



Problems and Suggestions for Health and Wellness Tourism at Panxi, China

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Authors' contributions

This work was carried out in collaboration among all authors. Author TFY designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Author JS managed the analyses of the study. Author XL managed the literature searches. All authors read and approved the final manuscript.

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ABSTRACT

Health and wellness tourism (HWT) comes from health tourism, which is a form of tourism that maintains and enhances physical and mental health. With the coming of the aging society, government departments are also facing many problems in promoting the development of health tourism industry. This study aims at verifying the problems and offering some suggestions through literature review and a field survey at Pan Zhihua City and Miyi County of southwest China. Through the field survey, this study finds that the problems of health and wellness tourism in Panxi area of China are mainly in transportation, infrastructure, tourism resources, activity planning, medical resources and management system. Based on the conclusions, suggestions like strengthen the health tourism project delivery and activities were recommended.

Keywords: Health and wellness tourism; Pan Zhihua; medical resources.

1. INTRODUCTION

Health and wellness tourism (HWT) comes from Health Tourism, which is a form of tourism that maintains and enhances physical and mental health, and it also based on the natural, ecological, human and cultural environment, combined with viewing, recreation, wellness and leisure, aimed at physical fitness, medical care and longevity. So, its concept is like medical tourism, healthcare tourism and wellness tourism.

The related research experience of foreign health and wellness tourism has experienced the evolution from resource-oriented health care tourism to the demand-driven compound health care life destination [1,2]. Although china's health tourism research started late, but with the strong support of the government, it developed rapidly, from the concept of health tourism, development model and consumption behavior have been studied [3]. However, with the coming of the aging society, government departments are also facing many problems in promoting the development of health tourism industry. Such as the supporting facilities are not completely [4], lack of talent support, planning standards are not uniform [5], and so on. These studies mainly explore the health tourism in Guangdong, Zhejiang, Fujian, Anhui and other regions. The climate is more suitable for the development of health tourism in the southwest region, health tourism-related research less people to explore, it is necessary to explore. Accordingly, the purpose of this study is to try to round up the problems of domestic health and wellness tourism from the existing literature, and to confirm these problems through the field investigation and inspection of Sichuan Pan Zhihua and Miyi, and finally put forward relevant suggestions.

2. METHODOLOGY

2.1 The Problems of Health and Wellness Tourism in China

The problems and countermeasures of health and wellness tourism are rounded up as Table 1. From Table 1, we can see that in planning domestic health tourism mainly facing the problem of business awareness and security elements. For example, the development of health tourism industry must have basic infrastructure, such as external road and transportation services, parking lots, hydropower oil and gas, parks, public toilets and so on; It is

also necessary to improve the tourism, such as commercial squares or pedestrian streets (entertainment shopping), trade markets, bank hospitals, scenic spots and so on. However, when government departments develop health tourism, there is no corresponding construction, or supporting measures, so that the industry operators are particularly difficult to operate.

Secondly, in the implementation (business management), there are operational services, marketing, human, resources and other issues. For example, some operators may regard health tourism as a rural hotel operation, simply do room rental business, do not properly comb the source of customers and service countermeasures, and provide corresponding services and marketing. Therefore, there is also a lack of marketing and human resources management. Finally, in terms of industry planning (sustainability).

2.2 Health and Wellness Tourism at Pan Zhihua

2.2.1 An overview of health and wellness tourism at Pan Zhihua

Sightseeing plus sports, fitness, leisure, vacation, health, old-age care and other "1 plus 6" seven categories of systematic health tourism products. With the five core areas of old-age care, health care, medical care, sports and tourism as the starting point, organic integration of eco-agriculture, cultural creativity, financial insurance, tourism real estate, scientific and technological information, etc., the local key launch of Huashan Kangcheng project, Ren and medical health care center project, Pan Zhihua Red Grid health City Project, Miyi County Sunshine Health Real Estate Project, European Camp Project Group Investment Project, Xi Geda Agricultural Experience health Demonstration Zone Project, Liujin Meidi International Health and Recreation Resort to build projects, such as 7 investment and health care projects.

Health facilities include community day care centers, Chinese medicine health research base, sports training base, hospitals, leisure, fitness, and facilities. Pan Zhihua has built 71 care centers in the community, with 5,855 old-age beds, and projects such as the Key Research Office Base for the Development of Chinese Medicine Health and Health Industry of the State Administration of Traditional Chinese Medicine, and the Demonstration Base for Health Tourism

Table 1. The problems of health and wellness tourism

Author (year)	Problem	Countermeasures
Wang [4]	<ol style="list-style-type: none"> 1. The understanding of the health care industry is not enough in place The supporting facilities are not perfect 2. The development factor is not guaranteed enough 	<ol style="list-style-type: none"> 1. Improve planning and development 2. Strengthen the guarantee of elements and promote the unity of development and protection
Ji [5]	<ol style="list-style-type: none"> 1. Planning standards are not uniform 2. The work has not been carried out 3. The concept deviation, the development force has not formed 	<ol style="list-style-type: none"> 1. Strengthen the linkage between departments and develop joint efforts 2. Strengthen design planning and development norms 3. Improve the policy system and provide strong support
Liu [6]	<ol style="list-style-type: none"> 1. Innovation and development stop behind, the transformation of resources is not good 2. Insufficient publicity efforts, service levels need to be improved 3. Lack of talent support 	<ol style="list-style-type: none"> 1. vigorously develop the integration of the health care industry and other industries 2. More than the media and online publicity, improve the level of service 3. vigorously train or select high-end talents from the health and wellness industry and improve the quality of the industry
Gong & Huang [7]	<ol style="list-style-type: none"> 1. Lack of industry planning 2. Lack of policy and government support 3. The correct positioning of the value of the health care industry is not clear enough 4. Lack of professionals 	<ol style="list-style-type: none"> 1. Scientific and reasonable planning and health industry 2. Focus on product development, infrastructure, cultural traditions, talent training 3. Strive to upgrade the level, policy incentives, optimize the development environment
Liang [8]	<ol style="list-style-type: none"> 1. The popularity of the health care industry is insufficient 2. Policy measures lag the supporting implementation is not perfect enough 3. The master plan is lacking 	<ol style="list-style-type: none"> 1. A model of cooperation between government and social capital could be adopted 2. Multi-sector cooperation, the introduction of policies to lead the norms of the health care industry model 3. Invest heavily in facilities and equipment and upgrade planning

Destinations of Sichuan Tourism Association have landed one after another; Here built a national sports training base 4, the addition of along the river (river) landscape walkway, forest park, outdoor fitness camp and a series of leisure and fitness facilities; there also built a national tertiary hospital 5, provincial general specialist training base 29, the level of medical services ranked in the forefront of Sichuan, by the World Health Organization as China's second batch of healthy cities pilot, initially explored a unique road for the development of the health industry.

2.2.2 The models of health and wellness tourism at Pan Zhihua

2.2.2.1 Taiwan model: Taiwan day care center

The center covers a total area of about 2900 square meters, indoor construction area of 1400 square meters. The garden covers an area of about 1500 square meters and has a total of 60 beds, providing 8 rooms for the elderly aged 60 and over who are fully self-care and mildly insanity and mentally handcuffed. Taiwan Day Care Center is a joint venture between

Yangcheng Jinhai and Taiwan Minsheng, an internationally renowned elder care institution, Panzhi Huakang and Minsheng Services. For Pan Zhihua Chief International Elder Care Center.

In April 2015, Kang and Minsheng successfully signed a contract with Pan Zhihua City Center Hospital and reached a strategic cooperation agreement to build a medical integration platform, the central hospital will provide Medical Technical Guidance, Medical Rehabilitation, Two-way Referral, Appointment Bed, 120 Green Channel, Remote Electrotactic Monitoring, Health Education, Expert Visit, Consulting Guidance and other services for Kang and Minsheng Retirement Center.

2.2.2.2 Red grid training base - health-oriented

Hongge training base is the largest comprehensive winter training base in Sichuan Province, covers an area of 245 acres, can carry out including volleyball, basketball, wrestling, track, field and other 18 projects of training, has now been stationed in the training of 11 projects, all from the Sichuan provincial team. As athletes compete year-on-year in the country and even the world-famous places, need to adapt to a variety of terrain and climate, climbing the unique sub-highland climate, suitable for track and field, football, hockey, and other outdoor sports training.

2.2.2.3 Hongge hot springs holiday inn - health-oriented

Pan Zhihua Hongge Hot Springs Holiday Inn is in the scenic Pan Zhihua City Hongge Hot Springs Resort Development Zone, covering an area of 197 acres. Opened in 2006. The hotel has a 70-meter-long, 30-meter-wide, 25-meter-high space atmosphere lobby, the hotel's axis view. From the hotel entrance to the lobby using the high difference design of a series of floating islands, the formation of water bar, tea bar, coffee shop, Western restaurant, water curtain landscape and other series of space.

2.2.2.4 Red hill international community

Located in Pan Zhihua Hongge town, 25 kilometers from the center of the city, with the theme of "sunshine leisure, sports health" green sports, the proposed construction includes international standard 18-hole mountain golf course, commercial club, spa, tourist vacation, high-end residential and other functional sectors

of the high-end, low-density international community

The overall project covers an area of about 3416 acres, construction land of about 710 acres, construction area of about 470,000 square meters, about 1200 acres of golf courses, about 1820 acres of super park green space, about 74 acres of leisure business support, the project development cycle of 5-8 years, after completion will drive the rapid development of the tertiary industry Pan Zhihua and the regional economic development of Hongge Town. "Red Mountain International Community" residential are high-end, low-density products (group courtyard single-family villas, stacked townhouses, garden bungalows and single-family supporting commercial buildings).

2.2.3 The problems of health and wellness tourism at Pan Zhihua

The problems of health and wellness tourism at Pan Zhihua mainly include transportation, population characteristics, tourism resources, medical resources and shopping and entertainment, which are described below.

2.2.3.1 Traffic

For the local people's daily travel is relatively convenient, the main modes of transport are taxis, buses, there is a unique feature of the real-time bus route situation, for those who need to go out of the province or from abroad more inconvenient, the main modes of public transport are: aircraft, trains, high-speed trains, buses. The size of the airport is relatively small, from the field into Pan Zhihua, in the rainy season due to landslides and other natural disasters to block road traffic. Development also depends on the traffic access, so in the future Pan Zhihua should also strengthen the construction of a stable traffic line outside.

2.2.3.2 Population characteristics

More than 40% of the resident population for the foreign migration population, most of them for the third-line construction because of work reasons moved into the population; It is suggested to add more young projects to Pan Zhihua, to give more projects to attract young people to health tourism and to increase the publicity of the projects. Pan Zhihua for foreigners have several activities also have a very big attraction, including kayaking competition, bicycle race, but the publicity is

relatively small, the future can invest more money to build two projects, expand publicity, attract more domestic and foreign tourists.

2.2.3.3 Tourism resources

Pan Zhihua City local residents and tourists in the season are familiar with the Pan Zhihua City tourist attractions include: Hongge Hot Springs (hot springs), Qionghai, Lushan, Helongtan, Great Montenegro Scenic Area (natural scenic area), Pan Zhihua Museum, Mango Park, Huahai, A Shuda (Fires Festival), surfing and so on; Pan Zhihua is unique in its pleasant climate, warm in winter and cool in summer, very suitable for the elderly health and leisure living; food resources: no single city representative and symbolic food snacks or dishes. Through random visits, it is learned that most of the public have a little understanding of the local attractions but do not know enough. And according to the reaction of the public and tourists, some tourist attractions or leisure areas are older, fewer projects, but also lack of some temple-like tourism projects to build.

2.2.3.4 Medical resources

Through the visit, a small number of respondents said that Pan Zhihua's current medical resources can meet their medical needs, most respondents said that the current Pan Zhihua medical conditions cannot meet their requirements, lack of medium and large medical equipment. The demands of "health-care"-themed cities for better medical resources will be more stringent, especially in cities with high density of older persons.

2.2.3.5 Shopping and entertainment issues

For the local people with Pan Zhihua, the usual daily shopping and shopping is also more convenient, the distribution of the vegetable market is denser. Regarding the price level, respondents from large departments indicated that the local price level was higher. Performance in Pan Zhihua nursing home, fees are more expensive, such as Defoe nursing home for example, can be completely self-care of the crowd charges for 2000 plus per month, cannot take care of the crowd charges up to 6000 plus per month, most of the respondents said that the charges are high, cannot afford. And the facilities of Defoe nursing home construction are very old, the elderly in the hospital can participate in activities too monotonous. As a result, Panxi's development and well-being will have to make

great efforts in infrastructure construction, providing tourists with more activities and services to participate in, and providing a better living environment for residents of nursing homes.

2.3 Health and Wellness Tourism at Miyi County

2.3.1 The current situation of health and wellness tourism at Miyi County

Miyi is a small county town located at the junction of Pan Zhihua City and Liangshan State, with only 210,000 people in the county. There are three buses in the city, and they are all minibuses, but there are many in Mo. Miyi's economy is depressed, there are no large factories, the city area is also very small.

The health base of the county town is in Fuyuan District, which is composed of five 20-storey buildings located next to the Anning River and south of the city market. Fuyuan District Accommodation is divided into one-person single suites and family-style rooms. Monthly rent is about 600-700 yuan, rent one bet three, and rent at least half a year. At present, other health facilities are still very lacking, is still under construction. Parts of the area adjacent to the city's southern market are sheds.

The health base outside the county town is in the village of Idle, which is located near the high-speed railway Miyi's west Station and the county bus station. In addition to a village committee organized by a health base, the rest are built by the villagers' own health base, many villagers are their own roof or farmland into a health base. There are 15 health units in 4 and 5 groups in the village, with 30 or 40 suites on each floor, and a dozen fewer. There are more than 300 well-being rooms in both groups, while there are 18 village groups in the village, and there are about 2,700 well-being rooms in the whole village.

County health base Fuyuan District is in fact an apartment for the elderly, suitable for the elderly without disability, easy to move to live. Because Mi Yi County has a lot of uphill, the action is not convenient for the elderly travel is more difficult. Fuyuan district food costs are one person a month 1000 yuan. Next to the south of the city market, you can also choose to go out to buy food to cook or eat outside, not necessarily eat the food provided by the community. The roads of the idle village are basically uphill and hillsides, which are more labor to walk.

The main design of Health Village is more like an old man's apartment. Room furniture, television, electrical appliances, toilets are all matched, but the lack of daily necessities, such as toiletries, cleaning tools. This room is specially designed for retired and elderly groups, and the secondary groups are mainly self-help travelers, such as students. This room is not suitable for families, and the housing here does not provide short-term accommodation, and a month's rent is required for a week's stay.

Mi Yi County has some health functions, in the county city center government plans a health area, the area is small shops, including foot massage, physiotherapy cans, beauty skin, Chinese and Western medicine and so on, these are distributed on the first floor. The second floor includes a chess room, a tearoom, and a place to sing and dance, most concentrated in Riverside Park, next to the city's south market, where many elderly people gather to dance. There are thirty such stores within 100 meters. There are more hospitals in the county area, and there are also commercial areas, shopping malls and so on.

2.3.2 Health and wellness tourism's facilities at Miyi

Relying on medical care combined with the development of "health care and medical care." Relying on the unique natural endowment advantages and Chengdu University of Traditional Chinese Medicine talent technology advantages, to build the State Administration of Traditional Chinese Medicine, Chinese medicine health care and production industry key research room Mi Yi base, Sichuan Province health tourism destination demonstration base, Sichuan Province treatment center Mi Yi sub-center, the successful introduction of the Qi Huang Health Hospital and Beijing Huafang Mi Yi Health Center. Existing riverside landscape promenade, fitness greenway, Krone Riverside landscape, sunshine car leisure resort center, Guanyin sunshine health water park and other leisure and entertainment projects. Under construction are Qi Huang Health Compound, Krone Style Water Street, and other projects. Sichuan Coal Healing Center, Beijing Huafang Health Center, Sichuan Province, The Chinese Medicine University "cure the disease" center Mi Yi sub-center, provincial hospital health care center and other sunshine health care projects have settled in Mi Yi, Mi Yi County health care industry is booming, the service system is also sound and perfect.

2.3.3 Health and wellness tourism's activities at Miyi

Relying on the event activities to develop the "health plus Sports". Co-ordinate the construction of sports fitness and leisure venue facilities, the completion of the National Fitness Park Yiyuan and other more than 20 urban leisure facilities, to build The Sea Tower of Sarin Town to Puwei Town Cauliflower Plaza and other 2 hiking fitness walking boutique routes, through the Mi Yi national kayaking rapids swing base to accelerate the cultivation of event brands, hold dam dance, tai chi sword and other festival sports fun activities, to achieve sports and health mutual promotion. In addition, Mi Yi lantern fair, flower fair, temple fair, dragon and lion competition and other festival activities are also colorful.

2.3.4 The problems of health and wellness tourism at Miyi County

2.3.4.1 Traffic

Walking along the Anning River is an uphill road, walking, cycling is more labor. There is less connecting traffic between urban areas and towns; Electric cars are easier to drive on the village road, and it is a better way to rent a bike, but the number of bikes is small, and few people rent them. Villagers prefer to sit in the mountains, to the half-mountain village price is 5 yuan once. There is also less traffic from Miyi to other cities, with only one train a day to different places.

2.3.4.2 Lack of public facilities, tourism infrastructure

The county is relatively good, there are free public toilets, and toilets are relatively clean; There is a great shortage of public facilities elsewhere, such as the absence of waiting rooms at the bus stop in the village and the absence of public toilets in the village.

2.3.4.3 Lack of activities

Elderly people living in county towns can enjoy recreational activities in Riverside Park and the South Market, but there is a lack of meeting places and activities elsewhere. The village has planned walking routes, and the elderly can also carry out agricultural activities. But not suitable for all the elderly to carry out, health tourism is also in-depth tourism, should also have a plan to design some festivals, but also the interests of

the elderly in a good category of planning activities, such as reading, listening to music, agricultural activities, walking, ball races, cycling and so on.

2.3.4.4 The management system is not unified

The pace of the Party and government departments in promoting the health tourism system is not unified, the villagers' ability to operate is insufficient. The villagers do not have the awareness and ability to make use of the network, and some villagers may just take health tourism as a sideline. The government should have a plan to train villagers and corresponding management personnel to carry out business. Relevant policies should also be introduced in stages to force practitioners to undergo training, to allow the industry to continue to develop, long-term stability.

3. RESULTS AND DISCUSSION

Through the field research of Pan Zhihua City and Miyi County, this study finds that the problems of health and wellness tourism in Panxi area of China are mainly in transportation, infrastructure, tourism resources, activity planning, medical resources and management system. Based on this, the study made the following recommendations:

- Strengthen the construction of stable transportation lines between the outside and the local areas. Including airports, high-speed rail, trains and buses and other external transport, as well as urban bus system, ride-sharing system.
- Strengthen the health tourism project delivery and activities. Pan Zhihua local tourism projects are not rich enough, characteristics are not enough, attraction is not enough, this is the future construction of Pan Zhihua attractions need to pay attention to the problem. It is suggested that in the future, more tourism construction with regional cultural characteristics should be added, and more meaningful food multiculturalism should be excavated, which is more beneficial to domestic tourists as well as foreign tourists, and more conducive to the construction and development of international health tourism areas. For example: Pan Zhihua fruit variety is very rich, can create a concentrated cultivation of most of the fruit of Pan Zhihua City fruit culture garden,

picking garden and hand-processing garden, increase the industrial chain, but also to create a unique position in the field of fruit culture. In some region, for example, the herb resources are also very rich, in some small areas will be held every year "drug meal" activities, which also brings a lot of tourists. However, such activities are attractive but less well-publicized and relatively small, with fewer serviceable and inclusive visitors. And I think that the development of "drug meal" culture is also a development potential and local characteristics of the development of Panxi health tourism, it is suggested that "drug food and health" as the basis for increasing infrastructure construction and scale construction, and when it comes to the development of international tourism more requires the recruitment of better-spoken English staff and do a good job in foreign language signs construction. Not only can the Pan region to build "health tourism" slogan into the ears of more foreigners, foreigners, but also to promote the concept of Chinese medicine health, spread Chinese culture.

- Introduce higher quality and medium-to-large medical equipment to meet the treatment requirements of more patients.
- The government can also establish cooperative relations with tourist colleges and universities to encourage students to visit at that time, which will increase students' knowledge and raise their income. The Government could introduce measures to encourage the Co-living of the Youth Bank, so that the elderly could be cared for by young students and reached out to them. Young people have also learned how to contact with the elderly, while learning the wisdom of the elderly. Young people do not need to pay a lot of money, on the one hand, they can volunteer, and on the other hand, they also experience old age in advance.

4. CONCLUSION

The objective of this study is to verify the problems and offer some suggestions through literature review and a field survey at Pan Zhihua City and Miyi County of southwest China. Through the field survey, this study finds that the problems of health and wellness tourism in Panxi area of China are mainly in transportation, infrastructure, tourism resources, activity

planning, medical resources and management system. Based on the discussions, suggestions like strengthen the construction of stable transportation lines, strengthen the health tourism project delivery and activities, introduce higher quality and medium-to-large medical equipment to meet the treatment requirements of more patients, to establish cooperative relations with tourist colleges and universities to encourage students to visit at that time were recommended. All of these suggestions would benefit the development of health and wellness tourism in Panxi area of China.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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