

Research on Zhejiang Health Tourism Development under the Background of Rural Revitalization

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Abstract: As the "rural revitalization" and "Health China 2030" strategies are promoted simultaneously, health tourism has become a new trend in the integration of tourism and health industry [1]. One hand, with the rapid development of China's economic level, people's income level has increased and the demand for tourism has increased; on the other hand, in Covid-19 epidemic era, health is also a major issue of increasing concern for citizens, which makes health tourism gradually accepted by society and tourists. Zhejiang province has good health tourism resources, and the overall situation of health tourism shows an upward development trend, becomes one of the important projects of Zhejiang tourism industry. This paper explores the problems and shortcomings of the current health tourism in Zhejiang Province through the research methods of literature analysis, case study, in-depth interview and questionnaire, and tries to put forward feasible suggestions to provide effective help to Zhejiang health tourism under the background of rural revitalization as well as health tourism in other regions.

Keywords: Rural revitalization, Zhejiang health tourism, Development strategy.

1. Introduction

The 19th National Congress put forward the important decision of building a new rural area, which is an important historical task to build a moderately prosperous society and a strong socialist modern country. The strategy of "rural revitalization" aims to solve the current problem of inadequate and unbalanced development in China, i.e., to solve the development problems that rural areas in China need to face [2]. At the same time, due to the continuous economic rise of China, the tourism industry has been developing rapidly. Tourism, as a comprehensive and highly relevant industry, has strong market competitiveness and vigorous market vitality, and has become an important force in promoting rural revitalization, driven by the huge tourism consumption market.

The health of social citizens is a major issue at the heart of the country. In order to solve the national health problems such as social subhealth in China, the state has formulated and issued the "Health China 2030" planning outline, which aims to "implement the health China strategy, improve the national health policy, and vigorously develop the health industry" [3]. It is suggested that each region should actively explore the health industry system in the fields of medical care, medicine, fitness, and leisure sports, and combine them with pensions and tourism to promote new health development.

With the outbreak and spread of the new crown pneumonia, people gradually pay attention to all kinds of medical and health care products as well as medical and health services as people pay more attention to life and body. At the same time, with the increasing consumption of health tourism, health tourism has also been affected to a certain extent. With the continuous promotion of health tourism, more and more people choose diversified forms of ecological environment-based health tourism, and the health tourism mode gradually develops into an accepted tourism mode.

While implementing the strategies of "Healthy China" and "Rural Revitalization", health tourism, as a combination of health and tourism, is a comprehensive tourism mode of

pension, health care, education, sports, leisure, beauty, medical treatment, rehabilitation and other aspects[1]. It can meet people's requirements for a perfect environment, climate, and health facilities, as well as their aspirations and pursuits for a better life from both health and tourism levels. Health tourism has developed from an embryonic form to a mature stage and has become a major force in China's tourism industry.

Based on a large amount of literature, the author found that the development of the foreign health tourism industry has been relatively smooth, from the initial development to the current booming development. Compared with this, domestic health tourism is still in the preliminary stage, with imperfect contents and certain defects, and the research about theory and practice is not fully mature, and there is still a big gap. However, China is rich in tourism resources, the concept of health has a long history, and the market value is irreplaceable, which is worthy of in-depth research and exploration. The health industry is a new growth point of economic development in recent years. We should summarize the reasons for its success from the development process of foreign health industry, and analyze the existing problems and summarize the experience, so as to provide references for health industry development of Zhejiang Province and even China.

2. Concept Definition

2.1. Rural Revitalization Strategy

President Xi Jinping proposed at the 19th National People's Congress in October 2017 to implement the strategy of "rural revitalization" and promote the development of rural industry with the reform of rural industry policy; increase the investment in rural ecological environment in the construction of rural infrastructure, and promote the development of rural areas from "agriculture" In terms of rural infrastructure construction, we should increase investment in rural ecological environment and promote rural development from three levels: agriculture, farmers and rural

areas. It is necessary to adhere to the principle of adapting to local conditions to prevent the phenomenon of "a thousand villages" from reappearing, and to carry out creative rural revitalization under the premise of respecting ecological protection and folk customs.

2.2. Health Tourism

In the standard of National health Tourism Demonstration Base (LB/T051-2016) promulgated by the National Tourism Administration in 2016, the definition of health tourism is proposed as:- "It refers to the sum of various tourism activities that enable people to achieve an excellent state of natural harmony in body, mind and spirit through various means such as nourishing the face and body, nutritious meals, cultivating the heart and soul, and caring for the environment "[6], and identified the first five "national health tourism demonstration bases". The society and tourist groups have generally accepted "health tourism" as a form of tourism, and it has become a new tourism model [7].

3. Zhejiang Province Health Tourism Development

With the development of health tourism in China in recent years, it has taken off, but it is still in the initial stage: there are problems such as imperfect policies, small scale, and relatively backward development level. However, from the future development trend, the whole health tourism market is in great demand and its market prospect is very broad.

3.1. Health Tourism Model

According to the different resources of health tourism, Li Hao classifies health tourism into "forest health type" "climate health type" "ocean health type" "Hot spring health type" "geological health type" "medical health type" "cultural health type" seven kinds of health tourism [3].

3.2. Classification of Health Tourism Consumers

Middle-aged and elderly people, "sub-healthy" people, teenagers, high-income people and overseas markets are the main markets of health tourism. With the impact of the spread of the Newcastle pneumonia epidemic and the improvement of people's health awareness, the number of people in China's health tourism market has been increasing.

3.3. Potential for the Development of Health Tourism in Zhejiang Province

Zhejiang Province tourism industry has become a leader in domestic tourism development after several years of unremitting efforts. The number of tourists has steadily increased in recent years. The state has introduced new policies to support the development of tourism and rural tourism, strengthening the operation of the market, the development of new tourism resources, the integration of resources and the construction of a strong tourism province in China.

Zhejiang health Tourism Forum was held in 2018 with the theme of "Tourism + health Integration", which put forward higher requirements for the innovative development of health tourism products and modes. In order to further improve the forest health industry in Zhejiang, Zhejiang Province issued the Opinions on Promoting the Development of Forest health Industry in 2019, which put forward the relevant objectives

and guiding ideas to promote the development of health industry [7], accelerate the development of forest health products, cultivate new forest health new industry, and put forward guidance. Zhejiang Province has grasped this development opportunity and formed a new rural health tourism industry with forest, culture, sports, medical care and agriculture as the core and "health + tourism" as the core, taking tourism resources and health in Zhejiang Province as one. In recent years, as people pay more attention to health, Zhejiang Province has good health tourism resources, and health tourism has become one of the main development directions of tourism development in Zhejiang.

On the whole, Zhejiang health tourism has many advantages and opportunities such as developed transportation, initial formation of health base, rich tourism resources and policy support from the state and Zhejiang Province, but there are also disadvantages and threats such as the existing tourism resources and tourism products are far apart, tourism services are relatively lagging behind, tourism resources are not integrated and utilized, domestic market competition is fierce, and the task of tourism leading rural revitalization is still arduous. However, the overall situation of health tourism in Zhejiang Province still presents an upward and positive form of development, and health tourism will become one of the main development directions of tourism development in Zhejiang Province, and the development of health tourism in Zhejiang Province has great potential.

4. Problems of Health Tourism in Zhejiang Province

4.1. Research Design and Method

The author has reviewed a large amount of literature on rural revitalization and health tourism at home and abroad to understand the development dynamics about rural revitalization and health tourism at home and abroad. The relevant theories were studied and organized to determine the research perspective and analyze the research on the development strategy of health tourism in Zhejiang under the background of rural revitalization to summarize the universality and differences of the problems and provide the theoretical basis for the thesis research. In-depth interviews were conducted with three tourism-related persons in charge of a township in Zhejiang, two B&B owners of health destinations and five tourists of health destinations to understand the difficulties as well as common problems in the current development of health tourism. A questionnaire was designed for the current situation of health tourism in Zhejiang Province, the perception of health tourism, and tourism behavior. 150 questionnaires were sent out and 135 valid questionnaires were returned in two weeks. The data were compiled and analyzed, and suggestions for the sustainable development of health tourism in Zhejiang Province were put forward, taking into account field visits to representative health tourism destinations such as Shengzhou Yueju Town, Shengzhou Xibai Mountain Scenic Area and Xinchang Tianzhu Wonderland Forest health Base, as well as excellent experiences in health tourism at home and abroad.

4.2. Research Analysis

In-depth interviews focus on the current situation, business model and characteristics of health tourism in townships, market positioning, target groups, marketing and publicity,

brand awareness, the use of modern technology, future development planning and strategies, etc. The questionnaire survey mainly focuses on the cognition of health tourism, health tourism projects, and health tourism behavior, etc. The specific analysis is as follows.

4.2.1. Basic Information of Respondents

Among the respondents of this questionnaire, women accounted for 63.16% (72 people) and men accounted for 36.84% (42 people). The respondents' age range is around 15-44 years old, and their education level is basically at college and above. Among them, company employees and management posts accounted for 50%, teachers and civil servants accounted for 15%, self-employed people accounted for 22%, and students accounted for 13%. Among the respondents, most of them have heard of and have some understanding of health tourism. There are also 14.04% of respondents who have never heard of health tourism. The majority of respondents, 57.89% (66), had participated in health tourism. The most acceptable cost they could choose for wellness tourism was \$1,000-2,000.

Respondents were interested in health tourism for sightseeing tours, wellness vacations, forest hiking, parent-child interactive programs, relaxation and meditation, science education, food and shopping, etc. The degree of preference for each type of health tourism, such as sightseeing, leisure and cultural health tourism, was similar. Respondents perceived that the main items of health tourism are dietary recuperation, medical recuperation, residential recuperation, massage, medicinal bath, etc.

4.2.2. Purpose of the Respondents' Participation in Health Tourism

According to the survey results, most of the respondents participated in health tourism for the purpose of health, health improvement and treatment of chronic diseases, accounting for 65.79% (75 people), 59.65% (68 people) and 53.51% (61 people), respectively. This shows that the design of health tourism programs is should be more consideration for tourists about health, treatment of diseases and health of health programs.

4.2.3. Reasons for Consumers to Choose Health Tourism

According to the survey results, the factors that influence consumers' choice of health tourism are mainly whether they can relax their body and mind, accounting for 62.28% (71 people) and the influence of local culture and cuisine of health places, accounting for 53.51% (61 people). This is followed by the natural beauty with 50% (57 people), the promotion of relationships with family and friends with 38.6% (44 people), and the role of educating children with 29.82 (34 people). According to this result, it can be seen that all of the above are the factors that consumers choose for health tourism. Among them, in the program settings, the most attention should be paid to relaxation and health and healing for the purpose. At the same time, the integration of the health place's food and local characteristics and culture, so that visitors have a different feeling. From the data, we can see that some respondents also value the role of education for their children during the health journey. When setting up the program, more consideration should be given to parents with children, and the health journey should also focus on the role of benefits for student health groups.

4.2.4. Reasons for Consumers' Rejection of Health Tourism

From the survey results, the biggest reason why consumers

are not willing to choose health tourism is that they are not interested in your related projects, accounting for 57.02% (65 people), the second biggest reason is that the infrastructure is relatively backward, accounting for 49.12% (56 people), and the third biggest reason is the limited time, accounting for 46.49% (53 people). This shows that the project of health tourism and the infrastructure of the destination have a great impact on the attractiveness of tourists.

4.2.5. Consumer Expectations of Health Tourism

The survey results show that the three elements that tourists expect most from health tourism are the availability of professional health equipment, accounting for 62.28% (71 people), professional nursing staff, accounting for 62.28% (71 people), and targeted exclusive services, accounting for 60.53% (69 people). Respondents believe that the content of health tourism in Zhejiang Province needs to be improved first of all is the lack of special products, accounting for 56.14% (64 people), health tourism effect problems, accounting for 53.52% (61 people), product promotion is not in place, accounting for 45.61% (52 people).

In summary, consumers have great expectations with the professional services, professional instruments and professional personnel of health tourism. There are problems in the homogenization of tourism products of health tourism, lack of special products, lack of innovation in marketing, and lack of promotion. Should create different needs for tourists, diversified tourism products. For example, provide personalized services, develop local special tourism products, design differentiated health tourism routes that tourists can choose by themselves; market your health tourism products from all angles; train health tourism composite talents and so on.

4.2.6. New Views on Health Tourism After Covid-19 Epidemic

From the survey results, due to the reason of the Covid-19 epidemic, people pay more and more attention to physical health, while the interest in health tourism has also increased. Among them, 28.07% of respondents (32 people) started to care about health tourism, 32.46% of respondents (37 people) started to consider and choose health tourism more, and 14.04% of respondents (16 people) made health tourism as the first choice of tourism. This shows that the development prospect of health tourism is promising after the epidemic.

4.3. Problems of Health Tourism in Zhejiang Province

Through the first-hand information obtained from in-depth interviews and the collection of relevant information through the Internet, we now have a further understanding of the existing problems in the development of health tourism in Zhejiang Province, which are summarized as follows.

4.3.1. The Development Strategy of Health Tourism Is Not Yet Complete

Firstly, the health tourism in Zhejiang Province lacks government planning and standard guidance, leading to fruitful planning and design in the early stage, but there are problems in investment, market order and other aspects. Secondly, the health tourism in Zhejiang Province is more scattered and lacks a unified and reasonable tourism route, resulting in inadequate tourism resources, waste of resources and no integration arrangement.

4.3.2. The Characteristics of Health Tourism Products Are Not Outstanding

The current health tourism products are mainly for middle-aged and elderly people, with B&B, farmhouse, fishing, hiking, picking and so on as the main content. Tourism products lack connotation, lack of regional characteristics, lack of local characteristics, lack of local characteristics with the lack of the corresponding tourism culture products.

4.3.3. Immature Development of Smart Health Tourism

In the era of intelligent Internet, Zhejiang Province does not pay attention to the advantages of the Internet, and thus misses an effective way to obtain information resources and expand marketing and publicity, and use the Internet platform for marketing. In addition, the database of "smart tourism" and the environmental standards of "smart tourism" in Zhejiang Province are not enough to support the development of "smart tourism" services, "smart tourism" and "smart tourism". There are huge shortcomings in the areas of "smart tourism", "smart tourism", and "smart tourism" trade.

4.3.4. Lack of Innovation in Marketing

Most of the health and tourism places are still using old-fashioned marketing and promotion methods, which lack innovation and have the problem of sales group bias. This leads to the audience group not being interested and disinterested in the advertisements they hear.

4.3.5. Imperfect Supporting Facilities

In the background of the era of tourism development, many basic service facilities in Zhejiang Province still need to be vigorously improved, as follows: First, the coverage area of wireless network is not extensive, many tourist locations are not covered with wireless network, and there is the phenomenon of poor network, and the network speed does not meet the requirements; Second, the parking lot in many areas of tourist attractions in Zhejiang Province is small, unreasonably planned, and the number of parking spaces is insufficient, and during holidays Third, there are problems in the internal planning of scenic spots, such as incomplete health tourism facilities, unclear signage, few public rest areas, poor public toilet environment, etc.; Fourth, the wisdom health platform of most health tourism places is not perfect, the integrity of big data is not high, software development is not perfect, resulting in less use by tourists; Fifth, most health tourism resorts have insufficient construction of emergency medical rescue teams.

5. Suggestions for the Development of Health Tourism in Zhejiang Province under the Background of Rural Revitalization

5.1. Formulating a Comprehensive Health Tourism Strategy

Based on the development of Zhejiang health tourism planning in the context of rural revitalization, firstly, it is necessary to ensure the guiding role of the government for health tourism and its related policies [9]. Secondly, to eliminate the status quo of individual development of each region in Zhejiang Province, we should make use of the joint efforts to develop a relatively consistent pace of health tourism development planning scheme, forming a pace of comprehensive management and common implementation of multiple parties; again, when formulating the all-round

tourism planning of health tourism in Zhejiang Province, we should always adhere to the concept of ecological civilization, adhere to the "ecology-based", give full play to Zhejiang's existing resources to create special tourism products.

5.2. Create Diversified Health Tourism Products

5.2.1. Provide Personalized Services

People's demand for tourism has the characteristics of personalization and diversification, so also on the tourism product personalized service requirements are relatively higher and higher requirements. The author proposes the following two personalized services: First, to carry out health lectures, human health assessment, free medical consultation, to carry out health and leisure activities. The second is to provide different health services for different groups of people, for example: the elderly can enjoy Chinese martial arts; learn Shaolin Taijiquan; provide a series of lectures on female health care for female type health visitors, provide SPA health therapy, hot spring health and beauty, etc.

5.2.2. Develop Local Socialized Health Tourism Products

According to the different locations of health tourism, combined with the unique local culture, vigorously explore the connotation of health culture, to create different local characteristics of tourism products. Many areas in Zhejiang contain rich red culture, opera culture, historical culture, folk culture resources and so on.

First of all, excavate Zhejiang's historical and cultural resources and organize health-related poems and songs, health stories and so on. At the same time, integrate and develop with natural resources, enrich the content and depth of tourism products, and create local unique historical and cultural products. For example, in the health tourism product, a cultural exchange hall can be set up to provide each group of tourists with knowledge of local history and culture once. Secondly, the religious cultural connotation of Zhejiang is deeply explored, highlighting the religious cultural connotation of Zhejiang, discovering the cultural traditions of the co-existence of Buddhism, Taoism and Confucianism in Zhejiang region, and collating, organizing and passing on the culture of health and wellness, such as "health and wellness", "zazen enlightenment", the "nurturing course", "health supplies", etc. Third, to dig deeper into the local characteristics of Zhejiang architecture, folklore, customs, food and other features. Combined with Zhejiang tea culture, wine culture, food and beverage characteristics of culture, to create special products, customize the characteristics of the accompanying gifts. Develop tea culture health, tea culture study, tea culture experience, etc., so that visitors can personally experience the steps of picking tea, frying tea, making tea, brewing tea, etc., so that visitors have a deeper understanding of Zhejiang's tea culture, and have a better and deeper impression of Zhejiang.

5.2.3. Design Differentiated Health Theme Routes

The audience group of recreation tourism tourists is not only limited to the previous concept of the elderly, but nowadays recreation tourism involves people of all ages and different needs. In order to meet the different groups of people, Zhejiang Province recreation tourism should be flexible and integrated with the integration of various resources in the province. In this paper, we will take the following six recreation tourism routes as examples.

Tang poetry culture + recreation tourism route. This route

is planned to combine some famous places in Tang poems into a tourism route, so that recreation tourism tourists can follow the footsteps of ancient poets and feel the charm of Tang poetry culture. Starting from Shangyu Dongshan, passing through Shengzhou Zhanghu City Park, Xinchang Tianmu Mountain, to Tiantai Mountain, experiencing the classic poems of Tang poets Li Bai, Du Fu, and Xie An of the Eastern Jin Dynasty, and other literati and writers of all ages, and enjoying the magic of nature.

Snack Culture + Wellness Tour Route. The combination of snack culture + recreation tourism route is composed of several famous snack places in Zhejiang Province. Experience Hangzhou's xiaolongbao, barking chicken, and honey glutinous rice lotus in the words of Lu You, Shaoxing's fennel beans, stinky tofu, creamy mini-pan, yellow wine stick ice, and yellow wine in the words of Mr. Lu Xun, Ningbo's dumplings, lard rice cakes, and fried sugar cubes, as well as Taizhou snacks such as pickled shrimp, mountain flour paste, and egg mochi.

Non-heritage culture + recreation tourism route. Create a non-heritage culture recreation route in the coastal area of Zhejiang, and experience the unique culture brought by non-heritage in recreation and leisure. Hangzhou - Xiaoshan - Xinchang - Taizhou, experience the craft making techniques such as West Lake silk umbrella, Zhongshan stone carving, Southern Song Dynasty official kiln firing, bamboo paper making techniques in Fuyang District, folk Taoist music, ancient ceramics restoration techniques, running lanterns, hemp weaving, as well as Taizhou traditional sports, intangible cultural heritage such as amusement and acrobatics.

Tea and wine culture + recreation tourism route. Hangzhou Meijiayu - Dongyang Baishan - Xinchang Dafo Temple - Xinchang Hengbanqiao Village Ruao Town, experience the birthplace of West Lake Longjing, Dongbai tea, Dafo Longjing tea, Tai Bai Temple ruins along the way Tea culture history, tea picking, frying tea, killing, spreading cool, Hui dry, sifting whole and other processes, natural scenery along the way as well as the culture of yellow wine.

Opera culture + recreation tourism route. Shengzhou and Xinchang, located in the essence section of Zhejiang, are not only beautiful in scenery, but also rich in humanity. Shengzhou is home to Yueju Opera, one of the five major operas in China, while Xinchang preserves the ancient and rare vocal cadence of human history, the tune cadence, as well as the first batch of national intangible cultural heritage, the Shaoxing Lotus Trio. Along the way, you can experience the classic Shaoxing rap repertoire, the spring-like Lushan Mountain, the ancient architecture, and the "wind gun" tuning scattered songs, and explore the sound of "tapping" in the Tang Dynasty and "turning" in the Song Dynasty, which are extremely valuable for studying ancient opera music.

Study tour + recreation tourism route. As the saying goes, reading a thousand miles, travel is the best time for children to learn. Take the Tiantai study tour as an example: you can experience the six arts, feel the traditional Confucianism; study the "Qiongtai" chanting, through the Sheng Tang; follow the "East Zhejiang Tang Poetry Road study reading book", indulge in the Tiantai landscape, study the essence of Tang poetry; taste the charm of Tang poetry, correct the mind and cultivate the body.

5.3. Strengthen Infrastructure Construction

This paper suggests starting from "intelligent tourism", speeding up the construction of Zhejiang Province health

tourism intelligent scenic spot, combining the information and reservation functions of Zhejiang Province health tourism such as "food, accommodation, transportation, medicine, and health" and applying them to the tourism industry, and improving them. At the same time, vigorously develop convenient services. Promote a series of renovations to improve the convenience services. Such as: improve the parking lot, scenic spot toilet, scenic spot kiosk and a series of public service content; realize 5G, WIFI full coverage; improve the classic signs; open the use of cell phones, so that cell phones and scenic content associated with, and so on.

5.4. With the "Internet" Mode, to Create Smart Health Tourism

First, the use of tourism websites, such as: microblogging, Zhihu, Xiaohongshu, so that the majority of tourists have a deeper understanding of Zhejiang Province health tourism resources [10]; second, through collaboration with hospitals, the construction of health facilities, smart home, artificial intelligence, etc. for the tourist area to improve the attractiveness of scenic spots, improve the competitiveness of scenic spots. Third, the establishment of offline service platforms such as emergency command and intelligent visitor service center offline to conduct real-time monitoring, data collection and aggregation of scenic spots.

5.5. Formulate the Holistic Marketing Strategy of Health Tourism

Zhejiang Province health tourism is divided from the health needs of tourists: tourists who focus on health care; therefore, when expanding the source market, different sources, different age groups and different needs should be treated differently, so as to achieve all-round accurate marketing.

For the tourists in the province, we should increase the publicity and introduce them to family tours such as "weekend tours" and "parent-child tours". At the same time, we can also recommend to tourists from neighboring provinces and cities "small holiday tours" and "in-depth tours" and other itineraries with a large range, and strengthen tourism cooperation between regions through the form of regional tourism linkage development, so as to promote the overall development.

In the promotion of the elderly, we should make more use of traditional media such as radio, television, newspapers, friends and relatives, and cooperate with nursing homes and orphanages. For the white-collar workers in the city, we can make use of Ticktock, Weibo, Red and other APPs for promotion; meanwhile, we can cooperate with enterprises through union activities and other forms, so as to promote among the white-collar workers.

5.6. Cultivate Versatile Talents of Health Tourism

The sustainable development of health tourism in Zhejiang Province requires localities to make greater efforts to vigorously introduce highly qualified and qualified personnel who are adapted to the needs of rural health tourism. Zhejiang Province should strengthen its cooperation with the provincial government to promote the cultivation of talents. Under the leadership of the provincial government, training courses and lectures on "health tourism" have been conducted with these research institutes to promote cooperation and exchange with other places. One way is to organize academic exchanges to attract experts and scholars from abroad to visit and provide

advice; the other is to use expatriate personnel to visit and study other regions to learn from the advanced experience of rural health tourism developed abroad and abroad, in order to cultivate a group of rural health tourism talents with rich connotations.

On the introduction of talents, there are mainly two kinds of talents who are willing to develop in the countryside and contribute to rural development, one is the local local people who return to their hometown to develop, and the other is the expertise in their own career development, and the Zhejiang government should formulate policies with different compensation schemes for all kinds of talents and follow up on them.

6. Conclusion

This paper takes "rural revitalization" as the research background, combines the development strategy of "Health China", and takes Zhejiang Province recreation tourism as the main research object. From the current research results, the development of recreation tourism in Zhejiang Province still has certain shortcomings. This paper proposes to plan recreation tourism as a whole, provide personalized services, develop local special tourism products, design differentiated recreation theme lines, strengthen infrastructure, develop intelligent recreation tourism by using "Internet" mode, market recreation tourism from multiple angles, strengthen personnel training, and guarantee recreation tourism. The sustainable development of recreation tourism in Zhejiang Province is promoted by providing personalized services, developing tourism products with local characteristics, designing differentiated recreation themed routes, strengthening infrastructure, developing intelligent recreation tourism by using "Internet" mode, marketing recreation tourism from multiple perspectives, strengthening talent training and ensuring the supply of recreation tourism

composite talents. In the post-epidemic period, people have a new understanding of health, and Zhejiang's recreation tourism will seize the great opportunity to develop and gain new development opportunities.

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