



# **An Initial Survey of Experience Activities for Health and Wellness Tourism: A Case of Qionglu Scenic Area, Xichang City, Sichuan Province**

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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. Authors CL and RL managed the analyses of the study. Author CL managed the literature searches. All authors read and approved the final manuscript.*

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## **ABSTRACT**

Our country's economy and society continue to develop. With the popularization of national education and the growth of per capita annual income, the people are paying more and more attention to experience situations, and the tourism industry has entered the era of experience economy. In addition, at the end of 2019, my country's population over 65 years old accounted for 11.4%, and the 60-year-old retired group accounted for 18.1% (approximately 253 million people). In fact, it has entered an aging society, and the demand for health tourism has become more intense. Therefore, the citizens' demand for experience and health tourism has become more obvious. How to meet the development needs of health and wellness tourism under the background of experience economy is an extremely important research topic. The research purpose of this article is to explore the problems of health and wellness tourism experience projects from the perspective of experience marketing, and put forward corresponding suggestions. This study uses the well-known tourist destination in Panxi, China: Qionglu Scenic Area, Xichang

City, Sichuan Province, to interview local tourists through in-depth interviews. A total of 20 effective interview samples are obtained and analyzed by content analysis. The results of the analysis show that the respondents' perception of health and wellness tourism is mostly to promote health tourism, which roughly conforms to the definition of health and wellness tourism. Secondly, in terms of health and wellness tourism experience activities, respondents prefer catering activities, and focus on mountain and water experience activities. Therefore, this research suggests that destination managers and operators should make good use of local natural resources and cultural characteristics of the Yi ethnic group, focus on developing mountain and water experience projects, highlight ethnic minority dining and cultural characteristics, and meet consumer health and tourism needs.

*Keywords: Experience marketing; health and wellness tourism; experience economy; Qionglu Scenic area.*

## 1. INTRODUCTION

At this stage, the contradiction between the people's ever-increasing needs for a better life and unbalanced and inadequate development has intensified, psychological pressure has also increased, and the focus of consumer demand has gradually changed from material to spiritual after the continuous development of country's economy and society. The sense of consumer experience is being valued more and more, coupled with the continuous development of productivity, the new economic form of "experience economy" has come into our eyes. The experience economy is the next economic form after the agricultural economy, industrial economy, and service economy. It is regarded as the fourth state of human economic life development. As the experience economy becomes more and more popular, the public's consumer behavior and consumer feelings have changed, doing a good job of marketing in the era of experience economy has become a "necessity" for the survival of enterprises, allowing consumers to have a better consumption and life experience from the perspective of experience marketing.

As one of the fastest-growing emerging industries in the world, tourism is known as the "sunrise industry". From the relevant data, the number of domestic tourists in 2019 was 6.006 billion, a year-on-year increase of 8.4%, and the total annual tourism revenue was 6.63 trillion yuan, a year-on-year increase of 11.1%. my country's tourism industry has moved from a stage of rapid growth to a stage of high-quality development. In addition, the aging of the population continues to deepen and the people's quality of life continues to improve. People from all walks of life have begun to pay great attention to health and wellness issues, and they have

also begun to pursue health and wellness tourism. As a result, health tourism came into being, people's quality of life continues to improve, the demand for tourism is increasing, the quality and taste requirements of tourism are constantly rising, and the pursuit of health and spiritual enjoyment. Health tourism has gradually become a new type of tourism that is respected and accepted by the public. In 2009, Wang pointed out that health tourism is based on the natural, ecological, cultural and cultural environment, combined with viewing, amusement, health and recreation, and tourism for the purpose of physical fitness, medical care, and longevity. Activity [1]. Due to the rise of health tourism, the government has also issued relevant countermeasures. In 2015, the "Healthy China" strategy was first written into the government work report and was upgraded to a national strategy. In January 2016, the National Tourism Administration issued the "National Health and Wellness Tourism Demonstration Base Standards" (LB/T0512016), which defines health and wellness tourism as: "Through beauty and health, nutritious diet, self-cultivation, and closeness Nature and other means are the sum of tourism activities that make people achieve a good state of natural harmony in the body, mind and spirit." In 2017, Xi Jinping put forward the concept of "Healthy China" in the report of the 19th National Congress of the Communist Party of China. The Agricultural and Industrial Committee of the Sichuan Provincial Party Committee also officially issued the "Implementation Plan for Vigorously Developing the Ecological Health Care Industry in Sichuan Province (2018-2022)", which was the first to propose. It is necessary to speed up the establishment of a national ecological health and health destination and a strong province in the ecological health and health industry. Obviously, both my country and Sichuan Province pay

special attention to the development of the health and wellness tourism industry.

It is precisely because of the vigorous development of the experience economy and health tourism, coupled with the fact that the new crown virus has swept the world for more than a year, people are more aware of the importance of health, and there is a high-level demand for warm and quality health tourism. taller and taller. However, my country's academic research on "experience marketing" and "health tourism" is still lacking. The development of the healthcare tourism industry has also been tested as never before. There are still many problems to be solved, such as the potential tourism resources of health tourism, how to improve the participation of tourists, etc. Therefore, exploring health tourism from the perspective of experiential marketing can make up for the lack of tourism practice, and at the same time greatly promote the development of my country's tourism economy, and promote the improvement of scenic spot development models and marketing methods. Accordingly, the purpose and significance of the research are as follows:

### 1.1 Research Purposes

- Explore the current situation of health and wellness tourism in Qionglu Scenic Area.
- Explore tourists' cognition of health and wellness tourism in Qionglu Scenic Area.
- Discuss tourists' cognition of the health and wellness tourism experience activities in Qionglu Scenic Area.
- Suggestions are put forward for the development of health and wellness tourism in Qionglu Scenic Area from the perspective of experience marketing.

### 1.2 The Significance of this Study

Under the background of the state's support for the development of health tourism, the development of health tourism in Qionglu Scenic Area from the perspective of experience marketing is very important for improving the structure of the health tourism industry, building a health product system, and promoting the further development of health tourism. significance:

For tourists, through a series of effective planning and highly targeted marketing strategies, not only can they better meet their travel needs and desires, but also can bring themselves a different kind of health tourism experience and

enhance travel The texture can effectively improve the experience and satisfaction of tourists, so as to win a better reputation.

For enterprises, from the perspective of experience marketing, construct reasonable marketing strategies, not only to provide tourists with marketable health tourism products, improve tourists' travel experience, create added value of tourism products, but also Enterprise expropriation to improve the market competitiveness of enterprises.

As far as the government is concerned, Qionglu Scenic Area is a 4A-level scenic spot, and its transformation and upgrading are the core tasks of displaying local cultural heritage and building government image. Doing a good job in the development of health tourism in Qionglu Scenic Area can not only increase tourism revenue, but also increase tourism industry's impact. The government tax contribution can also stimulate employment and improve people's livelihood through the improvement of the regional environment, and further promote the optimization of the industrial structure.

## 2. LITERATURE REVIEW

### 2.1 Experience Economy

"Experience economy is a new economic era following the agricultural economy, industrial economy, and service economy [2]." The experience economy was first proposed by American writer Alvin Toffler in the 1970s. He believes that just as services are separated from commodities, with the development of the economy, experience is gradually separated from services. Experience increases the added value of commodities. With the continuous improvement of people's living standards and the continuous change of consumer consumption habits, the experience economy will surely occupy a place in the future. "Experience economy" refers to the economic activity that "enterprises use products as props, service as stage, and marketing environment as the background to create a happy atmosphere, engage consumers in it, and leave good memories for consumers. Famous American Economics The authors Joseph Pine and James Gilmore pointed out in the book "Experience Economy" published in 1999 that the future business scene will be consumer-centric, and products with gradually diversified functions are just props on this stage. It is the director in the

scene, through the clever application of props, mobilizing the participation of consumers at all levels, and bringing consumers into a beautiful and unforgettable situation. This situation, this scene, this moment, cannot be copied, and is unparalleled. Consumers are naturally thinking about it, always or forgetting, and paying is naturally reasonable [3]. Qianjin, Moberni believes that the experience economy is oriented by consumer demand, which not only meets the material needs of consumers, but also Focus on meeting the spiritual needs of consumers; not only to meet the general, popular, and traditional needs of consumers, but also to meet the needs of consumers for individualization, customization, and innovation; not only to meet the known needs of consumers, but also to try Create consumer demand and satisfy it, so as to avoid fierce competition among industries and open up a vast blue ocean [4].

## 2.2 Experiential Marketing

Experiential marketing was proposed by Joseph Pine II and James H Gilmore, the founders of Strategic Horizons LLP in the United States in 1998. Experiential marketing is to stimulate consumers' desire to purchase and make purchase decisions as soon as possible. Thinking, senses, emotions, and associations are five aspects to plan and design marketing concepts. It combines consumer sensory needs, physiological and psychological characteristics on the original basis of material goods, and carries out pre-consumption, consumption, and Various experiences after consumption, so as to allow consumers to produce a good impression of products and services and integrate them, and use the good experience generated by customers to promote transactions. Traditional marketing places more emphasis on product features and benefits, while experiential marketing focuses on "experience". Experiential marketing pays more attention to immerse consumers in the meticulous design of the consumer experience process, so as to obtain great spiritual satisfaction and wonderful impression. In 2019, Xie Nan believes that experiential marketing refers to the form in which marketing entities guide consumers to observe, use, and participate in products or services to encourage consumers to experience products or services, and to perceive their performance and quality. A marketing method that promotes consumers' willingness to consume or consumer behavior [5].

## 2.3 Health Tourism

Health tourism originated from health tourism. At the beginning of the 14th century, the establishment of hot spring resorts and spas was the original form of health tourism. At that time, people had a relatively broad scope for health tourism, that is, any travel method that can obtain physical and mental health for themselves or their families can be seen. For health tourism. In the 1950s, the World Health Organization proposed "Health Tourism". In 2000, Australian scholar Bushels put forward the definition of health tourism through a large number of field investigations and studies. "Health tourism is tourism services that use traditional and non-traditional medical treatments, so that tourists can get healthy, relaxed, and work pressure can be relieved. A way of traveling". In China, the earliest definition of "health tourism" is Wang Zhao (2009). He believes that health tourism is a kind of tourism based on natural ecological environment, humanistic environment, and cultural environment, combined with viewing, leisure, sports, and amusement. In the form of tourism activities that achieve the purpose of prolonging life, strengthening physical fitness, self-cultivation, medical treatment, and rehabilitation [1]. Foreign research mostly focuses on concepts such as "medical tourism", "health tourism", "healthcare tourism", and "wellness tourism" which are closely related to health tourism. It mainly discusses tourists' participation motivation, participation satisfaction, etc. In general, there are many researches on health tourism abroad, and the main research content is concentrated on health tourism destination research, health tourism product research and health tourism research: domestic health tourism research is mainly health tourism Product research, health tourism market research and health tourism industry research. Although the domestic health tourism research started late, it has developed rapidly with the strong support of the government. There are researches on the concept, development model and consumption behavior of health tourism [6]. However, the depth of research on health tourism in academia is not enough, and further research is needed in terms of theory, background, positioning, development, management, etc. [6,7].

As a new form of tourism, the ultimate goal of health tourism is to realize humanism and become a "complete person". Therefore, the theory of health tourism is particularly important for the guidance of practical activities. Only by

choosing the development path of health tourism according to local conditions can the practical results of health tourism have more practical significance.

### 3. RESEARCH METHODS

#### 3.1 Research Design

Through the outline of interview for “Problems and Countermeasures of Health Tourism from the Perspective of Experience Marketing” in Qionglu Scenic Area, as well as our own experience and observation of the tourism industry, we found problems and put forward research topics. Information about Qionglu Scenic Area was collected and sorted it out, analyzed and the problems of health and wellness tourism in Qionglu Scenic Area from the perspective of experiential marketing was met. Then, we'll look up relevant domestic and foreign literature, combine predecessor's research results and our own ideas, and use the perspective of experiential marketing. Relevant countermeasures and suggestions are put forward for the problems of health and wellness tourism in Qionglu scenic spot, and they are organized into the documents.

#### 3.2 Research Goals and Survey Objects

The research topic of this paper is the health and wellness tourism in Qionglu Scenic Area from the perspective of experience marketing, and the Qionglu Scenic Area in Xichang City, Sichuan Province is the empirical investigation and research target. XichangQionghai Lushan National Level 4A Scenic Area (XichangQionghai National Tourist Resort) is located in Xichang, the capital of Liangshan Yi Autonomous Prefecture, the largest Yi ethnic settlement in China, covering an area of 76 square kilometers. Combined landscape, there are Qionghai-Lushan Mountain, Qionghai National Wetland Park, Luoji Mountain, Lugu Lake, Lingshan Temple, Xichang Satellite Launch Base, Educated Youth Museum, Huanglian Earth Forest and other tourist attractions in and around the territory. All in all, Qionglu Scenic Area's geography (accessibility for travel), climate (livability for health and wellness), and humanities (ethnic customs and more holidays than other places) all point to it as an excellent place for the development of health care and homestay industry. Therefore, considering the representativeness of the research base, this article selects tourists from Qionglu Scenic Area, the capital of Liangshan Yi

Autonomous Prefecture of Sichuan Province (Xichang City), as the base for questionnaire interviews.

Secondly, this topic takes tourists from Qionglu Scenic Area as the empirical survey and interview subjects, discusses their perceptions of health tourism in Qionglu Scenic Area and their views on health tourism experience activities from the perspective of consumers, and then summarizes the problems. Therefore, the interviewees are representative and meet the needs of the research topic.

#### 3.3 Research Tool

This research topic explores the development of tourism experience activities for health and wellness tourism. The interview outline is used as a research tool, based on the research topics and the tourism development theory of Yen & Ma [8], Yen, Wang & Xiong [9], Yen, Shao & Lin [10], and Yen & Xiong [11], drafted the outline of interview questions. The interview questions include: Have you heard of health tourism? What do you think is health tourism? If you want to develop health tourism experience activities, which activities do you think XichangQionglu Scenic Area is suitable for development? etc.

#### 3.4 Data Collection

In terms of data collection, the research goal is set for health tourism in Xichang City, Sichuan Province. In this study, two groups of local interviewers in Sichuan were used to formulate research requirements and quotas with reference to previous survey data. The quota sampling method was used to invite tourists who visited Qionglu Scenic Area that day as interviewees. In order to ensure the quality of the interview data, the investigator will conduct interview training by the researcher before performing the task to sort out the purpose of the interview, the content of the interview, the interview method, and the skills of handling tourists. After the training is completed, this study will conduct interviews with the rest area of Moonlight Style Town at the famous scenic spot, Bird Island, and Wetland Park in Qionglu Scenic Area from February 19<sup>th</sup> to February 23<sup>rd</sup>, 2021 before the end of the Chinese New Year holiday.

In order to match the purpose under the considerations of budget, quota sampling was adopted for collecting data. Visitors who visited the sites mentioned above during the survey

periods were asked to join the interview when they took a break at the rest area. And the interview started while they accepted to answer the questions. According to statistics, a total of 29 people were interviewed, 8 people were rejected, and one answer was extremely incomplete, and 20 points of effective interview records were obtained. The interview rate was about 69%, and each respondent spent about 10 minutes on average.

### 3.5 Data analysis

The purpose of qualitative research is to explain and interpret social phenomena, and to explore the heterogeneity of research topics or subjects [12]. Maykut and Morehouse [13] proposed that in qualitative research, the sample is selected by the researcher according to the research needs, rather than random sampling. In terms of reliability, in-depth interviews can be trusted as long as they can find people who meet the research objectives and research goals through methods such as intentional sampling, and can be executed in accordance with the procedures of in-depth interviews. Accordingly, the information collected by this research is trustworthy.

Secondly, the reliability of qualitative research can be divided into external reliability and internal reliability. The following describes the external reliability and internal reliability of the research, as well as the validity of the research. In the part of external reliability, this research adopts data collection and analysis strategies: the process method of the researcher to describe and interpret the data to confirm and interpret the general strategy of the data [14]. The reliability method of the in-depth interview is as follows:

- If the same question is repeatedly measured, the same result should be obtained. If the interviewer is affected to some extent during the interview, it will produce different results. In order to avoid the influence of reliability, the interviewers in this study are all the investigators who personally conduct pilot studies and in-depth interviews.
- A high degree of reliability can also be obtained by multiple interviews.
- Record the answers from the interview, and two raters will score the same tapes separately, and then calculate the correlation.
- Record the answers from the interviews,

and the raters will rate the same on a particular topic, and divide by the total number of times to find the consistency.

In this study, the same question was asked in different ways for the respondent to answer. The text file also showed that the respondent's answer did not have a different answer because of the different way of asking the question. Secondly, the researcher distributed the audio text file to two tourism and leisure scholars, and the two raters rated the same audiotape separately, and the correlation reached above 0.8. Finally, this study asked two raters to confirm the scores of each keyword and key point. The results showed that more than 80% overlap, with good consistency. In summary, the external reliability of the in-depth interviews in this research is good.

Regarding internal reliability, this study adopts the strategy proposed by Wang [15] to increase the internal reliability of qualitative research, establishes the internal reliability of the research through peer checks and participant checks, and presents the research results after a comprehensive summary for research Participants discuss and submit the results to the participants for review. According to this procedure, the internal reliability of the in-depth interviews in this research should be intact.

In terms of validity, the research tools of this study are based on theoretical literature and have theoretical foundations; in terms of analysis, Wang [15] put forward the viewpoint of external validity analysis, that human behavior is dynamic and is a series of actions or activities. The combination cannot be reproduced. This study selects the research objectives and verification objects based on the research topics and follows the relevant interview procedures. The data obtained can truly reflect the research objectives. Based on this, the validity of this study should be intact.

## 4. RESULTS

In terms of empirical data analysis, this research first conducts content analysis after data collection to facilitate coding, and test reliability and validity. The researcher compiled the interview data into a text file, removed the pronouns, prepositions, function words and quantifiers such as "it", "dang", "ah", "some", analyzed the remaining content words, and selected them from the content words. Words related to the attributes, results, and value of

resources are used as research materials to make word frequency statistics on text files. Then classify keywords with similar meanings into one category, and return to the interview file to check the context to determine the specific meaning of the word. Name the category after categorization, and the frequency of the category is equal to the sum of the frequency of the corresponding keywords. The following describes the basic information of the interviewees and the status of their answers.

#### 4.1 Basic Information

As for the interviewees and tourists, the basic information is shown in Table 1. Among the 20 tourists with more complete answers, in terms of gender, 11 were males and 9 were females. In terms of age, there are 8 people under 30 years old, 6 people 31-50 years old, and 6 people over 51 years old. In terms of the educational level of the interviewees, 4 respondents with elementary school education, 5 respondents with middle school education, 2 interviewees with junior college education, and 9 respondents with undergraduate education. Bit. The interviewees are mainly from Sichuan. In terms of occupation, they cover students, employees, sales, bosses, etc. The source of the

sample of interviewees is diverse and representative.

#### 4.2 Results of Interview

##### 4.2.1 Respondents' perception of health and wellness tourism

The results of the interview consisted of 20 interviewees. As shown in Table 1, 45% of the interviewees (9 people) said they had heard of health and wellness tourism, and 55% of the interviewees (11 people) said they had not heard of it. Respondents' views on health tourism are summarized in Table 2. Health and wellness tourism is a way of promoting healthy tourism (17 times) and a way to promote elderly support (8 times). It is mentioned twice; and very few interviewees think that health tourism is a habitual tourism in a certain place (3 times), which is a diversified travel experience (3 times). It can be inferred that most tourists are interested in health tourism. The cognition is one-sided and incomplete, and the tourism intention of health tourism is only based on the destination environment, and there is no in-depth analysis or understanding of the significance.

**Table 1. Basic information of respondents**

	<b>Gender</b>	<b>Age</b>	<b>Education</b>	<b>Job title</b>	<b>Monthly income</b>
Tourist 1	Female	Under 30	Undergraduate	Student	Below 3000 yuan
Tourist 2	Male	Under 30	Undergraduate	Employees	8000-10000 yuan
Tourist 3	Female	30-50	Junior college	Manager	6000-8000 yuan
Tourist 4	Male	51	Junior high school	Business owner	Exceed10,000 yuan
Tourist 5	Female	51	primary school	Farmer	3000-6000 yuan
Tourist 6	Male	43	Junior high school	Owner	3000-6000 yuan
Tourist 7	Male	72	primary school	Retired	Below 3000 yuan
Tourist 8	Female	21	Undergraduate	Student	Below 3000 yuan
Tourist 9	Male	45	Secondary school	Worker	3000-6000 yuan
Tourist 10	Male	53	Junior high school	Waiter	3000-6000 yuan
Tourist 11	Female	32	Junior college	Sales	3000-6000 yuan
Tourist 12	Male	45	Undergraduate	Restaurant staff	3000-6000 yuan
Tourist 13	Male	19	Undergraduate	Student	Below 3000 yuan
Tourist 14	Female	21	Undergraduate	Student	Below 3000 yuan
Tourist 15	Female	23	Undergraduate	Student	Below 3000 yuan
Tourist 16	Male	42	Undergraduate	Teacher	3000-5000
Tourist 17	Male	32	Junior high school	Migrant workers	3000-6000 yuan
Tourist 18	Female	51	Primary school	No	Below 3000 yuan
Tourist 19	Male	53	Primary school	Handyman	Below 3000 yuan
Tourist 20	Female	29	Undergraduate	Teacher	3000-6000 yuan

The spiritual demand for health tourism is also very weak. Examples of respondents' responses are as follows:

- *Health tourism is a slow-paced, healthy tourism. First of all, the place to travel is comfortable and the service is attentive. Secondly, the food is healthy and nutritious, and the leisure life is happy. It is very suitable for middle-aged and elderly people to vacation or free time. To feel the experience. (T6).*
- *Health tourism, as the name suggested, is tourism for the purpose of health and wellness. Different from ordinary travel to the mountains and rivers, it pays more attention to physical health and self-cultivation in the process of health and wellness tourism. Health and wellness tourism integrates a lot of medical technology and health technology. The purpose is to allow people's body and mind to be recuperated. With the improvement of people's living standards, health tourism should also be paid more and more attention. (T12).*
- *Health tourism is a new type of industry that integrates tourism plus elderly care plus health recovery. In terms of rehabilitation, it can be divided into physical rehabilitation and spiritual rehabilitation. Nursing can be elderly care. Because there are many places suitable for living in China, many places have very high oxygen content. At the same time of high oxygen content, the whole mountain village is surrounded by green mountains and green waters, green trees, suitable for human living, so this type of scenic spot is actually very suitable for people to cultivate their bodies and minds. There are also beaches, mountains and other areas because of the beautiful scenery, which actually develops tourism. The health industry can also be developed at the same time as the industry (T19).*

#### 4.2.2 Respondents' perceptions of health and wellness tourism experience activities

In terms of interviewees' views on health and wellness tourism activities, a total of 10 thematic items including art, mountain experience, water experience, and airspace experience were collected, as shown in Table 3, in various health and wellness tourism activities. , Mountain experience (11 times), water experience (12

times), catering and tasting (12 times), and accommodation experience (9 times) mentioned more, which shows that tourists have a better participation and sense of experience in these projects; (5 times), indoor facility experience (5 times), and life experience (5 times) are mentioned less frequently, but there are still a certain number of people willing to participate and invest a certain amount of time and energy; while airspace experience (3 Times), ball experience (3 times), and bicycle experience (2 times). It shows that respondents are not interested in such projects. Therefore, the development of tourist products that are popular and marketable by tourists is important for health tourism. The place is very important. A good health tourism destination requires not only an excellent ecological environment and a strong humanistic and social environment, but also excellent service products and service experience. Examples of respondents' responses are as follows:

- *My favorite item for traveling is fishing, chatting with aquarists, and then I like playing chess with tea, or watching others play chess, and taste the delicacies of various parties. These are more attractive to me. Now, these are more relaxed and happy. Other sports and other sports are not suitable for us elderly people, but only suitable for young people (T7).*
- *The first one is mountain climbing, I want to take pictures while walking, the second I want to swim where there is water, and the third one I want to play on the beach if this place is a beach, and the fourth one. I just want to try their local specialties, like the kind of roasted whole lamb. Fifth, I must choose famous hotels for my stay, and I rarely choose hotels. There is also this kind of music performance. I think it's good to watch it in the city. There is no need to go there. If I have not watched it, I might choose to watch it. The game console is basically not touched. For bicycles, if the scenery in this place is very good, I might choose to ride and watch, otherwise I would generally not choose. (T20).*

## 5. DISCUSSION

Based on the above analysis, this study found that the interviewee's perception of health tourism in Qionglu Scenic Area in Xichang basically meets the definition of health tourism,



**Table 2. Views of the interviewed tourists on health and wellness tourism**

Facet	Subject item
Impressions of health and wellness tourism	Long-term stay in a certain place (T6, T13, T17)
	Retired family tourism (T6, T8, T11, T14, T19)
	Support for the elderly (T6, T7, T8, T10, T11, T14, T19, T20)
	Promoting healthy travel (T1, T2, T3, T4, T5, T6, T7, T9, T10, T11, T12, T13, T14, T15, T17, T18, T19)
	Diversified travel experience (T15, T16, T18)

**Table 3. Respondents' views on health and wellness tourism experience activities**

Concept	Subject item	Sub-topic
Experience Activity Project for Health and Wellness Tourism	Literature and Art	Looking forward to local book fairs, music performances and movies (T1, T2, T3, T15, T19)
	Mountain experience	Mountain climbing, walking, walking, etc. (T1, T4, T5, T8, T9, T10, T12, T14, T16, T17, T20)
	Water experience	Lake tour, sea tour, fishing, hot spring, boating (T1, T3, T4, T5, T7, T8, T9, T10, T11, T14, T15, T20)
	Airspace experience	Paragliding, gliding (T4, T14, T15)
	Ball experience	Volleyball, table tennis (T6, T14, T15)
	Bike experience	T14, T15
	Indoor facility experience	Chess and card, mahjong hall, coffee shop, tea room, game machine (T4, T5, T6, T10, T15)
	Catering and tasting	Special dishes, tea tasting and wine tasting (T1, T3, T4, T5, T7, T8, T10, T11, T12, T15, T16, T20)
	Accommodation experience	Ethnic minority characteristic rooms, cultural homestays, starry sky homestays (T2, T3, T4, T5, T8, T11, T15, T16, T20)
	life experience	Farming and other life experiences, focusing on giving children different life experiences and artistic influences (T2, T4, T13, T14)

but it is not far from the National Health Tourism Demonstration Base Standard issued by the National Tourism Administration in January 2016 (Hereinafter referred to as "Standards"), the definition of "the sum of tourism activities carried out by means of beauty and health, nutritious diet, self-cultivation, and closeness to nature, so that people can achieve a good state of natural harmony in body, mind and spirit" is still defined. There is a distance. It shows that in the era when the average age of the people is becoming aging, although everyone attaches importance to health, there is still room for growth in the concept of healthy spiritual growth. The health and wellness tourism policy has been promoted for five years and still needs to be promoted.

Secondly, the national education level of the interviewees has improved. More than half of the interviewees have a college degree or above, so they should have a certain degree of understanding of the connotation and trends of

health and wellness tourism, but this is not the case. Health and wellness tourism is not only aimed at the retirement group of the elderly. In order to achieve physical, mental, and spiritual health, all citizens leave their daily life to go to health and wellness tourism destinations and engage in activities that interact or integrate with the humanities and the natural environment, including leisure, Recreation, meditation, visits, learning, sports, meals, accommodation and other tourist activities can be called health and wellness tourism, which is suitable for all ages. Therefore, in the process of the development and promotion of health and wellness tourism, consumers need to be educated in terms of health awareness among teenagers and middle-aged adults in response to the trend of aging of the average national age.

In addition, the interviewees prefer catering experience, mountain and water activity experience in terms of health and wellness

tourism experience activities, which is in line with the current situation and characteristics of tourism resources in Qionglu Scenic Area, Xichang. Xichang Qionglu Scenic Spot is located in the largest residence of the Yi people in the country, and is also the capital of Liangshan Prefecture in Sichuan Province. It is a political, economic, transportation and cultural center. Compared with most tourist sites in Liangshan, the accessibility of transportation is higher. If the catering characteristics of the Yi people are combined with the water and mountain experience activities, the development of health and wellness tourism will be even more powerful. However, the water experience activities of Qionglu Scenic Area in Xichang are mainly boat cruises on the lake, and a small number of canoes and sailing boats have yet to be developed. In the area of mountain activities, since the Lushan Forest Fire in 2019, the cable car has been suspended, and other mountain experience activities are lacking. In terms of the catering characteristics of the Yi ethnic group, there are currently several Yi ethnic characteristic food and beverage outlets near Qionglu Scenic Area in Xichang, which combine dishes and performances with large business venues, employ more manpower, and relatively high operating costs. Although these specialty restaurants of the Yi ethnic group are attractive, they cannot be easily maintained by individual customers without the support of group customers. Therefore, from the perspective of sustainable development of health and wellness tourism, the development of characteristic restaurants and mountain water experience activities in Qionglu Scenic Area in Xichang needs to be strengthened.

## 6. CONCLUSION

The main purpose of this research is to discuss the current situation and problems of health and wellness tourism experience activities in Qionglu Scenic Area, Xichang, Sichuan Province, and provide suggestions. After the above analysis and discussion, the conclusions and suggestions are displayed as follows.

This study tries to verify the problems by interviewing those visitors who visited the sites. Findings support that compared with other scenic spots in Liangshan Prefecture of Sichuan Province, Qionglu Scenic Spot in Xichang City has more convenient transportation and resource characteristics, and a better and suitable climate for the development of health and wellness

tourism. Moreover, the problems on the development of health and wellness tourism will be list below:

- **Weak market targeting and positioning:** Respondents have a certain degree of understanding of the connotation and trend of health and wellness tourism. In the trend of aging of the average national age, the health awareness of young and middle-aged consumers still needs to be strengthened.
- **Poor promotion policy:** Respondents' perception of health and wellness tourism in Qionglu Scenic Area in Xichang basically meets the definition of itself, but the promotion of health and wellness tourism policies still needs to be promoted.
- **The lack of experience activities:** Respondents prefer catering experience, mountain and water activity experience in terms of health and wellness tourism experience activities. The business format of characteristic catering stores in Qionglu Scenic Area of Xichang and the development of mountain and water experience activities need to be strengthened.

## 7. SUGGESTION

Based on the above analysis, discussion and conclusions, this research puts forward the following recommendations for government departments, industry players and follow-up research

### 7.1 Suggestions to Government Departments

- The study found that the climate and resources of Xichang City are suitable for the development of health and wellness tourism. Therefore, the infrastructure, facilities and public services required for the development of health and wellness tourism should be considered as a whole in the city development plan. Such as road and traffic planning, city image and identify system planning, scenic spot guide and interpretation planning, social security maintenance planning, cultural experience activity planning, mountain and water activity field evaluation and management, etc. need to concern to meet the needs of tourists for health and wellness tourism experience activities.

- The study found that the respondents still have the needs for improvement in the concept and connotation of health and wellness tourism. Therefore, government departments should strengthen the promotions of health and wellness tourism and integrate it into national education. For example, systematically organizing sketching competitions, composition competitions, and speech contests for elementary and middle school students can arouse the attention of primary and secondary school students to health and wellness tourism and strengthen their awareness of health and wellness tourism related concepts. This is a feasible way.
- The study found that the respondents are interested in mountain and water experience activities. Therefore, the government departments should prioritize the formulation of relevant management measures, and take the lead in organizing relevant health and wellness tourism experience activities within the scope of budget permits under the premise of safety. In addition to arousing the public's attention to health and wellness tourism, it also provides friends from other places with one more leisure opportunity to choose. For example, mountain cleaning activities can be held in winter, beach cleaning activities and activities across Qionghai can be held in summer. Parent-child travel is not only conducive to parent-child interaction, emotional connection, and fitness, the environment can be maintained smoothly, and it is also of educational significance.

## 7.2 Advice for the Industry

- As far as the Qionglu scenic spot industry is concerned, the respondents still have insufficient knowledge of the health and wellness tourism in Qionglu scenic spot, Xichang. The operators can enhance tourists' awareness of health and wellness tourism by designing small activities. These small activities include a guided tour before entering the park, a question and answer before the end of the game for gifts; before leaving the park, a questionnaire to answer the lottery; take the initiative to organize activities with local schools, provide prizes to encourage health and wellness tourism and so on.
- Respondents are interested in catering

experience activities. The industry can develop a strategic alliance with the local Yi cultural characteristic catering industry to develop portable products or jointly organize joint promotional activities to increase the chances of tourists spending in the scenic spot going to specialty restaurants to dine. And the possibility of tourists dining in restaurants to visit the scenic spot.

- The existing water activities in Qionglu Scenic Area only take pleasure boats and a small part of sailing exercises, which is also one of the main income of the scenic area. The consideration for adding water experience activities or festivals if the business is safe. For example, the cooperation among the private firms, managerial office of Qionglu Scenic Area, and the local government is needed. The government can organize activities to clean mountains and beaches and to cross the Qionghai Sea; The managerial office of Qionglu Scenic Area can design and set up parent-child/couple water play areas after costs, benefits and feasibility assessments; and the life-saving swimming training organizations can organize swimming training camps in summer vacation. Moreover, the large-scale competitions which cooperate with institutions to strive for tri-rail races, etc., can not only increase the visibility and image of the park, but also generate considerable revenue.

## 7.3 Suggestions for Future Research

- This research has explored the respondents' recognition of health and wellness tourism and their needs for experience activities. Future studies can continue to cooperate with local governments to evaluate the feasibility and benefit/cost of cross-industry alliances, e.g. Yi cultural characteristic restaurants and Qionglu scenic spots, swimming training institutions and scenic spots, sports event organizations and scenic spots, etc. based on the results of this study.
- This study only conducted interviews in Sichuan Province, the main source of tourists in Qionglu Scenic Area, and the results of interview were taken from 20 respondents. Although the representativeness is not doubtful, the applicability of the research results still needs to be cautious. Future research can

adopt quantitative research, more rigorous and large-scale sampling, or can effectively improve the applicability of research results.

- This research has explored potential health and wellness tourism participants in Sichuan Province. Future research should try to expand the health and wellness tourism consumer behavior under the concept of sustainable development. Based on this, it is recommended that future research can start with domestic first-tier cities and new first-tier cities, to compare the difference of these mega cities from local province on the cognitions of the willingness to participate in health and wellness tourism in Qionglu Scenic Area, Xichang. And furthermore, to verify the difference of their attractiveness and influencing factors.

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## CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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