

Prospects for the development of the concept of tourism in the context of Healthy China: A case study of Yunnan

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Abstract. Under the influence of the Healthy China strategy, health tourism has become the main trend of tourism market development. The market development prospect is broad, and people pay more attention to relaxing pressure and relieving physical and mental fatigue in the process of tourism. Health tourism is a kind of tourism products based on ecological environment, which pay attention to leisure and health. It is beneficial to the physical health of tourists, and can provide psychological counseling and health services for tourists. It is a new growth point of tourism economy in the modern social background. Yunnan Province has rich tourism resources, mild climate in the four seasons, unique ethnic customs and culture, forest, lake, mountain, which provides important support and help for the development of local health tourism industry. Based on this, this paper analyzes the concept of health tourism, discusses the types of health tourism resources in Yunnan province, and puts forward the development prospect of Yunnan tourism industry under the background of healthy China, in order to promote the development of health tourism in Yunnan province.

Keywords: Healthy China; Tourism concept; Development outlook; Yunnan.

1. Introduction

Tourism industry is one of the important industries promoting the social development of China. In recent years, the demand for travel has been increasing, and the development speed of tourism has been accelerating. Based on the analysis of data from global health research, the global health economy market size in 2020 is 4.5 trillion US dollars, and the health tourism market size is up to 639 billion yuan. People in the past economic activities to vigorously develop ecological resources, ecological environmental problems are prominent, serious environmental pollution, to people's health risks. With the continuous promotion of health strategy, people's health consciousness is constantly improving, and begin to pay attention to how to do a good job of daily health, and tourism has unique health attributes, has become one of the main choices for people in leisure and entertainment, health. Yunnan Province has also begun to take health tourism as one of the main industries for development. In order to improve the industrial benefits, it is necessary to conduct an in-depth analysis of the healthy China strategy and explore the health tourism resources in Yunnan.

2. Concept of health tourism

The concept of health tourism is originated in the 1930 s, the purpose of the development of health tourism is to prevent in the process of urbanization in a series of ecological problems such as population density, environmental degradation, using fitness or medical way to satisfy the tourists to the pursuit of health, provide a relaxed tourism environment, relax pressure. At present, there is no clear and unified concept of health tourism in the academic research. Some scholars propose that health tourism takes into account both physical and psychological health, takes the promotion of personal health as the main purpose, and makes use of tourism and residence to generate the sum of all relations and phenomena.

With the continuous development of China and the continuous improvement of economic level, in the process of social development, we began to pay attention to the improvement of the national health level, in order to provide sustainable power for the development of the country. Healthy China has also become one of the national strategies of China, promoting China to enter the great health era. In the "Healthy China 2030" program outline, the requirements of developing the health industry and

creating a healthy environment are put forward. Tourism industry as a key industry to promote social development, under the influence of the healthy China strategy, health tourism has become the main development trend of the tourism industry. All regions have begun to vigorously build the health tourism industry. According to the Healthy China strategy, health tourism can be defined as a form of tourism activity that integrates social elements, natural elements and human elements to improve physical and mental health. It integrates medical activities, health activities, health care activities, leisure and entertainment activities, psychological counseling activities and cultural and artistic activities.

3. Types of health tourism resources in Yunnan Province

3.1 Natural resources

Yunnan Province has a mild climate and is characterized by spring all the year round. The temperature usually ranges from 10°C to 22°C, and there are many sunny days, which can provide a comfortable environment for tourists and facilitate the development of various recreational and sports activities. Even in winter, Yunnan's climate is still mild, and compared with other regions, the comfort level is high. The summer weather is relatively cool, there is no too hot weather, in the process of tourism will not let people because of too hot and irritable mood; Spring flowers in full bloom, beautiful scenery, can bring good aesthetic experience for people; In autumn, fruits and melons are ripe and harvest, and the fragrance is thousands of miles. The average temperature of the coldest month is between 8°C and 10°C, and the hottest month is between 20°C and 28°C, which is suitable for tourism throughout the year, providing important climatic conditions for the development of tourism activities.

3.2 Hot spring resources

Hot springs are one of the most important ways for people to relax. Yunnan Province has a large number of high-quality hot springs. There are more than 1,240 hot spring areas identified, accounting for one third of the total number of hot springs in China. Hot springs are distributed in all counties and cities in Yunnan Province, with high quality hot spring resources and large flow. The annual hot water flow is about 300 million cubic meters, which can meet people's demand for hot spring tourism projects. When developing the tourism industry, Yunnan Province can integrate hot spring resources with other tourism resources, such as art activities with ethnic characteristics and ethnic sports, to solve the problem of homogeneity of hot spring tourism projects, which is conducive to strengthening the attraction of hot spring for tourists. There are various trace elements in hot springs, which have good therapeutic effects on obesity, trauma, neuritis, gout and other diseases. Hot springs at 38°C to 40°C can also relieve symptoms of insomnia, heart disease, rheumatism and other diseases, and play an important role in protecting personal health.

3.3 Plant resources

As an important part of the ecological environment system, plants can improve the ecological environment, solve the problem of air pollution, shape diversified tourist landscapes, and provide people with a healthy ecological environment while meeting their aesthetic needs. Due to its unique natural advantages, Yunnan Province has diversified plant resources, such as flowers, trees, medicinal plants, bamboo plants, forest resources and so on. A large number of plant resources create a natural oxygen bar with fresh air, which provides visitors with the opportunity to contact with nature. At the same time, a variety of rich medicinal plants can also provide an important basis for the development of health products.

3.4 Traditional Chinese Medicine resources

Traditional Chinese medicine (TCM) is an important part of China's traditional culture. In recent years, people have promoted TCM, and they are more inclined to use traditional medicine in the treatment of diseases. Yunnan Province is rich in traditional Chinese medicine (TCM) resources and is known as the hometown of medicinal materials. There are 6,559 varieties of TCM resources, accounting for 51.4% of the total in China. At the same time, Yunnan also has a variety of different types of ethnic medicine resources, such as Bai, Zhuang, Hani medicine are common types of medicine. The construction of a medical museum combined with traditional Chinese medicine resources can show the specimen characteristics of various traditional Chinese medicine resources and let people understand the development history of traditional Chinese medicine culture in Yunnan province. It can promote local traditional Chinese medicine while permeating and spreading traditional culture, which is conducive to the development of traditional Chinese medicine industry and provide quality medicinal materials for people's health.

3.5 Ethnic sports resources

Ethnic sports is a key resource type in the development of the tourism industry. As a multi-ethnic region, Yunnan Province is rich in ethnic sports resources and has a variety of ethnic sports activities. For example, wushu, swing, national wrestling, double gutches are the national sports with strong vitality at present. They are closely related to People's Daily life practice, and can play a role in strengthening the body while providing people with leisure and entertainment items. Ethnic sports resources have unique regional cultural characteristics, allowing tourists to enjoy sports in the natural environment, experience sports, experience the fun of fitness in ethnic sports activities, and stimulate the enthusiasm of tourists to participate in sports activities.

4. Prospects for the development of tourism industry in Yunnan Province under the background of Healthy China

4.1 Developing diversified tourism products

In order to improve economic benefits in the development process of health tourism, tourism products must be innovated and developed, so as to improve the attractiveness of tourists. Yunnan Province needs to make reasonable use of local characteristic tourism resources, based on which to build characteristic tourism products and show the characteristics of ethnic culture. For example, museums and medical culture centers can be built on the basis of traditional Chinese medicine resources, and professionals can explain stories about local traditional Chinese medicine culture to tourists, such as the deeds of famous doctors, special medicinal materials and the development achievements of traditional Chinese medicine. At the same time, experience projects can be set up in the museum. For example, Tibetan medicine and Dai medicine can achieve good results in the process of rheumatism treatment, and tourists in need can feel the treatment process in the experience area of the museum, which is conducive to strengthening the sense of experience and participation of tourists in health tourism. The industrialization development trend of traditional Chinese medicine presents the characteristics of diversification, such as medicinal diet, acupuncture and massage, hot spring and medicinal bath, etc., which can set the "condition of traditional Chinese medicine cultural experience", integrate the cultural resources of traditional Chinese medicine, and provide high-quality health services for tourists. Health tourism is also one of the key forms of business development in Yunnan Province. It uses different means such as beauty, beauty and health, nutritious diet, and caring for the environment to help tourists achieve a state of physical and mental happiness. Yunnan Province can develop medical tourism products for people with sub-health or diseases. Health tourism products can be developed for the elderly to meet their needs for prolonging life and improve their physical quality. Health care products are provided for tourists who visit Yunnan in summer or winter to enjoy a good environment. In addition, Yunnan Province also needs to combine with other characteristics

of tourism resources analysis and research, combined with the current tourism needs of people to develop products reasonably, to promote the rapid development of local health tourism.

4.2 Train high-quality tourism talents

In recent years, with the rapid development of the tourism industry, the demand for tourism talents is increasing. With the implementation of the Healthy China strategy, tourism talents not only need to master the professional knowledge related to tourism, but also need to understand the health knowledge related to human body. At present, tourism talents generally know more about the characteristics of various scenic spots, but have less knowledge of health. It is necessary to focus on the training and improvement of talents to improve the professionalism of tourism talents. First, hire professionals for guidance. Tourism enterprises can actively invite health experts to guide the development of health tourism products, do a good job in health education, evaluation, conditioning and psychological guidance, strengthen the health awareness of tourism talents, so that they can implement health publicity and education requirements in their work, and mobilize the enthusiasm of tourists to participate in health tourism projects. In addition to hiring health experts, it is also necessary to hire planning, marketing and management talents to conduct in-depth research on the current development market of health tourism, so as to formulate appropriate health tourism products and development strategies. Second, human resources should be developed by classification. The medical industry is one of the most important industries to ensure people's health, and it is also an indispensable part of the implementation of the Healthy China strategy. Tourism industry can cooperate and medical industry, the use of the medical industry talent advantage of the current tourism talents training, for tourism talents on various types of health tourism resources in yunnan province have health benefits, can make the tourism talents for tourists in detail the characteristics of tourism projects and health, to provide high quality human resources for health tourism industry. At the same time, we should cooperate with colleges and universities to discuss the future development trend of health tourism with the tourism teachers of colleges and universities in Yunnan province, and integrate the concept of health tourism into daily teaching, so as to meet the needs of talents.

4.3 To improve the tourism supporting projects

In the development process of the tourism industry, it is not only necessary to innovate tourism projects and products, but also need to improve supporting projects, so as to provide people with a good tourism experience. In the process of tourism, if the transportation is not convenient and the food is not convenient, it will affect the tourists' traveling experience. Yunnan Province should pay attention to solving the problems of inconvenient transportation conditions and long journey, and create a one-stop project for tourists, so as to truly improve the tourism experience. When developing the healthy tourism industry, the catering industry and hotel accommodation industry should be developed at the same time, so that people can taste the characteristic food of Yunnan Province and live in the characteristic buildings when experiencing the tourist scenery, so as to truly provide a relaxing and leisure tourism environment for people. For example, traditional Chinese medicine resources can be used to build medicinal food and catering, so that tourists can personally experience picking medicinal herbs and provide opportunities for tourists to participate in labor practice. After the picking, the hotel will process the medicinal herbs, so that the tourists can eat safe, healthy and pure green food. In addition, we should also focus on the improvement of transportation facilities. We can add buses from the city to tourism projects to provide shuttle services and solve the problem of inconvenient transportation in Yunnan Province. In terms of tourism service facilities construction, hot spring resources and forest resources can be fully utilized to build rehabilitation and physiotherapy leisure centers, so that tourists can focus on experiencing Yunnan health tourism projects and products.

4.4 Expand the means of tourism promotion

At present, the development of health tourism market competition is increasingly fierce. In order to strengthen the competitiveness of health tourism projects in Yunnan province, it is necessary to pay attention to the publicity and marketing of special tourism projects. The advantages of new media platforms should be rationally used in tourism promotion. Yunnan tourism department can establish official accounts on new media platforms, such as wechat public account, Douyin or Weibo, to publicize the featured tourism products, and show them to the public by combining video, pictures and text. Focus on the promotion and publicity of the health of tourism projects, so as to meet the needs of tourists for health tourism. In the information age, network marketing presents the characteristics of diversification. In order to improve the effect of network publicity, we can actively cooperate with bloggers of various platforms, and use the function and role of flow economy to expand the scope of publicity and attract more tourists. Or you can use the network broadcast, shooting short video to explain the local health tourism characteristics of the project, in a three-dimensional way to show the tourism projects and characteristics of the landscape.

5. Conclusion

At present, the development speed of urbanization continues to accelerate, the aging of the population is serious, coupled with the increasingly fast pace of life, many young people appear sub-health phenomenon, survival pressure and psychological stress rise, to our national health has brought a serious threat. The implementation of the health strategy has promoted the development of health tourism in Yunnan, providing a suitable environment for people to relax, and a means for many tourists to keep in good health and relieve pressure. Yunnan Province is rich in health tourism resources, including natural resources, hot spring resources, plant resources, traditional Chinese medicine resources and ethnic sports resources, which provide important resource support for the development of health tourism industry. In the future development of health tourism industry, Yunnan Province should develop diversified tourism products, train high-quality tourism talents, improve tourism supporting projects, and expand tourism publicity means.

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