

Health Tourism Experience in The Digital Era: Intelligent Technology and User Satisfaction

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Abstract: Health tourism refers to tourism activities aimed at health, wellness, and rehabilitation, and is an important branch and development direction of the tourism industry. With the continuous innovation and application of digital technology, there have been profound changes in the products, services, management, marketing, and other aspects of health tourism, providing tourists with a richer, more convenient, and personalized travel experience, while also improving their satisfaction and loyalty. This article starts from the concept and characteristics of digital technology, analyzes their application models and cases in health and wellness tourism, explores their impact mechanism and effect evaluation on the experience of health and wellness tourism, and proposes the development trend and suggestions of digital technology in health and wellness tourism.

Keywords: Health tourism; Digital technology; Tourism experience; User satisfaction.

1. Introduction

Health tourism refers to tourism activities aimed at rehabilitation, health preservation, and combining tourism methods to relax, regulate, and repair the body and mind. Health tourism is an important branch of the tourism industry and an effective way to meet people's health needs and improve their quality of life. The main content of health tourism includes medical tourism, health tourism, recuperation tourism, elderly care tourism, etc., which involves multiple fields such as medical care, health, leisure, culture, etc., and has the characteristics of diversification, comprehensiveness, and specialization. The main customer groups of health tourism are middle-aged and elderly people, sub healthy people, and those who pursue high-quality living. Their needs for health tourism are diverse, differentiated, and of high quality. They not only focus on the functionality and effectiveness of health tourism, but also on the emotional and experiential aspects of health tourism.

With the continuous innovation and application of digital technology, there have been profound changes in the products, services, management, marketing, and other aspects of health tourism, providing tourists with a richer, more convenient, and personalized travel experience, while also improving their satisfaction and loyalty. Digital technology refers to the use of digital signals and computer technology to process, transmit, store, analyze, and display information, including the Internet of Things, cloud computing, big data, artificial intelligence, virtual reality, augmented reality, blockchain, etc. The application of digital technology in health and wellness tourism can achieve intelligence, digitization, and networking of health and wellness tourism, building a smart health and wellness tourism network that covers the world, connects all parties, and operates efficiently. This can optimize the allocation of health and wellness resources, provide high-quality health and wellness services, maximize health and wellness efficiency, minimize health and wellness costs, and optimize health and wellness benefits.

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2. Application Models and Cases of Digital Technology in Health Tourism

The application of digital technology in health tourism can be divided into three levels: data layer, intelligent layer, and application layer.

1. Data layer: The data layer refers to the use of technologies such as the Internet of Things, cloud computing, and big data to achieve functions such as data collection, transmission, storage, and sharing for health tourism, providing a data foundation and support for health tourism. By utilizing IoT technology, the intelligence and automation of health tourism can be achieved, such as intelligent thermometers, intelligent blood pressure monitors, intelligent electrocardiographs, etc., greatly improving the efficiency and accuracy of diagnosis and treatment. By utilizing cloud computing technology, centralized management and remote access of health tourism data can be achieved, such as cloud healthcare, cloud health, and cloud elderly care, greatly improving the security and convenience of data. By utilizing big data technology, data mining and analysis of health and wellness tourism can be achieved, such as health big data, tourism big data, consumption big data, etc., greatly improving the value and efficiency of data.

2. Intelligent layer: The intelligent layer refers to the use of technologies such as artificial intelligence, virtual reality, and augmented reality to achieve functions such as data analysis, processing, optimization, and display in health tourism, providing intelligent decision-making and services for health tourism. By utilizing artificial intelligence technology, intelligent data assistance for health tourism can be achieved, such as intelligent diagnosis, intelligent prescription, intelligent consultation, etc., greatly reducing the cost and error of diagnosis and treatment. By utilizing virtual reality technology, it is possible to achieve virtual display of health tourism data, such as virtual tourism, virtual health preservation, virtual therapy, etc., greatly improving the

experience and fun of tourism. By utilizing augmented reality technology, data augmentation and interaction in health tourism can be achieved, such as enhancing tourism, enhancing health preservation, enhancing recuperation, etc., greatly improving the immersion and participation of tourism.

3. Application layer: The application layer refers to the use of blockchain, e-commerce, social media and other technologies to achieve data execution, feedback, transactions, marketing and other functions of health tourism, providing diversified products and channels for health tourism. By utilizing blockchain technology, secure transactions of health and wellness tourism data can be achieved, such as blockchain healthcare, blockchain tourism, blockchain elderly care, etc., greatly improving the credibility and transparency of data. By utilizing e-commerce technology, it is possible to facilitate the purchase of health tourism data, such as online healthcare, online tourism, online elderly care, etc., greatly improving the availability and accessibility of data. Social media technology can be used to realize the social sharing of health tourism data, such as Weibo, WeChat, Tiktok, etc., greatly improving the dissemination and influence of data.

3. The Impact Mechanism and Effect Evaluation of Digital Technology on Health Tourism Experience

The experience of health tourism refers to the overall impression and evaluation of various emotions, cognition, behaviors, and other aspects that tourists experience during the process of health tourism. The influencing factors of health tourism experience include the characteristics of tourists themselves, the products and services of health tourism, the environment and atmosphere of health tourism, etc. Digital technology, as an external stimulus, affects the health tourism experience of tourists by changing the products, services, environment and other elements of health tourism.

Specifically, the impact mechanism of digital technology on the experience of health tourism can be divided into the following aspects:

1. In terms of information acquisition. Digital technology can provide tourists with rich, timely, accurate, and personalized health tourism information, helping them understand the destination, products, services, prices, etc. of health tourism, reducing information asymmetry and uncertainty for tourists, enhancing their trust and security, and improving their expected satisfaction and decision-making efficiency.

2. In terms of transaction convenience. Digital technology can provide tourists with convenient, safe, efficient, and transparent health tourism transaction channels, such as online booking, online payment, online evaluation, etc., saving tourists time and costs, reducing transaction risks and obstacles, and improving their transaction satisfaction and loyalty.

3. In terms of service quality. Digital technology can provide tourists with high-quality, efficient, intelligent, and personalized health tourism services, such as intelligent navigation, intelligent diagnosis and treatment, intelligent consultation, intelligent recommendation, etc., to meet the diverse, differentiated, and high-quality health needs of tourists, improve their service perception and evaluation, and enhance their service satisfaction and loyalty.

4. In terms of experiential experience. Digital technology

can provide tourists with rich, interesting, immersive, and interactive health tourism experiences, such as virtual tourism, enhanced tourism, gamified tourism, social tourism, etc., stimulating tourists' sensory, emotional, cognitive, behavioral and other multidimensional experience reactions, enhancing tourists' experience perception and evaluation, and improving their experience satisfaction and loyalty.

The impact of digital technology on the experience of health tourism can be evaluated from the following aspects:

1. In terms of customer sources. Digital technology can increase the popularity, credibility, and attractiveness of health tourism, expand its customer base and market share, increase its passenger flow and revenue, and enhance its economic and social benefits.

2. In terms of satisfaction. Digital technology can improve the information quality, transaction quality, service quality, and experience quality of health tourism, enhance customer satisfaction and loyalty, increase the reputation and influence of health tourism, and enhance the brand value and competitiveness of health tourism.

3. In terms of health. Digital technology can improve the health effects, health management, and health education of health tourism, enhance the health and happiness of customers, increase the health and social value of health tourism, and enhance the public welfare and sustainability of health tourism.

4. The Development Trends and Suggestions of Digital Technology in Health Tourism

The application of digital technology in health and wellness tourism can not only improve the efficiency, quality, safety, greenness, innovation and other levels of health and wellness tourism, but also enrich the products, services, experiences, marketing and other aspects of health and wellness tourism, providing new impetus and paths for the development and innovation of health and wellness tourism. Based on the characteristics and functions of digital technology, this article proposes the following development trends and suggestions for digital technology in health tourism:

1. Establish a digital infrastructure for health tourism. Digital infrastructure is the carrier and support of digital technology, including data centers, cloud platforms, IoT devices, network communication, intelligent terminals, etc. They provide technical support and platform support for the entire process of data collection, transmission, storage, sharing, analysis, processing, optimization, display, execution, feedback, and other aspects of health tourism. To establish a digital infrastructure for health and wellness tourism, it is necessary to strengthen government guidance and support, encourage social capital investment and participation, promote the planning, construction, operation, maintenance, updating, and sharing of digital infrastructure, and form a digital network for health and wellness tourism that covers the entire area, connects all parties, and operates efficiently.

2. Develop digital products and services for health tourism. Digital products and services are the application and innovation of digital technology, including intelligent navigation, intelligent diagnosis and treatment, intelligent consultation, intelligent recommendation, intelligent appointment, intelligent payment, intelligent evaluation, intelligent customer service, etc. They provide tourists with more convenient, safe, efficient, transparent, and personalized

health tourism products and services, meeting their diverse, differentiated, and high-quality health needs, Improved the service perception and evaluation of tourists, and increased their service satisfaction and loyalty. To develop digital products and services for health tourism, it is necessary to strengthen innovation and competition among enterprises, encourage cooperation and exchange between industry, academia, and research, promote the research and development, testing, promotion, application, and improvement of digital products and services, and form a diversified, innovative, and professional digital product and service system for health tourism.

3. Enrich the digital experience and marketing of health tourism. Digital experience and marketing are the display and dissemination of digital technologies, including virtual tourism, enhanced tourism, gamified tourism, social tourism, live streaming sales, short video promotion, online word-of-mouth, e-commerce, etc. They provide tourists with richer, more interesting, immersive, and interactive health tourism experiences, stimulating their sensory, emotional, cognitive, behavioral and other multidimensional experience responses, Enhanced tourist experience perception and evaluation, improved tourist experience satisfaction and loyalty. At the same time, they also provide more effective, extensive, real-time, and reliable health tourism information for the promotion and promotion of health tourism, expanding the influence and popularity of health tourism, and increasing the market demand and consumption potential of health tourism. To enrich the digital experience and marketing of health tourism, it is necessary to strengthen cultural exploration and creation, encourage content production and sharing, promote the design, production, release, interaction, feedback, etc. of digital experience and marketing, and form a diversified, interesting, immersive, and social health tourism digital

experience and marketing system.

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