vigorously built a health and wellness industry. Zhaoqing has 15A-level scenic spot, 74 A-level scenic spots, 37 3A-level scenic spots, and 7 provincial-level forest health and wellness bases, namely Zhuhai Daguan Forest Health and Wellness Base in Guangning County and Huachen Rose in Huaiji County. - Xunyun Valley Forest Health and Wellness Base, Sihui Qishihe Forest Health and Wellness Base, Deqing Chaodingshan Forest Health and Wellness Base, Deqing Panlongxia Forest Health and Wellness Base, Fengkai Liujiaoquan Forest Health and Wellness Base, Dinghushan Shengu. The forest health and wellness base has extremely high ecological resource endowments and has a good foundation for the development of the health and wellness tourism industry.

(2) Advantages of health and wellness tourism development in Zhaoqingcity:

1. Location advantage

Zhaoqing City is located in the mid-western part of Guangdong Province, the western part of the Pearl River Delta, and the middle and lower reaches of the Xijiang River. Facing Foshan, Guangzhou, Hong Kong and Macao, Zhaoqing is the intersection of western Guangdong and the Pearl River Delta. It is also an important transportation hub from Guangdong, Hong Kong and Macao to Guangxi, Yunnan and other places. Zhaoqing City has convenient transportation, with convenient water and land transportation. Highways, railways, and waterways form a transportation network that extends in all directions. It only takes more than an hour and 20 minutes to reach Hong Kong by high-speed rail from Zhaoqing, two hours to Guilin, Guangxi, and Guizhou and other surrounding cities can be reached within four hours. Therefore, Zhaoqing has the transportation location advantage of connecting the east and the west.^[8] Cities such as Hong Kong, Guangzhou, and Shenzhen have limited land resources. The agglomeration of advanced industry and commerce has brought development to the cities, but also caused serious environmental pollution, which threatens people's lives and health, especially the elderly.^[9] However, the advanced medical conditions in big cities cannot be replaced by small and medium-sized cities. This contradictory demand has become a

bottleneck in solving the problem of urban elderly care. Zhaoqing City has the richest land resources and forest resource reserves in the Guangdong-Hong Kong-Macao Greater Bay Area, rich tourism resources, and excellent air quality. The slow life of Zhaoqing City attracts domestic and foreign tourists. The staggered development between regions provides Zhaoqing City with favorable conditions at the right time and place to take on the health and wellness tourism population from surrounding big cities.

2. Resource advantages

Zhaoqing city is rich in health and wellness tourism resources. As can be seen from Table 1, the eight counties (cities, districts) in Zhaoqing City have cultural, ecological, hot spring, forest and rural tourism resources and other health and wellness tourism resources. The resources have laid a solid foundation for the development of health and wellness tourism in Zhaoqing.

Table 1. Distribution of Representative Health Tourism Resources in Eight Counties (Cities and Districts) in The Zhaoqing Area

Geography	Resource Type	Representative Recreation Tourism Resources
Duanzhou District	Ecological Resources, Cultural Resources	Red Seven Star Grotto, General Mountain, Yuejiang Tower, Piyun Tower, Beiling Mountain Forest Park, Bohai Park, Yanqian Village Ruins.
Dinghu District	Ecological Resource	Tianhu Heron Island Ecological Phoenix Scenic Area, Yanzhou Island, Golden Valley Forest Resort, Yanyang Lake Scenic Area, Dinghu Mountain National Nature Reserve.
Gaoyao District	Ecological Resources, Tourism	Rural Bagua Village Scenic Area, Ziyun Valley Tourism Scenic Area, Gaoyao Guangxin Agricultural Ecological Park, Antelope Gorge Ancient Trail Forest Park, Greenland Lake Ecological Park Scenic Area.
Guangning County	Ecological resources, tourism	Rural Bamboo Sea Grand View, Baozhuang Mountain Scenic Spot, Luoshell Mountain, Gushui River Wetland Park, Guangning Wanzhu Garden.
Huaiji County	Ecological resources, hot spring resources	Guangdong Huachen Rose Garden, Tashan Cultural Park, Huaji Yandu National Wetland Park, Huaji Sanyue Nature Reserve, Sixth Ancestor Zen Cultural Tourism Zone.
Fengkai County	Ecological Resources, Tourism	Rural Fengkai National Geopark, Fengkai Longshan Scenic Area, Yangchi Ancient Village, Heishiteng Nature Reserve, Hubi Mountain Forest Park, Taidong Wetland Park.
Deqing County	Ecological Resources, Tourism	Rural Deqing Panlong Gorge, Yulongzhai, Jinlin Shuixiang, Deqing Flower World Eco-tourism Zone, Xuanlong Mountain Beidi

				Guan.
Sihui City	Ecological Tourism	Resources,	Rural	Qishi River Scenic Area, Feiquling Forest Park, Guangdong Big Bug Ecological Animal Park.

Source: By authors.

3. Policy advantages

The health care industry is an emerging industry in the 21st century and an important part of the modern service industry. It is related to the quality of life of the people and affects economic and social development. With the release of the "14th Five-Year Plan for Cultural and Tourism Development" by the Ministry of Culture and Tourism, the Zhaoqing region has compiled and issued a notice on the "14th Five-Year Plan for the Development of Culture, Radio, Television, Tourism, Sports and Industry in Zhaoqing" based on local tourism resources (Zhaowen Guanglv Tifa [2021] No. 71). Nowadays, China Duan Inkstone Museum and Zhaoqing Municipal Museum have been completed and opened. Several urban parks have been opened. Projects such as Zhaofu Cultural and Creative Design Park, Wanda National Resort, Shimao Urban Complex, Fucheng Protection and Revitalization Micro-renovation have been soundly advanced, booming the development of health and wellness tourism in Zhaoqing.

5. Problems Existing in the Development of Health and Wellness Tourism in Zhaoqing City

(1) The business format is imperfect and homogeneity is serious:

Bases in Zhaoqing City such as Dinghu Mountain National Nature Reserve, Qixingyan Scenic Area, and Golden Valley Forest Resort rely mostly on natural resources such as forests, mountains, and air to develop some health and wellness tourism products such as fitness, conditioning, and medical treatment. However, from an overall perspective, it is still in the development stage. A comprehensive all-in-one health and elderly care service system such as "health care + cultural industry", "health care + ecological agriculture" and "health care + food industry" has not yet been formed. At the same time, due to the lack of forward-looking and innovative top-level design of professional talents and teams, the homogenization of health and wellness tourism products is more serious and lacks its own distinctive characteristics. For example, the impression of the porcelain capital of Quanzhou • Songli is like Mogan Mountain is to Hangzhou, Aranya is to Beijing, Shanwai Mountain is to Fuzhou; and Tumushuke City of the Third Division is based on ecological secrets such as desert, Gobi, Populus euphratica, clear water, pastoral, and Danxia Mountain landscape to build tourism. The advantageous resources of the new business format are even more distinct and unique.

(2) Marketing is inadequate:

Zhaoqing City has not promoted local health and wellness tourism in conjunction with festivals and sports activities with local characteristics. We have not promoted health tourism through local news media, large outdoor advertising screens, street sign advertisements, bus station platform advertisements, etc. to create an urban health tourism atmosphere. The role of social network platforms in creating atmosphere, promoting projects, cultivating feelings through interactive communication, and creating topics in real time to attract attention has not been fully utilized, resulting in a single customer base, inability to attract new traffic, and difficulty in building a brand on a large scale.

(3) Inadequate integration of health and wellness tourism resources:

The health and wellness tourism industry in Zhaoqing has developed rapidly in recent years, largely due to the vigorous promotion of the municipal government and the help of the financial market. It is necessary to use large projects to drive the development of health and wellness tourism in Zhaoqing. It can be seen from the current implementation of health and wellness tourism projects that they mainly utilize Zhaoqing's natural tourism resources such as water and forests. There is a lack of development and integrated utilization of Zhaoqing's local traditional culture, traditional Chinese medicine healthcare, health culture, and regional healthcare institutions and facilities.

(4) Lack of health and wellness tourism professionals:

Wellness tourism should reflect the characteristics of wellness in tourism activities. It not only provides a pleasant feeling in body and mind but also be able to relax the mind. Wellness tourism is a way to achieve "not curing the disease before it is cured", which requires health care tourism practitioners to master a series of knowledge and skill requirements for health care tourism, that is, a combination of tourism services, health care, with medical leisure, knowledge and skills. However, the current practitioners of health and wellness tourism are mainly traditional tourism service personnel, who only master the service skills and service awareness of traditional tourism, resulting in tourist's inadequate health and wellness tourism experience. The lack of professional talents in healthcare tourism is a major obstacle to the development of the healthcare tourism industry in Zhaoqing City. Establish a regional cooperation and exchange mechanism for health and wellness tourism talents, realize human resource sharing through mutual recognition of health and wellness tourism talent qualifications, mutual introduction of health and wellness tourism talents, and improve the health and wellness tourism talent information platform, and provide intelligence for the coordinated development of health and wellness tourism in Zhaoqing support and talent guarantee^[10].

6. Suggestions on Development Strategies for Health and Wellness Tourism in Zhaoqing City**(1) Build a diversified health and wellness tourism industry, market entity and product system:**

First, strengthen the cultivation of market entities in the health and wellness tourism industry in Zhaoqing. Primarily, it enhances the awareness and understanding of the existing Zhaoqing cultural tourism industry market entities towards the wellness tourism industry and seizes the opportunities and waves of healthy development. The government has correctly played its guiding role. It has taken the lead and established a special "Leading Group for Cross-border Integration of the Leisure and Tourism Industry" to actively connect with the market, coordinate the management and service work of various departments, and improve policy coordination and service efficiency. On the other hand, actively attract high-quality foreign capital and well-known health and wellness tourism enterprises from outside the region to participate in the development and integrated utilization of Zhaoqing's health and wellness tourism resources, and jointly promote the healthy and sustainable development of Zhaoqing's health and wellness tourism.

Secondly, we need to diversify and reconstruct the market entities involved in the development of health and wellness tourism. Through cooperation between different industries and enterprises, the Zhaoqing Health and Wellness Tourism Industry Alliance is established to achieve mutual benefit and jointly develop a series of health and wellness tourism products, enrich the types and spatial dimensions of the product system, and give health and wellness tourism products more themes and projects. Improve operability and achieve win-win results for the government, businesses and tourists.

Integrate and develop Zhaoqing's medical, health care, traditional tourism and elderly care services to create diversified health and wellness tourism products.

Third, create a diversified health and wellness tourism product system. Give full play to the unique industrial advantages of each region, combine local resources to expand the health care industry chain, create a "health care + N" model, enhance industrial competitiveness, create cluster competitive advantages, and create a vital and sustainable health care industry ^[11]. Zhaoqing City should, based on the needs of the health and wellness tourism market, rely on existing ecological tourism resources, characteristic medical system resources and local traditional cultural resources to promote the innovative development of "health and wellness tourism +" diversified tourism products, and actively create diversified health and wellness tourism products and new business formats, enrich the health and wellness tourism product system to meet the needs of tourists at different levels, and build a diversified health and wellness tourism product system in Zhaoqing City.

(2) Improve the marketing system and enhance the brand awareness of Zhaoqing health and wellness tourism:

The development of the wellness tourism industry in Zhaoqing City is inseparable from good publicity and marketing methods, building a brand, and using a good brand image (tourism IP) to promote better and faster development of the industry. It is important to regard tourism as an important industrial pillar and build it into a county star industry and a provincial health and wellness tourism model pilot ^[12]. On the one hand, we will continue to deeply explore the cultural connotation and regional characteristics of Zhaoqing's health and wellness tourism products and achieve accurate positioning and precise marketing for the source market. For example, for the economically developed province of Guangdong, we should create a local image of "Magnificent Zhaoqing, a health resort" and focus on promoting and marketing Zhaoqing's good ecological environment. For tourists from the three northeastern provinces and North China, we should focus on promoting and creating Zhaoqing's excellent natural climate and "Green City Impression" amplifies ecological advantages to promote health and wellness vacations. Targeting the tourist source markets of neighboring provinces Hunan, Guizhou, and Guangxi, focusing on marketing the high-quality resources of Zhaoqing's well-established large-scale health and wellness tourism projects Targeting the tourist source markets of other cities in Guangdong District, focusing on promoting Zhaoqing's high-quality medical, elderly care, science popularization and other high-quality resources, improving the city's primacy, and attracting tourists to come to Zhaoqing to experience health and wellness tourism products. You can also hold festivals and invite experts in culture, tourism, health and other industries to give on-site speeches to increase publicity highlights and improve publicity effects.

On the other hand, based on modern marketing concepts, advanced marketing technologies and methods are used to promote and market Zhaoqing's health and wellness tourism industry through multiple channels and angles. As a first step, we should combine online media for publicity and promotion.

In addition, the biggest advantage of new media marketing is that it is highly targeted. Combined with big data technology, it can bring more precise target customers to tourism companies, which can improve the efficiency of corporate marketing and promotion and reduce costs. With the current maturity of mobile Internet technology, the Internet has gradually become the main source of information for people, especially the information source favored by young and middle-aged tourists. Compared with traditional paper media and TV advertisements, online publicity has the advantages of low cost, wide coverage, diverse information dissemination, and strong timeliness. Through new media platforms such as the Internet, blogs, WeChat, Douyin, and micro-movies, events for pastoral

health and wellness tourism are carried out. Marketing, regular push of news, information and rural health care knowledge popularization marketing, word-of-mouth marketing to expand product visibility, interactive publicity marketing and communication marketing etc.^[13]

Secondly, in the international market, relying on the "One Belt and One Road" and coastal location advantages, the domestic health and wellness tourism market will be expanded to countries along the "Belt and Road" and East Asia, Southeast Asia, and South Asia through publicity and promotion, simplifying visa procedures, relaxing visa conditions, etc. , and then extended the market to the broader Europe and the United States, gradually forming an "export-oriented" health and wellness tourism market system ^[14]. Through price strategies and route product advantages, potential customer source markets are stimulated to transform into actual markets.

(3) Strengthen the construction of professional talents in Zhaoqing' s health and wellness tourism industry:

The development of health and wellness tourism cannot be separated from the support of talents. In addition to maintaining and developing local health and wellness cultural resources, it is also important to introduce professional talents. It is not only necessary to introduce talents in tourism and health and wellness, but also to pay attention to cultural and creative talents ^[15]. The Zhaoqing Municipal Government should firstly strengthen the introduction of high-level professional talents in the health and wellness tourism industry, such as high-end e-commerce talents in the health and wellness tourism industry, compound cultural and tourism industry management talents and high-quality service skills talents, as well as high-level scientific research and education Talents, establish a complete talent introduction policy and a "one-stop" service platform, introduce relevant policies to solve problems such as housing, medical care, children's education, etc. that arise from talent introduction, promote regional health care tourism cooperation in a mutually beneficial and win-win manner, and enhance the health and wellness of various regions. Foster the initiative of tourism cooperation ^[16]. Achieve the effect of "planting well sycamore trees and attracting golden phoenixes". Secondly it should improve the comprehensive level of existing health and wellness tourism practitioners, with the help of relevant industry associations or organizations such as the Zhaoqing Tourism Association.

7. Conclusion

With the development of health and wellness tourism, a new way of tourism will gradually occupy more tourism market share, and more people will be able to enjoy the improved standard of living and different travel experiences brought by health and wellness tourism. Many excellent cases are bound to appear in the future. At present, in the primary stage of the development of health and wellness tourism, continuous investment and research are still needed to meet the need for the construction of high-quality health tourism places in the domain of travel and residence. Zhaoqing's mountains, water, culture, and other resources show the spiritual connotation of "unity of heaven and mankind", which makes people feel relaxed and calm. Quiet, play a health, nourish the heart, the role of healing. In view of the unique advantages of the Zhaoqing region, it is essential to proactively plan and leverage these strengths. Strategies should be laid out in advancement and planning, strengthen their advantages, seize the opportunity for development, grab quality sources of customers in favor of Zhaoqing's regional health and wellness tourism industry to a higher level, to create the Pearl River Delta integrated development of recreation and tourism demonstration area.

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