Research on the Present Situation and Countermeasures of Health Tourism Development in Beijing

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Abstract. Beijing Tourism Thirteenth Five-year Series of Planning includes health tourism industry special planning, which illustrates Beijing, began to focus on an important measure of health tourism. The present situation of health tourism development in China and abroad is analyzed, and based on previous studies, combined with the practice of the work of the tourism planning, the definition of the health tourism and the scope of the health tourism are defined. On the basis of this, the health tourism resources of Beijing city were summarized, and the status of health tourism in Beijing city was analyzed, and the existing problems were summarized. Finally, the comprehensive research puts forward six point health tourism development strategies, such as social participation, industry interaction; regional cooperation, overall development; advantage agglomeration, innovation driven; industry integration, linkage development; orderly advance, gradient develop and science and technology leading, information navigating.

Introduction

Analysis on the Development Status of World Health Tourism

SPA tourism is regarded as the original form of health tourism, which is very popular in modern society; the industrial output value reached $107 billion [1]. In addition, the number of global medical tourism has risen to millions per year, the total output value of the world medical tourism industry rose from less than $10 billion in 2000 to $20 billion in 2005 [2]. The spa industry of Japan, Thailand and Philippines relatively developed every year, the output value in 2008 reached $30 billion, $16 billion and $2 billion respectively [1].

Thailand is the most developed country of health tourism in the world, in addition, India, Costa Rica, Indonesia and other countries are in the development of health tourism industry at present, Hong Kong and Taiwan area of China also vigorously develop the new products. Summarize the similarity of countries and regions which can develop health tourism industry around the world, there are three conditions: firstly, own the world-class medical standards, for example, medical system in Singapore is regarded as the best in Asia by WHO; secondly, the medical cost is very low, medical fee in India is only 1/10 of the European and American countries (from a report of the Federation of India Industries); thirdly, possess a special medical service, such as the global popular plastic surgery in South Korea[3].
Analysis on the Development Status of Health Tourism in China

The development of health tourism in China is in the ascendant, Hainan, Chengdu and other areas have put forward planning and slogan for the development of health tourism, but have not yet formed influence in China for various reasons.

The theme of tourism in our country was determined as “Chinese Sports Fitness Tour” by National Tourism Bureau in 2001, thus the birth of health tourism industry, and developed rapidly under the influence of SARS in 2003 and Avian Influenza in 2004[4]. After "SARS", health tourism began to develop rapidly in the domestic, Heilongjiang designed and launched a series of "Green and Healthy Tour" line with the theme of “Physical Health”; Zhejiang organized "Health Zhejiang Million Tour" activities, promoted health tourism; Mount Wuyi of Fujian put forward the health tourism of "Green Full of Life", advocated "Enjoy Healthy Breathing, Experience Healthy Culture, Feel Healthy Diet, Participate in Health Campaign"; Hunan launched "Ten Major Health Tourism Theme Activities", and vigorously promoted the development of health tourism; Sichuan fully developed health tourism relying on Jiuzhaigou and other well-known tourist spot[5]; Beijing also put forward “Happy Life and Healthy Tour”; Hainan also launched health tourism to create "Healthy Island" brand[4]. These are practice of "Health Tourism" development, and have received good effect.

In summary, although health tourism is in the initial period of development both in the current international and domestic, it develops rapidly, is one of the products which focused on and developed all over the world. Beijing as an international metropolis, due to the too large population base, has brought a great load to the environment and people living in this environment in recent years, which needs mitigation measures urgently. Health tourism is a good recipe for sub-healthy people, is a good form of tourism which integrates ecology and leisure, is the effective medium and carrier of ecological construction and circular economy, and is the inevitable consequence of the development of human society. The formation of health tourism industry special planning and the development of health tourism of Beijing, whether it is based on the difficulties of current environmental and ecological construction, or based on the tourism market demand and benign economic growth, or the development trend of human society, is a measure of great significance.

Definition of Related Concepts and Scope

Definition of Health Tourism

Although SPA tourism is considered to be the initial form of health tourism, and began to appear in the early 14th century [6], the definition of health tourism is not unified at present. Bushels believes that "health tourism is a tourism mode to make tourists healthy, relaxed and no work pressure by the traditional and non-traditional medical treatment"; Kaufman and Mueller point out that health tourism is the sum of all phenomena and relationships caused by tourism activities of the relaxation of body and the relief of mental stress[6].

Goodrich defines health tourism as a health care service, including acupuncture, yoga, spa, and so on. Jonathan et al. point out that health tourism is a tourism product which combines conventional tourism with health care service facilities. Ross defines health tourism as correlative activities that tourists travel for treatment of health purpose. Smith, Robyn, Bushell and others define health tourism as a travel way to improve the quality of tourists’ life, covering health, medical, sports, fitness, beauty, adventure and other activities [7].

The domestic scholar Qunhui Xue proposes health tourism is a special tourism product, with the theme of leisure activity and the background of ecological environment, carrying out tourism, fitness activities through a variety of modes which are beneficial to physical and mental exercise, learning, art and so on, such as traditional Chinese medicine psychological counseling, modern medicine, etc.[8].

Jun Qu believes that health tourism is a tourism activity that can improve the physical condition of the tourists [9].

Health tourism in this article refers to all the activities that take health as the theme. With the continuous development of tourism, tourism has transferred from sightseeing tourism to the direction of leisure, entertainment and cultural movement, tourism activities of the main purpose to obtain health has become a new trend of tourism development.

Scope of Health Tourism

At present, the scope of health tourism is not clear around the world, Xiaoli Mao and Qunhui Xue defines health tourism as healthcare tourism and medical tourism [7]. Henderson divides health tourism into three types: hot spring bath and selective treatment, cosmetic surgery, medical tourism [6]. Lufang Guo etc. think that health tourism includes four major categories: recuperation tourism, forest tourism, sports tourism and religious tourism [10]. Fashion Travel Magazine (2006) divides health tourism into three types: Healthcare Tourism, Beauty Tourism and Medical Tourism.

![Health tourism classification system](image)

Figure 1. Health tourism classification system.

According to the current domestic and foreign research and health tourism product types, we consider that health tourism including four aspects of content: yangsheng, yanglao, yangxin and physical fitness, so we divide it into four systems: Yangsheng Tourism, Yanglao Tourism, Yangxin Tourism and Physical Fitness Tourism. Among them, yangsheng tourism contains three aspects of country picking tourism, forest health care tourism and hot spring health tourism; yanglao tourism includes three secondary classifications of medical tourism, traditional Chinese medicine health travel and retirement community; yangxin tourism includes four categories of products of family travel, fishing, meditation and yoga; sports fitness tourism includes outward bound, riding, walking, crossing, mountain climbing and other two grade products.
Resource Base of the Development of Health Tourism in Beijing

Yangsheng Tourism Resource Base

In 2013, the city's tourism park numbered 1299; the development foundation of country picking tourism is excellent. Beijing has 31 forest parks currently, located in Beijing's suburban counties, which is the core resource base to carry out forest health care tourism in Beijing; at present, there are 29 hot springs resort projects in Beijing, hot spring health tourism development foundation is good.

Yanglao Tourism Resource Base

As a modern international metropolis, Beijing is rich in medical resources. In a large number of senior and key medical institutions, Beijing has more than 80 hospitals with three grade qualification; include general section key hospital with a great reputation in the country. Beijing has 328 general hospitals, 126 traditional Chinese medicine hospitals, 11 traditional Chinese and western medicine hospital, 138 special hospitals and 5 nursing homes until 2012. The whole Beijing had 21 traditional Chinese medicine cultural tourism demonstration bases until September 2014, including three major categories of tourism projects: experiential type, popular ornamental class and clinical type. Rich medical resources and strong medical technology conditions are conducive to the development of medical tourism in Beijing.

In addition, Beijing has many upscale retirement communities that can develop yanglao tourism products, such as Taishen Xianghe, Lovely Home, Shoushan Fuhai, Manor House, Beijing Sun City, and Yao Yang International and so on.

Yangxin Tourism Resource Base

Family travel carrier in Beijing at present has theme park, museum, zoo, amusement park, underwater world, skating rink, children's reading experience bookstore and all kinds of picking garden, carnival and so on, including various types and different grades; leisure fishing field is widely distributed, especially in suburban districts and counties with a large number; as for meditation, Beijing has meditation class, meditation base, meditation center, meditation club and other meditation tourism service subject; there were 62 operating yoga fitness clubs in Beijing until 2011. All of the above are the resource bases of yangxin tourism development.

Sports Fitness Tourism Resource Base

According to the statistics, there were 6149 standard stadia in Beijing, including 94 stadia, 37 gymnasia, 446 swimming pools, 1739 training rooms of different kinds and so on in 2008. Besides, there were 125 youth clubs, 90 Special ball field facilities, 59 community fitness clubs. In addition, according to the statistics, golf clubs with different sizes are up to more than 300 and skiing parks are more than 60 in Beijing.

Besides, there are 5 major rivers throughout the region of Beijing, which develop a number of spectacular canyons, valleys and other landscape. These valleys and other natural landscape provide the condition for Beijing to carry out sports tourism project, such as rafting, rock climbing, bungee jumping, ice climbing and so on. Mountains and hills account for 70% in Beijing, with development space of all kinds of health tourism activities.
Development Status and Problems of Health Tourism in Beijing

Development Status

Development Status of Yangsheng Tourism. In 2013, the number of Tourism Park was 1299 in Beijing. The revenue of agricultural sightseeing garden and folk tourism was 3.76 billion Yuan, an increase of 4.5% over the last year; tourist numbers of reception was 37.509 million, up 3.2%; forest health care tourism is still in the stage of development, has a very big development space; development of hot spring resort project is rapid, hot spring pool from one to more, from small to large and medium-sized, even appear private swimming pool. Reception conditions from the beginning of more than 100 people to more than 1000 people, reception standard from "guest house" to “three-star” to present "the five-star standard". Development orientation from popular, simplification to leisure vacation, business meeting to self-drive villa now. And emerging hot spring health Tourism Park pays attention to cultural taste, have everything that one expects to find, such as rural amorous feelings, modern style, Jiangnan water village mood, Japanese stream and so on. Consumer market of hot spring in Beijing gradually open with the improvement of life, people's consumption concept also gradually inclines to sports and health care. Hot spring resort project in Beijing is in the updating stage.

Development Status of Yanglao Tourism. In recent years, Guanganmen Hospital of Chinese Academy of Traditional Chinese Medicine, China-Japan Friendship Hospital, Dongzhimen Hospital of Beijing University of Chinese Medicine set up a special International Medical Department to receive foreign patients, and medical tourism service companies actively promote medical tourism practice, develop the tourism market of health and traditional Chinese medicine, such as Ciming Examination, Youxiang International, Shengnuoyijia and so on. Up to now, Beijing has 21 cultural tourism demonstration base of traditional Chinese medicine, including two kinds of traditional Chinese medicine health tourism projects: experience, diagnosis and treatment. Compared with abroad, medical tourism in Beijing developed relatively late, was still in the stage of "early spring" at present; the industry lacks of laws and regulations, lacks of policy guidance, the development of market is chaos.

All kinds of old-age care institutions in Beijing had a total of 90000 beds until January 2013, but the average use rate of nursing beds was only 60%. In Beijing's hottest nursing home, we should wait for 100 years to have a bed. And in some high-end custom old-age care institutions, it spends 30000 Yuan to 50000 Yuan per month to enjoy one's old age in peace.

Development Status of Yangxin Tourism. Parent-child travel market in Beijing had increased sharply in 2015 compared with previous years, the booking of "dragon-boat festival family travel" accounted for significant growth, reservation number is more than 20% higher than the same period of last year; rely on leisure agriculture and rural tourism, the recreational fishing field in Beijing develops better, the number is more, leisure fishing are loved by the masses; meditation service covers many participants, including short-term, long-term, regular and irregular and so on, meditation tourism develops better. But because of the lack of standardized management and accepted industry standards, the unordered market; from the perspective of the number of profit-making yoga fitness club, yoga development in Beijing needs to be strengthened.

Development Status of Sports Fitness Tourism. At present, the most popular form carrying out in Beijing has mountaineering, camping, crossing, rock climbing, field survival, bike riding, skiing, horse riding, etc. suitable for all kinds of people to participate in. Number
of sports venues and facilities, as well as the increase of sports tourism products and the improvement of quality, guarantee for large-scale sports events, people fitness and leisure, so as to promote the development of sports tourism.

Existing Problems

**Product Layout is Concentrated and Unbalanced, Not Harmonious with Traffic.** Beijing local traffic congestion became a norm in holidays, the main reason is that tourism product layout is relatively concentrated, there is no reasonable dispersion of the layout, and it’s not harmonious with the existing traffic. Once the holiday, a large number of residents travel, resulting in peak traffic congestion.

**Mix Development with the Rest of the Tourism Products, Lack of Independent Brand and Image.** At present, Beijing is still no clear concept of health tourism, existing health tourism products are in a state of development mixed with other types of tourism products or extended on the basis of other tourism products, for example, fishing, picking and family travel mixed with country tourism; while Medical tourism and health care develop under the extension of the medical industry, there is no independent health tourism brand and image.

**Lack of Deep Integration and Win-Win Development with Related Industries.** In the old six essential factors and the new six essential factors of tourism industry, all kinds of tourism products mostly integrate with one of the elements deeper, there are few phenomenon of deep integration with several factors at the same time, so it is difficult to achieve win-win development between each other, need to work on the integration of industry.

**Product Feature is Not Clear, and Product Iteration Cycle is Long.** All kinds of health tourism products in Beijing are mostly extended in the original product function even concept, just put on the coat of "health", without the connotation of "healthy", product "health" characteristic is not distinct, do not keep up with the market demand of "health", product iteration cycle is long.

**Cyclicity, Low and Peak Seasons of Tourism Product is Obvious, and the Product System is Relatively Simple.** Affected by the factors of season or the product itself, cyclist, low and peak seasons of health tourism product in Beijing is relatively obvious at present, according to the definition given above, Beijing has not yet formed a complete system of health tourism products, product is single, it is difficult to meet the market demand.

Health Tourism Development Strategy in Beijing

**Social Participation, Industry Interaction**

Beijing needs to widely participate in health tourism industry focus on the government, community, residents and other parties, firmly establish a awareness of health tourism, and jointly create a good social and ecological environment; give full play to the enthusiasm of urban construction, transportation, foreign trade, commerce, culture, publicity, foreign affairs, religion, sports, agriculture forestry and water conservancy and other sectors, mutual penetration, complementary advantages, joint forces, active development, establish a coordinated, efficient, unity, perfect tourism economy system; infiltrate tourism elements to all kinds of advantage industries and characteristic industries, form the situation of wide participation of the whole society and positive interaction of all kinds of industries.

**Regional Cooperation, Overall Development**

Improve cooperation and contact in product development, marketing, sales channels with
Beijing-Tianjin-Hebei tourism market, overall regional resources, make Beijing health tourism lead Beijing-Tianjin-Hebei health tourism industry chain, promote health tourism integration of the Beijing-Tianjin-Hebei, realize overall development of regional health tourism.

**Advantage Agglomeration, Innovation Driven**

Give full play to comprehensive regional advantages, various central position advantages, characteristic industries advantages, environmental advantages and so on, form agglomeration of advantages, innovate health tourism products, form a series of health tourism products with the characteristics of Beijing.

**Industry Integration, Linkage Development**

Give full play to the advantages of tourism industry linkage, focus on promoting the integration of health tourism and the old six essential factors, the new six essential factors of tourism industry, and expand to integrate with other related industries, achieve joint development of health tourism industry.

**Orderly Advance, Gradiently Develop**

According to the overall layout of health tourism industry planning, combine with the allocation of tourism industry factors in the plate and characteristics of health tourism resources, straighten out the link between the plates, clear the development sequence of the plates, form the situation of key towns and key scenic areas development as the guide, line after point, orderly advancement, gradient development.

**Science and Technology Leading, Information Navigating**

Realize the electronizing, networking and intelligence of health tourism industry; enhance competitive ability of health tourism industry in Beijing effectively. Through the use of new scientific and technological achievements, achieve management computerization, modern communication, and operation network.

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