

The Development Strategy of Health Design from the Perspective of Global Tourism

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Abstract: In recent years, China's economy has developed rapidly, and people's living standards have been significantly improved. After the issue of food and clothing has been resolved, the traditional tourist attractions model has been unable to meet the development needs of modern cultural tourism. People began to pay attention to the problems of self-entertainment and health maintenance. Therefore, health tourism has gradually become a new format for tourism development. The integrated development of tourism and health has become the best choice for many tourism destinations with "innate advantages" and seeking transformation. Under the background of global tourism, rural tourism will inevitably bring new kinetic energy to economic development. Therefore, it is necessary to design a development strategy based on the concept of global tourism.

1. Introduction

As China's urbanization process is accelerating, people's lifestyles and life concepts have undergone great changes, and people's needs for tourism and health are more obvious. In the new era, health tourism has become a requirement of the times and a new force to promote the development of a civilized society. Especially in recent years, in order to meet the needs of social development, more and more industries have begun to merge, and tourism and health care are no exception. In the context of advocating national fitness, the integration of health and wellness and tourism has become an important part of the economic development of countries around the world [1]. For example, Japan has launched hot spring health tourism, and France has launched manor health tourism. Such a new way of tourism can not only enable people to achieve the purpose of health preservation, but also enrich people's tourism life, and promote the common development of tourism and health care.

In the past, people's understanding of health services was to treat diseases accordingly. With the progress of civilized society, people's ideas have undergone tremendous changes. They believe that health services not only treat diseases but also prevent diseases. The integration of health care into tourism can better enhance people's physical and mental health, so health tourism has emerged. Mueller and Kaufmann believe that health tourism refers to people going out to promote health [1].

2. Global Tourism and Recreational Tourism

2.1 The Concept of Global Tourism

Global tourism refers to the use of tourism as the dominant industry in a certain area, through comprehensive, comprehensive, comprehensive, a systematic optimization and promotion, to achieve the organic integration of regional resources, industrial integration and development, social co-construction and sharing, to promote and promote the coordinated development of economic and social development of a new regional coordinated development concept and model. Global tourism is a comprehensive development concept of destinations that takes tourism industry as the dominant industry, and more emphasis is placed on the comprehensive characteristics of tourism industry and its integration with destination industries [2].

2.2 Connotation of Health Tourism

Although there is no definite meaning about recreational tourism, people's understanding of

recreational tourism is still basically the same meaning, that is, to promote people's physical and mental health through the cultivation of mental health and environmental protection [2]. Although the fundamental purpose of recreational tourism is the same, it is divided into different categories according to the content of the activity, such as ecological rehabilitation, medical rehabilitation, cultural rehabilitation, etc. The following three kinds of rehabilitation methods are carried out specific introduction:

1) Ecological health tourism. It mainly uses ecological resources to carry out tourism activities, including deep forests and oceans. Develop tourism projects by making people feel the charm of nature and promote people's physical and mental health [3]. In general, eco-tourism utilizes the local natural resources. For example, areas located along the Mediterranean coast will establish marine sanatoriums, and Hainan and other places will carry out corresponding tourism projects because of the favorable climate.

2) Medical health tourism. The theme or purpose of this kind of health tourism is more clear than that of ecological health tourism, mainly the tourism activities carried out in order to treat diseases and prevent health care. Usually this type of tourism has high requirements on the local medical level. In this regard, the most common and most prominent is traditional Chinese medical care, with the help of advanced convalescence technology to provide health care for tourists [4].

3) Cultural health tourism. There are many cultures that are related to health maintenance, such as Tai Chi culture, meditation culture, etc. Cultural health tourism is to use these cultures to carry out tourism activities, so that tourists can achieve the purpose of pleasure. In China, common cultural health tourism includes Mount Emei health tourism and Mount Qingcheng Taoist health tourism [2].

3. The Status of Health Tourism

3.1 Cannot Really Meet the Needs of Tourists

Because the tourism industry is an emerging industry, it is still in its infancy, and its development is still immature. Therefore, whether it is in the scale of development or in product design, there are many deficiencies that cannot really meet the inner needs of tourists. In order to obtain more benefits, other health care institutions carry out other activities under the banner of health care [4].

3.2 Lack of Perfect Industry Standards and Specifications

The current industry standards and norms of the health tourism industry are still not perfect, which leads to customers who have no uniform guidelines for choosing products, and can only choose according to the suggestions of suppliers, which provides some illegal suppliers with an opportunity. By providing false propaganda to deceive the interests of customers, often causing various disputes, market prices fluctuate greatly.

3.3 Incomplete Industry Chain Leads to Poor Industry Aggregation

Health tourism is still in the early stages of development, and no real industrial chain has been formed, and the industrial integrity has not yet reached the industry standard. Due to the relatively weak form of front-end product design, the development of experience services, product promotion and marketing networks with the theme of health tourism cannot keep up with the pace, and the problems of the quality and satisfaction evaluation of terminal services for health tourism have led to the health tourism industry chain [3].

4. Connotation of Six Elements of Health Tourism

Rehabilitation tourism is different from general types of tourism activities. It organically combines the rehabilitation industry and tourism industry, forming a new form of tourism that combines the elements of healthy wellness and healthy old age with tourism activities. The most essential feature that distinguishes it from other tourism activities is the healthiness of health tourism. Therefore, health tourism should excavate and enhance the health and wellness of the six elements of “eating, living, traveling, traveling, buying, and entertainment” in the content involved in the development of

tourism activities in order to achieve a high-quality life purpose of health [5].

4.1 Six Elements of Health Tourism-" Eating"

"Eating" refers to food and beverage during the course of recreational tourism. First of all, the meat, fruits and vegetables used must be natural, green, and pollution-free; secondly, under the guidance of the concept of healthy health, according to the four seasons of "spring, summer, long harvest, autumn harvest, winter storage" dietary regimen, pay attention to ingredients therapeutic functions; we should also pay attention to the experience of tourists and develop experience projects that allow tourists to participate in the production of special health dishes [5].

4.2 Six Elements of Health Tourism-" Living"

"Living" refers to tourism and accommodation. As the saying goes: eating well is worse than sleeping well. Li Yu, a health care provider in the Qing Dynasty, said: "The key to good health should be sleep first." [4]. They are no longer satisfied with the hotel's single accommodation function, and more personalization and theme It is particularly important to create a high-quality sleeping space for health tourists. First of all, high-quality and comfortable sleeping space should be created with clean air, suitable temperature and humidity, low noise, good water quality, rich negative oxygen ion content, and beautiful greening. Secondly, we must also consider supporting sleep products, such as sports equipment and related equipment.

4.3 Six Elements of Health Tourism-" Walking "

"Walking "refers to the mode of transportation in the Health tourist area. In recreational tourism activities, transportation should not only bear the displacement function of tourists in the tourist area, but also a kind of experience process for tourists. It should also pay attention to the functions of sports and recreation in the design [5]. First of all, health tourism attaches great importance to the construction of leisure and sports trails, such as forest rehabilitation trails; secondly, it designs a variety of transportation and sports methods, such as: walking, jogging, bicycles, zip lines, suspension bridges, bamboo rows, etc. At the same time, increase the participation of tourists in the activities of the Health tourist area and the interest of the tourism experience.

4.4 Six Elements of Health Tourism-" Travel"

"Travel" is an indispensable part of tourism. Health tourism is essentially a tourism activity and a resource-dependent industry. Its development cannot be separated from high-quality natural health tourism resources such as forests, rivers, hot springs, oceans, and grasslands. Religious, gourmet and other unique cultural and health tourism resources and technical support for health related industries [3]. Therefore, when developing and designing recreational tourism activities, we should rely on the above resources, pay attention to the principles of health and wellness, intelligence and brain, and cultivate the principles of temperament, so as to realize the needs of tourists to maintain their eyes and heart.

4.5 Six Elements of Health Tourism-" Purchase"

"Purchase" refers to health products related to health tourism. Different from general tourism activities, in recreational tourism, tourists have higher consumption power and stronger purchasing power. Consumption demands are concentrated on medical care, longevity and health care [6]. Therefore, in health tourism, we must base on the target market demand, pay attention to the deep integration of products and health tourism, develop and design health products with health functions, such as medical services, health foods, health medicine, health equipment etc. to meet the needs of tourists.

4.6 Six Elements of Health Tourism-" Entertainment"

"Entertainment" refers to leisure and entertainment activities in recreational tourism. Recreation tourism should pay attention to adding some supporting products for leisure experience, such as golf, forest hiking, eco-biking, outdoor adventure, team development, etc. In addition, it can also combine

unique local rehabilitation resources to design various festivals with the theme of rehabilitation Activities and folk events create a good social atmosphere [7].

For example, using rural countryside as a carrier, planning and developing rural folk activities such as farming, farming and farming that can be experienced by tourists, so that tourists can achieve the purpose of returning to nature, self-cultivation and wellness during the interactive process.

5. Health Tourism Development Strategy

Health tourism is mainly based on climate health, and focuses on the development of modern service industry systems such as leisure tourism, health maintenance, outdoor sports, etc., supported by healthy health vacations and fine cultural tourism. If the government wants to promote the development of health tourism, it needs to introduce products that can reflect the characteristics of Sichuan in health tourism, and appropriately build an international tourism resort for health tourism, and promote the development of health tourism by increasing the utilization of resources [6].

5.1 Create a Tourism Development Mechanism

The government needs to establish a global tourism concept and innovative ideas, uniformly compile the development plan for the tourism industry, and adopt innovative business models in social security, development funds, medical insurance, tourism land, tourism management and services, development models, etc.. Enrich and improve industry standards to improve the standardization and diversity of the tourism industry, so as to ensure its long-term development [5].

5.2 Develop Targeted Health Care and Tourism Products

Consumer tourism consumers mainly have seven major demands: longevity, physical fitness, self-cultivation, medical treatment, repair and health care, lifestyle experience and culture experience [2]. Relevant institutions should actively use these natural resources to develop and optimize them. The local ethnic characteristics and health culture should be fully excavated, and tourism activities with the theme of ecological health and health culture experience should be carried out to improve the quality of health tourism and promote the development of local health tourism. Always implement the concept of “taking health as the center”, enrich and improve health tourism products, and extend the health tourism industry chain, forming a health tourism industry cluster and a complete health tourism product system.

5.3 Improve the Standard System of Health Service

Accelerate the improvement of the general standard of basic health care services, service skills standards, service organization management standards, home care service standards, community care service standards, health care product supplies standards and other health care service standard systems, establish a health and care agency agreement system, clear health care [6]. The rights and obligations between the maintenance institutions and the rehabilitation providers or their agents, regulate service behaviors and charging behaviors. At the same time, the relevant departments should adhere to the principle of “the law must be investigated” when law enforcement and actively take measures to regulate the rehabilitation market [5]. In addition, the supervision department should improve the quality system of elderly care services and strengthen supervision.

5.4 Adhere to the Innovation of Tourism Clusters

If we are not to be eliminated by society, we need to continue to reform and innovate. Therefore, the health tourism industry should strengthen innovation and improve the culture and activities of health maintenance, while increasing capital investment [6]. In addition, relevant institutions also need to innovate business and management concepts, optimize product services, increase product value, and continuously research and develop new health tourism products to improve the industry's competitive advantage and thereby promote the development of the industry.

5.5 Introduce Social Capital and Implement Ppp Operation Mode

The development of the well-being tourism industry requires the improvement of infrastructure construction, brand publicity, and training of professional talent teams, with a large investment in the early stage. While advocating and actively promoting the introduction of encouragement and support policies at the national level, the government implements the PPP model and promotes the construction of well-being bases at different levels in stages [7]. The government supports social capital projects through investment subsidies, fund injections, guarantee subsidies, loan discounts and other means to strengthen social capital confidence.

6. Summary

In summary, with the rapid economic development, people's living standards have improved significantly, people's tourism consumption concepts have undergone tremendous changes, more and more people began to pay attention to the quality of tourism products, began to focus on health issues. The development of the tourism industry has brought new opportunities. For the government, as the health tourism industry is still in the development stage, there are many deficiencies in the relevant institutional policies and business models, so we must increase innovation and vigorously develop health tourism projects to meet customers demand.

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