

# Research on the Development Strategy of the Intelligent Recreation and Tourism Industry in the Context of the Population Aging Era

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**Abstract:** With the acceleration of China's population aging process, the recreation and tourism industry has gradually become an emerging economic sector in China, in the face of the arrival of the aging society, it is necessary to empower the recreation and tourism industry with a new generation of information technology, such as the Internet of Things, artificial intelligence, etc. This paper analyzes the status quo of the recreation and tourism industry and the innovative paths and strategies of the intelligent recreation and tourism industry in the context of research on the era of aging and based on the digital economic environment.

**Keywords:** Wellness tourism; Population aging; Digital economy; Wellness services.

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## 1. Introductory

At present, population aging and digital transformation have become two important trends in the process of China's economic and social development in the new era. In the new era, under the policy background of implementing the strategy of a healthy China and vigorously developing a modern service industry, China's recreation and tourism industry is rapidly emerging. With the rapid development of social and economic development and people's living standards are improving, health has become the focus of social attention, the development of the recreation industry is changing rapidly, and recreation tourism has gradually become the new normal of the people's travel and consumption; the new period of the information technology as the core of the gradual rise of the digital economy, and it's in the development of the concept of business logic and profitability model, etc. on the traditional recreation tourism industry has brought about far-reaching impacts on the development of the tourism industry, to the recreation tourism industry brings new challenges and opportunities. It brings new challenges and opportunities to the development of the recreation tourism industry.

## 2. Relevant Concepts

### 2.1. Population ageing

The Demographic Dictionary defines population aging as the phenomenon of an increasing proportion of older persons in a population, especially in a population that has already reached old age, where the proportion of older persons continues to increase. The definition has two meanings: first, population aging is a dynamic process in which the proportion of older persons continues to increase, and second, it refers specifically to the age structure of a population that has already entered an old-age demographic state.

Internationally, the proportion of the elderly population is usually used as a criterion for measuring population aging; the higher the proportion of the elderly population, the higher the degree of population aging. Generally speaking, the proportion of people aged 60 and above in the total population reaches 10 percent, or the proportion of people aged 65 and

above in the total population reaches 7 percent, as the standard for a country or region to enter an aging society.

### 2.2. Health tourism

A way to obtain health through tourism, internationally known as medical health tourism, is a deep experience of the spiritual level derived from the condition that the material conditions have been satisfied. The concept of wellness tourism can be defined as various tourism activities that enable people to achieve a natural and harmonious state of excellence in body, mind, and spirit through various means, such as skin care, nutrition, and diet, cultivating the mind and caring for the environment, etc. It is based on natural ecology and a humanistic environment. Based on natural ecology and humanistic environment, combined with landscape viewing, cultural entertainment, medical treatment, and other forms, to achieve the purpose of relaxing the body and mind and nourishing the nature of in-depth tourism experience activities.

### 2.3. Intelligent Recreation Tourism

Intelligent recreation tourism is intelligent recreation tourism, which is a further extension of the concept of recreation tourism, i.e. using modern information technology to empower recreation tourism and its related industries. Intelligent recuperation tourism refers to the pursuit of physical and mental health as the motive, recuperation, and tourism as the main means, with big data, the Internet of Things, artificial intelligence, cloud computing, and other technologies embedded in the recuperation tourism industry and make it organic integration. In terms of connotation, intelligent recuperation tourism is an effective combination of coordination, demand, and supply, which has a clear enhancement of both recuperation tourism and intelligent recuperation.

### 2.4. Digital Divide

The digital divide refers to the inequality in the use of digital technologies, devices, and networks on a global scale. Specifically, the digital divide refers to the differences in the use of and access to digital technologies between developed and developing countries, urban and rural areas, and affluent

and poor residents. This paper invokes this concept to refer specifically to the phenomena of information asymmetry, single channel of information access, and inability to recognize the authenticity of information when older people are faced with the modern wave of informatization in recreation and tourism.

### **3. Analysis of the Current Situation of The Recreation and Tourism Industry**

With the aging population, ecological environment, and lifestyle changes, the use of modern information technology to construct a digital economy and society of the wisdom of the recreation tourism products and services system is both a social reality and a requirement of the transformation of the recreation tourism industry. Through the exploration and analysis of the current recreational tourism industry for the elderly shows that there are still some practical problems in the recreational tourism industry for the elderly.

#### **3.1. The traditional recreation and tourism industry is in urgent need of upgrading and transformation**

With the gradual evolution of the aging society, the thinking of the elderly group on life gradually has a new orientation, and the public is looking forward to more professional recreation and tourism services, and experiencing high-quality tourism life. Therefore, the traditional recreation tourism industry urgently needs to upgrade and transform, the use of information technology to realize the orderly and stable development of the recreation tourism industry is not only the current trend, but also the inevitable requirement of the industry's development, the traditional tourism service system is mainly oriented to short- and medium-term travelers, and for the elderly living in a different place, the demand gradually turned to the residents of the service system, which are the elderly recreation to the transformation of the tourism products. Upgrade direction. The recreation and culture tourism industry only takes the initiative to seek change, innovation, and optimization of products and services, to stand out in the trend of development of the recreation and tourism industry.

#### **3.2. Recreation tourism product design is rough and untargeted.**

With the enhancement of the knowledge level and consumption ability of the aging group, although a lot of exploration has been done on the innovation of recreation and culture tourism products, however, the current products of recreation and culture tourism are not able to grasp the characteristics of such consumers, and there are more homogeneous products, which can't satisfy the diversified and multi-level needs of the elderly consumers, so it is necessary to analyze and manage the needs of the aging groups in the new age in a fine-grained way and take the characteristics of the groups as the design of the Input elements of products, output targeted recreation tourism products and services with cultural connotations.

#### **3.3. Double obstacles to improve the environment of recreational tourism**

Improvement of the recreation tourism environment online

and offline there are still obstacles in two aspects, offline travel environment, some of China's tourist attractions, transportation, catering and accommodation facilities, services, and other facilities and services did not carry out the aging transformation, for the elderly travelers there is still a general inconvenience, inconvenience, poor experience and other phenomena. Online, the elderly group "digital divide" phenomenon is still widespread, due to the lack of information technology-related knowledge of the elderly group, resulting in their inability to understand the network information, no channel to obtain relevant information, or unable to identify the authenticity of the content of the online residence products, increasing the sense of security of the elderly consumer groups lack.

#### **3.4. Mismatch between supply and demand in the elderly recreation tourism industry**

Although the infrastructure and service projects of tourism and recreation have undergone large-scale renovation to improve the conditions of tourism and leisure and residence, the service content is still relatively single, the participation of elderly consumers is not strong, the product supply structure is unbalanced, failing to fully exert the potential of the resources of the recreation industry, with sightseeing products accounting for the larger part, and fewer leisure, recreation and health care vacations, research and study, and other cultural tourism products, which do not realize the fundamental purpose of recreation and tourism.

### **4. Development Path of Recreation and Culture Tourism Industry**

#### **4.1. Combining modern information technology to build a smart recreation tourism service system**

Using modern information technology, analyze the common demand, individual demand, and potential demand of the elderly consumer groups at the level of recreation and recuperation tourism, use information technology to empower the design of tourism products and services, expand the scope of business of recreation and recuperation tourism with advanced information technology, integrate intelligent recreation and recuperation tourism hardware facilities and service resources by docking the Internet of Things to the Internet, and grasp real-time information of recuperation and recuperation tourism using modern communication technology, and Optimize the tourism experience and create a new mode of recreation tourism. Using digital intelligent means to carry out fine management and precise identification, we will do our best to meet the personalized recreation tourism needs of the elderly groups in the planning of recreation tourism products and project design. At the same time, the establishment of the information platform of intelligent recreation tourism, the standardized path of high-quality development of the recreation industry led by the standard, and the establishment of sound and scientific unified intelligent recreation tourism industry standards.

#### **4.2. Innovative cross-border integration development mode of recreation tourism**

In the era of the digital economy, the tourism and recreation industry should not only keep pace with the times but also develop and innovate. Recreation tourism for the elderly

combines tourism and pension activities organically, which is not only an innovative tourism project but also a new type of recreation, which aims to improve the quality of life and is characterized by a seasonal, medium- to long-term, itinerant way of life, different from short-term sightseeing tours, and also different from long-term migration, which has a unique development law. The traditional concept of old age has shifted from the pursuit of material needs to spiritual needs at the level of mentality and conception. Cultural tourism and old age cultivate old people's joyful, positive, and optimistic attitudes, which contributes to the physical and mental health of the old people themselves, promotes family harmony, and has a good role in promoting the construction of a harmonious society. Based on the local rich ecological recreation resources, tourism industry resources, and cultural heritage resources, creating a culture-led, tourism-oriented, recreation-supported integration model is an important development direction for the elderly recreation and tourism industry, and to improve the design of cross-industry, borderless recreation and tourism scene, to continue to expand the space for development of recreation and tourism industry.

### **4.3. Strengthen infrastructure construction and improve informationization supervision and management**

Improve the tourism infrastructure, strengthen the financial guarantee and policy guarantee, increase the continuous improvement of the software and hardware facilities of the scenic spots, build the transportation system of the whole region, continuously optimize the supporting facilities, and improve the service quality. Strengthen supervision and regulation, accelerate the construction of the tourism industry operation monitoring and scheduling platform, the pace of data center infrastructure construction, continuously improve the function of the data center, and gradually play the role of big data in decision-making reference, source analysis, information dissemination, etc., to create a perfect and feasible operation and service system, strengthen the supervision of the tourism market, continue to enhance the scenic area lodging, special food, and beverage, specialty product service level, and smooth the tourism complaint

channels, maintain the order of the tourism market, and create a comfortable, safe and secure tourism environment for tourists. Further strengthen the information security protection work and industry database security construction work in the intelligent recuperation tourism, to ensure the steady implementation of intelligent recuperation tourism construction to the grassroots.

## **5. Conclusion**

With the deep aging of society, culture, tourism, and recreation as an emerging industry, the health industry and tourism industry integration and development of new forms, and new modes, in the recreation and tourism market, the elderly group's understanding of health and changes in the demand for recreation and tourism continue to promote the iterative upgrading of the product, the main body of the supply put forward more requirements for the development of the intelligent recreation and culture tourism industry to create a favorable condition. The help of modern information technology to realize the transformation of the intelligent recreation tourism industry plays an important role in the innovative development of the intelligent recreation tourism industry and provides new ideas and solutions.

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