

Research on the Development Countermeasures of Hot Spring Tourism in Guangxi from the Perspective of Health Care

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Abstract: With the continuous improvement of people's quality of life in recent years and the popularity of the concept of "big health", hot spring tourism is developing rapidly in China. As the only coastal province in western China, Guangxi attracts tourists from all over the world with its rich ecological resources and unique ethnic culture. Hot spring tourism plays an increasingly important role in the development of cultural tourism industry in Guangxi. It effectively combines hot spring tourism with "winter tour in Guangxi" and enriches the content of "winter tour in Guangxi". Starting with the distribution of hot spring resources in Guangxi, this paper analyzes the current situation and development value of hot spring tourism resources in Guangxi, and studies the countermeasures of high-quality development and utilization of hot spring tourism in Guangxi.

Keywords: Hot Spring Tourism; Resource Development; Industrial Integration

1. Introduction

At present, the aging process of China's population is accelerating, and the trend of younger sub-health population is becoming more and more obvious. Especially in recent years, with the continuous improvement of people's living standards, people pay more and more attention to a healthy life, and the demand for health care has also increased. In 2019, China issued the Healthy China Action Action (2019-2030), which proposed 15 major special actions to actively respond to the current prominent health problems. Under the guidance of these policies, the health industry has developed rapidly. With the concept of health becoming increasingly popular, including climate health, Marine health, forest health, hot spring health, traditional Chinese medicine health care and other types of health tourism are loved by people^[1-2]. The construction of

high-quality health tourism destination to construct the concept of "big health", first, to maximize the two core advantages of ecology and climate, to create a natural living experience; second, to focus on the two core values of health and healing. It is deeply integrated with health care, health care, traditional Chinese medicine and other health industries, enriching sports, meditation, yoga, etc., to relieve the life pressure and anxiety of urban people. Health tourism has become more and more a way of life. In the future, health tourism, the ability to create beauty and the operation ability of lifestyle will become the new core competitiveness. Hot spring tourism is an important form of health industry, so health function should be taken as the core function of hot spring tourism, and health projects should be integrated into experiential leisure, entertainment and vacation, so that health hot spring tourism can be deeply rooted in people.

As the only coastal province in the west, Guangxi faces Hainan across the sea. The tourism resources of the two provinces are highly complementary. The rich ecological resources and unique ethnic culture provide enough possibilities for Guangxi to develop high-quality hot spring health tourism in Guangxi. Make full use of hot spring water, hot spring microclimate, good ecological environment, etc., combined with special facilities and professional services, through hot spring experience, sports fitness, nutritious diet and other ways, so that tourists' body and mind to achieve a good state of natural harmony^[3].

2. The abundance and Development Status of Hot Spring Resources in Guangxi

According to incomplete statistics, at present, Guangxi has more than 120 hot spring resources. Adjacent to Guangdong Wuzhou, congratulation state, Guilin, the north sea of Hezhou pine, LuChuan jiuzhou, rong county li village, Guilin dragon dwarf ridge, a state of yan well, like state, think through hot spring, good water quality,

water temperature all the year round between 50°C to 86.5°C, has been developed into a hot spring bath, leisure health care, tourism, leisure, business meetings, ecological tourism, popular science education, and other functions of the new comprehensive hot spring scenic spot. In the area west and north of the Hunan-Guangxi railway, there are few hot springs on the surface, but there are hidden hot springs. Such as Nanning three pond, hot spring water temperature 45.3°C, mountain hot spring water temperature 48.7°C, south Dan river hot spring water temperature 62°C, under the attention of the local government, has been developed into nine bay, jia and city, phoenix river, car river hot spring resort, Beihai hepu hidden hot spring water temperature 65°C, Hechi south Dan hidden hot spring water temperature 59 °C, geographical location is superior, rich tourism resources, to be developed and utilized.

3. Problems Existing in the Development of Hot Spring Tourism in Guangxi

The problems of hot spring tourism development in Guangxi mainly focus on the following four aspects:

3.1 Lack of Relevant Laws and Regulations on the Development and Utilization of Hot Springs

Most of the provinces around Guangxi have formulated different levels of planning and related policies for hot spring tourism. For example, Hainan Province Overall Plan of Hot Spring Tourism Development, Yunnan Province Hot Spring Tourism Products Development Plan (2010-2020), Guizhou Province Hot Spring Industry Development Plan (2017-2025), and Action Plan of Hot Spring Tourism Development in Guizhou Province to promote the orderly development of hot spring industry. However, Guangxi "fourteenth five-year" Culture and tourism development Plan " on the hot spring tourism planning.

3.2 High-Quality Hot Spring Resources Have Not Been Fully Developed and Utilized

For example, the exposed hot springs in Wuzhou, Yulin, Hezhou, Guilin and Beibu Gulf are in belt distribution, but are in the primary stage with low quality and low integration; the north of Hunan and Guangxi have a wide distribution area, but the excavation is insufficient; Jiuqu Bay, Jiahe City, Liuzhou Phoenix are developed

and utilized, but the water temperature is not high, there is social criticism of "boiler burning"; the hot spring, the water temperature reaches 59.5°C, which has not been developed yet.

3.3 Lack of Scientific Mining Measures

At present, due to the unreasonable exploitation of some high-quality hot spring resources, the water temperature of many hot springs decreases, the water level drops, and the water quantity is exhausted. For example, the water from Xiangzhou Hot Spring comes from a fault zone hundreds of meters deep from the ground, and the highest water temperature reaches 88°C Celsius. The spring water is clear and transparent, colorless, tasteless and pollution-free. The water contains more than 20 metasilicic acid, strontium, copper, iron, magnesium, calcium, iodine, barium and other kinds of trace elements beneficial to human body. After relevant experts, it is confirmed as "high quality drinking natural high heat mineral water", and its water temperature and metasilicic acid content have reached the standard of medical mineral water. Due to unreasonable mining, the water temperature is reduced by 1~10°C than before, and the famous bubble egg spring and hot chicken spring have lost their original function. In March 2010, two ground collapses occurred in the rice fields near the river hot spring.

3.4 Insufficient Publicity

For example, Quanzhou Yanjing Hot Spring, Nandanhehe Hot Spring, Hezhou Nanxiang Hot Spring, Luchuan Hot Spring and Butuo Hot Spring are respectively located at the junction of Guangxi, Guizhou and Guangdong. Few people know inside and outside the district, which leads to the lack of tourists and low economic benefits.

4. The Importance And Value Of Hot Spring Tourism Development In Guangxi

4.1 It Is Conducive to Promoting the Implementation of the Rural Revitalization Strategy

For a long time, influenced by various factors, the level of industrialization development in rural areas of Guangxi is not high, the structure of industrialization development is very single, and the development scale and development efficiency are low. Hot spring tourism in the

strategy of rural tourism to realize the linkage development of other industries, and promote the development of other related industries, for example, in the process of rural hot spring tourism development, through tourism drive the local agricultural and sideline products sales, drive catering, accommodation, culture, entertainment, souvenir processing and other kinds of industry development, truly through a xing industry and industry development goals, realize the upgrading and development of rural agricultural industrial structure, promote the development of rural industrialization.

4.2 Conducive to the Development of the Big Health Industry

Hot spring tourism is characterized by health, integrates tourism, leisure and vacation, and is one of the important engines for the development of rural tourism. Relying on rich ecological resources and unique ethnic culture, the development of rural tourism in Guangxi has been fruitful. "Huajiang Jiuzhai" in Guilin, Baitun, Mashan Xiaodu in Nanning, and Liuzhou Rongshui Lintun have gradually become the benchmarks of tourism development in ethnic minority gathering areas. However, with the improvement of people's living standards, people pay more and more attention to health care. Most of the exposed hot springs and hidden hot springs in Guangxi have beautiful mountains and rivers, pleasant climate, good ecological environment and high negative oxygen ions, which are suitable for the development of all kinds of health care tourism products. Guangxi, as the only coastal province or region in western China, With Hainan, facing itself across the sea, "Winter travel to Guangxi" has become an important name card of Guangxi cultural tourism, Hot spring tourism, as a "hot tourism" project, Can be effectively combined with the "winter tour in Guangxi", Enrich the content of "winter tour in Guangxi"; at the same time, Hot springs are rich in trace elements, Combined with Guangxi's rich traditional Chinese medicine materials and special therapies such as Zhuang medicine, Yao medicine and Miao medicine, It plays an important role in promoting the development of the big health industry in Guangxi, For example, Luchuan Hot Spring, which was once rated as one of the eight oldest hot springs in China, Known as "divine water," It was recorded from the Wude period to the Tianbao period of the Tang Dynasty, Born in

Rong County, Yang Guifei xi hot spring, a story is going around that, It has a lot to do with his childhood childhood. The Ming Dynasty big traveler Xu Xiake travel so far, glad to hear the hot spring curative effect, write a poem: " a lovesickness wish, thousands of call water affectionate. On the bath day, steam steam steam. All over as cool as crisp, dispel disease as wonderful as god. Do not admire the bird of paradise, gan do hot spring people ".

5. The Development Countermeasures of Hot Spring Tourism in Guangxi

5.1 Overall Planning to Promote the Development and Utilization of High-Quality Hot Springs

The development of hot spring tourism industry involves the protection and utilization of resources, infrastructure construction, the linkage of related industries, and the guidance of cultural characteristics. It is extremely important to formulate the development plan of hot spring tourism for the sustainable development of the industry. Guangxi can first start with the overall planning of the exposed hot spring distribution zone, To build a hot spring cultural corridor from Hezhou to Guilin, Focus on the construction of Hezhou "China Hot Spring City", To achieve one hot spring, one landscape and one characteristic, Supporting the construction of characteristic home stay, characteristic hotels, characteristic food, characteristic intangible cultural heritage, characteristic museums, characteristic agriculture; Integrate the hot spring resources in Wuzhou, Guigang, Yulin, Beihai, Qinzhou, Fangchenggang and other places, To build a collection of beauty, medical care, health care as one of the flower market hot spring corridor, Focus on the construction of Rongxian Guifei bath fancy hot spring town, Bobai Green bead female hot spring beauty town, Luchuan Chinese medicine hot spring town, Shangibuu ASEAN International medical hot spring town, Supporting the construction of beauty salons, hot spring hospitals, hot spring doctors, fitness center, traditional Chinese medicine base, flower base, etc.; In the west and north of the Hunan-Guangxi-Yue Railway, Planning the exploration and construction of hidden hot spring resort combined with key towns and scenic spots, Supporting the construction of hotels, entertainment, book bars, tea bars, and other leisure and vacation facilities

to promote the industrial development, Realize that counties and counties have hot springs.

5.2 Deepen Industrial Integration and Promote the Transformation and Upgrading of the Hot Spring Industry

At present, Guangxi hot spring tourism has few projects for tourists, with a single product type. The common formats are hot spring resorts, hotels and hot spring playgrounds. Therefore, the development of new products has become one of the primary goals of Guangxi hot spring tourism. Using the concept of all-region tourism and mass tourism, the integrated development of the primary, secondary and tertiary industries, and promote the tourism, characteristic, health, agglomeration and branding of the hot spring industry, so as to form the driving effect of the hot spring industry. Guangxi have zhuang, yao, miao, dong, mul, Maonan, back, Beijing, yi, water, kelao 11 ethnic minorities, every nation has its colorful national culture, hot spring culture constantly broad extension, innovative cultural tourism form, with hot spring swim scenery, sports, culture, food, give full play to the Guangxi resources, ecological advantages, cultural advantages of hot spring and intangible cultural heritage, wenbo (geology, animals and plants) resources, farming culture and national song and dance, catering culture, mountain culture organic combination. Spring water contains a variety of trace elements that are beneficial to the body. We should use this advantage, combine miao medicine and Yao doctors, and carry out health and beauty projects, which not only has significant effect on skin diseases and other diseases, but also has the effect of beauty, skin care and health care. Special tourism products are launched for young and middle-aged tourists and female tourists. Create a new model of integrated development of "hot spring +" cultural, sports and tourism, increase the charm of hot spring tourism and the stickiness of tourists, so that tourists can stay longer, or even stay in summer or winter for a long time.

5.3 Give Full Play to the Regional Advantages to Create Characteristic Hot Spring Tourism

As the only coastal province in western China, Guangxi faces Hainan across the sea. The tourism resources of the two provinces are highly complementary. Some of the northern "migratory birds" entering and leaving Hainan

Island in spring and autumn every year choose to come to and go from Beihai port. The Sanya Hot Spring Scenic Spot in Hainan province receives about 100,000 Russian tourists every year. "Winter travel to Guangxi" has become an important part of the development of cultural tourism in Guangxi, Relevant departments are promoting publicity and promotion, During the route design, We should give full play to Guangxi's geographical advantages, Read the "Classic of Mountains and seas" of Guangxi + Beibu Gulf + South China Sea + Hainan tourism, Relying on the high-quality natural hot springs in Yulin Bobai, Luchuan and Rong County to build the "Belt and Road Hot Spring International Tourism Corridor" in line with the habit of "migratory birds" in the north, Guide the cultivation of Russia, Belarus, Kazakhstan and other Asia-Europe high-latitude countries ~ Hainan ~ Guangxi winter hot spring tour air tourism special line, Taking advantage of the advantages of the existing regional airport clusters, In a charter-flight mode, Quickly expand, the hot spring tourism international market. Build a "hot spring city" in Hezhou, the first stop of the Guangdong-Hong Kong-Macao Greater Bay Area. Give full play to the advantages of convenient transportation, build high-speed rail city hot spring hotel; give full play to the advantages of mountain brand, develop mountain tourism based on Aunt Mountain, Changchongding and other mountain ranges, use hiking, rock climbing, gliding, rope and other sports to attract young tourists, let them "sweat up the mountain and go down the hot spring for overnight leisure".

5.4 Scientific Mining, Pay Attention to the Coordination and Unity of Resource Development and Environmental Protection

Guangxi has unique ecological tourism resources, integrating many characteristics such as mountain culture, water source, exotic region, pure land, ocean and so on. The rich ecological resources make Qinghai tourism have more plasticity and selectivity. In the development of hot spring tourism, we should always adhere to the principle of giving priority to ecological environment protection, correctly handle the relationship between the development of hot spring tourism and environmental protection, advocate green and high-quality production mode and consumption mode, promote the high-quality development of hot spring tourism

with ecological advantages, support the ecological construction with hot spring tourism development; promote the deep integration of industrial digitalization and intelligence and greening, strengthen the application of new technologies such as low carbon, carbon reduction, energy saving, circulation and wisdom, promote the whole process, whole chain and total factor carbon reduction, and enhance the endogenous driving force and innovation vitality of the construction of magnificent Guangxi. We will actively integrate the development of hot spring tourism into the regional coordinated development strategy and strengthen green development cooperation.

5.5 Strengthen Talent Training to Help the High-Quality Development of Hot Spring Tourism

Cultivating professionals is one of the ways to promote the high-quality development of hot spring health tourism in Guangxi. Focusing on the development of hot spring health tourism and cultural tourism industry management, cultivate a group of high-level talents with professional integrity and ability and strategic thinking, effectively support the characteristic development and innovative development of hot spring health enterprises; cultivate a group of outstanding young backbone talents with excellent quality, innovative and talented talents, famous doctors and craftsmen (intangible cultural heritage inheritors) with hot spring tourism. At present, the universities in Guangxi for hot springs kang tourism product development of professional personnel training, through university-enterprise cooperation, integration, strengthen the depth of hot spring tourism enterprises and colleges and universities, university is responsible for theory teaching, enterprise provide practice platform, realize the combination of theory and practice of talent training mode, make talent can better adapt to the needs of the development of tourism industry. Second, enterprises should train their employees according to their own development needs^[4]. China's tourism industry started late, the lack of tourism professionals. In particular, the grassroots service personnel are limited by their own level, and do not have relevant training, resulting in a great impact on the service quality^[5]. Strengthen the theory and skills training of the existing employees, establish a strong ability, high quality, experienced service

personnel, improve the quality of service. At the same time, establish a sound reward mechanism and performance appraisal system, so that their income is proportional to their efforts to retain talents^[6-7]. Guangxi has obvious geographical advantages and rich hot spring tourism resources, but the development of hot spring tourism resources is not yet large-scale, and the depth of theoretical research needs to be strengthened^[8]. Through talent training, promote the digital and intelligent development of hot spring health industry, realize the sustainable development of hot spring health tourism, so as to promote the implementation of rural revitalization strategy in Guangxi ethnic areas.

6. Epilogue

With the advent of the era of big health, the prospect of hot spring tourism market is broader, but the opportunity will also bring many challenges. In this paper analyzes the hot spring tourism development present situation and the existing problems, on the basis of the development and utilization of high quality hot springs in Guangxi, the transformation and upgrading of hot spring industry, characteristic hot spring tourism development and environmental protection, professional personnel training, etc., Suggestions on the development of hot spring tourism in Guangxi, with the aid of Guangxi location advantage, effectively combine hot spring tourism and winter tourism in Guangxi, attaches great importance to the propaganda work, make full use of online propaganda way, further expand its influence across the country, promote Guangxi hot spring kang tourism to a new level.

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