A Study on Tourism Ecology of Healing Hot Spring -- A Case Study of Hezhou Hot Spring

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Abstract

In the past two years, Guangxi hot spring tourism has the advantages of well-developed spring, affordable price, convenient transportation and complete facilities. However, due to the problems of backward enterprise management, single tourism products and homogenization of tourism products, the traditional hot spring leisure baths have entered a period of decline. This is also the background of this study. Therefore, the purpose of this study is to explore and study the traditional hot spring management direction from the ecological development direction of convalescent hot spring tourism, and change to the direction of the combination of rehabilitation medicine, health management and tourism vacation. At the same time, this paper uses the methods of investigation, observation, functional analysis and qualitative analysis to study the unique hot spring ecological "healing". Put forward research suggestions on increasing capital investment, increasing the construction of functional areas, improving infrastructure construction and strengthening the construction of Zhuang rural customs. Provide theoretical basis for the research and upgrading of hot spring industry in the region; In order to find new economic growth points and improve Zhuang tourism culture; Promote the integration and innovation of hot spring tourism and medical industry.

Keyword: Healing Hot Spring, Guangxi, Tourism Enterprises, Tourism Ecology

Introduction

The main point of this study is that the tourists and income of Hezhou hot spring show a downward trend, and the subjective reasons include backward management and lack of innovation; Objective factors include novel coronavirus pneumonia, market downturn and other reasons. It is suggested to change from the ecological development direction of spa tourism to the combination of rehabilitation medicine, health management and tourism vacation. This study refers to the literature with certain reference value. In the paper "Research on Evaluation of experience value of hot spring health tourism based on grounded theory -- a case study of yujingshan hot spring in Yingkou", Chinese scholar Wang Lihong applied the theory of tourism development and tourism marketing, taking the experience value of hot spring health tourism as the research object.The paper "From illness to wellness-has thermal spring health tourism reached a new turning point" by Boekstein Mark. He suggested in this paper that this represents a turning point for the thermal spring health tourism product, with the focus changing from using thermal water primarily for the treatment of illnesses, to help already healthy people become even healthier. It is recommended that developing countries create thermal spring tourism products that combine thermal water resources with location-specific healing methods and remedies, but are extended to encompass surrounding natural and cultural attractions, and where possible, involve and benefit local communities. This study can let more scholars and hot spring managers understand how hot spring enterprises can get rid of the backward management and operation mode, and formulate new management strategies and implementation measures according to relevant theories, to develop in a new direction of tourism and improve the efficiency of enterprises

Research Objectives

1. This paper intends to explore and study the problems existing in traditional hot springs, clarify the feasibility and reliability of the new development direction, and change to the direction of the combination of rehabilitation medicine, health management and tourism and vacation through the study of the current experience of Hezhou hot springs and the ecological development direction of convalescent hot spring tourism. This study is in line with the law and market demand of the current Chinese market.

2. Through cross-border, integration and innovation, hot springs reintegrate new tourism functions to form a unique hot spring ecological "healing system". From the perspective of feasibility, the innovation of hot spring tourism means that more consumers can experience different medical projects at different stages. This can not only maintain the freshness and attraction of the hot spring scenic spot, but also improve the income of enterprises, which has very obvious academic reference value and practical value.

3. Based on highlighting the new core functions and main products of hot spring tourism, this study discusses the hot spring culture with unique regional Zhuang customs in Guangxi. Zhuang culture has a history of thousands of years in China. Therefore, the innovation of Guangxi hot spring culture is inseparable from Zhuang culture. From the perspective of business scope, we plan to show the depth and charm of Zhuang culture in the hot spring scenic spot through music, diet, drama, song and dance, so as to make tourists more satisfied and dependent on the hot spring scenic spot.

Literature Review

In the paper, "holder management of local resources in Obama hot spring areas, Nagasaki perfection, Japan", Japanese scholars Emurayuka and Watanabe Takashi discussed the current situation of local resource stakeholder management in the Obama hot spring area of Nagasaki county, and found that the hot spring operators seldom use geological and historical resources and folk art to develop hot springs. Based on these findings, they made an opinion that local resource management should be reviewed to further develop Obama spa with geological and historical resources and folk art. This case is related to the theory of tourism development. The author believes that this view is highly consistent with this study

Indonesian scholars Ardiansyah and Yudi found that tourists are not satisfied with Maribaya natural hot spring resort in their study "Alisis kepuasan wistawan terhadap produk wisata di maribaya natural hot spring resort lembang kabupaten bandung barat". Therefore, researchers and managers upgrade and transform the tourism products of malibaya natural hot spring resort by analyzing tourists' satisfaction and opinions, which greatly improves tourists' satisfaction with the existing tourism products of malibaya natural hot spring resort. The new tourism management mode enhances the reliability of scenic spots. This case uses the basic theory of tourism management, tourism development and tourism marketing theory.

In the paper "Research on Evaluation of experience value of hot spring health tourism based on grounded theory -- a case study of yujingshan hot spring in Yingkou", Chinese scholar Wang Lihong applied the theory of tourism development and tourism marketing, taking the experience value of hot spring health tourism as the research object. This paper sorts out and defines the related concepts of health care tourism and hot spring health care tourism, reviews and summarizes the experience economy theory, customer value theory and TCM preventive treatment theory, and summarizes the related literature of health care tourism, hot spring health care tourism and experience value at home and abroad.

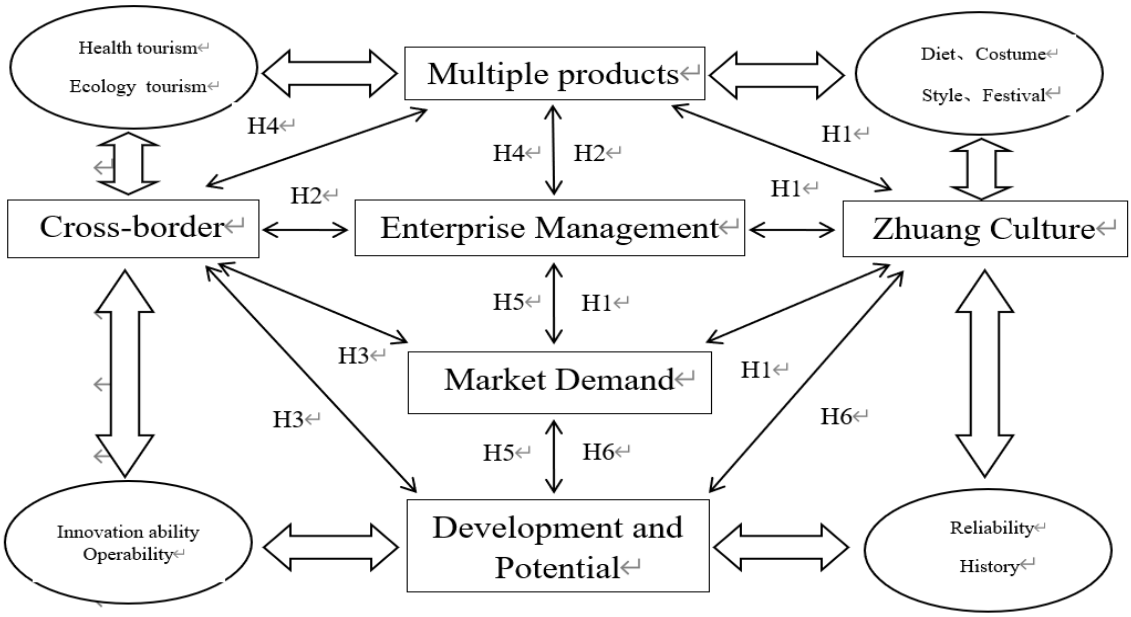
The scholar Chung Hsien Lin's paper "effects of cuisine expertise, psychological well-being, and self-health perception on the revisit intention of hot springs tourists". The author carries out the research from three aspects of food experience, mental health and self-health to explore the influence of these factors on hot spring tourists. The content of this article is very close to my article. This research uses the theory of tourism development and tourism marketing.

The paper "From illness to wellness-has thermal spring health tourism reached a new turning point" by Boekstein Mark. He suggested in this paper that this represents a turning point for the thermal spring health tourism product, with the focus changing from using thermal water primarily for the treatment of illnesses, to help already healthy people become even healthier. In the light of current developments, the historical development and geographical distribution of thermal spring tourism are discussed, with new developments highlighted, particularly those involving local communities. It is recommended that developing countries create thermal spring tourism products that combine thermal water resources with location-specific healing methods and remedies, but are extended to encompass surrounding natural and cultural attractions, and where possible, involve and benefit local communities.

Through the research theory, this research idea focuses on six parts: Zhuang culture, Multiple services, Cross-border, Enterprise management, Market demand and Market potential. Zhuang culture, multiple services and cross-border are external changes. Through the research on how to innovate the marketing means and Strategies of hot spring enterprises, improve the service quality and realize the transformation of traditional hot spring enterprises. Enterprise management, market demand and market potential tend

to internal change, that is, through research and practice, provide appropriate development suggestions to enterprise managers and provide internal theoretical support for enterprise transformation.

Conceptual framework



According to the main theories and research idea, this study puts forward six research hypotheses.

H1: Healing hot spring tourism should be integrated into Zhuang culture, which can enhance the attraction of the Hezhou hot spring.

H2: Many services, hardware facilities and management levels provided by cure hot spring tourism are positively correlated with tourists' satisfaction.

H3: The combination of hot spring tourism and cross-border tourism products can attract more tourists.

H4: Healing hot spring tourism can improve the management level and competitiveness of enterprises.

H5: Healing hot spring tourism can match the market demand.

H6: Healing hot spring tourism has broad development space and market potential.

Research Methodology

This study adopts the method of stratified sampling. According to the previous investigation and field observation of the scenic spot, the flow of people in the hot spring is the least in summer and the most in winter. In the off-season, the average daily tourist flow of the scenic spot per week shall not exceed 100 people / day. In the off-season, it is planned to receive 10% - 20% of tourists every day for

questionnaire survey, and in the summer (July August), it is planned to receive 100 people. The average daily passenger flow per week in peak season shall not exceed 400 people / day. In the peak tourism season (October to December), it is planned to sample 20% - 30% of tourists every day for questionnaire survey, and 300 in winter. A total of 400 people plan to be investigated. Through the questionnaire survey in the off-season and peak season, we can understand the views and opinions of these customers on hot springs, analyze and count them, and provide a data basis for this study.

The data sampling of this study will be divided into two stages:

Pre-investigation stage: through filling in a questionnaire (Stratified sampling), on-site consultation and in-depth interview (Interview method), the tourists of Hezhou hot spring resort were pre-investigated. Combined with the results of the pre-survey, the questionnaire was revised repeatedly, and the order of the questions and the text narration which were difficult for tourists to understand were adjusted and modified. Finally, the formal questionnaire for the cost study was formed.

Formal survey stage: using the formal questionnaire, 400 tourists in Hezhou hot springs were investigated by stratified sampling. The survey area is Hezhou City, and the survey sites include the public rest area, Villa Inn, catering area, service area, etc. in Hezhou hot spring, the bus stops, restaurants, residents' homes in surrounding villages around Hezhou, and the municipal area where Hezhou hot spring is located. The purpose is to ensure that tourists can participate in the survey in their spare time, to reduce the rate of refusal to visit. At the same time, it is also to ensure the quality and reliability of the questionnaire after tourists can have a deep understanding of the scenic spots of Hezhou hot spring resort and have a more comprehensive experience of relevant facilities and services. This study plans to distribute 400 questionnaires and collect 380 valid ones. The effective recovery rate is 95%. SPSS is used to analyze the data.

This study adopts stratified random sampling, also known as type random sampling. It is a method of randomly selecting samples (individuals) at different levels from groups that can be divided into different subgroups (or layers) according to the specified proportion. The advantage of this method is that the samples are representative and the sampling error is small. The disadvantage is that the sampling procedure is simpler and random sampling is more complex. Stratified sampling in quantitative survey is a good

probability sampling method, which is often used in survey. This study adopts hierarchical method. That is, the ratio of the number of samples in each layer to the total number of layers is equal. K = n / N (k is the sampling rate; n is the sample size; n is the population).

The research variables of healing hot spring tourism include Zhuang culture, Multiple tourism services, Cross-border, Enterprise management, Market demand and Market potential. Combined with four research methods, this paper defines six research hypotheses and defines the research items. The specific project arrangement is as follows:

About "Zhuang culture": for reference and basis, this paper defines Zhuang culture as integrating Guangxi Zhuang culture into hot spring tourism. By displaying Zhuang cultural products and providing services with Zhuang customs, the income and long-term attraction of hot spring industry can be greatly improved. This study lists five dimensions: Zhuang nationality diet, Zhuang nationality costume, Architectural style, Zhuang nationality language, and Zhuang Festival.

About "Multiple tourism services": in this paper, a variety of tourism services are defined as providing a variety of extensible services that are not only related to hot springs, fully exploring various types of services directly related to hot springs, and enhancing the tourism function of Hezhou hot springs. This study lists five dimensions: Restaurant, Cultural landscape, nightlife, Meeting and group activity area, Camping.

About "Cross border": in this paper, cross-border tourism products are defined as services that are not directly related to hot springs. Combined with market demand and innovative development concepts, some products of other industries are combined with hot spring tourism to improve the quality of tourism. Cross border tourism products this study lists five dimensions: Rehabilitation medicine, Leisure fitness, Health preservation, Health equipment, Children's growth paradise.

About "enterprise management": This paper defines enterprise management as the tourism enterprise management that can flexibly respond to market demand and actively change the backward management mode. This study lists five dimensions: Management ability of managers, Hardware facilities, Price level, Feedback and Volunteer service.

About "Market demand": This paper defines the market demand as the change and adjustment of the hot spring tourism market in Guangxi, and the market evaluation of the Hezhou hot spring. This study enumerates three dimensions:

Geographical location, Natural hot springs and Tourist satisfaction.

About "Market potential": This paper defines the market potential as the potential and advantages of the Hezhou hot spring tourism system in the domestic hot spring market. This study lists four dimensions: Reliability, Innovation ability, Operability and Sustainable operation ability.

In order to ensure the validity and reliability of the questionnaire, a pre-survey will be conducted before the exam. For the pre-investigation stage, this study plans to adopt the method of gradual correction: for the initially completed investigation index system, we can first try in a small range, obtain small sample data through the test process, analyze the reliability of the index system, find that the description of the index system is inaccurate, easy to cause misunderstanding or imperfect coverage, and then revise the investigation index system. In particular, the behavior of pre-investigation will not inform the respondents or the management of Hezhou hot spring. The focus of the pre-survey is to check whether the content of the questionnaire is wrong, whether the order of questions is reasonable, and whether the text description is difficult to understand. The target of the pre-survey is 50 people. There are 15 tourists (aged 20-40) and 10 local residents. In addition to the questionnaire survey, the researchers will also conduct in-depth interviews with these people.

At the end of the formal survey stage, the reliability and validity of the questionnaire will be tested. For the data obtained from the survey, this study plans to adopt the method of repeated test: the same questionnaire and the same group of respondents make two measurements at different times under the same circumstances as far as possible. The distance between two measurements is usually within two to four weeks. The reliability of the scale was evaluated by correlation analysis or significance test. Considering the convenience of sampling, the subjects of repeated test are: 5 college student volunteers, 10 local residents, 10 Hezhou university students and 25 Hezhou local residents. In addition, all students and residents must have been to Hezhou hot spring at least once. A total of 50 people participated in the test. Using the same questionnaire, check the correlation coefficient between multiple measurements through two or three measurements. If the correlation coefficient is very high, the reliability of the survey data is relatively high; Otherwise, the reliability of the survey data is not high. After the formal investigation stage starts, it

will temporarily decide whether to use Bartlett spherical test and kmo test according to the actual investigation situation and the schedule of researchers. Because using these two methods to test and test the coverage and scientificity of the research index system can improve the effectiveness of the research.

Research Results

In the analysis of the dimensions of different age groups, it is found that there are statistical differences in Zhuang Culture, Multiple Products, Cross-Border, Enterprise Management, Market Demand and Market Potential among different age groups.

Item	Number of cases	Minimum	Maximum	Average value	Standard deviation
Zhuang culture	400	1.00	5.00	3.38	1.07
Multiple products	400	1.00	5.00	3.53	1.08
Cross-border	400	1.00	4.85	3.43	1.02
Enterprise Management	400	1.71	5.00	3.47	0.82
Market Demand	400	1.00	5.00	3.64	1.22
Market potential	400	1.57	5.00	3.82	1.13
Total	**400**	**1.84**	**4.95**	**3.54**	**0.71**

The overall satisfaction score was 3.54. From the six dimensions, the score of Zhuang culture is (3.38 ± 1.07), multiple tourism services are (3.53 ± 1.08), cross-border style is (3.43 ± 1.02), enterprise management ability is (3.47 ± 0.82), the market demand is (3.64 ± 1.22), and the market potential is (3.82 ± 1.13). From the score of each index, the score of market potential dimension is the highest (3.82), and the score of Zhuang culture is the lowest (3.38). Table1: Analysis summary

Therefore, the most satisfied is the dimension of market potential, the less satisfied is the dimension of Zhuang culture. We can analyze and study the above data and draw conclusion. Hezhou hot spring should pay attention to three aspects in planning and operation:

First, a hot spring resort with a variety of tourism services, which is recognized by consumers of most ages. This proves that research hypothesis 2 (H2: many services, hardware facilities and

management level provided by cure hot spring tourism are positively correlated with tourists' satisfaction) and research hypothesis 4 (H4: Healing hot spring tourism can improve the management levels and competitiveness of enterprises) are correct. Hot spring enterprises in Hezhou need internal reform and management. The future focus of Hezhou hot spring should be to provide more targeted services and hot spring projects for non-weekly people of all ages. Hezhou hot spring managers should improve their vision and vision, learn from better hot spring scenic spots and improve their management ability. Cultivate employees' professional skills and abilities, improve the management ability and creativity of the Hezhou hot spring, and improve market awareness

Second, the hot spring cross-border attempt has achieved certain positive results and high feasibility. It can be seen from the data analysis that young people have the highest cross-border expectations for Hezhou hot spring. These people are eager to enjoy more fresh elements, innovative tourism services and experience in Hezhou hot spring. This proves that research hypothesis 3 (H3: The combination of hot spring tourism and cross-border tourism products can attract more tourists) and research hypothesis 6 (H6: Healing hot spring tourism has broad development space and market potential) are correct.

Third, Zhuang culture, diversified tourism services and cross-border style should be closer to middle-aged people. From the data analysis, it can be seen that the middle-aged people have the highest cognition of Hezhou hot spring and are also the age group with the largest number of participants. This proves that research hypothesis 1 (H1: Healing hot spring tourism should be integrated into Zhuang culture, which can enhance the attraction of the Hezhou hot spring) and research hypothesis 5 (H5: Healing hot spring tourism can match the market demand) are correct. From the survey results, middle-aged people are eager for more Zhuang elements, diversified tourism services and experiences, and can participate in more tourism projects. These factors can increase the middle-aged people's stickiness and trust in Hezhou hot spring.

Research Finding

Firstly, it is found that the ecological development direction of Hezhou hot spring turning to recuperation hot spring tourism is correct. The new development direction has been verified by the market and proved to be feasible and reliable.

Secondly, Hezhou hot spring integrates new tourism functions through

cross-border, integration and innovation, which not only improves the freshness and attraction of hot spring scenic spots, but also improves the income of enterprises, opens up market potential and creates new market development space. These new developments have very obvious reference value and practical value.

Third, this study also found that the hot spring culture with unique regional Zhuang customs is very attractive. Hezhou hot spring shows the depth and charm of Zhuang culture in the hot spring scenic spot through music, diet, drama, song and dance, which makes tourists more satisfied and dependent on the hot spring scenic spot and meets the needs of more people for cultural innovation.

Recommendation

To sum up, this study believes that the change and reform of Hezhou hot springs should be carried out from the following aspects: first, increase capital investment to build hot spring leisure and health complex, large hot spring tourism resort and national 5A scenic spot; The second is to strengthen the construction of functional areas and build three functional areas: hot spring leisure resort, hot spring landscape real estate area and hot spring leisure commercial water area; The third is to strengthen the construction of scenic spot facilities and pay attention to the construction of basic service facilities; Fourth, strengthen the construction of Zhuang customs and promote Zhuang diet culture and traditional culture; The fifth is to improve the level of tourism management and tourism service quality, and enhance market recognition.

Result Discussion

To sum up, the operation of Hezhou hot spring has improved, and the new tourism management system has been proved to be effective. Hezhou hot spring also faces fierce competition from enterprises in the same industry in Guangxi and abroad. In the next 3-5 years, Hezhou hot spring will be upgraded to make it more competitive within and outside the region. Combined with the problems found above, tourist feedback, project transformation direction and other research contents, I think the research results and research findings of this paper are different from other similar studies in three development directions:

First, hot springs with state-funded backgrounds have the conditions to increase capital investment. The capital investment is mainly used for the construction of hot spring leisure and health complex, large hot spring tourism resort and a national 5A scenic spot.

Because Hezhou hot spring is controlled and invested by the state, the financial strength is stronger than many private hot springs.

Second, functional zoning is an important measure to provide services to consumers of all ages. The planning and construction of Hezhou hot spring town will follow the principles of ecological priority, adjusting measures to local conditions, quality assurance and strong operability, and build three functional areas of "hot spring leisure resort, hot spring landscape real estate area and hot spring leisure commercial block". Compared with other research projects, Hezhou hot spring can meet the requirements of different consumers in many aspects.

Third, Hezhou hot spring is at the forefront of other studies on the development of Zhuang township culture. At present, in the hot spring research at home and abroad, there are hot spring research combined with Zhuang township culture, which is also one of the highlights of this paper.

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