Study on Development of Wellness Tourism Resource for Chang-Ji-Tu Region

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Abstract. Chang-Ji-Tu region has abundant wellness tourism resources, such as the Changchun Jingyuetan forest wellness tourism resource, the Changbai Mountain Small Tianchi Lake and the Changchun Northern Guanyin Temple etc. A variety of wellness products also rise alongside with the tourism, like ginseng, deer antler velvet and natural woodear, etc. In addition, the seasonal climate is distinctive in Chang-Ji-Tu region in that it is cool in spring and summer so this region is a good resort for spring and summer holidays. All of these favorable resources and products constitute an inherent advantage for development of wellness tourism. In this article, aimed at the wellness tourism for Chang-Ji-Tu region, suggestions on development of wellness tourism resources were proposed.

Introduction

The word “wellness (wellbeing and fitness)” is originated in the Chuang Tzu: Inner Chapters of the Taoist school. “Wellbeing” means maintenance, cultivation and prosperity; “fitness” means life, subsistence and growth. And “wellness” refers to the physical or psychological maintenance process in accordance with law of human life, including both cultivation of mentality, temperament and energy on psychological level and cultivation of face, body and rejuvenation on physical level, with emphasis on maintenance and recovery of body as well as balance and peace of soul. As one of the types of tourism activities, wellness tourism is a complex of a series of dynamic activities of tourists for a period of time in tourist resort, where tourists are able to relax their mind, recuperate and rest themselves on the guidance of specific natural environment as the carrier and the theory of traditional Chinese Medicine and traditional culture as the instruction. Such type of tourist activity is neither the same with the medical tourism aimed at treating disease nor the same with leisure tourism; whereas the three of them have some connections. Wellness tourism resource is defined as: an object that is capable of both stimulating tourists’ motive of going for wellness tourism activities in nature and human society and producing economic, social, cultural and ecological benefits.

1. Overview of Wellness Tourism Resource

Currently, Chang-Ji-Tu regional wellness tourism resource takes hot spring tourism as the main content, which formed two major types. One is the Changbai Mountain area hot spring tourism featuring recuperation and recreation; the other is large city-centered (i.e. Changchun City and Jilin City, etc.) urban periphery hot spring tourism featuring recreation, holiday resort and health care, etc. formed by exploiting underground deep hot spring water. Now in Changchun area the developed hot spring resources are Yutang Quan, Yanming Lake Hot Spring, Shuangyang Yulong Hot Spring; in Jilin area there are Shennong Manor Hot Spring and Shengde Quan, etc. However, like China’s many developed hot springs, Chang-Ji-Tu hot spring tourism also has simple development mode and has roughly experienced an evolution which started from bathroom type to swimming pool type and to large-scale open-air garden supermarket type. The large-scale open-air garden supermarket type hot spring, although bringing tourism effect for some time by highlighting hot spring’s recreational functions, large area in scale and urbanization characteristics for hot spring’s architectural pattern, is concerned little with meanings of wellness.
2. Problems Existing in Development of Wellness Tourism Resource

2.1 Needs of improving wellness tourism’s development concept

The development pattern for Chang-Ji-Tu wellness tourism takes on irrational characteristics, and the root cause lies in that the development concept of wellness tourism needs to be improved. For example, in tourist resort it is the mainstream tourist practice that people tend to go sightseeing and playing other than cultivation of wellness during holidays, and wellness tourism has not yet broken away from the traditional sightseeing type tourism pattern and it has not yet realized transformation; the development pattern for wellness tourism destination still take on scalization characteristics in tourist amount, economic benefits and environment wastage, and the strategic position that priority is put on natural ecological protection has not yet been given attention and embodiment. Generally speaking, under the sightseeing-centered tourism development pattern, the irrational tourism activities by tourists will bring huge impacts on the natural ecological environments of Changchun, Jilin and Tumenjiang regions and may cause some damage to the wellness environment. The development pattern pursuing quantities and scales has severe drawbacks and runs counter to the sustainable development of wellness development. Therefore, besides putting emphasis on sightseeing tourism, Chang-Ji-Tu region should also advocate the rise of wellness tourism and spare no efforts to establish a fine “wellness tourism as the center, supplemented by sightseeing tourism” situation.

2.2 Need of emphasis on excavation of wellness connotation for resource development

The focus on sightseeing tour is the main characteristics of Chang-Ji-Tu wellness tourism, and further wellness connotation still needs excavation. Sightseeing tour is the most commonly-seen and the most junior tourism product, the characteristics of which are strong demand of seasons, short stay of visitors in destination and low rate of revisit. To some extent, sightseeing tourism will cause visitors not to spend more time in the resort and thus it does not play an important role in promoting economy. Chang-Ji-Tu region possesses superior ecological conditions, the water quality, climate and environment form favorable wellness tourism resources, and yet what is developed as wellness tourism resource is only concept. In the actually developed scenic areas, the products entailing deeply excavated wellness meanings are scarce. Both of the cultural content and additional value in wellness tourism resources are low and lack of competitive force.

2.3 Need of optimization in development environment of wellness tourism market

Presently, the hard and soft environments of Chang-Ji-Tu wellness tourism market still need improving. For the hard environment, resource excavation and orderly construction are needed. Nowadays wellness tourism products are slowly launched, it is necessary to stick to scientific planning, orderly develop tourism resource, speed up tourism key project construction, improve tourism infrastructure, enhance tourist service level, rationalize scenic area management system and carry out special programs on illegal buildings and environmental hygiene within the scenic area, along with strengthening scenic area’s internal management to improve the quality level of both of the scenic area’s working staff and the taste of scenic area. As for the soft environment, it must start from improvement of the thinking quality of each tourist that fine atmosphere advocating civility and hospitality should be cultivated. Every one can be encouraged to be a publicist and image spokesperson of wellness tourism. Chang-Ji-Tu tourism market can be more regulated by means of energetic building of civilized and harmonious tourist service environment abiding by credit operation, reasonable price and good quality, by means of diligently improvement of visitor’s comfort and satisfaction degrees and positively cultivating and introducing excellent tourism talents and by means of improvement of the level of tourism development.

3. Development of Wellness Tourism Resource

3.1 Development of religious wellness tourism resource

In Chang-Ji-Tu region, the well-known religious wellness tourism resources are the Jilin City Qielan (Samghaarama) Temple, the Yanbian Zhengjue (True Enlightenment) Temple, the
Changchun City Baiguoxinglong Temple, the Bore (Prajna) Temple, and the Nongan Stupa, etc. Religion advocates people to pursue goodness, purity, mercy, tenderness, “harmonious body, free soul”, self-cultivation and “residence, eating, cultivation and living”, etc. to purify the soul. Moreover, since religious tourism resources are mostly scattered among remote mountains and forests, religious tourism development combined with forests and mountains tourism can be a consideration to boost comprehensive competitive force. Buddhism, Taoism and other religious tourism products are a good source of wellness, medical treatment and health care knowledge, all of which are capable of purifying souls, relieving pressure and meeting people’s emotional need. For instance, self-cultivated wellness tourism can be carried out in the Zhengjue (True Enlightenment) Temple to make the Buddhists among visitors place themselves in religious ambiance to purify their souls and achieve the aim of wellness.

3.2 Development of folk-custom wellness tourism resource

Firstly, combined with the construction of new socialist countryside, appearances of villages should be perfected and water supply and drainage systems should be complemented. It is feasible to set up folk-custom wellness restaurants and wellness hotels in the Hongqi Korean Ethnicity Folk-custom Village of Antu County and Xingguang Korean Ethnicity Folk-custom Village of Yongji County to develop folk-custom wellness tourism with specific cultural characteristics.

Secondly, by relying on beautiful pastoral landscape, village recreational holiday tourism with pastoral features can be developed, e.g. guiding wellness tourists to participate in the wellness-themed ploughing and sowing, etc.

3.3 Development of ecological wellness tourism resource

First, ecological wellness tourism resources are the most commonly-seen. The wellness tourism resources, such as Jilin Songhua Lake Scenic Area and Dunhua City Yanning Lake Holiday Resort, have apparent functions being “natural oxygen bar” and have high-quality wellness and health care meanings as these tourism resources are near mountains and lakes and other natural resources and have beautiful landscapes. Specifically, we need to improve the ancillary facilities in the above-mentioned tourist attractions, enlarge the construction area in the rest area and hold more live actions, etc. We need to improve the reception capability and add the form and content of tourist activity. We should also solve the problems such as the incompetence of rest area in holding too many visitors and the problems of too-long waiting time put up by the visitors when the investigation was conducted. Meantime, it is also advisable to build and upgrade the “spring city” urban brand effect leading by Changchun City to drive the summer tour around the whole province and develop the featured summer getaway wellness tour.

Second, by means of further development of the scenic areas and integration of ecological sightseeing route organizations, we can increase the turnaround efficiency and guarantee the consistency of sightseeing service provided to visitors during their tour. In the rest area, we should put the same efforts in holding various kinds of wellness lectures that are helpful for visitors to understand the essence of wellness tourism, and ecological wellness tourism products can be developed. For instance, given the high content of negative oxygen ions in Jingyuetan forest park we can build a “forest bar” for visitors to take in for purpose of further putting emphasis on the functions and effects of recreational wellness.

3.4 Development of hot spring wellness tourism resource

The geothermal resources reserves in the Chang-Ji-Tu region are abundant and spread widely, which are mainly distributed among the middle high plateau and the eastern mountain areas. Among these most of the eastern mountain areas naturally emerge in the form of hot spring, such as the Changbai Mountain Tianchi hot spring clusters.

First, design of hot spring wellness content.

Still water wellness. As hot spring water resources are becoming insufficient, customers are not willing to receive the used water to bathe in due to reasons of hygiene, etc. So it is necessary to reinforce disinfection measures. Since the circulating bath water does not possess satisfactory
wellness effect as a result of the variation of water quality, the overflowing hot spring is becoming popular. Therefore, still water wellness and overflowing hot spring are good choices.

**Hot spring sanatorium.** The purpose of it is treatment and social intercourse. With Britain, Germany and Czech as reference, in the hot spring tourism areas of Chang-Ji-Tu, hot spring sanatorium can be established, in which special doctors and medical facilities are equipped. It is useful to recruit professional hot spring doctors to perform salt hot spring spa treatment. We can also build hot spring drinking house based on European hot spring drinking therapy, the drinking method of which must be implemented according to what the doctor tells.

**Chinese-prescription hot spring therapy.** This therapy puts focus on dredging arteries and veins and meridians through convalescing, it is based on Japan’s Chinese-prescription hot spring therapy and pays attention to field effect. Visitors are cultivated to appreciate hot spring in awe, and hot spring resources can be endowed with religious meanings. And if conditions permit, we can set up hot spring temples.

Second, design of hot spring wellness atmosphere.

Development of hot spring wellness needs sound spatial environment. In consideration of the need of fine ambience and graceful environment of hot spring wellness, we have to artistically blend artificial facilities into the periphery natural environment whether the hot spring facilities are placed in wild valleys or established in carefully built artificial gardens to embody harmony between human and nature. That people plunge into the treasure pool bestowed by nature and indulge in the open and carefree atmosphere are the real charm of hot spring wellness.

**Living atmosphere.** We should bring cozy elements to hot spring wellness resort and help customers gain good wellness recognition. For example, hot spring pools can be equipped with wooden benches for customers to play chess and bridge, etc. What’s more, in the hot spring holiday village we can make the corridors engraved with wellness knowledge, visitors will read them like a book one by one as they take a walk without turning pages.

**Communication atmosphere.** It is well known that harmonious communication atmosphere is good for wellness. Hot spring wellness holiday resort is advised to arrange room and board for visitors. Commonly several premium customers can live in one room for communication, unless otherwise requested by the premium customers.

**Cultural atmosphere.** It is helpful to offer hot spring wellness customers cultural context that can arouse sympathy, because it is an important factor to establish hot spring wellness undertaking. We can refer to the two major buildings of Chongqing Beity Hot Spring Tourism Resort, the reception & accommodation center and hot spring center, resembling the Chinese character “庄 (zhuang)”. Such cultural atmosphere will surely attract a variety of cultural visitors, like senior intellectuals, civil servants and senior corporate managers, etc.

References


