

Project Research on Improving Citizens' Health Level in the Comprehensive Base of Rural Tourism

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Abstract

This research describes a project to improve the health of urban residents while simultaneously increasing the income of local rural residents. The project investment is shared by the government, village collectives (individual villagers) and investors. The project will be completed in stages, and follow-up investment will be made after the basic projects in the early stage are running smoothly to build long-term recuperation places and further transform tourist attractions. When evaluating project effects, take multiple perspectives to evaluate, and try to digitize the results.

Keywords

Citizens' Health Level; Rural Tourism; Projects to Increase the Income of Rural Residents.

1. Introduction and Background

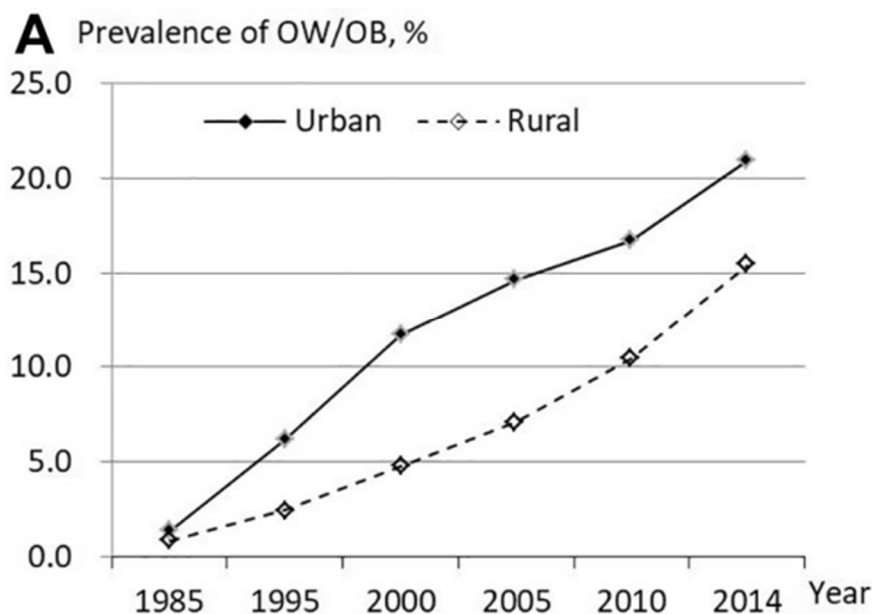


Figure 1. The increasing prevalence of overweight and obesity in Chinese urban and rural adolescents aged 10-19 years, 1985-2014. OW/OB, overweight and obesity. Seen in Figure 1. (Bin Dong et al., 2020 P S28)

With the development of China, the average life expectancy of Chinese people continues to increase, and the average life expectancy of Chinese residents has increased to 78.2 years by 2021 (Central People's Government of the People's Republic of China, 2021), but the health status of Chinese urban residents is not optimistic. The trend toward younger cardiovascular disease is clear which is related to white-collar workers work and under great pressure (White Paper on the Health Status of Chinese Urban White-Collars, 2021). Data show that the "biological age" of the high-income group between the ages of 35 and 50 exceeds the "calendar

age" by about 10 years, and the trend of biological age overage is increasing. Diseases caused by inappropriate lifestyles are an important way of affecting urban dwellers, accounting for 48.9 per cent of all deaths (White Paper on the Health Status of Chinese Urban White-Collars, 2021). Meanwhile, the health situation of adolescents is not optimistic. From 1985 to 2014, the proportion of urban adolescents with obesity continued to increase, and exceeded that of rural adolescents (figure 1). And the number of people who were physically active for a certain amount of time (at least 1 hour daily) also decreased with age (figure 2).

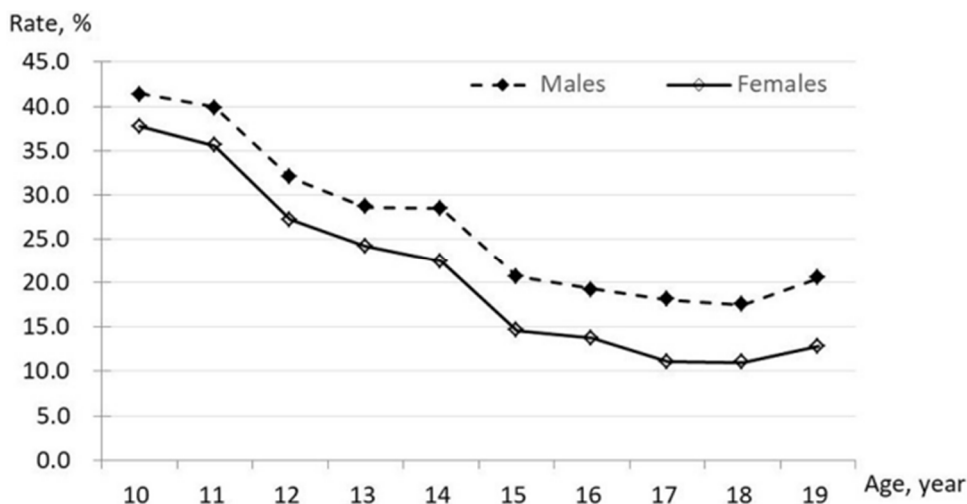


Figure 2. The rate of adolescents with physical activity for at least 1 hour daily across the age groups in 2014. Seen in Figure 2. (Bin Dong et al., 2020 P S29)

It is worth noting that, China's medical insurance expenditure is still on the rise, reaching 240,1.109 billion yuan in 2021(Central People's Government of the People's Republic of China, 2021). What is worse, The proportion of China's population over the age of 60 has reached 18.7%, and the proportion of the population over the age of 65 accounts for 13.5% (Central People's Government of the People's Republic of China, 2021). So, these existing and underlying population health and economic problems need to be addressed. In the report of the "The 20th National Congress of the Communist Party of China", General Secretary of the CPC Central Committee, Chairman of the Central Military Commission, and Chinese President Xi Jinping mentioned "promoting the construction of a healthy China", "comprehensively promoting rural revitalization" and "promoting green development and promoting the harmonious coexistence between man and nature " these requirements(Central People's Government of the People's Republic of China, 2022). And as early as 2010, for improving the health of the British people, Michael Marmot refers to prevention as a way to reduce the incidence of disease, rather than relying solely on the NHS (National Health Service)(Marmot et al., 2010 P26). Therefore, according to the health conditions, age composition and medical insurance expenditures of Chinese residents, and the direction proposed by "The 20th National Congress of the Communist Party of China", this report proposes a green, sustainable, campaign that promotes the transformation of rural areas while improving the health of urban dwellers.

2. Project Implementation Plan Outline

Project Objectives:

This project intends to build a sustainable "agricultural ecological park" in a village with rich landscape diversity not far from the city, and to create products that meet the needs of the target

consumer group. Including tourism, recuperation, agricultural production, etc., for urban residents to relax, relieve psychological pressure, and improve quality of life and health.

Identification of potential audience:

The production of tourism consumption is related to the steady increase of residents' income (Yao, 2010). In 2022, the disposable income of Chinese urban residents will continue to increase. The per capita disposable income of urban residents will be 25,003 yuan, an increase of 3.6%. After deducting the price factor, the real increase is 1.9% (National Bureau of Statistic, 2022). Therefore, it is judged that there are a large number of capable travel groups in the city, and at the same time, people have different health needs. Based on this, these people can all be potential customers for the project.

Relevant partners and stakeholders:

Local government, village committees (villagers), investors, participating urban residents.

Timescales:

1. Field investigation and background information collection. Investigate geographical location (not too far from the city; mainly depends on the traffic conditions); existing and potential tourism resources; infrastructure conditions; government will and financial situation, villagers' wishes and income status. It takes about 1 month.
2. Project Engineering Design. It takes about 1 month.
3. Invest funds for construction and publicity while transforming. The initial construction period mainly depends on the construction time of the "agricultural ecological park" and the homestay. It takes about 3 months to half a year.
4. After construction and operation, consider whether to expand the scale according to the profitability of the industry. It is best to observe the situation of tourists in different seasons before deciding on the start time of the expansion project, which needs to be observed for at least 2 years or more.

Construction content and cost

1. Infrastructure costs: It is invested by the government in the early stage and completed construction is not included in the total cost. Including transportation, water, electricity, etc. Directly select rural areas with relatively convenient transportation.
2. Publicity expenses: There is no cost for village collectives and individuals to publicize through the Internet. Invite Internet celebrities, the promotion of bloggers requires a certain cost, which is related to the number of fans and the promotion time, usually calculated according to the price of 3 cents per fan. Traditional advertisements such as billboards and TV advertisements require joint ventures between investors and the government. About 3 million yuan is needed for publicity
3. Create a scenic spot: Scenic spots need to be jointly funded by the government, investors, and village collectives. It is best to develop and transform based on the original scenic spots, which can reduce costs to a certain extent. It also depends on the quantity and quality of development scenic spots. The initial investment needs about 8 million yuan.
4. Construction base: Mainly through the joint investment of village collectives and foreign capital, the company will be established in cooperation to transform farms, farmland, fish ponds, and recreational facilities, and establish an experiential ecological park. Cost about 1 million yuan.
5. Place of residence: Homestays and other residences can be built by villagers themselves. The cost per household is about 100,000 yuan.

6. Construction of sanatoriums: A complete sanatorium needs a better living place and a certain number of people in the medical industry, which means that it needs support from the local government and more capital investment. Wait for the first phase of this project to run stably before investing in recuperation funds. The investment in sanatoriums should be more than 10 million yuan.

3. Evaluation Methods and Performance Indicators

Success is primarily judged by the health of the participants and the profitability of the project.

1. Whether there is sufficient human traffic.
2. Whether the project can operate normally (profitable) and develop sustainably. Whether the tax revenue of the local government has increased, and whether the income of local farmers has increased.
3. Assess whether the mental health of tourists has improved. The psychological state of tourists, whether the pressure has been reduced and other information are investigated by means of questionnaires.
4. After the project is running stably, according to the ticket purchase data, investigate whether the physical fitness and health of urban teenagers who often travel here have improved compared with other urban teenagers of the same age.
5. Conduct free physical examinations for the elderly who come here for recuperation, collect health information, and compare whether their health status has improved before and after recuperation.

4. Marketing Tools

Traditional publicity tools: Billboards, TV commercials, newspapers, articles, etc.

New publicity tools: social media, short video, webcast, etc.

5. Marketing Principles

This project involves the participation of village collectives (individuals), other investors, and local governments, so there are multiple marketing methods. This is not a compulsory activity, but due to the participation of the government and the investment of funds, it is necessary to allow "Guide choices through incentives", "Guide choice through changing the default policy", which can only be done by the government (in figure 3). For example, local highways can exempt all or part of the tolls after tourists show the local consumption vouchers at the base. The road leading to the scenic spot is relatively wide, high-quality and guided by obvious signs. The project itself is to provide citizens with higher-quality green space and other natural resources in rural areas, which belongs to the level of "Enable choice" intervention.

Intervention at the level of "Provide information" can be done by the government, village collectives, and other funding parties. With the popularity of social media, villagers can spontaneously make short videos to promote agricultural products, local natural environment, scenic spots, etc. They come in various forms, which can show the ecological beauty of the countryside and awaken urban residents' longing for returning to nature (Wei, 2022). Other funders can engage Internet celebrities and bloggers with certain network influence to carry out larger-scale publicity through social media, relying on their strong traffic publicity effect is often better (Zhang, 2022). While promoting the activity base, at the same time publish health articles and short videos on the Internet through various accounts. To make urban residents aware of the importance of health and stimulate their enthusiasm for improving their own

fitness, and at the same time provide them with base information. Governments can do the same things above, and even create local ambassadors. However, traditional official propaganda methods such as the government's official media, billboards, news, and even promotional videos are still needed.

<i>Eliminate choice.</i> Regulate in such a way as to entirely eliminate choice, for example through compulsory isolation of patients with infectious diseases.
<i>Restrict choice.</i> Regulate in such a way as to restrict the options available to people with the aim of protecting them, for example removing unhealthy ingredients from foods, or unhealthy foods from shops or restaurants.
<i>Guide choice through disincentives.</i> Fiscal and other disincentives can be put in place to influence people not to pursue certain activities, for example through taxes on cigarettes, or by discouraging the use of cars in inner cities through charging schemes or limitations of parking spaces.
<i>Guide choices through incentives.</i> Regulations can be offered that guide choices by fiscal and other incentives, for example offering tax-breaks for the purchase of bicycles that are used as a means of travelling to work.
<i>Guide choices through changing the default policy.</i> For example, in a restaurant, instead of providing chips as a standard side dish (with healthier options available), menus could be changed to provide a more healthy option as standard (with chips as an option available).
<i>Enable choice.</i> Enable individuals to change their behaviours, for example by offering participation in a NHS 'stop smoking' programme, building cycle lanes, or providing free fruit in schools.
<i>Provide information.</i> Inform and educate the public, for example as part of campaigns to encourage people to walk more or eat five portions of fruit and vegetables per day.
<i>Do nothing or simply monitor the current situation.</i>

Figure 3. Seen in Box 2 The intervention leader Nuffield Council on Bioethics (2007), Public Health: ethical issues. Chapters 1,2&3.

6. Feasibility Analysis

Policy feasibility: Relying on the "promoting the construction of a healthy China", "comprehensively promoting rural revitalization" and "promoting green development and promoting the harmonious coexistence between man and nature" mentioned in the Report at the Twentieth National Congress of the Communist Party of China With policy support (Central People's Government of the People's Republic of China ,2022).

Economic feasibility: Based on the existing rural infrastructure, its investment can be reduced. Villagers can reduce publicity costs by using self-media publicity. In the initial stage of the project, there will be no need to build sanatoriums with higher investment, and only scenic spots, agricultural experience bases, and homestays will be built. Funds are shared by the government, village collectives (individual villagers) and investors.

Market demand feasibility: According to the local natural resources and primary industry, combined with the needs of different ages and genders, we create products that meet the needs of target consumer groups. For instance, carry out traditional agricultural experience and education projects with local characteristics for children. To provide landscape needs for women, artificially plant the same kind of plants in a certain area to form a unique landscape. Provide a well-equipped sanatorium for the elderly to meet long-term residence. This requires a certain tertiary industry and basic medical security.

Organization Feasibility: Individual villagers participate in the entire project through the village committee, which enhances the impact resistance of risks and is more organized. Due to the participation of the local government, the operation and operation of the project will be more stable.

7. Risk Factors and Countermeasures:

1. Shortage of funds.

According to the existing funds, build facilities within the economical range, and expand the scale after making profits.

2. Lack of tourists.

Farmers sell ecological agricultural products through various channels to make up for losses. Investors and the government have stepped up efforts to publicize the ecological park and the health of residents.

8. Discussion

Related research shows that green spaces have been linked to lower blood pressure (de Blasio, 2016), and a lower risk of cardiovascular death (Gascon et al., 2016). Exposure to green spaces is also associated with positive emotional states or better mental health in children, supporting the role of green spaces in restorative capacity (McCormick, 2017; Oswald et al., 2020; Vanaken & Danckaerts, 2018). However, most of this is based on research on urban green spaces, and the quality of rural environments is often higher than that of urban environments, so improving the health of urban residents should not only focus on the internal environment of cities. The Chinese government has also proposed many policies in favor of rural development in recent years. Therefore, this project will focus on solving the health problems of urban residents and rural revitalization at the same time, organically combining the two to create a mutually beneficial and win-win project.

The evaluation of the success of the project should not only focus on the improvement of the health status of urban residents. If this project can continue to operate, it means that there is enough traffic of urban residents, and their consumption amount has also reached a certain amount. The amount of consumption is a digital representation of clean water, air, ecological agricultural products, and beautiful landscapes. Therefore, whether the project can run smoothly, net income and other data can be used as a reference to evaluate the health level of residents.

It is worth mentioning that this project has a long cycle, and its benefits cannot be tested and evaluated in a short period of time.

9. Conclusion

This project is a rural revitalization project designed based on national policies and the health status of urban residents to improve the health of urban residents. The project design can improve the health of urban residents, and both local villagers and the government can benefit to varying degrees. The actual results need to be evaluated in multiple phases.

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