

# Analysis on the Development Demand and Influence of Domestic Health Tourism Industry Market

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**Abstract:** With the development of the networked society, the informatization and technicalization continue to advance, and the innovation trend of the traditional tourism industry development model is inevitable. In order to find a breakthrough in the current economic environment in which the competitiveness of the tourism industry continues to increase, and to realize the rapid development of the tourism economy, it is an important guarantee to innovate the diverse development models of the tourism industry. In order to meet the spiritual and cultural needs of the people and highlight the personalized service of the tourism industry, the tourism industry should keep innovating and developing in line with the trend of the times. In this context, the development model of the tourism industry should also achieve innovative development, follow the trend of informatization, launch personalized tourism concepts, build a high-quality tourism service talent team, and achieve rapid optimization of the development of the tourism industry. This paper discusses the market demand and innovative ways of the current tourism industry development model, taking the domestic healthy tourism industry market development as an example to achieve the high-speed and high-quality development of the tourism industry economy under the network environment.

**Keywords:** Tourism industry; Health tourism market; Development demand; Impact analysis

## 1. Introduction

The continuous development of the modern economy has provided financial guarantee for the development of science and technology. The accompanying development of modern computer technology, modern communications, emerging media and other technical platforms have brought challenges as well as development opportunities to many industries. The improvement of the level of economic development has improved people's living standards, and modern people have improved their pursuit of quality of life and taste. In the current era, how to achieve the transformation and development of the traditional tourism industry market model, how to adapt to the development trend of the times, and promote innovation in the tourism industry development has become a problem that needs to be solved now. When health + tourism appear as a new combination, it brings huge market potential and development prospects, but there are still some problems that need to be solved in the current health tourism industry market. Therefore, we must innovate the concept model of the health tourism industry, enhance the competitiveness of the health tourism industry in the tourism industry, and promote the long-term development of the health tourism industry [1].

## 2. The Development History of Domestic Tourism Market

### 2.1. The market development of traditional tourism industry

The traditional tourism is mainly the development of sightseeing tourism, which belongs to the economic development of traditional sightseeing tourism and is a relatively closed tourism form with the industrial chain as the main connecting factors. It relies on group trips, with tour guide as the center. The composition of traditional sightseeing tourism personnel is complex, the internal personnel values in team are not consistent as well as interests, and internal conflicts are more. The overall quality of early tourists is not high, coupled with the unified tour way, the overall tourism experience of tourists is poor. In the traditional tourism system, there exists strong commerciality, forced buying and selling, vicious competition, blindly in order to reduce costs, lack of innovation, so it is difficult to adapt to modern people's tourism needs and psychological appeals

### 2.2. The market development of modern health tourism industry

The modern tourism industry makes extensive use of new media publicity channels, soliciting suggestions from tourists in an open manner, vigorously expanding communication channels, and providing consulting services and route guidance for tourist. In addition, modern tourist attractions pay attention to the establishment of their own image, strengthen the trend of integration of tourism and culture, form the advantageous atmosphere of the joint development of tourism and culture, and improve the attraction for tourists. Furthermore, for the development and improvement of the tourism industry chain, the modern health tourism industry pays great attention to this point, and vigorously builds a complete tourism industry chain, creating a unique tourism form and a high-quality service chain. The development of the health tourism industry is not groundless, but arises at the historic moment. The high pressure of modern life makes many people become sub-healthy people. People pay more attention to their health as well as nature and health. The modern health tourism industry is fancy with the development potential of this group of people, designing high-end medical, Chinese medicine health care, yoga meditation and other tourism links to strengthen the transformation and upgrading of the modern tourism industry [2].

### **2.3. The development significance of health tourism industry**

Health and tourism, as an important part of the five happiness industries, are of great significance in the contemporary social development with the continuous strengthening of national economic strength and the continuous improvement of people's living standards. To promote the in-depth integrated development of health and tourism is not only the requirement of the national new strategy, but also the requirement of promoting a well-off society and building a harmonious society. It is the right choice in line with the renewal and development of the tourism industry itself. Looking at health tourism separately, health is the foundation of life, an inevitable requirement for the normal development of human beings, and also a necessary standard for the normal development of society. Tourism, as the consumption of means of enjoyment and development, is increasing in the total proportion of consumption, and it is a modern industry that meets the psychological needs and development requirements of the people. This shows that "tourism + health" has great potential in the future industrial development and will be a new growth point for the tourism economy.

## **3. Discussions on the Development Demand and Influence of the Current Health Tourism Industry Market**

### **3.1. Increased demand for personalized tourism**

With the development of modern society, people's living standards have been improved, and the quality requirements for tourism have been greatly enhanced. Tourism is no longer centered on tour guides, but on tourists themselves. The "people + tourism" model is increasingly developing. With the increase of tourists' own initiative and the continuous development of personalized demands, especially the prevalence of self-driving travel, it is a great impact and challenge for traditional group tourism. People begin to pursue personalized customized services that suit themselves, and tourism is also the same. People who like scenery customize scenic tours, families with children customize parent-child tours, families with old people customize health tours and urban working groups customize leisure tours, so customized travel service plays an important role in the development of tourism market [3].

### **3.2. Popularization of health tourism concepts**

The idea that tourism can improve the physical condition of human beings to a certain extent is popularized globally, but there is currently no concept of healthy tourism that can be agreed upon. Some contemporary scholars believe that health tourism as a comprehensive concept refers to all tourism activities that are beneficial to modern people to eliminate sub-health status and promote physical and mental health. Other scholars believe that health tourism refers to behavioral activities that help to improve the physical fitness of tourists. In a word, health tourism is a tourism activity with the main purpose of improving tourists' physical health, keeping fit, relaxing and medical care as the main form. And health tourism is not just the travel behavior mentioned above aiming at physical health, but also the behavior of improving tourists' own cultural quality. In the process of improving the health of tourists, healthy tourism must also promote the healthy development of the region's nature and society, that is, the cultural quality of tourists should be improved, and the awareness of environmental protection should be enhanced. The development of health tourism for the purpose of improving the physical health of tourists mainly consists of four categories: seeking medical treatment and recuperating, leisure adjusting, enhancing physical fitness and self-actualization. Today, with the increasing popularity of the internet, this concept of health tourism is accepted and promoted by more and more people, and many tourists who pursuing high-quality life hope to customize tourism and develop their own health tourism routes.

### **3.3. Sub-healthy physical condition**

Modern people's living standard has been improved, and their cultural quality has been enhanced, and they pay more attention to their physical condition. Although modern people are rarely ill, many people are in a sub-

healthy state due to increased work pressure, and health tourism is flourishing as an effective way for people to self-regulate. Sub-health is manifested in body, mentality and emotion, which will lead to the loss of memory and distraction of people's attention. Furthermore, the body is strained, accompanied by irritability and insomnia. The health tourism industry arises at the historic moment, which can treat tourists' physical and mental diseases and improve people's overall physical and mental conditions. The development of medical-centered health tourism can not only cure diseases for tourists, but also promote the economic growth of tourism industry and the rapid development of urban medical and health services [4].

#### **4. Promote the Optimal Development Path of the Domestic Health Tourism Industry Market**

##### **4.1. Establish customized health tourism programs**

Customized tourism refers to customized tourism products according to the wishes of tourists, one person in a group, special vehicle and guide. Tourists can plan their desired travel routes and travel plan according to their own time and preferences, choosing favorite hotel and vehicle. Customized tours will meet the needs of tourists according to their hobbies, allowing tourists to truly experience the pleasure of travel. This customized travel mode can weaken the role of the middleman, and truly achieve direct communication between tourists and scenic spots, bringing real personalized services to tourists. Customized travel methods are not unprecedented. At present, China already has creative high-end private customized travel, but it can also be seen literally that the high consumption nature of this type of travel, so it is not conducive to general promotion. However, as modern elements such as leisure and experience have penetrated into the tourism industry, traditional travel methods have been unable to fully meet the needs of the market. Therefore, personalized customized tourism based on private high-end tourism customization has gradually emerged to meet more consumption at the most affordable price. Health tourism should use private customized methods to design creative routes for tourists, meeting the personalized needs of more consumers. One thing to note during this period is that the professional qualities of health tourism service personnel must be improved. In order to truly bring a good travel experience to tourists, this is essential. As a key person in the operation of the tourism system, tourism service personnel can improve the tourism chain and realize the long-term development of the tourism industry only by improving their professional quality. It is necessary to strengthen the skills training of tourism service personnel, improve the innovation awareness and innovation ability of health tourism service personnel, and continuously improve work efficiency. In addition, it

is necessary to introduce and train talents in a targeted manner and refine and integrate human resources, so as to ensure the good operation of health tourism customized projects.

##### **4.2. Strengthen the promotion of health tourism**

We must fully clear deployment, and thoroughly implement the five development concepts of innovation, coordination, greenness, openness, and sharing. Focusing on consumer demand, we will vigorously develop the health industry, promote the in-depth integration of health services and tourism activities, meet people's multi-level and diversified health services and tourism needs, and inject source of water for economic and social transformation and development. We must make great use of the new media platform, increase publicity and promotion, build a health tourism promotion platform, actively use the advantages of the network, and expand publicity channels. We should strengthen the cooperation of health tourism in surrounding countries, expand the space scope of health tourism, and increase selectivity. We should strengthen the promotion of traditional Chinese medicine health tourism and the development of consumer markets. Traditional Chinese medicine, as a national medicine feature in China, has important developmental significance for human health. The promotion of traditional Chinese medicine tourism is not only a need for health tourism, but also a cultural heritage [5].

##### **4.3. The government strengthens policy support for health tourism**

The government should actively promote market access rules and the construction of industry norms, delegate power and strengthen regulation, optimize services, reduce approval matters, standardize approval actions, improve approval efficiency and relax market access. The government can help the health tourism industry build a network sharing platform, provide technical service guidance, establish open and transparent travel industry access rules, optimize the allocation of medical resources, and accelerate the improvement of the health tourism chain. The government may also establish and improve the legal supervision system for health tourism, implement relevant laws and regulations, strictly regulate market behaviors, regulate market order and strengthen supervision to protect the health rights and interests of tourists. The government will also increase policy support for the development of the health tourism industry, give the health tourism industry a policy preference, optimize investment and financing guidance policies, encourage the health tourism industry to introduce social capital, conduct government-enterprise cooperation and integrate deeply. The government can also strengthen education, cultivate talents in health tourism, improve the service

quality of health tourism, and better promote the sustainable development of health tourism industry.

## 5. Conclusions

To sum up, it is of great significance to promote the development of the health tourism industry in the current networked, informatized and technological society. It is an important embodiment of the continuous development of the modern tourism industry. In recent years, China's tourism industry has developed rapidly, and people's consumption structure has improved, and consumption levels have risen. Tourism plays an increasingly important role in the development of the tertiary industry. In order to adapt to the continuous improvement of the tourism industry chain and realize the long-term development of the tourism industry, the traditional tourism industry must innovate, combine the current reality of people's sub-health and seize business opportunities. The development of the tourism industry must have a forward-looking perspective. The state and the government should formulate relevant laws and regulations for the health tourism industry, regulate the tourism market and protect the interests of the people. The tourism industry itself should establish the relevant management system and mechanism, strengthen the training of tourism management personnel, and improve the moral quality and professional quality of tourism personnel. Moreover, at present, China's increasing importance to cultural devel-

opment, and the integration of economic and cultural development of the tourism industry are inevitable development trend, which must be self-adjusted. The development concept of healthy tourism is utilized to realize the management innovation within the tourism industry, in order to drive the development of tourism industry culture, and realize the two-way prosperity of economy and culture.

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