

# Investigation and Analysis on Requirements of Rural Wellness Tourism in Wenzhou Area

Fenyong Tang, Xiaolong Xu, Yongjia Lin

Wenzhou Polytechnic, Wenzhou 325035, China

## Abstract

**With the improvement of Chinese residents' living standards, as well as the aging of the population, sub-health, ecological environment, novel coronavirus, and other problems, people yearn for a comfortable and straightforward rural life. In the national efforts to promote the "healthy China" strategy and the construction of a "better life," rural wellness tourism has become an increasingly concerning industry. This paper takes Wenzhou local urban and rural residents as the main body of the tourism sources, system analysis their rural wellness tourism wills. It combines with accommodation, transportation, environment, activities, such as four aspects, further study the resident's rural wellness tourism demand, finally puts forward some suggestions for the local development of rural wellness tourism.**

## Keywords

**Wenzhou Area; Rural Wellness Tourism; Demand.**

## 1. Research Background

In 2016, the outline of the "healthy China 2030" plan issued by the CPC Central Committee and the State Council clearly proposed to develop the health industry and support new forms of health services such as health tourism, so as to meet the diversified health needs of the people[1]. Especially after this outbreak, people have a new understanding of improving their length of life, abundance, and freedom. In such an environment, new changes have taken place in the field of "health care", and "full-age health care" has become a hot topic of concern. On the other hand, as an important measure to achieve the strategic goal of rural revitalization, rural wellness tourism plays an important role in promoting the integrated development of rural primary, secondary and tertiary industries and expanding characteristic industries, such as leisure agriculture, rural tourism and home stay economy [2].

In the wave of the health age, rural wellness tourism quietly rises. Good ecological environment is the biggest advantage of rural development [3]. As the main source of rural tourism, urban residents play a vital role in promoting the development of rural tourism [4]. Studying their exact wishes and needs can better explore the potential market and related sectors of rural wellness tourism. And it highlights the travel characteristics of the rural wellness tourism industry and effectively guides the development of the rural wellness tourism industry in Wenzhou.

## 2. Data Source and Sample Characteristics

### 2.1. Data Source

This survey adopts the random sampling method, Questionnaires were distributed to the permanent residents of 4 municipal districts, 3 county-level cities and 5 counties in Wenzhou city, Zhejiang Province, The questionnaire includes four parts: the first part is the primary information survey of the residents, It mainly includes age, gender, residence, education level, occupation, monthly income and health status and other seven aspects; The second part is the

residents' cognition survey of rural wellness tourism areas, It mainly includes the understanding of rural wellness tourism, the role of health care travel and knowledge, interest and other aspects; The third part is the survey of Wenzhou urban and rural residents' rural wellness tourism willingness, It mainly includes tourism purpose, time choice, factors affecting the choice of residence place, behavior preference and other four aspects; The fourth part is the residents' rural health care, living and residence needs, It includes accommodation tendency, transportation conditions, health care environment, health care activities and other four aspects. We distributed a total of 1350 questionnaires and recovered 1344 questionnaires, with a recovery rate of 99.56%. The effective questionnaire was 1249, and the effective rate was 92.93%. In addition, some respondents conducted in-depth interviews combined with the relevant contents of rural health care and living activities in issuing the questionnaire.

The processing criteria include the following three points:

1. The questionnaire filling time is less than 90 seconds is included in the invalid questionnaire.
2. The questionnaire is too single, and the same option is more than 70% of the total questionnaire.
3. We count the IP address in the non-Wenzhou area as an invalid questionnaire.

## 2.2. Sample Characteristics

Based on the statistics of 1249 valid questionnaires, men and women each represented 50.28% and 49.72% of the total sample, with a male to female ratio of 1.01:1, and slightly more men than women. Age was concentrated at 18-35 years, representing 57.97% of the total sample, and the respondents were mainly in a youth group. The respondents' places of residence are evenly distributed in cities and villages, and 74.38% have a college degree or above, indicating that the respondents' academic qualifications are at the middle and upper levels, and their education level is higher, reflecting the improvement of the comprehensive quality of society. In terms of occupation, party and government organs and enterprises and institutions accounted for 26.58%, self-employed private owners 9.61%, service personnel 5.76%, company employees 15.69%, students 19.30%, retirees 7.69%, and other occupations 15.37%, with a relatively wide occupation range. The per capita monthly income below 2000 yuan accounted for 26.10%, 27.62% in the field of 2000-5000 yuan, and 29.62% at 5001-10000 yuan, which belongs to the middle-income level, and different income levels are relatively evenly distributed. Regarding physical health, 67.41% are healthy, 30.66% are sub-healthy, and 1.92% are diseases, reflecting the current good health of urban and rural residents.

## 3. Analysis of Survey Data

### 3.1. Residents' Cognition of Wellness Tourism

The cognition of rural health and residence mainly includes investigating their understanding of rural health and residence, interest, and significance of rural health and residence, etc.

#### 3.1.1. The Level of Awareness of Rural Wellness Tourism

According to the survey analysis, 81.43% of residents said they had not experienced rural health care. Judging from the survey results, most residents do not know much about rural wellness tourism. It also shows that it is necessary to carry out the popularization and publicity of rural wellness tourism and sojourn-related knowledge for residents and increase everyone's understanding of the rural wellness tourism industry.

#### 3.1.2. Cognition of the Role of Rural Wellness Tourism

From the residents' cognition of the role of rural health to health, 85.51% of the respondents think that rural health is helpful to health. Still, a small number of groups believe that rural health is not beneficial to health, so they may not be willing to participate in rural health tourism.

Nevertheless, it can further publicize the role of rural wellness tourism on health, helps residents further understand rural wellness tourism, and promote the pastoral industry's rapid growth.

### **3.1.3. Residents' Interest in Rural Health Care and Living Areas**

From the perspective of the degree of residents' interest in rural wellness tourism, most respondents were very willing to try, accounting for 71.57%, mainly among young people (aged 18-35), and only a small number of respondents said they were reluctant to participate in rural wellness tourism. Combined with residents of wellness tourism role cognitive survey, they found very unwilling to participate in rural wellness tourism, mainly because they do not understand its role. Nearly half of the elderly over 60 years old (about nine people, 40.90%), through the survey interview, learned that this part of the residents needs to take grandchildren at home, the old life is relatively busy, can not travel.

## **3.2. Analysis of Residents' Rural Health Care and Living Willingness**

### **3.2.1. Tourism Motivation Analysis**

From the perspective of the motivation of urban and rural residents, relieving pressure and relaxing became the primary tourism purposes of urban and rural residents in Wenzhou, accounting for about 81.51% of the total sample, followed by accompanying family and friends and physical fitness and self-cultivation, 48.36% and 47.40% respectively. In addition, 16.25% of them enjoyed a nutritious diet, 14.25% learned local health culture, 12.65% learned 12.65%, and few people met new friends and visited relatives and friends. The survey results show that although the current residents are under tremendous pressure to work or live, they also pay more attention to mental health adjustment, physical health exercise, and family companionship. Therefore, there is great potential in the rural health care and travel market. Furthermore, the rural areas can focus on developing relaxation, decompression, and parent-child experience to create a good environment of family affection, friendship, and love.

### **3.2.2. Analysis on Time Selection**

From the perspective of the tourism season expected by urban and rural residents, the vast majority of respondents wanted to live in rural wellness tourism in autumn and spring, accounting for 50.92% and 31.06%, respectively. The urban and rural residents selected in summer and winter accounted for 18.01% of the total sample. The survey results show that more people like to travel in autumn. The sky is excellent. In autumn, National Day golden travel holiday, holiday time is extended, suitable for travel. The survey results show that autumn and spring are the peak period for urban and rural residents to participate in rural wellness tourism. In the spring and autumn peak season, rural tourism tourists will increase significantly. The seasonal health and living projects will become the core content of attracting urban and rural residents to travel in the peak season.

### **3.2.3. Analysis on Location Selection**

From residents in choosing rural health focus project (Table 1), mainly focus on the natural environment and accommodation environment, accounting for 78.38% and 67.89%, respectively. The second attention of the surrounding service facilities, transportation convenience, the local cultural connotation, 40.35%, 28.34%, and 24.98%, and focus on travel costs of 18.25%, only a few people focus on the distance between the destination and permanent residence. It found that when urban and rural residents choose rural health care areas, the natural environment of wellness tourism is the primary condition to attract them. The distance has a massive impact on the process and comfort of health care. And with the development of the economy, people's living standards are improving day by day. Therefore, the spending capacity of travel expenses is higher, so they are more willing to spend money for better services and tourism living experience. Therefore, this requires that in the construction

of rural health care, the first thing to do an excellent job in the protection of the natural ecological environment, and the living environment and supporting facilities and services as critical projects, according to local conditions to develop local natural tourism resources, to create a live environment with regional characteristics.

**Table 1. Projects Concerned by Residents**

Item	Natural Environment	Service Facilities	Accommodation Environment	Cultural Connotation	Traffic conditions	Distance	Travel costs
Number of people	979	504	848	312	354	89	228
Proportion(%)	78.38	40.35	67.89	24.98	28.34	7.13	18.25

From the perspective of obtaining information (Table 2), the main channel is to get information through the network, accounting for 66.61%, followed by TV and radio as the information channel, accounting for 44.36%, through relatives and friends recommendation, accounting for about 33.95%, through books, newspapers, rural health accommodation information, travel agencies and so on. The survey data show that the network, television, and radio are essential publicity channels for rural wellness tourism and play a crucial role in establishing the image. At the same time, word of mouth is also an indispensable reference for influencing the choice of rural wellness tourism places in Wenzhou.

**Table 2. Information Channels**

Item	Books and periodicals	Television	Internet	Recommendation	Travel agency	Others
Number of people	367	554	832	424	168	154
Proportion(%)	29.38	44.36	66.61	33.95	13.45	12.33

### 3.2.4. Behavior Preference Choice

From the perspective of the time spent by urban and rural residents in Wenzhou on a single trip, 29.54% of residents want to stay for less than three days, 49% account for 3-5 days, and fewer residents who wish to spend more than six days. The research results show that rural health care and living areas usually exist in short-distance travel in the city, and affected by the epidemic, long-distance travel is more troublesome out of the town. However, rural tourists are gradually willing to spend minor holidays, showing that rural wellness tourism and living can bring them a rich experience in people's perceptual cognition. Therefore, it is worth spending more time.

From the perspective of residents' single per capita consumption expectation, their ideal consumption intention is mainly concentrated at 1000-2000 yuan, accounting for 44.68% of the total sample. The data shows that the consumption positioning of urban and rural residents in Wenzhou has increased significantly. On the one hand, it reflects the steady development of the current social consumption economy. As a result, people have better confidence in their future economic income; on the other hand, it also reflects people's high expectations for future rural wellness tourism.

## 3.3. Analysis of Residents' Rural Health Care and Living Needs

### 3.3.1. Accommodation Conditions and Requirements

From the perspective of the expected living places, the proportion of characteristic homestay accounts for the highest, accounting for 38.19% of the total sample. At the same time, resort hotels rank second, with the proportion of 27.94%, 22.50%, and 9.21% in business hotels, respectively, and 2.16% of people choose other accommodation methods. The results show that people are more inclined to homestay accommodation.

### 3.3.2. Demand for Traffic Conditions

From the perspective of the travel mode chosen by Wenzhou residents (Table 3), most people choose to drive by themselves, accounting for about 61.09%. First, they decided to go by themselves, which is more convenient to travel short distances, and they can experience the happiness of driving with relatives and friends. Secondly, high-speed rail(42.11%) is a better choice for inter-city travel, with fewer choosing cruise ships, bicycles, and other vehicles. Self-driving travel is the primary choice of Wenzhou residents now. Therefore, various conditions of rural tourism may affect residents' health care and living needs. If we want to meet the needs of most residents for self-driving travel, pastoral health care, and living travel places should pay attention to the improvement of transportation conditions.

**Table 3.** The Transportation Means

Item	Self-drive	Bus	Aircraft	High-speed rail	Cruise	Bicycle	Others
Number of people	763	256	341	526	87	109	83
Proportion(%)	61.09	20.50	27.30	42.11	6.97	8.73	6.65

### 3.3.3. Health Care and Environmental Needs

From the perspective of the health and living environment chosen by Wenzhou residents, the coastal environment and rural environment are the most popular, accounting for 34.75% and 32.99%, respectively, followed by the forest environment and folk environment. Combined with the distribution of Wenzhou rural areas, Wencheng, Cangnan counties, part of the countryside for the coastal, always delicate, Yueqing, Taishun hilly mountains, rich in forest resources, but no matter what kind of village, its most prominent feature is given priority to with agricultural, rural environment features. Therefore, the countryside located on the seashore can be combined with the coastal conditions to promptly launch projects such as sewer fishing, diving, fishing, and other projects. Furthermore, villages with prominent forest environments can use local hot springs and natural resources according to local conditions to develop forest health, hot spring health, and other health care formats. And villages with prominent pastoral environments can develop leisure agriculture, characteristic farms, etc. so that tourists can participate in farming and planting.

### 3.3.4. Health Care Activity Needs

The analysis shows that the main body participating in wellness tourism is young people. They are energetic and prefer depth experience of rural health activities, such as camping, fishing, swimming, picking, games, etc., to participate in production, experience, and enjoy the process. However, the older adults over 60 years old are mostly retired and have slightly worse mobility than the young people. They are more inclined to walk, see the scenery, drink tea, chat, do some leisure and health projects, and enjoy sightseeing rural health care (73 people, about 41.95%). For teenagers under 18, rural wellness tourism and living are essential to understand agriculture and nature. For this aspect, rural areas can carry out leisure agriculture so that teenagers can participate in rural agriculture and learn, teaching through tourism. Young people aged 18-35 are mainly busy with study or work and moderately carry out in-depth experiential health care activities, which will help to relax their body and mind, and cultivate relatives and friends. For the elderly group over 60 years old, we need to provide good medical equipment, quiet accommodation, and a leisurely environment to experience a comfortable elderly life.

## 4. Conclusion and Suggestions

### 4.1. Research Conclusions

Through the analysis of Wenzhou urban and rural residents rural wellness tourism will, the following conclusion: Wenzhou urban and rural residents are the core of the rural wellness tourism market, relieve pressure, physical fitness and accompany family is the central Wenzhou residents religious tourism motivation, they expect the pastoral tourism season is spring, autumn, and usually the rural wellness tourism arranged in the long holiday. On the choices of rural health, residents mainly focus on the natural environment and accommodation environment. The network is the primary channel for rural health information. Most residents expect a single health travel spending per capita of 1000-2000 yuan, which embodies the Wenzhou residents for rural wellness tourism consumption positioning improved significantly. When choosing the ideal wellness tourism environment, residents show a high demand for the characteristic homestay accommodation environment, coastal and rural health care environment, and deep experiential health care activities. It reflects that the rural wellness tourism industry is desirable to urban and rural residents. Furthermore, the health care travel mode, mainly self-driving, indicates that urban and rural residents hope to reach the destination quickly. Based on the analysis of this characteristic, residents also have high requirements for the traffic conditions of tourist routes.

### 4.2. Suggestions on Rural Wellness Tourism Development

#### 4.2.1. Positioning of the Primary Customer Source and Targeted Marketing

In the post-epidemic era, Wenzhou's local urban and rural residents are strongly willing to participate in rural wellness tourism. Therefore, the primary source of rural wellness tourism in Wenzhou. On this basis, the rural wellness tourism industry should be systematically divided and developed according to the wishes and needs of residents in market development. The survey shows that advertising should be based on network channels. In the information age, the role of the Internet has gone beyond TV, radio, newspapers, and other communication channels. At the same time, the word-of-mouth effect recommended by relatives and friends has achieved remarkable results in cultivating new rural health care travelers. The advertising should ensure the authenticity of the information establish a good image of rural health and residence.

#### 4.2.2. Highlight Regional Characteristics and Make Good Use of Local Resources

Rural, regional characteristics are to attract residents to tourism. Firstly, the development of rural wellness tourism must rely on the features of rural, regional resources. At the same time, according to local conditions to excavate, use pastoral, hot spring, forest, and other local resources, carry out rural characteristics of farming experience, outdoor picking, hot spring medicine bath, forest yoga. And other activities, develop health products with local features, and create a unique charm of rural wellness tourism.

#### 4.2.3. Take into Account the Needs of Tourists and Optimize Supporting Services

In the face of the contradiction between tourists' needs and rural, regional characteristics, the development model of rural wellness tourism areas can be guided by different regional factors. On the premise of not affecting the rural ecological environment, taking into account the needs of tourists, we can set up various experience projects, develop and improve the corresponding supporting facilities, and focus on optimizing the construction of rural roads traffic.

#### 4.2.4. Learn from Successful Experience to Help the Health Care Development

The development of the rural health care industry in Wenzhou has just started, and a lot of exploration needs to be carried out in the future. Every link from theory to practice needs to be constantly revised, supplemented, and improved in the experiment to cultivate new business

forms, give full play to new commercial value and social benefits, and help revitalize the rural industry. The development model of the rural wellness tourism industry in Wenzhou needs to be studied in depth according to different resource endowments to form a development pattern that adjusts measures to local conditions and focuses on priorities. Based on thoroughly combining the characteristics of regional rural development, learning from the successful experience at home and abroad is conducive to promoting the development of the rural wellness tourism industry in Wenzhou.

## Acknowledgments

Research Project on "Courses for Ideological and Political Education" in Wenzhou Polytechnic (WZYSZJG2106).

## References

- [1] Qing Guo: Implementation Path of "Healthy China 2030" Planning Outline, Health research, Vol.36 (2016) No.6, p.601-604.
- [2] Huili Yan, Qiang Wang, Hao Xiong, Fan Xu: Analysis on Spatial Distribution Characteristics and Influencing Factors of Leisure Countryside -- Taking the Most Beautiful Leisure Countryside Demonstration Site in China as an Example, Resources and environment in arid areas, Vol.33, (2019), No.3, p.45-50.
- [3] Yanan Chen: Research on Rural Community Ecological Environment Governance under the Background of Rural Revitalization Strategy, Shanxi Agricultural Economy, (2021), No.2, p. 81-83.
- [4] Li Jiang: Tourism Development and Community Participation, Journal of Chengde Teachers College for Nationalities, (2006) No.4, p. 84-85.