

# Research on the Strategy of Developing Wellness Tourism in ZJ City Under the Background of Hainan Free Trade Port

Haiyan Zhao\*, Jiaqi Zhao

Business College of Lingnan Normal University, Zhanjiang, China

\*Corresponding author: Haiyan Zhao

**Abstract:** Based on people's pursuit of health and rapid development of tourism at home and abroad, wellness tourism is bound to become the development trend of tourism in the future. The construction of Hainan Free trade Port provides a good opportunity for ZJ city to develop wellness tourism. Based on this background, this paper analyzes the advantages and existing problems of ZJ wellness tourism, and puts forward countermeasures and suggestions for the problems. It is hoped that through the study of this paper, ZJ can make good use of the opportunity of the construction of Hainan Free trade Port, give full play to its own natural advantages, rationally allocate natural resources, and realize the transformation and upgrading of ZJ's tourism from traditional tourism to wellness tourism.

**Keywords:** wellness tourism; ZJ city; resource superiority; industrial transformation

## 1. Introduction

With the coming of aging society in our country and sub-health population expands, and the urban environmental pollution in recent years, the accelerating rhythm of life, the emergence of a series of problems such as the increase of stress at work, people increasingly urgent demand for health keeping in good health, wellness tourism as a collection of health care and penetrating into tourism and leisure, mutual confluence of new formats form, Is coming into people's lives.

Wellness tourism is to take health as the main demand motivation, integrate traditional health concept and modern leisure concept, combine health and tourism, emphasize the choice of natural environment of tourism destination, and finally achieve self-cultivation through the participation and experience of tourists [1].

As one of the coastal cities, ZJ has a pleasant climate, a beautiful environment and rich tourism resources. It has unique advantages in developing wellness tourism.

In April 2018, China put forward the strategy of building Free Trade Port in Hainan. The implementation of the construction strategy of Hainan Free trade Port provides a golden opportunity for ZJ to develop wellness tourism. The ZJ municipal government proposed to firmly grasp this important strategic opportunity and comprehensively promote the industrial connection between ZJ and Hainan, and the tourism industry should take the lead due to its unique advantages.

Based on the construction background of Hainan Free trade Port, this article through to ZJ tourism resources comprehensively review, analysis of the advantages and existing problems of wellness tourism development in ZJ, on this basis, put forward the development strategy of ZJ wellness tourism, provide a reference for related management decision-making advice, more benefit to the government's tourism development policy, attract more people come to ZJ, make full use of the high quality tourism resources in ZJ, Make wellness tourism become the new engine of ZJ's economic development.

## 2. ZJ Wellness Tourism Development Advantages

### 2.1 Opportunities for the Development of ZJ Wellness Tourism

#### 2.1.1 *The demand for wellness maintenance tourism is increasing day by day*

With the development of economy, people's living standard has been improved in general, people's demand to enjoy life is increasing, and the gradual increase of holidays and income level, which makes people have the security of money and time in tourism consumption. Since entering the 21st century, China entered an aging society, China has an ageing population has exceeded 200 million, at the same time, with the advent of the era of mass tourism, tourist experience has become a important of tourists travel demand, mass tourism way already can not satisfy people's needs, wellness tourism developed to meet the market demand, People also have a more special pursuit of wellness tourism. On the other hand, the China Tourism Research Institute pointed out that due to the impact of COVID-19 in 2020, the total revenue of China's tourism is expected to drop by 22.0% in 2020, but due to the epidemic's promotion of the concept of big health, people attach more importance to health in the epidemic. The outbreak of COVID-19 has changed people's way of thinking, and the pursuit of physical health and spiritual happiness has become a new fashion, which is being regarded and admired by more and more people. It can be seen that with the support of economic level and ample time, with the strengthening of health awareness and the spread of fashion that pays more and

more attention to health, the demand of tourism market will only increase without decrease.

### *2.1.2 Opportunities brought by the construction of the Guangdong-Hong Kong-Macao Greater Bay Area for tourism development in ZJ*

The Guangdong-Hong Kong-Macao Greater Bay Area is a city cluster composed of the two special administrative regions of Hong Kong and Macao and nine cities of Guangdong province, Guangzhou, Shenzhen, Zhuhai, Foshan, Zhongshan, Dongguan, Huizhou, Jiangmen and Zhaoqing. It is an important spatial carrier for China to build world-class city clusters and participate in global competition [2]. The development of the Guangdong-Hong Kong-Macao Greater Bay Area is not only a new attempt to promote a new pattern of opening-up on all fronts in the new era, but also a new practice of advancing the cause of "one country, two systems". As a third-tier city around the Guangdong-Hong Kong-Macao Greater Bay Area, ZJ is faced with an opportunity to seize the opportunity of the construction and development of the Bay Area to develop the tourism market. ZJ is a national key city of environmental protection and a national ecological demonstration city. The green area of ZJ is more than 4,000 hectares. The comprehensive quality of air and environment in ZJ has always been among the top in China, and it has the title of "The City of Lung Washing". As a beautiful coastal city, ZJ is the only tropical city in mainland China, with unique Marine resources. At the same time, ZJ is also the famous hometown of pineapple, mango and red orange [3]. For people living in the booming economy and fast pace of life in the Greater Bay Area, ZJ will definitely attract them to enjoy the quiet and comfortable slow pace of life, feel the fresh air and relax themselves.

### *2.1.3 Opportunities brought by the construction of Hainan Free Trade Port for tourism development in ZJ*

The construction of Hainan Free trade Port will play a vital role in the economic changes of China and even the world. At present, China is the world's largest consumer market and the world's largest commodity export market, and the construction of the free trade port is equivalent to the construction of a free trade port with the world trade connection like Hong Kong. ZJ is located on the other side of Hainan, just like Hong Kong is on the other side of Shenzhen River, occupying a great geographical advantage. With the construction and development of Hainan Free Trade Zone, it will not only attract domestic tourists, but also attract more foreign tourists in the world. As the hub between Hainan and the mainland, there is a great chance that tourists will choose to visit the mainland, and ZJ is the first stop of mainland tourism.

## 2.2 Good geographical advantages

ZJ city is located in the southern tip of the mainland, in the southwest of Guangdong Province, with a vast territory, including all the Leizhou Peninsula and part of the north of the peninsula. It faces South China Sea in the

east, Qiongzhou Strait in the south and Hainan Province in the big special zone, and Beibu Bay in the west. ZJ is one of the first coastal cities to open to the outside world and one of the 42 national comprehensive transportation hub cities. ZJ is also in an important geostrategic position in the Asia-pacific economic circle.

As the southern gate of China, ZJ is an important area connecting Qiong and Guangdong. As early as in the development of the Maritime Silk Road, ZJ Xuwen has played an important role in the construction of the Maritime Silk Road. In recent years, after the provincial Party Committee and the provincial government positioned ZJ as the provincial sub-center, the all-round three-dimensional transportation of ZJ has been greatly improved. Now, ZJ has become the third city in Guangdong province to be designated as the national comprehensive transportation hub, besides Guangzhou and Shenzhen.

### *2.2.1 High-speed rail lines reaching in all directions*

ZJ, as an intermediate station through Haikou, has opened lines including Haikou to Shanghai South Railway Station, Sanya to Beijing West Railway Station, Zhengzhou to Haikou Railway station, and even Harbin West Railway Station and Changchun Railway Station. In Guangdong province, the transportation is also convenient. Starting from ZJ West Railway Station, you can go to Guangzhou South Railway Station (via Xinhui, Yangjiang, Maoming, etc.), Shenzhen North Railway Station, Zhaoqing East Railway Station, etc. the future will have profound and thorough, the sea and the wide cham, light light and poster five high-speed convergence of ZJ, ZJ connected with the national high-speed rail network, This also lays a solid foundation for the development of tourism in ZJ.

### *2.2.2 Construction of expressways to build a regional tourism network in ZJ.*

In addition to the well-connected high-speed railway pattern, ZJ will also build a number of tourist roads covering both inside and outside ZJ on the expressway network. ZJ has opened ZJ-Xu-Zhanjiang expressway to the south, leading to the port, and yuzhan-ZJ expressway, Chongqing-ZJ Expressway and Maojiang-ZJ Expressway to the north. At present, ZJ is speeding up the construction of the Maozhan section of Shenzhou-Haikou Expressway and the completion of the Wuchuan Branch line of Shanzhou-ZJ Expressway, so as to enhance the capacity of the expressway channel with the Greater Bay Area. In neighboring Guangxi province, the Yuzhou-ZJ expressway has been opened, and the construction of the Nanning to ZJ expressway will also complete the connection between Beibu Gulf and ZJ in Guangxi. In addition, ZJ will speed up the construction of the Nansandao Bridge around the city, the Yuzhan-ZJ expressway branch line, and plans to build the tunnel between Nansandao and Donghai Island, the west leizhou Peninsula expressway and the west extension of Donglei Expressway, to promote the construction of the Leizhou Peninsula expressway network. In the near future, ZJ will

become a large coastal tourism transportation corridor connecting Guangxi and Hainan, and the areas involved will enjoy the tourism resources of ZJ along the expressway network.

### *2.2.3 Airport construction expands air routes and assists in the development of tourist cities*

ZJ Airport was built in 1952 and has opened more than 20 air routes. It is the only prefecture-level city in western Guangdong with an airport. With the development of the city, the development of the airport and its resources are in conflict, and the new airport to be started in 2019 will become an important link in the three-dimensional transportation network of ZJ. ZJ new airport is positioned as a domestic trunk airport, and its route network will further cover the whole country and even Southeast Asia and Northeast Asia, and make efforts to expand routes to Europe and The United States. It is expected to achieve an annual passenger throughput of more than 4 million, 45 navigable cities, and the route network will basically cover the whole country.

## 2.3 High quality climate resources

### *2.3.1 Suitable climatic conditions*

Climate condition is the main factor for most elderly tourists to consider the wellness tourism destination. Elderly tourists are the most special group of tourism consumers. They generally have more leisure time and are relatively free. There is no fixed time point for tourism. Because of their health, they like to travel to different places with the change of seasons like migratory birds, and most of the places they choose to visit are warm and comfortable cities with pleasant weather.

ZJ is located in the low latitude area south of the Tropic of Cancer. It has a tropical and subtropical monsoon climate and is regulated by the Marine climate all the year round. The annual average temperature is about 23°C, the annual average rainfall is 1417-1802 mm, and the annual average sunshine duration is 2000 hours. If the average temperature is used to judge the season: winter is below 10°C, summer is above 22°C, and spring and autumn are between 10 and 22°C, then summer is from early April to early November in ZJ autumn and spring are from mid-November to early April, and there is no winter in the whole year.

Hainan is China's famous retirement resort, ZJ and Hainan climate is relatively similar, but according to the 1986-2016 of ZJ tourism climate comfort degree analysis and evaluation", according to the climate of ZJ in December - February comfort levels were higher than in Hainan Haikou, therefore, ZJ's climate is more suitable for the winter hibernation in the elderly [4].

### *2.3.2 Good air quality*

As a third-tier city, ZJ is not very industrialized and the pollution level is not particularly serious. In addition, the ZJ government has been strengthening the control of environmental protection and investment in urban greening. In recent years, the environmental air quality of

ZJ has been ranked in the forefront of Guangdong Province. ZJ is also a national Garden City, one of China's top ten Green Cities, and one of China's top ten Low-carbon eco-cities.

In ZJ, also known as a "lung-washing" city, negative oxygen ions were measured at more than 8,000 per cubic centimeter, four times higher than the world Health Organization standard of 1,500 per cubic centimeter. As early as the end of 2015, ZJ has a green area of 4123.13 hectares, green land rate of 37.84%, green coverage rate of 41.82%, per capita green park area of 13.94 square meters, built 32 parks, 63 small parks. In the same year, the rate of green land in urban built-up areas in China reached 36.34%, and the per capita green park area reached 13.16 square meters, and the per capita green area in ZJ was slightly higher than the national average level.

ZJ city with beautiful environment, a year the four seasons evergreen trees, the air quality is good, for anyone is an excellent living city, especially for those falling body function of the elderly, and physical discomfort, need long time to adjust patients, poor air quality, easy to cause the body disease, thus it can be seen in ZJ is their ideal health city.

## 2.4 Rich tourism resources

ZJ has a very rich natural tourism resources and cultural tourism resources, covering ecology, Marine, geological landform, folk culture, historical and cultural sites, food, rural tourism and other types, each with its own characteristics, a hundred flowers bloom. According to statistics, There are 64A level scenic spots, 53A level scenic spots and 42A level scenic spots in ZJ. In addition to these tourism resources, there are rich historical and cultural sites, folk culture and other intangible cultural heritage. The richness and uniqueness of many tourism resources make ZJ special and mysterious.

### *2.4.1 Natural tourism resources*

ZJ has rich natural tourism resources, which can be summarized in three types: ecological, Marine and geological landform, covering dozens of natural tourist attractions such as Huguangyan World Geopark, sal harbor Island, East Island China's first Long beach, Blue Moon Bay Hot spring, Hedi Silver Lake, South Asia Tropical Botanical Garden and Sanling Mountain National Forest Park. These scenic spots have unique tourism resources, beautiful environment, good air, rich and diverse species, and pleasant climate [5]. Among them, there are many scenic spots that can meet the wishes of the elderly not only to keep healthy but also to travel and see beautiful scenery.

### *2.4.2 Cultural tourism resources*

Cultural tourism resources are the most abundant tourism resources in ZJ. ZJ has a long history and numerous cultural heritages. The origin of ZJ can be traced back to the ancient Stone Age. Since the Han Dynasty, Xuwen of ZJ has been the port of departure of the "Maritime Silk Road". After thousands of years, the

life activities of generations of people left a lot of precious historical relics for this land of ZJg.

ZJ has valuable tourist resources of historical and cultural sites, such as the sal harbor of The Southern Song Dynasty Imperial City and Xuwen, the port of departure of "Maritime Silk Road". The folk culture of ZJ is rich and unique, including the unique stone dog belief, the "Oriental Unique" dragon dance, the top of the "Four Chinese Unique" Leizhou drum change, wuchuan three unique (clay sculpture, bridal sedan chair, and floating color), Leizhou centipede dance, Suixi lion dance, magical dressing, and the annual culture with the characteristics of Western Guangdong. ZJ is also rich in ancient architectural resources. ZJ has so far preserved many historical and cultural blocks and ancient residential villages with historical and cultural value, such as the sal harbor lighthouse of Guangzhou Bay French office, repercussal harbor Lighthouse, lushan Village diaolou and ancient village, Bang Tang ancient residential settlement, ancestral hall of Chen family, etc. ZJ residents not only believe in Buddhism, but also believe in Taoism and Christianity. There are many temples and ancient temples in ZJ. The Shurangama Temple in Huguangyan Scenic spot is a very representative ancient temple. ZJ was once the anti-Japanese base, and now has several anti-Japanese memorial sites, such as the Martyr monument in Chikan Cunjin Park.

The elderly pursue health, not only the body needs to be satisfied with health, spiritual satisfaction is also extremely important. The elderly are generally more nostalgic, more curious about historical sites and folk culture, more fascinated with the history of the Red Revolution, and more religious. All these needs can be met in ZJ. Compared with other cities, ZJ has more varieties, more numbers, more distinctive characteristics, and relatively concentrated distribution.

#### 2.4.3 Rural tourism resources

As a third-tier city, ZJ has a low degree of urbanization, and many parts of it still have a simple rural scene. ZJ enjoys a flourishing fishery, and its seafood has gained a national reputation. Every coastal village has developed fishery. Among crops, ZJ is rich in pineapples and Lianjiang red oranges, among which Xuwen pineapple planting area has also formed "pineapple Sea", a well-known local agricultural tourism landscape. "Pineapple Sea" covers an area of up to 350,000 mu. The garden is colorful throughout the year, with small villages scattered in the fields and huge white windmills forming a unique picture of tropical ecological agriculture.

Fishery, and farming, the rural industry can be made for old people the opportunity to experience the rural work, let the elderly in labor not only can strengthen physical health, to meet the needs of inner realization of self-worth, also can more easily integrate into local life, find a sense of belonging in the process of living, for life.

### 3. Existing Problems in the Development of ZJ Wellness Tourism

#### 3.1 Insufficient policy guidance and small degree of industrial integration

As one of the coastal city of ZJ, due to the mild climate and be the first choice of the different interaction between pension, living in sports endowment, the development of wellness tourism industry have improved in recent years, but it is either from the perspective of the government or industry did not form the features of local wellness tourism industry development, the role of promoting economic and social development also did not cause enough attention, As a result, ZJ wellness tourism industry is still lack of publicity and market development.

From the perspective of policy, seafood tourism and cultural tourism are the focus of tourism industry development in ZJ. Although conditions such as suitable environment and other conditions are available to promote wellness tourism economy, their functions are only mentioned relatively without strong support from relevant policies. From the perspective of the industry, the gap between various industries in ZJ city for the development of health has not yet been crossed. On the one hand, the phenomenon of each industry is still prominent, and the seafood industry is not too much related to the health industry, which ignores the economic role of the wellness tourism industry. Wellness tourism also has the problem of multiple management, such as traditional Chinese medicine culture belongs to the medical department, endowment health services belong to the civil affairs department, tourism activities belong to the tourism sector, for wellness tourism management is usually issued documents which department in the league at the top is led by which department lack of coordination mechanism, also the lack of unified linkage mechanism. As a result, the development of wellness tourism in ZJ city can only rely on the advantages of the existing ecological scenic spots, and has not yet formed an effective integration of industries. Therefore, the current scale of wellness tourism in ZJ city is very limited.

#### 3.2 ZJ tourism Agency has low enthusiasm for promoting wellness tourism industry

Traditional wellness tourism believes that the main consumer groups of the market are middle-aged and old people, but with the development of society, economic income, work pressure, living environment and other factors, the market group of wellness tourism gradually covers all age groups. However, due to the restriction of the immature development of elderly service-related industries, Guangdong province is still in the stage of structural imbalance and relative lag between the development of elderly service and the continuous and rapid growth of market demand. Compared with ZJ, It is only taking Suixi, Xuwen and other places as the core to promote the development of wellness tourism industry. At present, Zhongda Construction Group in western China has selected a site in Neitang Reservoir, and invested to build an international vision and Chinese elements, integrating health experience, leisure and vacation, wellness management and other main functions into one. At the same time as housing, medical care,

health care, continuous care, entertainment, sports, education, cultural diffusion, the diversity of multiple functions such as integrated services complex "south China pension leisure industry demonstration base", implementation will preserve one's health the pension industry lands SuiXi, truly realize "live in SuiXi, leisure in SuiXi SuiXi, preserve one's health, experience in SuiXi" strategic development goals [6]. But it is also because the enthusiasm of ZJ tourism agency to promote the wellness industry is not high, the health industry in Suixi, Xuwen and other places in the current health market demand has not been very good development.

3.3 Wellness tourism has obvious conflict of interest and lacks coordination mechanism

Wellness tourism industry is a comprehensive system with diversified interests, and the interest pattern and interactive behavior among participants are investigated. Only through effective consultation and coordination of the stakeholders, can the balanced governance of all stakeholders be realized, so that the wellness tourism industry can achieve a more long-term development. There are many interests in ZJ wellness tourism area, and the relationship is complicated [7]. Every stakeholder is indispensable. Various stakeholders are intertwined with each other. Due to their different demands, the conflicts of interests become more and more obvious, and there is no reasonable coordination mechanism. Taking Xuwen wellness tourism in ZJ as an example, in the development of wellness tourism industry in Xuwen, the demands of the government, tourism enterprises, community residents and tourists all have a certain conflict of interest, which forms one of the factors that hinder the development of wellness tourism industry.

3.4 Lack of professional and high-quality wellness tourism products

In recent years, people's demand for health care has been increasing with the gradual improvement of material living standards. Just for health care or simple tourism can no longer meet people's pursuit of high quality life. Only by integrating health care resources and tourism activities can people meet their all-round needs for physical and mental health. Blue coast and green ecology are the main characteristics of ZJ. Fertile land and vast ocean provide rich health ingredients, such as a variety of seafood, sugarcane, rice, longan, lychee, pineapple, mango, star fruit, guava, Leizhou cattle, lean pig, pork pig, goat, chicken, duck, goose and so on. Although There are many tourism products in ZJ, the quality of the products is uneven, and there is a lack of special old-age tourism products developed according to the physiological characteristics and pension needs of the elderly. There is no great difference between tourism routes for the elderly and general tourism products launched by most travel agencies, which cannot match the needs of the elderly group for tourism and pension, and there is a contradiction between supply and demand.

3.5 Weak infrastructure and inadequate medical facilities

Wellness tourists stay in tourist destinations for a long time, and they have higher requirements on infrastructure, leisure and cultural services and medical and health services. Wellness tourism in ZJ is still in the development stage, with incomplete or outdated basic supporting facilities and few leisure and entertainment facilities. By the end of 2017, there were 103 hospitals in the city, including 7 tertiary hospitals (excluding 422 hospitals), 29 secondary hospitals and 43 first-level hospitals. The medical security system is relatively weak. All these restrict the healthy and stable development of old-age tourism.

3.6 Lack of pension institutions and professional talents

According to the statistics of the Ministry of Civil Affairs, as of July 31, 2020, there were 110 registered old-age care institutions in ZJ city, with more than 6,475 beds at the end of the year. Compared with other cities with more developed old-age care industries, ZJ city is lagging behind in development. At the same time, ZJ most pension agency facilities aging crude, pension generally do not conform to the requirements of the professional service personnel, the lack of corresponding endowment service consciousness and skills, and proficient in the inter-disciplinary talent is scarce of endowment, care, travel, professional pension institutions and the lack of talent become the weak link of ZJ tourism endowment industry development.

4. Countermeasures and Suggestions for the Development of ZJ Wellness Tourism

4.1 The government should strengthen guidance and support

Wellness tourism is a new industry, involving a wide range of related industries and fields. The development and growth of wellness tourism cannot be separated from the escort of the government, which needs the government to introduce and implement the relevant strong policy support. With the guidance and support of government departments, more enterprises will have the confidence to integrate into the wave of wellenss tourism.

Table1 Comparison of tourism data between ZJ and BH in 2017

City name	The number of tourists (ten thousand)	The number of tourists increased over the previous year (%)	Total Revenue (ten thousand yuan)	Revenue increased over the previous year (%)
ZJ	4350.43	15.0	421.42	20.1
BH	3069.80	24.1	364.50	28.2

As can be seen from the above table (Table 1), the growth rate of tourism revenue in BH is 8.1% higher than that of ZJ in 2017. Beihai is a neighboring city of ZJ, and its economic development and tourism resources are

actually not advantageous compared with ZJ. However, due to the strong support of its government and the increased investment in tourism industry, BH's tourism industry has achieved a better development. Therefore, the ZJ government should introduce more relevant policies, increase the support for tourism, and publicize the advantages of ZJ's tourism resources through various channels, so as to promote the development of ZJ's wellness tourism industry and promote the economic development of ZJ.

#### 4.2 Strengthen tourism publicity and enhance development awareness

At present, tourists come to ZJ mainly for leisure purposes, to experience natural seaside scenery, abundant tropical fruits, delicious seafood and other natural resources, while health-centered tourism is still very rare. The reasons can be summarized as follows: the tourism development awareness of health preservation is not strong in ZJ city, tourism publicity is not in place, and tourists lack understanding of health preservation resources in ZJ. Therefore, in order to promote the development of wellness tourism, it is necessary to pay attention to the value of health resources, improve the awareness of wellness tourism development, and increase tourism publicity, in the publicity content, to carry out seaside tourism, ecological tourism and other tourism image, the local ecological resources into it. In terms of publicity, it can make full use of the advantages of the Internet, integrate the official website of ZJ tourism, cooperate with "Qunar" and other large-scale tourism websites, build a tourism big data platform, and present ZJ's wellness tourism to the world through text, pictures, videos and other ways. At the same time, large-scale activities can also be used to promote ZJ wellness tourism, show the charm of ZJ's high-quality resources, introduce ZJ to the world, and attract more tourists to experience health tour in ZJ.

#### 4.3 Formulating reasonable development plans and developing diversified wellness tourism products

According to the development of ZJ tourism, medium and long term goals can be formulated. Before the development, the government and experts should take measures according to the characteristics of ZJ's own resources and local conditions, and make clear the development goals by formulating development strategies on the development prospects of the market and product positioning.

In 2016, the National Tourism Administration issued the new "Tourism Agency elderly Travel Service Standards" is still a difficult situation to promote, the market pain period is inevitable, the government should step by step guide tourism enterprises to complete the elderly tourism from a simple sightseeing tourism to wellness tourism quality transition, with the help of legal force to strengthen the tourism industry standards.

In accordance with the market demand of domestic wellness tourism, the development of tourism products should be strengthened. First, the design and development

of rehabilitation and health care tourism products should be made full use of various tourism resources such as seashore and hot springs, and health care and rehabilitation tourism should be added and developed. The second is the design and development of hobby tourism products, around the painting, flowers, fishing, square dancing and other health needs of interest elements, promote the characteristics of wellness tourism products and projects.

#### 4.4 Promote the development of real estate through wellness tourism

Another potential of wellness tourism for the development of tourism is to promote the development of real estate for the elderly and to digest the real estate inventory. In our country, the central and local levels of collecting the current tax system, land finance is the source of local finance, investment growth in consumer spending must be supported by local resources, so the health resources rich in the less developed regions through scientific planning, the overall investment, actively promote the construction of tourism endowment real estate investment, to explore the property right of substitution, And combined with existing travel booking website, tourism, real estate, urban residents endowment the emerging model of development, combining the resources of the pressure will weaken, can better protect mountains, restore the damaged vegetation, returning farmland to forest and farmland reclamation became profitable, use economic means to promote environmental protection publicity and education have a better effect than single.

Therefore, ZJ government and its related personnel should reasonably control the prices and real estate prices in ZJ, hoping to attract more tourists to ZJ to spend money, so as to promote the overall economic development of ZJ.

#### 4.5 Construction of reasonable allocation of elderly care resources

At present, with the acceleration of aging in China, the elderly's concept of caring for the aged and their consumption consciousness are gradually changing. The elderly group is gradually becoming an important part of the main force of tourism consumption. They have higher requirements for tourism products and tourism experience, and pay more attention to personalization and emotion. In the future, health tourism will become the general direction of elderly tourism, such as traditional Chinese medicine health, forest health, etc., using the natural environment advantages of tourism destinations, folk customs and traditional technology advantages to develop tourism products conducive to the physical and mental health of the elderly.

According to the different needs of the elderly group for pension resources, corresponding products and services should be provided. For the elderly with low living standards, community workers should be dispatched to consult and comfort them regularly to meet their basic daily needs. In view of the phenomenon of elderly people

gathering in ZJ city, the allocation of elderly resources dominated by sports and sports facilities should be satisfied and the integration of medical services and elderly facilities should be improved. The allocation of elderly resources should be integrated and redistributed. In order to solve the problem of insufficient resources and facilities for the aged in the city center, different groups of citizens should be divided in the densely public areas. In view of the poor awareness of medical insurance among the elderly, we should simplify the procedures of medical treatment for the elderly and relax the threshold of medical insurance for the elderly to seek medical treatment in other places, so as to effectively avoid the phenomenon of poor accessibility to medical treatment.

#### 4.6 Improve the construction of old-age care institutions

Good health infrastructure construction is an important guarantee for wellness tourism activities, ZJ can provide tourists with additional health services in accommodation, and combine with ZJ's rich resources of Chinese medicinal materials to develop health hot springs, traditional Chinese massage therapy, etc. On the other hand, to improve the level of medical services in ZJ, such as strengthening the construction of health centers, health centers, spa hospitals and other hardware facilities, make use of the excellent ecological environment in the tourism area, so that wellness tourists can breathe pure air anytime and anywhere, and pay attention to the environmental construction of supporting facilities. Local grassroots hospitals or elderly care institutions invite retired TCM doctors to provide free medical consultations for local residents and tourists in the name of health vacation. At the same time, regular health knowledge lectures and service quality training courses are held to cultivate a group of nursing personnel with health knowledge.

### 5. Conclusion

With the realization of the goal of an all-round well-off society in China, people's enthusiasm for wellness tourism will continue to increase. Wellness tourism, as an advanced industrial form that improves the quality of traditional tourism and is rich, is bound to become a new trend of tourism development. As one of the coastal cities, ZJ has excellent climate, significant geographical advantages and rich ecological tourism resources, so it has unique advantages in developing wellness tourism. By analyzing the opportunity of ZJ tourism development and the advantages of developing wellness tourism, this

paper points out that the prospect of developing wellness tourism in ZJ is optimistic and it is highly feasible to develop wellness tourism. At the same time, this paper makes a comprehensive analysis of the problems faced by ZJ tourism development, and puts forward solutions to these problems, which will serve as reference suggestions for the government and relevant departments to develop tourism industry. It is hoped that through the study of this paper, the high-quality tourism resources in ZJ can be known by more tourists, so as to play a role in the promotion of ZJ's tourism, and also to provide some ideas for the development of wellness tourism in ZJ city, so as to promote the successful transformation of ZJ's tourism from traditional tourism to wellness tourism.

### Acknowledgment

This paper is periodical research achievements of the 2020 university-level Social Science Talent Project "Research on the Agglomeration and Development of Marine Industries in Guangdong Province under the Perspective of Ecological Civilization" of Lingnan Normal University.(project numer:ZW2025).

This research is supported by Guangdong Coastal Economic Belt Development Research Center, Lingnan Normal University".(project number:20191L02).

### References

- [1] Y.F. Huang. Development status and countermeasures of wellness tourism in Longyan city. *Journal of Minxi Vocational and Technical College* **2019**, 21(04), 16-19.
- [2] H. Cui; K.Z. Xie. The impact of Guangdong-Hong Kong-Macao Greater Bay Area construction on the development of surrounding third-tier cities. *Cooperative Economy and Science & Technology* **2020**, (07), 46-47.
- [3] D.M. Wang. "Advantages and development proposals of Zhanjiang in the Guangdong-Hong Kong-Macao Greater Bay Area. *China Business Review* **2019**, (24), 181-183.
- [4] B.L. Yuan. Thoughts on the development of zhanjiang sojourn and elderly care industry. *Tourism Research* **2019**, (20), 113-114.
- [5] X.Y. Ren. Feasibility analysis and countermeasures of wellness tourism development in Jilin Province. *Modern Economic Information* **2018**, (23), 483-484.
- [6] Z.T. Yang. Taking Suixi of Zhanjiang as an example to discuss the development strategy of health care and pension tourism. *Urban Tourism Research* **2012**, (22), 101-102.
- [7] L.J. Tian. Research on health tourism development based on stakeholder theory -- a case study of Xuwen County". *Journal of Qufu Normal University* **2016**, 15-19.