

An Investigation into Tourists' Intentions to Participate in Traditional Chinese Medicine (TCM) Wellness and Rehabilitation Tourism: Insights from In-Depth Interviews at the Luofu Mountain Tourist Area

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Abstract: This study aims to explore the flourishing of TCM (Traditional Chinese Medicine) health and rehabilitation tourism in Chinese tourist attractions and the driving factors behind tourists' participation intentions, with a specific focus on Luofu Mountain. Firstly, by elucidating the background and value of TCM health tourism and the rationale for choosing Luofu Mountain as a case study, the core objective of this research is established: to identify the key factors that drive tourists to engage in this unique tourism experience, providing strategic references for scenic area management and industry upgrades. The research covers a wide range of topics, including tourist demand analysis and tourism product innovation, employing a combination of theoretical construction and empirical research. Multiple methods, such as in-depth interviews and quantitative surveys, are used to gain insights into tourists' motivations and experiences. The article is well-structured, with a highlight on using in-depth interviews to reveal the deep psychological factors influencing tourists' participation intentions and the seamless integration of theory and practice. In the literature review section, this paper systematically discusses the theoretical foundations of TCM health and rehabilitation tourism and the theoretical framework of tourists' participation intentions. It also compares domestic and international research progress to identify research gaps. By comparing Luofu Mountain with international cases, this study assesses its strengths and weaknesses, providing policy insights and improvement suggestions. Methodologically, the paper details a carefully designed sampling strategy and data collection and analysis processes, with particular attention to the data analysis and thematic analysis of in-depth interviews. Based on the case of Luofu Mountain, it reveals the behavioral patterns of tourists participating in TCM health tourism and extracts key strategies for product design and service enhancement. In the policy analysis chapter, the paper deconstructs the effects of current policies on Luofu Mountain, identifies areas for improvement, and proposes a tailored set of policy recommendations. Finally, it summarizes the main research findings, including key factors influencing tourist behavior and optimization measures, while reflecting on the study's limitations and suggesting future research paths.

Keywords: TCM health, Rehabilitation tourism, Tourist participation intention, Tourist attraction, Policy orientation.

1. Introduction

1.1. Research Background and Significance

1.1.1. Research Background

As a new form of tourism emerging in recent years, TCM (Traditional Chinese Medicine) health preservation and rehabilitation tourism integrates traditional Chinese medicine culture with modern tourism concepts, offering tourists a novel health tourism experience. Utilizing resources such as the Huangshan and Dabie Mountain tourism sites and the Bozhou City Hua Tuo Museum of Chinese Medicine, proposals have been made to establish TCM health rehabilitation tourism bases in Anhui, Dabie Mountains, and Anbei. These bases aim to include TCM volunteer health tourism bases and chronic disease TCM hot spring rehabilitation bases (Meng et al., 2018).

With the continuous improvement of global health awareness, this form of tourism is increasingly favored by tourists. Therefore, it is significant to promote the sustainable development of this field by deeply exploring tourists' behavioral intentions to participate in TCM health preservation and rehabilitation tourism.

From an industry development perspective, TCM health

care and rehabilitation tourism relies on the profound heritage of Chinese medicine, providing personalized health services through the professional integration of health guidance, rehabilitation therapy, and tourism activities. This service model not only meets tourists' pursuit of a healthy life but also brings new profit growth opportunities for tourist attractions. Particularly after the global tourism industry was impacted by the pandemic, health tourism has become a crucial driving force for market recovery, with TCM health care and rehabilitation tourism leading the development of health tourism due to its unique advantages.

As a specific case of this study, Luofu Mountain's rich natural resources and profound cultural heritage offer unique conditions for developing TCM health preservation and rehabilitation tourism. Luofu Mountain boasts beautiful natural scenery and a long history and culture of traditional Chinese medicine. The scenic area's TCM health center, rehabilitation center, and other facilities provide tourists with comprehensive TCM health and rehabilitation services (Xie, 2015). Additionally, Luofu Mountain has hosted many TCM cultural festivals, effectively enhancing tourists' awareness and participation in TCM health preservation and rehabilitation tourism.

Luofu Mountain was selected as the study subject due to its

diverse tourist population, including visitors of different ages, genders, and occupations, providing rich sample data for this study. Through in-depth interviews and surveys of these tourists, this paper aims to accurately grasp their behavioral intentions to participate in TCM health preservation and rehabilitation tourism, offering targeted improvement suggestions for tourist attractions to improve tourist satisfaction and loyalty.

The development of TCM health and rehabilitation tourism aligns with current trends and market demands, and Luofu Mountain tourism, as a typical case in this field, holds high research value. Through an in-depth analysis of tourists' participation and behavioral intentions in Luofu Mountain, this paper aims to contribute to the vigorous development of TCM health preservation and rehabilitation tourism.

1.1.2. Study Purpose

The core purpose of this study is to deeply explore the factors influencing tourists' intentions to participate in TCM (Traditional Chinese Medicine) health preservation and rehabilitation tourism. By conducting this research, we aim to provide a more accurate basis for decision-making for tourist attractions and support the vigorous development of the TCM health and rehabilitation tourism industry.

As a newly emerging form of tourism, TCM health preservation and rehabilitation tourism integrates traditional Chinese medicine culture with modern tourism concepts and is highly popular among tourists. However, current research on tourists' intentions to participate in such tourism activities is still insufficient, which restricts the industry's further development. Therefore, this study aims to fill this research gap and uncover the factors influencing tourists' participation.

Specifically, through multi-dimensional and comprehensive research methods, including in-depth interviews, questionnaires, and data analysis, we aim to comprehensively analyze tourists' intentions to engage in TCM health care and rehabilitation tourism. These methods will enable us to collect substantial amounts of real and effective data, ensuring the accuracy and reliability of the research results.

The research will focus on individual tourist characteristics, tourism needs, consumer psychology, and the external environment. These factors collectively influence tourists' intentions and their willingness to participate in TCM health care and rehabilitation tourism activities (Kim & Lee, 2017). By delving into the internal connections and interaction mechanisms between these factors, we hope to provide more precise marketing strategies and service improvement suggestions for tourist attractions.

This study will also utilize internet data to conduct a dynamic analysis of tourists' behavioral intentions. With the continuous development of internet technology, an increasing number of tourists choose to learn about and book travel products through online platforms. Therefore, by analyzing online data, we can more intuitively understand changes in tourist demand and consumption trends, providing timely and effective decision support for tourist attractions.

This study aims to offer a decision-making basis for tourist attractions by deeply exploring the factors influencing tourists' intentions to participate in TCM health preservation and rehabilitation tourism. It also seeks to promote the industry's sustainable development. We believe that with the ongoing deepening and expansion of research, TCM health

care and rehabilitation tourism will have a broader market prospect and development space.

1.1.3. Study Significance

As an emerging form of tourism, traditional Chinese medicine (TCM) health preservation and rehabilitation tourism has gained increasing attention globally, particularly in China. This study aims to deeply explore the factors influencing tourists' intentions to participate in TCM health preservation and rehabilitation tourism. This research holds theoretical value for the academic community and has far-reaching practical implications for the tourism industry.

From an industry development perspective, TCM health care and rehabilitation tourism integrate traditional TCM culture with modern tourism concepts, injecting new vitality into the tourism industry. This study aims to provide a clearer understanding of tourists' perceptions and attitudes toward this emerging form of tourism, thereby offering more accurate market positioning and development strategies for tourist attractions. For instance, by examining a specific case where unique TCM health resources are combined with a beautiful natural environment, we aim to provide a unique tourism experience for tourists. Through in-depth interviews and other research methods, this study seeks to identify the key areas of interest for tourists, thereby offering strong support for tourist attractions in creating more appealing tourism products.

This study is also significant in enhancing the attractiveness of tourist destinations. With increasing competition in the tourism market, standing out among numerous attractions to become tourists' first choice is a challenge for all tourist destinations. TCM tourism, with its unique charm, is key to attracting tourists. By conducting an in-depth analysis of tourists' behavioral intentions, this study reveals the critical factors influencing tourists' choices, providing targeted improvement suggestions for tourist attractions to enhance service quality and optimize the tourism environment.

Furthermore, this study plays a crucial role in promoting the development of the tourism economy. As an emerging tourism sector, TCM health preservation and rehabilitation tourism has significant market potential. This study aims to accurately grasp market demand, providing a scientific basis for tourist attractions to develop more reasonable pricing and marketing strategies. Additionally, this study can offer valuable references for government departments in formulating relevant tourism policies, thereby promoting the healthy and sustainable development of the TCM health preservation and rehabilitation tourism industry.

By deeply exploring the factors influencing tourists' intentions to participate in TCM health preservation and rehabilitation tourism, this study aims to enrich and develop the relevant theoretical framework while providing strong support and guidance for the practical development of the tourism industry.

1.2. Study Content and Methods

1.2.1. Study content

The purpose of this study is to explore various aspects of tourists' intentions to participate in TCM (Traditional Chinese Medicine) health care and rehabilitation tourism. The core research content focuses on the influencing factors of tourists' behavioral intentions, their needs and experiences, and key areas such as tourism product design.

To explore the influencing factors of tourists' intentions, this study employs both qualitative and quantitative research methods. By conducting in-depth interviews, questionnaire surveys, and other means, we aim to systematically analyze the main factors influencing tourists' choices in TCM health care and rehabilitation tourism. These factors may include personal characteristics such as age, gender, and educational background, as well as external environments such as tourist facilities, service quality, and cultural background. By delving into the internal connections between these factors and tourists' behavioral intentions, this study aims to provide precise marketing strategies and optimization suggestions for tourist attractions.

Tourist needs and experiences are another area of focus in this study (Hurteau, 2013). As a specialized form of tourism, TCM health preservation and rehabilitation tourism often has specific needs (Lu, 2021). Through in-depth interviews and research, we aim to understand the real needs and experiences of tourists participating in such tourism activities, including their expectations and satisfaction with the environment, services, and TCM health effects. This data will provide valuable feedback for tourist attractions, helping them design personalized services and improve quality based on tourists' needs (Bao, 2020).

Regarding tourism product design, this study will integrate the findings from the above two areas to explore how to innovate and optimize TCM health preservation and rehabilitation tourism products to meet the diverse needs of different tourist groups. This includes developing distinctive TCM health care projects, enhancing the cultural connotation and experience of tourism products, and optimizing tourism routes and service processes. These efforts aim to provide strong theoretical support and practical guidance for the sustainable development of the TCM health preservation and rehabilitation tourism industry.

By deeply analyzing the multiple aspects of tourists' intentions to participate in TCM health preservation and rehabilitation tourism, this study aims to provide a comprehensive and systematic decision-making basis and development suggestions for relevant tourist attractions. This will not only enhance the attraction and competitiveness of tourist destinations but also promote the vigorous development of the emerging TCM health care and rehabilitation tourism industry.

1.2.2. Research ideas

The purpose of this study is to deeply explore the factors influencing tourists' intentions to participate in TCM (Traditional Chinese Medicine) health and rehabilitation tourism. Based on this analysis, the study aims to provide a decision-making framework for tourist attractions and promote the development of TCM health and rehabilitation tourism. To achieve these goals, the research follows a clear methodology, progressing from theoretical construction to empirical testing to ensure scientific rigor and practical applicability (Ye, 2021).

In the initial stage, the study constructs a theoretical framework for tourists' behavioral intentions to participate in TCM health preservation and rehabilitation tourism. This framework will be based on existing theories of behavioral intention and will incorporate the unique aspects of TCM health tourism to identify the key influencing factors. These factors may include tourists' individual characteristics, the attractiveness of tourist destinations, tourism product design,

and service quality. Constructing this theoretical framework will provide clear direction for subsequent empirical research.

The study will use in-depth interviews to gather qualitative data from visitors to the Luofu Mountain tourist area. These interviews aim to uncover the genuine thoughts and feelings of tourists, providing rich first-hand information on their behaviors and intentions. A detailed interview outline will be developed based on the key factors identified in the theoretical framework to ensure comprehensive and relevant content. The interviews will be flexible, allowing for adjustments based on participant feedback to obtain deeper insights (Guo, 2022).

After collecting the interview data, professional data analysis methods will be used to systematically analyze the content. Techniques such as content analysis and thematic coding will extract the main factors influencing tourists' behavioral intentions and reveal the interactions between these factors. The results of this data analysis will provide strong support for subsequent decision-making processes for tourist attractions.

Finally, this study will offer targeted policy suggestions and development strategies based on empirical findings. Recommendations will be tailored to the specific context of Luofu Mountain, focusing on enhancing the attraction of the scenic area, optimizing tourism product design, and improving service quality. Additionally, the study will explore how these results can be applied to other similar tourist attractions to promote the sustainable development of the entire TCM health care and rehabilitation tourism industry.

1.2.3. Study Methods

In the research methods section, this study employs a variety of approaches to deeply explore tourists' behavioral intentions to participate in TCM (Traditional Chinese Medicine) health care and rehabilitation tourism. In-depth interviews serve as the core method, collecting tourists' genuine views and experiences to reveal the underlying motivations behind their behavioral intentions (Ji, 2016).

The in-depth interview method emphasizes deep communication with respondents, guiding them to freely express their views and feelings through a semi-structured or open interview outline. In this study, representative tourists from Luofu Mountain attractions are carefully selected to ensure a diverse and typical sample. During the interviews, detailed inquiries focus on tourists' cognition of TCM health preservation, rehabilitation tourism experiences, and the formation of their behavioral intentions, aiming to obtain rich first-hand information.

In addition to in-depth interviews, questionnaires are also a crucial data collection tool in this study. By designing a scientifically sound questionnaire, the study quantifies and evaluates tourists' attitudes, preferences, and behavioral intentions toward TCM health preservation and rehabilitation tourism. The questionnaire will be widely distributed at the Luofu Mountain tourist attraction to ensure the data's universality and reliability. Internet technologies, such as online questionnaire platforms, will be utilized to expand the sample coverage and improve data collection efficiency.

For data processing and analysis, this study employs various statistical methods and tools to analyze the collected data. Descriptive statistical analysis will be used to understand the basic characteristics and behavior distribution of tourists. Advanced statistical methods, such as factor

analysis and cluster analysis, will further examine the influencing factors of tourists' behavioral intentions and their internal relationships. Content analysis will be applied to the qualitative data obtained from in-depth interviews to summarize and refine them, revealing the true thoughts and deep needs of tourists.

By comprehensively using in-depth interviews, questionnaire surveys, and data analysis, this study aims to thoroughly explore tourists' behavioral intentions to participate in TCM health preservation and rehabilitation tourism. The scientific application of these methods will provide rich and accurate research data, laying a solid foundation for subsequent policy analysis and recommendations.

1.3. Paper Structure and Innovation

1.3.1. Structure and framework of the thesis

The structure and framework section of this paper aims to provide readers with a clear and systematic blueprint of its organization, ensuring a comprehensive understanding of the research content, methods, and conclusions. The paper is divided into six main sections: introduction, literature review, research methods, case analysis and comparison, policy analysis and suggestions, and conclusion.

The introduction sets the stage by outlining the background and significance of TCM (Traditional Chinese Medicine) health preservation and rehabilitation tourism, and explains why Luofu Mountain was selected as the research focus. This section also clarifies the study's objective, which is to explore the factors influencing tourists' intentions to engage in TCM health and rehabilitation tourism. The goal is to provide a decision-making basis for tourist attractions and to promote the development of this tourism sector. Additionally, the introduction highlights the study's importance, including its potential to enhance the attractiveness of tourist destinations and to stimulate the tourism economy (Zhang, 2023).

The literature review examines the theoretical underpinnings of TCM health preservation and rehabilitation tourism, including its concepts, characteristics, and its role within the tourism industry. This section also reviews theories related to tourists' behavioral intentions and the selection of tourist attractions, providing a theoretical foundation for the research (Yang, 2021). By analyzing existing studies on tourists' intentions to engage in TCM tourism, this section identifies gaps and deficiencies in current research, establishing the innovation points and research value of this study.

The research methods section details the research design and sample selection methods, including the construction of the research framework and the principles and process of selecting samples. It also describes data collection and analysis methods, such as the design and implementation of in-depth interviews and the specific steps and tools used for data analysis, ensuring the study's scientific rigor and accuracy.

In the case analysis and comparison section, an in-depth examination of TCM health and rehabilitation tourism at Luofu Mountain is conducted. This part discusses the characteristics and issues related to tourists' behavioral intentions, tourism product design, and service experiences. It also includes an international comparative analysis to draw useful insights for the development of Luofu Mountain as a tourist destination.

The policy analysis and suggestions section evaluates current policies related to TCM health and rehabilitation tourism, identifying key issues and offering targeted reform suggestions and implementation strategies. This section aims to provide decision-making references for government departments to promote the healthy development of TCM health and rehabilitation tourism.

The conclusion summarizes the main findings and conclusions of the study, acknowledges its limitations, and suggests directions for future research. This section not only provides a clear summary of the research but also serves as a useful reference for subsequent studies.

1.3.2. The innovation point of the paper

In researching tourists' intentions to participate in TCM (Traditional Chinese Medicine) health preservation and rehabilitation tourism, this paper introduces two main innovations: the application of the in-depth interview method and new insights into tourism product design.

Regarding the application of the in-depth interview method, this study not only uses it as a data collection tool but also as a crucial way to understand and interpret tourists' behavioral intentions. Through in-depth interviews, this research delves into the inner world of tourists, capturing their real feelings, expectations, and concerns regarding TCM health preservation and rehabilitation tourism. This method enhances the authenticity and reliability of the research and helps in fully understanding tourists' behavior patterns. For instance, the interviews revealed that tourists place a high value on the professionalism and safety of TCM health programs, providing a strong foundation for optimizing tourism product design.

In terms of implications for tourism product design, this study offers a series of innovative design ideas based on the results of in-depth interviews. It emphasizes that tourism products should fully integrate the core concepts of TCM health preservation to offer more distinctive and attractive services. For example, developing rehabilitation courses based on TCM meridian theory or healthy meals incorporating TCM elements. The study suggests focusing on the personalized needs of tourists and designing flexible and diverse tourism products. The interviews revealed significant differences among tourists in terms of age, gender, and health status, indicating that tourism products should be flexible and diverse enough to meet the specific needs of various tourist groups.

Additionally, this study innovatively proposes the use of Internet technology to enhance the interactivity and convenience of tourism products. For example, developing mobile applications themed around TCM to provide real-time health consultations, appointment services, and personalized travel recommendations for tourists. This innovation is expected to improve tourist satisfaction and create more business opportunities for tourist attractions (Qin, 2021).

By innovatively applying the in-depth interview method and providing unique insights into tourism product design, this paper offers new perspectives and ideas for research and practice in the field of TCM health preservation and rehabilitation tourism. These innovations not only enrich the existing theoretical framework but are also expected to promote the sustainable development and innovation of TCM health care and rehabilitation tourism.

2. Literature Review

2.1. Theoretical Basis of Traditional Chinese Medicine Health Preservation and Rehabilitation of Tourism

2.1.1. Overview of TCM health preservation and rehabilitation tourism

As an emerging segment in the tourism market, TCM (Traditional Chinese Medicine) health preservation and rehabilitation tourism integrates traditional Chinese medicine culture with modern tourism concepts, offering tourists a new health tourism experience. This concept not only enriches the diversity of tourism products but also plays an increasingly important role in the industry, becoming a major driving force for its sustainable development.

Conceptually, TCM health preservation and rehabilitation tourism emphasizes achieving physical and mental recuperation, disease prevention, and rehabilitation through traditional Chinese medicine practices such as herbal therapy, acupoint massage, and Tai Chi during travel. This tourism model seamlessly combines the idea of "curing disease" with travel activities, allowing tourists to manage their health while enjoying their trips.

In terms of characteristics, TCM health preservation and rehabilitation tourism significantly differs from traditional sightseeing tourism. It focuses more on personalized needs, customizing exclusive health tourism plans based on tourists' physical conditions and health goals. These tourism projects often blend natural scenery with cultural landscapes, enabling tourists to experience the profound heritage of TCM culture while achieving physical and mental relaxation and healing.

Regarding its status and role in the tourism industry, TCM health preservation and rehabilitation tourism is gradually becoming a new growth point. With increasing attention to health issues, more tourists are opting for this tourism mode that combines leisure and health. Recent data indicate that the market scale of TCM health care and rehabilitation tourism has been expanding, with steady growth in the number of tourists and consumption levels. This trend not only opens new profit avenues for the tourism industry but also promotes the inheritance and development of traditional Chinese medicine culture, realizing a deep integration of culture and tourism.

With its unique appeal and broad market prospects, TCM health preservation and rehabilitation tourism is becoming an indispensable part of the tourism industry. It meets modern people's dual pursuit of health and leisure, injects new vitality into the tourism sector, and provides a favorable platform for the dissemination and promotion of traditional Chinese medicine culture.

2.1.2. Theoretical basis of tourists' intention to participate in the behavior

The theoretical basis of tourists' intentions to participate in TCM (Traditional Chinese Medicine) health preservation and rehabilitation tourism is a critical topic in tourism research. Behavioral intention, which refers to individuals' behavioral tendencies in specific situations, plays a key role in predicting and explaining tourists' decisions and behaviors. In the context of TCM health preservation and rehabilitation tourism, exploring this theoretical basis helps to understand tourists' needs and motivations, thereby providing targeted services and management strategies for tourist attractions.

From the perspective of the formation mechanism of behavioral intention, it is influenced by numerous internal and external factors. Internal factors primarily include individual characteristics such as gender, age, and educational background, which shape tourists' values and preferences, subsequently affecting their attitudes and intentions towards TCM health preservation and rehabilitation tourism. For instance, as health awareness increases, more young tourists are interested in TCM health preservation and prefer tourism products that incorporate TCM elements.

External factors mainly involve the environmental characteristics of tourist attractions, such as natural landscapes, cultural atmosphere, and service quality. These factors influence tourists' perceptions and experiences, thereby affecting their behavioral intentions. For example, Luofu Mountain's beautiful natural environment, rich TCM cultural resources, and professional rehabilitation services create a unique appeal that attracts tourists. Positive experiences with these factors enhance tourists' willingness to participate and recommend the tourism activity.

In addition to the direct influence of internal and external factors, tourists' behavioral intentions are moderated by various intermediary variables, including satisfaction, loyalty, and perceived value. Tourist satisfaction, which is the overall evaluation of their travel experience, directly impacts their future behavior choices. Loyalty reflects the ongoing preference and support of tourists for a particular attraction and serves as a significant predictor of behavioral intention. Perceived value, which involves the evaluation of products and services, is both a prerequisite for forming behavioral intention and a critical basis for tourists' decisions.

The theoretical basis of tourists' intentions to participate in TCM health preservation and rehabilitation tourism is a complex, multidimensional system involving multiple levels of influencing factors and mediating variables. By conducting an in-depth analysis of the interactions and mechanisms between these factors and variables, this study aims to accurately grasp the behavioral patterns and demand characteristics of tourists. This, in turn, provides strong theoretical support and practical guidance for the development of TCM health care and rehabilitation tourism.

2.1.3. Theoretical framework of the selection of tourist attractions

When tourists choose destinations, their decision-making process is influenced by multiple factors, which together form the theoretical framework for selecting tourist attractions. This framework considers individual characteristics, tourism needs and motivations, the attributes and characteristics of scenic spots, and the external environment.

Individual characteristics such as age, gender, educational background, and occupation impact tourism preferences. For instance, young tourists may prefer vibrant and exciting locations, while middle-aged and elderly tourists may favor destinations with a quiet environment and relaxed atmosphere. Gender differences also influence tourism choices; for example, female tourists may prioritize safety and comfort in their destination selections.

Tourism demand and motivation are key drivers of tourists' choices. Motivations may include leisure and relaxation, cultural experiences, adventure, and stimulation, which directly shape their expectations and needs for tourist attractions. In the context of TCM health care and

rehabilitation tourism, tourists often seek physical and mental healing and health improvement. Consequently, attractions offering professional TCM health care services and beautiful natural environments are particularly appealing.

The attributes and characteristics of scenic spots are critical for tourists when evaluating and selecting destinations. Elements such as the natural environment, historical and cultural significance, and service facilities all play a role in their decision-making. For example, Luofu Mountain's unique natural environment, rich TCM health resources, and comprehensive tourism service facilities create a strong appeal. These attributes not only meet the basic needs of tourists but also help the destination stand out in a competitive market, attracting those seeking TCM health and rehabilitation tourism.

External environmental factors, including transportation convenience, tourism policies, and marketing, also influence tourists' choices. Convenient transportation reduces travel costs and improves accessibility, while favorable tourism policies and effective marketing strategies enhance the attractiveness and reputation of scenic spots.

In summary, tourists consider a combination of individual characteristics, tourism needs and motivations, scenic spot attributes and characteristics, and external environmental factors when choosing a destination. These factors interweave to form the theoretical framework guiding tourists' decision-making behavior. Within this framework, Luofu Mountain has become a popular tourist destination due to its unique TCM health and rehabilitation tourism resources and high-quality tourism services.

2.2. Literature Review

2.2.1. Research status at home and abroad

In the academic field, both domestically and internationally, research on tourists' intention to participate in TCM (Traditional Chinese Medicine) health preservation and rehabilitation tourism has become a hot topic. Scholars have examined relevant concepts, influencing factors, research methods, and empirical results from various perspectives, providing valuable theoretical support for the development of TCM health preservation and rehabilitation tourism.

From a conceptual perspective, TCM health preservation and rehabilitation tourism integrates traditional TCM theory with modern tourism concepts, emphasizing the achievement of physical and mental health, as well as leisure and relaxation, during travel. This form of tourism not only satisfies tourists' pursuit of a high-quality life but also represents innovative development in the tourism industry. Scholars universally emphasize the organic combination of TCM health preservation principles with tourism activities when defining this concept.

Regarding influencing factors, tourists' intention to engage in TCM health preservation and rehabilitation tourism is shaped by numerous elements. International studies have shown that personal characteristics such as age, gender, and education level, as well as cognition and attitudes towards TCM culture, significantly affect willingness to participate. Additionally, the quality of service, environmental atmosphere of tourist attractions, and the professionalism and effectiveness of TCM health programs are crucial considerations. Domestic research, on the other hand, often focuses on the impact of policy environments, market demand, and the development of tourism resources on tourists'

behavioral intentions.

In terms of research methods, both domestic and international scholars have employed a variety of quantitative and qualitative approaches to analyze tourists' behavioral intentions comprehensively. Methods such as questionnaire surveys, in-depth interviews, and data analysis have been widely used in empirical studies, providing robust support for uncovering the mechanisms among influencing factors. These methodologies not only enrich research techniques in this field but also enhance the reliability and relevance of research findings.

Empirical studies have yielded significant results both domestically and abroad. Comparative analyses of data from tourists in different countries or regions reveal regional differences in behavioral intentions to participate in TCM health and rehabilitation tourism. These differences largely arise from variations in cultural background, economic development levels, and tourism resource endowments. Consequently, scholars have proposed a range of targeted development strategies and suggestions to enhance the attractiveness and competitiveness of TCM health preservation and rehabilitation tourism.

The research on tourists' intention to participate in TCM health preservation and rehabilitation tourism has produced substantial results, offering deep theoretical insights and valuable practical guidance for tourism development and planning. Future research and practical exploration in this field are expected to lead to broader development and popularization of TCM health preservation and rehabilitation tourism globally.

2.2.2. Research gap analysis

Currently, while there is a foundational body of research on tourists' intentions to participate in TCM (Traditional Chinese Medicine) health preservation and rehabilitation tourism, several problems and deficiencies remain. These gaps present opportunities for innovation and add research value to this study.

From a research content perspective, most existing studies focus on defining the concept of TCM health preservation and rehabilitation tourism, discussing its theoretical basis, and conducting basic market analyses. However, there is a relative lack of in-depth analysis of tourists' behavioral intentions. Understanding these intentions is crucial for determining whether tourists will participate, how they will engage, and their satisfaction and loyalty post-participation. This study aims to explore tourists' genuine thoughts and feelings about TCM health care and rehabilitation tourism through in-depth interviews, enabling a more accurate understanding of the formation and evolution of their behavioral intentions.

Regarding research methods, while quantitative approaches such as questionnaire surveys are widely used in this field, the depth and breadth of qualitative research need enhancement. In-depth interviews, as a method for exploring the interviewees' inner world and real thoughts, have unique advantages in uncovering the underlying reasons behind tourists' behavioral intentions. This study employs a rigorous interview outline and engages in deep conversations with tourists to obtain richer and more authentic data, thereby providing robust support for subsequent quantitative research.

Existing studies also exhibit limitations in data collection and analysis. On one hand, data sources are often limited, relying heavily on self-reported data from questionnaires

without cross-verifying with multiple data sources. On the other hand, data analysis methods frequently remain at the level of descriptive statistics, lacking in-depth information mining. To address these issues, this study will combine various data sources, including Internet big data and social media user comments, to enhance data comprehensiveness and authenticity. Advanced analysis methods, such as content analysis and thematic modeling, will be employed to reveal complex relationships and underlying patterns within the data.

By addressing the deficiencies in content, methods, and data found in existing studies, this research aims to achieve new breakthroughs in understanding tourists' participation in TCM health preservation and rehabilitation tourism behaviors. This effort will not only enrich and refine the theoretical framework in this field but also provide strong scientific support and decision-making references for the practice and development of TCM health preservation and rehabilitation tourism.

2.2.3. The combination of theory and practice

When discussing the integration of theory and practice, it is essential to recognize the close connection between TCM (Traditional Chinese Medicine) health preservation and rehabilitation tourism as an emerging field, along with its theoretical research and practical application. This field not only encompasses the theoretical framework of traditional TCM but also intertwines with modern tourism services and consumer behavior. Therefore, combining theoretical research with practical operations is crucial for enhancing the overall development of the field and meeting the diverse needs of tourists.

The theoretical research in TCM health preservation and rehabilitation tourism typically revolves around TCM health preservation concepts, rehabilitation methods, and tourism service innovations. These studies provide scientific guidance for practical applications, helping tourist attractions and service providers accurately identify market demands and design tourism products that meet tourists' expectations. For example, an in-depth study of TCM meridian theory can lead to developing health tourism projects that combine acupoint massage with landscape sightseeing, addressing tourists' rehabilitation needs while enriching their tourism experience (Chen et al., 2018).

At the practical level, TCM health preservation and rehabilitation tourism has been implemented and promoted in various domestic tourist attractions. Notably, Luofu Mountain scenic spot has successfully attracted numerous tourists interested in TCM health preservation and rehabilitation tourism due to its unique natural resources and profound TCM culture. Field research and tourist feedback reveal that tourists prioritize the authenticity of their experiences and the sustainability of the effects of TCM health care and rehabilitation activities. These insights provide valuable empirical support for advancing theoretical research and highlight areas for future improvement and innovation.

The rapid development of Internet technology presents new opportunities for integrating theory and practice in TCM health preservation and rehabilitation tourism. Utilizing big data, artificial intelligence, and other advanced technologies enables more accurate analysis of tourists' behavior patterns and consumption preferences, guiding tourist attractions to offer more personalized services. By integrating online and offline services, the scope of TCM health care and rehabilitation tourism has significantly expanded, allowing

tourists to access relevant information and resources anytime and anywhere, thereby enhancing the overall tourism experience.

The synergy between theory and practice is key to advancing TCM health preservation and rehabilitation tourism. By deepening theoretical research and combining it with innovative practical attempts, this field can achieve continuous growth and development, providing tourists with higher quality and more diverse tourism services.

3. Research Methods

3.1. Study Design and Sample Selection

3.1.1. Research Framework

The primary objective of this study is to explore the factors influencing tourists' intentions to participate in TCM health and rehabilitation tourism, aiming to provide a decision-making basis for tourist attractions and promote the sustainable development of the industry. To achieve this, the study examines the impact of tourists' personal characteristics, tourism needs, perceived value, and external environment on their behavioral intentions from multiple dimensions. The research questions focus on identifying the significant factors affecting tourists' intentions, understanding the interactions between these factors, and optimizing them to enhance tourists' willingness and satisfaction. Based on existing theories and empirical studies, the study proposes hypotheses such as the significant impact of tourists' personal characteristics (e.g., age, gender, education) and the positive influence of perceived value (e.g., environmental quality, service quality, facility completeness) on their willingness to participate. This framework, encompassing research objectives, questions, and hypotheses, guides the study's direction and provides a foundation for empirical research, ensuring the systematic progression of subsequent research efforts.

3.1.2. Sample selection

In the sample selection process, this study adheres to principles of scientific rigor, objectivity, and comprehensiveness to ensure accurate and reliable results. For participants of TCM health preservation and rehabilitation tourism at Luofu Mountain, strict selection criteria and methods are employed to ensure sample representativeness and study validity. Demographic characteristics such as age, sex, and occupation are considered to ensure diversity, along with participants' health status and travel needs, which directly influence their willingness and behavior in TCM tourism. Using an Internet data platform, the study analyzes recent tourist data from Luofu Mountain, refining the sample scope based on visit records, consumption behavior, and feedback. The focus includes tourists who have participated in TCM projects and those showing strong interest. Data authenticity and reliability are ensured by sourcing from official channels or validated third-party platforms, with rigorous cleaning and preprocessing to eliminate outliers and noise. This comprehensive process constructs a representative, diverse, and authentic research sample, providing robust data support to explore the factors influencing tourists' intentions in TCM health preservation and rehabilitation tourism, thereby aiding decision-making and development for tourist attractions.

3.2. Data Collection and Analysis

3.2.1. In-depth interview design

During the design and implementation of in-depth interviews, this study focuses on three key aspects: formulating the interview outline, selecting interview subjects, and processing interview records to ensure validity and reliability.

The interview outline, based on the research objectives and core questions, covers tourists' motivations, experiences, satisfaction, and improvement suggestions related to TCM health and rehabilitation tourism (Xu & Huang, 2019). This outline ensures comprehensive coverage while allowing flexibility for adjustments based on interviewee feedback.

Interviewees were selected using strict criteria, focusing on recent participants in TCM health and rehabilitation tourism at Luofu Mountain. The selection aimed for diversity in age, gender, and occupational backgrounds to enhance the study's breadth and depth. These participants provided rich, practical experiences and authentic feedback.

Processing interview transcripts involved detailed recording and timely organization and analysis of interview data. Content analysis and thematic coding were employed to ensure accuracy and objectivity, systematically extracting key insights from respondents to support the study's conclusions.

Additionally, the study utilized Internet resources such as online surveys and social media to gather extensive information on TCM health and rehabilitation tourism at Luofu Mountain. This approach enriched the research content and provided a broader, contemporary perspective.

By conducting carefully designed in-depth interviews, this study gains a deep understanding of tourists' behavioral intentions in TCM health and rehabilitation tourism, offering valuable insights for developing tourist attractions. This method also serves as a useful reference for exploring related fields.

3.2.2. Data analysis

In the data analysis phase, this study employed content analysis and thematic coding to process and analyze data from in-depth interviews. Content analysis, a systematic, objective, and quantitative method, helped extract key information from the interview texts, providing an in-depth understanding of tourists' intentions to participate in TCM health preservation and rehabilitation tourism behavior. The interview transcripts were transcribed verbatim to ensure data accuracy and completeness, then coded according to a preset analysis framework. Key aspects identified included keywords, emotional tendencies, and behavioral motivations.

Thematic coding extended content analysis by organizing interview data into logically coherent topic groups. This approach identified several key themes driving tourists' behavior intentions, such as "health needs," "cultural experience," and "service quality," reflecting core tourist demands and revealing areas for potential service optimization. Special attention was given to tourists' evaluations and feedback on TCM health care and rehabilitation tourism projects, identifying commonalities and differences in tourists' choices and participation, which is crucial for understanding their behavior and improving service targeting.

To ensure the reliability and validity of the data analysis, various statistical software was used to quantify coded data.

Methods like frequency analysis and cross-analysis quantified and evaluated the importance and interrelationships of each topic, providing robust data support for subsequent conclusions and strategy formulation (Liu, 2023). The analysis results were presented in graphs and written reports, offering a comprehensive view of tourists' intentions and practical guidance for enhancing and promoting TCM health care and rehabilitation tourism.

4. Case Analysis and Comparison

4.1. Case Analysis of Traditional Chinese Medicine Health Preservation and Rehabilitation Tourism in Luofu Mountain Scenic Spot

4.1.1. Case selection

In Luofu Mountain scenic spot, traditional Chinese medicine (TCM) health care and rehabilitation tourism has become a major attraction, drawing many tourists. To explore tourists' behavioral intentions in this context, this study selected representative cases of TCM health and rehabilitation tourism at Luofu Mountain.

Luofu Mountain, with its unique natural environment and rich TCM resources, provides ideal conditions for developing TCM health and rehabilitation tourism (Hou, 2024). This study focuses on two popular cases: the "Traditional Chinese Medicine Recuperation Experience Tour" and the "Rehabilitation and Recuperation Vacation Tour," both of which exemplify the core value of TCM health preservation and rehabilitation tourism.

The "Chinese Medicine Recuperation Experience Tour" leverages Luofu Mountain's herbal resources, offering tourists a comprehensive experience from picking and processing medicinal materials to undergoing TCM recuperation services. Guided by professionals, visitors engage in activities like herbal picking, understanding TCM processing, and experiencing therapies such as massage and acupuncture. This immersive participation enhances tourists' understanding of TCM culture and significantly boosts their engagement and satisfaction.

The "Rehabilitation and Recuperation Vacation Tour" emphasizes providing comprehensive rehabilitation services. This project combines Luofu Mountain's natural scenery with TCM rehabilitation concepts, offering personalized rehabilitation plans. Tourists can enjoy professional services like TCM baths and massages, and engage in exercises like Tai Chi and Baduanjin in a beautiful natural setting. This integration of rehabilitation with leisure is particularly favored by middle-aged and elderly tourists.

By analyzing these two cases, this study gains insights into the behavioral intentions and influencing factors of tourists participating in TCM health preservation and rehabilitation tourism. These cases also provide valuable experience and inspiration for optimizing TCM health tourism products at Luofu Mountain. Moving forward, Luofu Mountain can leverage its strengths to develop more innovative and appealing TCM health and rehabilitation tourism products, meeting the diverse needs of various tourists.

4.1.2. Case Analysis

This paper analyzes representative cases of traditional Chinese medicine (TCM) health and rehabilitation tourism at Luofu Mountain to explore the specific characteristics and

issues related to tourists' intentions to participate in this type of tourism, focusing on tourism product design and service experience.

The case analysis reveals that tourists' intentions are influenced by multiple factors, including increased personal health awareness, appreciation of traditional culture and TCM concepts, and the pursuit of high-quality tourism experiences. The growing popularity of internet health information has also deepened tourists' understanding of TCM health preservation, enhancing their willingness to participate.

Luofu Mountain integrates local natural resources and cultural heritage in designing its TCM health and rehabilitation tourism products. Leveraging its rich TCM history and resources, the scenic spot actively collects, develops, and preserves traditional crafts while using modern technology to innovate and maintain the essence of ancient medicine (Xie & Fei, 2022). The resulting tourism products, such as TCM physiotherapy, herbal baths, and meditation, are popular with tourists and improve their satisfaction and loyalty.

However, the analysis also identifies issues such as uneven service quality and insufficient professional guidance, which affect the overall tourist experience and hinder the market's development. To address these problems, the paper suggests improving employee training, enhancing service quality and professionalism, and optimizing tourism product design to better meet tourists' personalized needs. Implementing these measures is expected to enhance the competitiveness of Luofu Mountain in TCM health and rehabilitation tourism and provide tourists with high-quality, memorable experiences.

4.1.3. Case Inspiration

The case analysis of traditional Chinese medicine (TCM) health preservation and rehabilitation tourism at Luofu Mountain provides profound insights, revealing the internal motivations behind tourists' participation and offering valuable references for developing TCM tourism strategies. The analysis identifies key factors influencing tourists' intentions, including the professionalism of tourist attractions, service quality, and product design innovation. Luofu Mountain attracts many tourists with its rich TCM culture and rehabilitation resources, thanks to its professional investment in TCM health care and the refinement of services to meet tourists' needs.

The diversity and personalized services of TCM projects, from massages and medicated diets to rehabilitation training and health lectures, offer a comprehensive health preservation experience. This approach not only meets diverse tourist needs but also enhances satisfaction and loyalty. The scenic spot's marketing strategy, leveraging internet promotion and interactive activities, effectively builds the brand image of TCM health tourism and stimulates potential tourists' interest.

The analysis also notes the growing awareness and acceptance of TCM health tourism, driven by increased social health awareness, the popularization of TCM culture, and changing tourism consumption concepts. These trends highlight the need to continuously optimize products and services to meet evolving market demands. The insights gained from Luofu Mountain underscore the importance of understanding tourist needs, improving service quality, innovating product design, and implementing effective marketing strategies to foster the TCM health tourism industry's growth. These findings also offer useful guidance

for other tourist attractions, contributing to the industry's ongoing progress and prosperity.

4.2. The International Comparative Analysis

4.2.1. Selection of international experience

In the field of TCM (Traditional Chinese Medicine) health preservation and rehabilitation tourism, numerous global cases are worth examining. To compare and analyze Luofu Mountain with other international destinations, this paper selected several representative cases.

California's Valley of Health is a comprehensive destination integrating health preservation, leisure, and vacation. Leveraging its rich natural resources and advanced medical technology, it offers a full range of TCM health care and rehabilitation services. By comparing the services and tourist satisfaction data from the Valley of Health and Luofu Mountain, this paper identifies differences in tourism product design and service experience, providing improvement suggestions for Luofu Mountain.

Thailand's traditional Thai massage and herbal therapy are popular among tourists, with many attractions incorporating elements of TCM. For instance, resorts in Chiang Mai offer Thai massage services combined with TCM concepts. Comparing these attractions with Luofu Mountain in terms of tourist participation and service characteristics provides insights from Thailand's successful TCM health tourism practices, offering new ideas for Luofu Mountain's development.

European countries are also actively developing TCM health care and rehabilitation tourism. For example, Swiss mountain resorts are renowned for their natural environment and professional TCM rehabilitation services, featuring advanced facilities and personalized programs. By comparing these European cases with Luofu Mountain's practices in resource development and service quality, this paper identifies areas for improvement and suggests targeted measures for Luofu Mountain's international development.

Examining these international cases provides a comprehensive understanding of Luofu Mountain's position and advantages in the global market. The successful experiences of these international destinations offer valuable references and inspiration for the future development of Luofu Mountain.

4.2.2. Comparative analysis

This paper conducts a comparative analysis of international cases and Luofu Mountain, focusing on tourist participation behavior intention, tourism product design, and service experience. The aim is to provide targeted improvement suggestions and development strategies for Luofu Mountain tourist attractions.

Internationally successful TCM health tourism resorts often accurately grasp tourists' psychological needs and preferences, creating attractive projects. These resorts improve tourist participation and satisfaction by offering personalized health consultations and customized care programs. Although Luofu Mountain has unique TCM resources, it needs to better understand and stimulate tourist engagement.

Innovative practices in international cases are also valuable for tourism product design. These cases often combine local cultural characteristics with resource advantages, creating unique tourism products. For instance, integrating TCM

health concepts with modern technology, such as intelligent health monitoring equipment and interactive health courses, enriches the tourism experience. Luofu Mountain can incorporate more innovative elements to develop a distinctive product system.

Service experience is crucial for evaluating tourist attractions. International cases excel in providing comprehensive, high-quality services, such as robust customer service systems, multilingual guides, and convenient facilities, ensuring a comfortable and convenient tourist experience. While Luofu Mountain has a solid foundation in service experience, there is room for optimizing service processes and improving quality to meet diverse tourist needs.

By analyzing international cases, it becomes evident that Luofu Mountain can enhance tourist participation intention, product design, and service experience. Leveraging successful international practices, combined with Luofu Mountain's resources and development context, can promote significant advancements in TCM health and rehabilitation tourism.

4.2.3. Policy reference

The international experience holds significant reference value for China's TCM (Traditional Chinese Medicine) health care and rehabilitation tourism policy, particularly in promoting tourist attractions. By analyzing successful international cases, this paper aims to extract valuable insights and strategies to guide Luofu Mountain and other domestic tourist attractions.

Internationally, many countries and regions have achieved notable success in TCM health preservation and rehabilitation tourism through comprehensive policies focused on enhancing tourist experiences and service quality. For instance, some countries have developed integrated destinations combining medical care, rehabilitation, and leisure by formulating detailed tourism policies. These policies encompass infrastructure development, professional training, and the protection and development of traditional culture and natural resources.

To adapt international experiences to China's context, it is essential to consider the unique conditions of Luofu Mountain. With its natural scenery and cultural heritage, Luofu Mountain has inherent advantages for developing TCM health tourism. However, transforming these advantages into practical attractions requires learning from international best practices. For example, in tourism product design, Luofu Mountain can create unique TCM health tourism projects by integrating popular international health tourism routes with its distinctive resources.

Moreover, international experience emphasizes the importance of sustainable development in ecological protection and cultural preservation. In developing Luofu Mountain, it is crucial to prioritize ecological sustainability to prevent environmental damage from tourism activities. Additionally, TCM culture should be preserved and promoted, allowing tourists to appreciate its profound heritage while enjoying health tourism.

By incorporating international insights, this paper can better define the development path for Luofu Mountain in TCM health preservation and rehabilitation tourism. With ongoing policy improvement and implementation, Luofu Mountain can become a prominent health tourism destination,

attracting both domestic and international tourists, and contributing Chinese wisdom and solutions to the global development of TCM health tourism.

5. Policy Analysis and Suggestions

5.1. Current Policy Analysis

5.1.1. Policy status

China's current policies on TCM (Traditional Chinese Medicine) health and rehabilitation tourism show a positive development trend, significantly impacting Luofu Mountain tourist attractions. With the rising popularity of health concepts and increasing consumer demand for health care tourism, TCM health and rehabilitation tourism has become a hot spot in the market. The national government has issued a series of policies to promote the integrated development of this industry, providing new opportunities for tourist attractions.

The state has clearly defined the direction for the development of TCM health and rehabilitation tourism and proposed specific implementation measures. These policies encourage attractions to develop TCM health tourism products with local characteristics to meet diverse tourist needs. They also emphasize strengthening the TCM health tourism service standards, improving service quality, and ensuring tourists receive safe and effective TCM health care and rehabilitation services.

Luofu Mountain, as a key destination for TCM health tourism, has been profoundly influenced by these policies. In response, the scenic spot has created various TCM health tourism products, leveraging its rich TCM resources and natural environment. These products enrich the tourism offerings and attract numerous tourists interested in TCM health preservation. As a result, Luofu Mountain's popularity and influence have grown, making it a prominent health tourist resort domestically and internationally.

The policies have also positively impacted Luofu Mountain's infrastructure and talent training. Government investment has improved transportation, accommodation, and other facilities, providing a more convenient and comfortable environment for tourists. Additionally, policies encourage educational institutions to offer relevant courses, cultivating professionals with TCM knowledge and tourism service skills, thus ensuring a strong talent pool for the scenic spot's development.

Overall, the formulation and implementation of China's TCM health and rehabilitation tourism policies have had a far-reaching impact on Luofu Mountain. These policies provide direction, support, and resources, enabling the scenic spot to enhance its strength and service levels, positioning it as a leader in TCM health and rehabilitation tourism.

5.1.2. Policy issues

In the field of TCM (Traditional Chinese Medicine) health preservation and rehabilitation tourism, despite increasing policy support, significant issues remain. Notably, policy imperfections persist, with insufficient specific regulations and norms. For instance, detailed standardized guidance on TCM service standards, practitioner qualifications, and product quality control is lacking. This results in inconsistent services and a chaotic market, as stakeholders act according to their own interpretations.

Policy implementation also needs strengthening. While the

policy level prioritizes TCM health care tourism, execution often falters due to local governments' limited resources or understanding, reducing policy effectiveness. Additionally, the absence of a robust regulatory mechanism allows exploitation by unscrupulous individuals, leading to inferior services and false advertising, damaging the industry's image.

To better identify policy issues, this paper utilizes Internet data for in-depth analysis. Collecting tourist feedback, market research, and industry reports highlights specific pain points, such as concerns about the professionalism, safety, and price transparency of TCM services, indicating policy gaps.

Addressing these problems requires a multifaceted approach. Policies should be detailed, with clear service standards and regulatory requirements to ensure effective implementation. Establishing an efficient supervision mechanism, enhancing law enforcement, and cracking down on violations are crucial. Leveraging the Internet and modern technology can improve transparency and efficiency, ensuring tourists experience high-quality TCM health care and rehabilitation tourism.

5.1.3. Analysis of influencing factors

As a recent form of tourism, TCM (Traditional Chinese Medicine) health and rehabilitation tourism is influenced by various internal and external factors. The improvement of national health awareness has increased interest in health preservation and rehabilitation, directly driving the rapid growth of this market. Relevant data indicate a significant upward trend in the number of tourists participating in TCM health care and rehabilitation tourism, reflecting strong market demand.

However, this growth brings new challenges. Tourists now demand higher service quality and professional standards, which strains the hardware and software services of tourist attractions. Additionally, intensified market competition necessitates greater efforts in attracting tourists and enhancing satisfaction.

The coordination of the tourism industry chain is also critical. TCM health care and rehabilitation tourism involves medical, tourism, and cultural sectors, requiring close cooperation. Currently, the links in the industry chain are not well-integrated, leading to issues like information asymmetry and resource wastage. For example, some attractions lack professional TCM talent, resulting in uneven service quality, while others fail to meet diverse tourist needs due to underdeveloped resources.

To address these issues, policies must be improved to enhance TCM health tourism. The government should support this industry through preferential policies and financial aid to promote high-quality development. Tourist attractions should collaborate with medical institutions, hire professional TCM practitioners, and improve service quality. Additionally, rational development and utilization of tourism resources are essential to create unique TCM health tourism products that meet diverse tourist needs.

Modern information technology should be leveraged to strengthen information sharing and cooperation within the industry chain. A robust information platform can optimize the allocation and efficient use of medical, tourism, and cultural resources, enhancing the overall operation and service quality. This approach will further promote the healthy development of TCM health care and rehabilitation tourism, providing tourists with high-quality and convenient

experiences.

5.2. Policy Recommendations

5.2.1. Suggestions for reform

To address the issues identified in the development of Luofu Mountain's TCM health preservation and rehabilitation tourism, this paper proposes the following reform suggestions to promote sustainable and healthy growth in this field:

First, relevant policies and regulations must be improved. Currently, the TCM health care and rehabilitation tourism market is rapidly developing, but the corresponding policy framework is not fully mature. Government departments should expedite the formulation and enhancement of relevant laws and regulations, clarify industry standards and service norms, and provide clear guidance for market entities. For instance, a special certification system for TCM health care and rehabilitation tourism service quality can ensure that services meet professional standards, thus improving tourist satisfaction and trust.

Second, strengthening industry management is crucial. Government departments should establish and enhance industry supervision mechanisms, conduct regular inspections of tourist attractions, and promptly address violations. Promoting the development of self-regulatory organizations like industry associations can encourage self-management and standardized development within the industry. These measures will effectively improve the overall image and service level of the TCM health care and rehabilitation tourism industry, enhancing its market competitiveness.

In the data era, leveraging the Internet and big data technology to optimize services is essential. Tourist attractions can collect and analyze tourist behavior and consumption data to better understand their needs and preferences, enabling the provision of personalized services. For example, attractions can customize TCM health care and rehabilitation programs based on tourists' health status and tourism purposes, enhancing their experience and satisfaction.

Additionally, strengthening international exchanges and cooperation is vital for promoting TCM health preservation and rehabilitation tourism. Learning from international advanced practices and models, and adapting them to the local context of Luofu Mountain, can drive innovative development. International cooperation can also expand overseas markets, attracting more international tourists to Luofu Mountain to experience TCM health care and rehabilitation tourism, further promoting the field's global development.

In summary, to improve the service quality and market competitiveness of Luofu Mountain's TCM health preservation and rehabilitation tourism, this paper recommends improving policies and regulations, strengthening industry management, using the Internet to optimize services, and enhancing international cooperation.

5.2.2. Implementation strategy

The implementation strategy is crucial for transforming policy suggestions into specific actions, involving aspects such as resource allocation, implementation intensity, and market response. To promote TCM (Traditional Chinese Medicine) health preservation and rehabilitation tourism, strategies must be based on current market trends and tourist needs, combined with Internet data, to ensure effectiveness

and relevance.

First, enhancing the professional service level of tourist attractions is essential. This includes professional training for practitioners to improve their TCM health care knowledge and skills, ensuring visitors receive high-quality services. Utilizing Internet platforms to collect and analyze tourist feedback allows for timely adjustments to service content and methods, meeting the personalized needs of different tourists.

Innovation and differentiation in tourism product design are also vital. Developing unique tourism products, such as TCM health treatments and rehabilitation training camps, can attract more tourists interested in TCM health. Big data and artificial intelligence can analyze tourists' consumption behavior and preferences, providing data support for accurate positioning and market promotion of tourism products.

Diversifying marketing efforts is another key strategy. Enhancing the popularity and influence of TCM health tourism through Internet marketing, social media, and collaborations with enterprises in the tourism-related industry chain can attract more potential tourists and strengthen the brand image of TCM health tourism.

Challenges such as funding shortages and talent gaps must be addressed. Practical solutions include raising funds through government guidance and social capital to support infrastructure and service quality improvements. Collaborating with universities and research institutions to cultivate tourism professionals with TCM knowledge can provide a strong talent base for the industry.

By focusing on improving professional services, innovating product design, diversifying marketing, and addressing challenges, this implementation strategy aims to promote the prosperity and development of TCM health care and rehabilitation tourism.

6. Conclusion

6.1. Study Summary

6.1.1. Main findings

This study, through in-depth interviews and data analysis, explores the tourism behavior intentions of visitors to Luofu Mountain's TCM health preservation and rehabilitation attractions, making several important discoveries.

Tourists' intentions to participate in TCM health tourism are influenced by multiple factors, including personal health needs, appreciation of traditional Chinese medicine culture, and the service quality and environment of tourist attractions (Li, 2022). The fast pace of modern life has led more people to focus on physical and mental health, making TCM health tourism increasingly popular. Luofu Mountain, with its beautiful natural environment and rich TCM culture, has become a preferred destination for many tourists (Cheng, 2017).

The study found that tourists prefer innovative and practical tourism projects that integrate TCM theory with modern technology. For instance, projects that monitor health status through smart devices and offer personalized conditioning based on TCM diagnostics are well-received. Tourists also seek a richer TCM cultural experience through activities like TCM lectures and Chinese medicine identification, enhancing the cultural depth and engagement of their visit.

Improving the TCM knowledge and service awareness of

staff is crucial for enhancing tourist satisfaction and loyalty. At Luofu Mountain, regular training in TCM knowledge and service skills has effectively raised the overall quality of the service team. Additionally, the introduction of Internet technology, such as online reservation systems and intelligent tour guide systems, has optimized service processes and improved the tourist experience (Liu, 2023).

These findings uncover the deep-seated motivations behind tourists' participation in TCM health tourism and offer targeted suggestions for improving product design and service quality. These insights can help Luofu Mountain enhance its attractiveness and competitiveness while providing a valuable reference for the broader development of the TCM health tourism industry.

6.1.2. Study Limitations

In discussing the limitations of this study and future research directions, it is essential to address sample selection and data analysis shortcomings.

Regarding sample selection, although this study conducted in-depth interviews at Luofu Mountain tourist attractions, the sample's representativeness is limited. Due to time and resource constraints, the number of interviewees was relatively small, potentially not fully capturing the diverse wishes and behaviors of all tourists. Moreover, sample selection might be influenced by factors such as region, culture, and age, affecting the universality of the results.

In terms of data analysis, while content analysis and topic coding were employed, these methods have inherent subjectivity. Different researchers may interpret the same data differently, impacting the study's objectivity. Additionally, some potential information might have been overlooked, affecting the study's depth and breadth.

Future research can address these limitations by expanding the sample size to include a broader range of tourist groups, enhancing representativeness. Diversifying data collection methods, such as combining questionnaires and social media data, can provide richer, more comprehensive data. Advanced data processing technologies and tools, like text mining and machine learning, should be introduced to improve analysis accuracy and efficiency. Strengthening communication and collaboration among research teams can also reduce individual subjectivity's impact on results.

Although this study made significant strides in understanding tourists' intentions to participate in TCM health preservation and rehabilitation tourism, several limitations and deficiencies remain. Future research should focus on continuous improvement and innovation to provide more robust theoretical support for the healthy development of the TCM health tourism industry.

6.2. Future Outlook

6.2.1. Shortcomings and problems

Despite exploring tourists' intentions to participate in TCM health care and rehabilitation tourism through in-depth interviews, this study has several deficiencies.

Firstly, while in-depth interviews yield rich qualitative data, they are limited by the number and representativeness of samples due to the significant time and effort required. Future research should combine qualitative interviews with quantitative methods, such as questionnaires, to collect larger-scale data and improve research comprehensiveness and accuracy.

Data collection also faces challenges. TCM health tourism is a complex system involving various fields, including TCM theory, tourism services, and marketing. To accurately reflect tourists' intentions, more diverse and detailed data are needed. Utilizing Internet technology to gather online evaluations and behavioral data from social media and tourism platforms can objectively reveal tourists' needs and preferences.

Additionally, the study lacks an in-depth analysis of market dynamics in TCM health tourism. While the market is rapidly developing with the popularization of health concepts and upgrading of tourism consumption, this research primarily focuses on individual tourists' intentions, with insufficient discussion on market trends and competitive patterns. Future research should incorporate industry reports and market research to analyze the market's overall situation and development trends, providing stronger support for strategic planning of tourist attractions.

To comprehensively reveal tourists' intentions in TCM health care and rehabilitation tourism, this study must optimize research methods, expand data sources, and enhance market dynamics analysis. This approach will provide more valuable guidance for the sustainable development of the TCM health tourism industry (Tang et al., 2021).

6.2.2. Future Research Direction

Future research on the behavior intention of traditional Chinese medicine (TCM) health and rehabilitation tourism in Luofu Mountain can be explored from multiple directions. A comparative study of other tourist attractions is particularly valuable. By comparing TCM health and rehabilitation tourism products across different scenic spots, differences in tourists' behavior intentions can be identified, leading to more targeted development strategies. For example, examining successful scenic spots with outstanding TCM health tourism performance can provide Luofu Mountain with valuable insights into tourism product characteristics, service quality, and tourist satisfaction.

Marketing strategy is another crucial research direction. With the rise of the Internet and big data, marketing's role in tourism is increasingly important. Studying how to use new media and social media for precision marketing to improve market share and tourist loyalty is essential. Big data analysis can help explore tourist consumption behavior and preferences, enabling more accurate promotion of personalized tourism products and services.

Improving the visitor experience is also vital. Tourist experience directly affects satisfaction and willingness to revisit, making it a key indicator of tourism product quality. Research should focus on optimizing tourism facilities, service processes, and cultural atmosphere to enhance tourists' sense of gain and happiness during TCM health and rehabilitation tourism.

International development of TCM health tourism is also significant in a globalized context. Combining TCM culture with the international tourism market to create appealing products can enhance TCM tourism's international competitiveness. This involves analyzing international tourist needs, cultural differences, and market trends to formulate effective strategies.

In summary, future research on TCM health and rehabilitation tourism behavior intention should encompass comparative studies of other attractions, marketing strategies, visitor experience improvement, and international

development. These directions will provide a comprehensive understanding of tourists' behavior and intentions, supporting sustainable development of tourist attractions and the innovation of TCM culture.

Acknowledgement

This work was supported by 2023 Huizhou University School-Level Student Innovation and Entrepreneurship Training Program, Project No.135: "A Study on Tourists' Intentions to Engage in Traditional Chinese Medicine Health and Rehabilitation Tourism: The Case of Luofu Mountain Tourist Area".

Appendix

Appendix I: Recommended Traditional Chinese Medicine Tourism Itineraries for Luofu Mountain

Line arrangement

The proposed tourism route for the Luofu Mountain scenic area includes the following sites in sequence: the gate of the scenic spot, Fairyland Bailian Lake, Meishan Beimeng Cultural Creative Center, Qu Water Cup, Gehong Museum, Taoyuan Cave, Sky Artemisia Garden, Baicao Garden, Dongpo Pavilion, Baicao Oil Historical and Cultural Corridor, Jichuan Danzao, and the Herb Washing Pool. Tourists will utilize sightseeing cars and the cableway (up), and visit Eagle Beak Rock, Flying to the Top, and return via the original path.

Line target

This TCM health preservation and rehabilitation tourism route leverages the natural environment, Chinese herbal medicine resources, and cultural characteristics of the Luofu Mountain scenic area. Tourists will visit sites such as the Gehong Museum, Artemisia Annuua Garden, Baicao Garden, Baicao Oil Historical and Cultural Corridor, and Eagle Beak Rock. The aim is to provide multi-angle and multi-form experiential activities, allowing tourists to enjoy their visit while gaining a deep understanding and appreciation of the charm of TCM health preservation, achieving the purpose of health tourism.

Line site introduction

(1) White lotus lake

White Lotus Lake, spanning 19,550 square meters, owes its name to the once prolific white lotuses that adorned its surface. Historically, it has been a Taoist site for releasing animals and a leisure spot for visitors. During the Ming Dynasty, Zhu Zhishan noted the lake's white lotuses, describing them as "countless, with flowers as large as giant covers; when a gentle breeze stirs them, they produce a sound reminiscent of jade being carved." Renowned Song Dynasty Neo-Confucianist Zhou Dunyi frequently visited the lake to admire and sketch the lotuses, often reciting his famous adoration for them. He immortalized Mount Luofu in his poem: "In the busy days of the dusty world, no one is idle, especially when fish strike their bodies against the red fish. Gazing out leisurely from Luofu Pass, my lofty intentions return to their true self." The lake becomes even more mesmerizing at night with the Luofu Dream Water Show. This performance, inspired by the marvels, legends, customs, fantasies, and scenery of Mount Luofu, incorporates the Taoist cultural motif of "Seven Stars Reflecting the Lotus." Using advanced technologies like lasers, lighting, water curtains, and

fountains, the show offers a modern cross-media fountain spectacle, delivering a captivating visual experience to its audience.

(2) The Plum Blossom Dream of Meishan

The enchanting beauty of Luofu's plum blossoms is legendary. A captivating tale from the Sui Dynasty, recorded by Tang Dynasty writer Liu Zongyuan in "Records of Longcheng," tells of Zhao Shixiong moving to Mount Luofu. Under the influence of alcohol, he rested beneath a plum tree and encountered an immortal woman. This intriguing and poetic story has gained considerable popularity. Northern Song Dynasty poet Su Shi referenced this legend in his poem "Reusing the Previous Rhyme," where he described, "In the village of plum blossoms at the foot of Mount Luofu, their jade-like bones and icy souls." This allusion has since been embraced by many later scholars, perpetuating the tale's legacy.

(3) Ge Hong Museum

The Ge Hong Museum serves as a national center for promoting traditional Chinese medicine (TCM) culture and a patriotism education base in Guangdong Province. It highlights the achievements of Ge Hong and the rich TCM heritage of Mount Luofu. Utilizing modern technologies such as animation, VR, and 4D films alongside over 600 historical artifacts, the museum offers an educational platform that allows visitors to engage with and understand TCM culture. It effectively showcases Ge Hong's significant contributions to the field, making the experience both informative and immersive.

(4) Artemisia Annuia Garden

The Artemisia Annuia Garden is dedicated to the renowned anti-malarial herb, *Artemisia annua*. Ge Hong, during the Eastern Jin Dynasty, documented the use of this herb to treat malaria in his medical text "Emergency Prescriptions to Keep Up One's Sleeve," prescribing, "Take a handful of *Artemisia annua*, soak it in two sheng of water, wring out the juice, and drink it all." Inspired by Ge Hong's writings, Chinese scientist Tu Youyou discovered artemisinin and dihydroartemisinin, breakthroughs that have saved millions of lives globally. Over a decade ago, Guangdong Xin Nanfang Artemisia Annuia Technology Co., Ltd., a leading company in the development of *Artemisia annua*-based medications, together with the Luofu Mountain Management Committee, erected a monument here to honor Ge Hong's monumental contribution to malaria treatment.

(5) Dongpo Pavilion

In 1094, during the first year of Emperor Zhezong's Shaosheng reign in the Song Dynasty, Su Dongpo was exiled to Huizhou. Before taking up his new post, he visited Mount Luofu, where he wrote nearly fifty poems and essays. One of his most famous lines from this period is, "At the foot of Mount Luofu, it is spring all year round, loquats and bayberries ripen in succession. Eating three hundred lychees a day, I would not mind living long in Lingnan." This has become an enduring masterpiece. Dongpo Pavilion, originally constructed during the Qing Dynasty, was designated a third-batch county-level cultural relic protection unit in 1988.

(6) Baicao oil historical and cultural corridor

The Baicao Oil Historical and Cultural Corridor is dedicated to commemorating the national intangible cultural

heritage bequeathed by Ge Hong during his alchemical practices. This exhibit illustrates the historical origins and traditional production techniques of Luofu Mountain Baicao Oil, while also showcasing the efforts and accomplishments of the government and enterprises in preserving and advancing this ancient formula and technique. The corridor also recreates the grand scenes of the "Cave Heaven Medicine Market" and "Baicao Hall," offering visitors an immersive experience into the historical allure of traditional Chinese medicine culture.

(7) Zhichuan Alchemy Furnace

The Zhichuan Alchemy Furnace, where Ge Hong conducted his alchemical practices, is a significant historical site. Ge Hong, known by his courtesy name Zhichuan, was a renowned Taoist during the Jin Dynasty. This alchemical furnace, constructed from granite strips, stone pillars, and blue bricks, consists of three main parts: the furnace base, body, and cauldron. The furnace door faces west, with the inscription "Zhichuan Alchemy Furnace" prominently displayed in the center. The right side bears the inscription "24th year of Qianlong, sixth month, Ji Wang," while the left side reads, "Written by Wu Hong, Superintendent of Education of Guangdong." Historical records from "Records of Mount Luofu" indicate that Su Shi originally inscribed the words "Ge Hong's Alchemy Furnace" on it. The Zhichuan Alchemy Furnace offers valuable insights for the study of Ge Hong's contributions to traditional Chinese medicine and Taoist culture, holding considerable historical and cultural significance.

(8) Herb Washing Pool

The Herb Washing Pool, constructed during the Qing Dynasty, spans approximately 15 square meters and features an octagonal design built with blue bricks. This pool was established to honor the Eastern Jin Dynasty Taoist Ge Hong and was the site where Ge Hong and his wife Bao Gu washed their gathered herbs. Serving as tangible evidence for the research of Ge Hong's contributions to medical and Taoist culture, the Herb Washing Pool was designated a county-level cultural relic protection unit in 1988. At its center lies an inscription by Qiu Fengjia, a patriotic poet, educator, and anti-Japanese advocate from Taiwan. The inscription poetically states: "Immortals washed herbs in this pool, at times the herbal fragrance emerges. The immortals who washed herbs here are gone and do not return, the ancient pool coldly immerses the moonlit plum blossoms."

(9) Luofu Mountain Climbing Path

The Luofu Mountain Climbing Path connects the ancient South Guangdong Post Road with the historic trails of Luofu Mountain, linking the mountain's most prominent scenic spots. Along this path, hikers can admire renowned peaks and landmarks, including Eagle Beak Rock, Four Elders' Table, Zhaozhen Stone, Swallow Rock, Jade Goose Peak, Hero Slope, Yunfeng Rock, Fenshui Pass, and Feiyun Summit. This trail provides access to the diverse and storied landscape of Luofu Mountain.

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