

Research on the Development Strategy of Forest Health Tourism in Zhejiang Province based on Tourists' Needs

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Abstract: With the improvement of people's living standards and the upgrade of consumers' need, people pursue healthy travel, consumption, and a livable living environment. Therefore, health tourism has increasingly become a new way of tourism, which is more and more favored and recognized by society. Moreover, the increase in the number of sub-healthy people and the age of population have also prompted people's needs for health tourism. China is vast, and natural recreation environment such as coastal, forests, grasslands, and lakeside provides a solid foundation for the development of different characteristics of health tourism in various places. With rich forest tourism resources, Zhejiang Province has become one of the provinces that nationwide to carry out pilot piloting of forest health tourism. This article analyzes the development status of the Zhejiang forest health tourism and the survey of tourists on the needs of forest health tourism, Which is based on literature research, field survey, and questionnaire surveys. This article finally puts forward reference suggestions on the development of forest health tourism in Zhejiang Province.

Keywords: Forest health tourism, Forest resources, Tourists' needs, Zhejiang province.

1. Introduction

With the continuous improvement of the quality of life of Chinese nationals, more and more people start to pay attention to their own health, and more and more people are inclined to nature when traveling; At the same time, the country's importance to the forest health industry has continued to increase. Forest health tourism is the product of the combination of the health industry and the tourism industry. It can meet people's two-way needs for tourism, leisure and health care at the same time. As a new demand for people's current tourism, forest health tourism is increasingly sought after and valued by all sectors of society. In recent years, more and more scholars have studied forest health tourism. The forest health tourism industry across the country has developed rapidly. In addition, forest health tourism can promote the development of China's regional economy. It is imminent to strengthen the research and exploration of forest health tourism.

2. Overview of Related Concepts

2.1. Concept of health tourism

In the "National Health Tourism Demonstration Base" promulgated by the National Tourism Administration in 2016, Health Tourism was defined as: Health tourism is the sum of all kinds of tourism activities that make people reach a natural and harmonious state in body, mind and spirit through various means such as nourishing the body, nourishing the diet, cultivating the mind and caring for the environment[1].

2.2. Connotation of forest health tourism

Forest health tourism is a new kind of tourism which is the combination of health tourism and forest tourism. It is an extension of forest tourism. At present, there is no clear and unified definition of forest health tourism in Chinese academia.

Sun (2015) proposed that forest health care is a general

term for tourists to carry out forest recreation, vacation, recuperation, health care, elderly care and other activities relying on natural forest resources and equipped with relevant leisure and health facilities[2]. Deng (2016) believes that the organic combination of forest resources and medicine forms the concept of forest health care, whose scientific connotation is people-oriented, based on forest, to health as the purpose[3].

By analyzing the concept of forest health tourism among various experts and scholars, it can be seen that forest health tourism refers to a series of tourism activities, such as recreation, vacation, recuperation, health care, old-age care and health preservation, which rely on high-quality forest ecological resources as the background and aim at promoting public health.

3. Development Overview of Forest Health Tourism in Zhejiang Province

Under the background of the improvement of urban and rural residents' economic level and the pursuit of healthy life, Zhejiang Province has become one of the first provinces to carry out the pilot of forest health care. In 2005, Zhejiang Forestry Department began to cooperate with hospitals in Zhejiang province, and carried out preliminary evaluation on the medical efficacy of forest resources in various parts of the province. At the same time, the construction and development of forest health tourism related industries began. In 2020, the output value of eco-tourism and forest health care in Zhejiang Province reached 115 billion yuan, and the output value of related industries directly driven by 104.5 billion yuan, making it the largest forestry industry in Zhejiang Province[4].

Among the first batch of 96 national forest health bases in 2020, 4 bases in Zhejiang Province were selected, and among the second batch of 99 national forest health bases in 2021, 10 bases in Zhejiang Province were selected. In addition to the national forest health base, many provincial forest health bases has been cultivated in Zhejiang province. By 2022,

Fifty-one national and provincial forest health bases have been established in Zhejiang Province. Zhejiang Province also speeds up the promotion of forest leisure health city, forest health town, forest home, forest oxygen bar, forest ancient road and other key construction projects, these are conducive to the publicity and promotion of Zhejiang forest health industry, and obtained rich practical experience, more conducive to the further development and improvement of Zhejiang forest health tourism.

4. Questionnaire on Tourists' Needs of Forest Health Tourism

4.1. Questionnaire design and distribution

4.1.1. Questionnaire design

In order to effectively investigate tourists' needs of forest health tourism in Zhejiang Province, and give reasonable suggestions on this basis, the author draws on the research of other experts and scholars, and designs a questionnaire about tourists' needs of forest health tourism.

The questionnaire is mainly divided into the following three parts: The questions in the first part are used to collect the basic personal information of tourists, including gender, age, education background, income, occupation, area of residence and travel frequency. The second part is used to investigate tourists' cognition and needs of forest health tourism in Zhejiang Province. The third part is used to investigate tourists' evaluation of forest health tourism in Zhejiang Province.

4.1.2. Sending Questionnaires

From July 1 to August 1, 2022, the research team sent out a total of 436 questionnaires in Zhejiang Province, and actually received 419 questionnaires, among which 408 were valid, with a recovery rate of 96.1% and an effective rate of 93.58%.

SPSS V29.0 statistical software was used to analyze the sampled data and obtain the required statistical results. The statistical results showed that the data reliability coefficient α value was 0.968, indicating that the questionnaire had a high internal consistency. The KMO value of the questionnaire was 0.875, and the F value of the Bartlett test was equal to 0.000, indicating that the sampled data had good structural validity.

4.2. Analysis of tourists' needs for forest health tourism

4.2.1. Analysis of demographic characteristics

Statistics show that in terms of gender ratio, males accounting for 47.6% and females accounting for 52.4%. Overall, women showed more interest in forest health than men. In terms of age structure, the proportion of tourists between 31 and 40 years old is the highest, accounting for 34.8%; The next is 20~30 years old, accounting for 29.5%; In addition, tourists aged between 41 and 50 accounted for 23.6%, while tourists from other age groups accounted for a lower proportion. Generally speaking, forest health tourism products are favored by young and middle-aged tourists. In terms of education level, the number of people at junior college and undergraduate level is the largest, accounting for 46.8%, followed by high school or technical secondary school level, accounting for 28.5%.

From the perspective of monthly personal income, statistics show that tourists with monthly income of 8000-12000 yuan account for the highest proportion, accounting for

25.26% of the total sample, and 22.93% of tourists with monthly income of 5000-8000 yuan. Those with a monthly income of 3,000-5,000 yuan and over 12,000 yuan accounted for 19.36% and 17.6% respectively. In terms of living areas, more than half of the surveyed tourists come from urban areas, accounting for 52.99% of the total sample, while those from urban suburbs and rural areas accounted for 24.73% and 18.66% respectively. From the perspective of annual travel frequency, more than half of the tourists (58.91%) choose to travel once or twice a year, 20.3% of the tourists choose to travel 3-5 times a year, and the tourists choose to travel more than 5 times accounted for 8.7%, indicating that the forest health tourists have a high willingness to travel. In general, the forest health tourists are mainly urban residents of Zhejiang Province with middle and high income and high willingness to travel, and they are more inclined to female groups and highly educated groups.

4.2.2. Analysis of tourists' needs for health tourism

The questionnaire shows that 23.26% of tourists are very interested in leisure and health care information, 45.74% of tourists are relatively interested in leisure and health care information, and only 2.33% of tourists are not interested at all, which indicates that the majority of tourists are interested in health care. Health tourism has a good market development potential.

According to the questionnaire survey, 59.3% of the tourists said that they had participated in the relevant activities of forest health tourism in Zhejiang Province and would like to participate again, while 30.39% of the tourists said that they had not participated but would like to participate. Thus it can be seen that the development of forest health tourism market potential is huge in Zhejiang Province.

4.2.3. Motivation of tourists to participate in forest health tourism

The primary reason for tourists to choose forest health tourism is to relieve pressure and relax, accounting for 62.79% of the tourists. The second is avoiding environmental pollution, returning to nature and curiosity and novelty experience, accounting for 47.29% and 46.51% respectively. It can be seen that the environmental factors of forest health tourism destinations are particularly important. In the future development, we should pay attention to the balance between ecological protection and tourism construction, at the same time, we should enrich the existing activities and improve the interest of the activities.

From the perspective of the tourists' spending on forest health tourism products, 34.11% of them could accept the consumption of 1,000-2,000 yuan, 27.91% of them could accept the consumption of 500-1,000 yuan, and 20.93% of them could accept the consumption of 2,000-3,000 yuan. Through the cross-correlation table analysis of age-the consumption amount of forest health tourism products and the cross-correlation table analysis of education level- the consumption amount of forest health tourism products, it is concluded that the older tourists and the tourists with higher education are more willing to spend on forest health tourism products because of their better income and health awareness. In the face of tourists with different consumption levels, the development of forest health tourism should be targeted to provide personalized services to meet the consumption needs of different groups and provide diversified choices.

Judging from the length of time tourists are willing to spend

in the forest, most of them agree that the forest health care should last a long time. 52.91% of the tourists accept the travel time of 3-7 days, and 24.65% of the tourists accept the travel time of more than 10 days.

4.2.4. Tourists' expectations on forest health products

For choosing the forest health project, 60.47% of tourists first consider the environmental quality, including the accommodation environment and ecological environment, accounting for the largest proportion; Secondly, the consideration of health and recreation facilities and other infrastructure factors and comprehensive service quality factors accounted for 56.59% and 54.26% respectively. 46.51% of tourists will consider the food conditions. Therefore, the development of forest health tourism should not only pay attention to the protection of environmental quality, but also further enrich the forest health activities and recreational facilities, improve the quality of comprehensive services.

The most desirable service item for tourists to enjoy in forest health tourism is targeted health service, with 57.36% of tourists having this demand. At the same time, tourists also want to enjoy rich recreational activities and psychological care, which accounted for 53.49% and 41.09%, respectively.

Life care services, companionship services like children or friends and medical services also accounted for a certain proportion of tourists' demands, which were 39.53%, 34.88% and 27.91%, respectively. Thus, in the future development of forest health related services, we should pay attention to the provision of professional targeted health services and rich leisure and entertainment activities, and also need to equip a certain number of psychological care professionals.

The ranking of forest health tourism types that tourists most want to experience is as follows: Health (such as forest sightseeing, forest bathing, forest meditation, etc.) (68.99%), culture (such as religious retreat, tea ceremony, etc.) (52.71%), diet (such as forest diet, forest medicinal diet, etc.) (51.94%), sports (such as forest yoga, tai chi, outdoor activities, etc.) (38.76%), rehabilitation (such as Forest Physiotherapy and Rehabilitation Center, etc.) (27.91%).

4.2.5. Tourists' evaluation of forest health tourism in Zhejiang Province

In this questionnaire survey, five Likert scale was used to measure tourists' evaluation of forest health tourism in Zhejiang Province. On the whole, tourists agree and support the development of forest health tourism in Zhejiang Province. For example, most tourists agree that Zhejiang Province has good forest health resources (average score 4.25) and rich local characteristics (average score 4.14), which can attract a large number of potential health tourism experience users (average score 3.97). In addition, most tourists are willing to experience the Zhejiang Forest health tourism project (average score 4.28), and also willing to recommend Zhejiang forest health tourism to their friends (average score 4.17). This shows that the forest health tourism in Zhejiang Province has a good mass base at present, and it needs to form a better word-of-mouth effect in the future to build a classic brand road.

5. Suggestions for the Development of Forest Health Tourism in Zhejiang Province

5.1. Spread health culture and expand tourism market

From the questionnaire survey, it can be seen that tourists are generally interested in forest health tourism and are willing to invest some time and money to participate in it, which shows that the development of forest health tourism in Zhejiang Province has great potential. The Zhejiang provincial government and relevant scenic spots should use various platforms to publicize and promote the forest health culture through modern communication channels, such as Tiktok, Micro-blog, and WeChat public number to promote each forest health base and give full play to the great advantage of "green water and green mountains" in Zhejiang province. The more people understand the forest health, the more conducive to the development of the market. Related forest health tourism bases can also cooperate with various enterprises and public institutions to provide employees with the experience of forest health tourism in the form of work welfare, so as to increase the understanding of forest health tourism, so as to better publicity[5].

5.2. Improve infrastructure and enhance supporting facilities

The construction of infrastructure is the foundation for the development of forest health tourism. The construction and improvement of infrastructure require the government to invest more manpower, material resources and financial resources. Starting from the five aspects of clothing, food, housing, transportation and health care, the original infrastructure should be optimized and improved. For example, to build a special restaurant with the function of forest diet, to integrate the authentic Chinese medicinal materials of Zhejiang Province "Eight flavors of Zhejiang" into the daily diet; Take the lead in building a green ecological hotel in the national forest health base; Expand the actual use area of the parking lot; Improve the scenic traffic routes[6]. At the same time, we should focus on improving the construction of supporting facilities to create a smart scenic spot. According to the specific conditions, we should add special facilities such as medical and health care in the forest health base when conditions permit. We can also cooperate with medical and health institutions to regularly carry out small classes of forest health care knowledge and targeted health maintenance activities according to the needs of tourists of different ages.

5.3. Expand forest health care projects to meet diverse needs

In the survey, it was found that the majority of tourists want to take part in the forest health tourism to increase the number of recreational activities. Therefore, the project of forest health care can be diversified to play the advantages of wide coverage and strong attraction of Zhejiang forest health care. For example, dynamic, interesting, exploratory and sports activities can be carried out for young people, such as forest activities, forest camping, jungle field war and other projects; Forest bath, forest meditation, tea ceremony and other relaxation mood and pressure relief projects can be carried out for young and middle-aged people; For women, beauty programs such as forest spa and forest yoga can be carried out.

For elderly people, relatively static and healthy activities can be carried out, such as forest rehabilitation and health care, forest tai chi, meditation, etc. In addition, food therapy, medicinal food, forest hotel, forest sightseeing, etc. should be combined with the local characteristics of common development to create forest health tourism bases integrating family, pension and leisure. Forest health tourism bases should provide personalized and diversified services to meet different needs of tourists.

5.4. Maintain ecological balance and create featured products

The natural resources of forest health tourism are much the same and little different. In order to avoid the problem of product homogeneity, the process of developing forest health products should be integrated with the local culture, highlight its characteristics, adapt to local conditions, produce differentiation with other similar products, create local characteristic products and hold relevant activities regularly, and take the road of special development[7]. Zhejiang Province has rich forest resources, and its forest coverage rate ranks the fourth in China. We can build forest health bases with local characteristics in counties and cities of Zhejiang Province, and also develop forest health tourism towns with local tea culture and bamboo culture. At the same time, we should understand the principle of open source and reduce expenditure, maintain the ecological balance of the local area, and refrain from over-exploitation of resources[8]. We should adhere to the concept of sustainable development.

5.5. Strengthen the management system and improve the quality of service

The standard and scientific management of forest health tourism destination is helpful to improve the overall service level and quality. Most of the tourists who participate in forest health tourism aim to keep healthy. Therefore, tourists will pay more attention to the health of the environment and accommodation, as well as the professional level of service, and can feel the service more from the details. This requires that the service should be humanized, customized and standardized, a systematic standardization system of forest health tourism service should be established, service talents with professional forest health knowledge should be cultivated, and professional skill evaluation of health care service personnel should be carried out regularly to ensure the comprehensive quality of practitioners, so as to reflect high-quality service[9].

5.6. Deepen school-enterprise cooperation and pay attention to personnel training

At present, the development of Chinese forest health care industry is in the development stage. The demand of professional forest health care related talents is surging. However, the shortage of talents has restricted the development of forest health care industry to a certain extent[10]. Therefore, it is necessary to cultivate or introduce high-level and high-quality talents of forest health related majors. On the one hand, forest health tourism relevant departments can strengthen the cooperation with schools, support colleges and universities in Zhejiang Province to cultivate talents of related majors. For example, we can rely on the forestry and tourism departments of Zhejiang A&F University, Zhejiang University and other universities to carry out the construction of forest health related professional

directions and related professional courses, and cultivate application-oriented talents. On the other hand, forest health tourism relevant departments can strengthen the professional knowledge training of internal employees and build a professional talent team. In addition, a reward mechanism can be implemented for talents with outstanding research contributions and innovative ideas to improve the enthusiasm of employees.

5.7. Establish industrial links and deepen cooperation mechanisms

Simple forest tourism is no longer able to meet people's multi-level health needs. Therefore, relevant departments of forest health tourism can jointly launch new tourism products with the medical and health industries, traditional Chinese medicine industries, education and sports industries. For example, the related departments of forest health and tourism can cooperate with the medical and health industries to develop forest rehabilitation centers such as nursing care, health examination, rehabilitation training and drug treatment[11]. It can be integrated with the education industry to form a number of unique study tour products, build the forest health experience center and forest health small class, and make the forest health tourism base become the third class for primary and middle school students in Zhejiang Province. It can be linked with the sports industry to launch forest hiking, forest cycling, forest rafting, forest skiing and other activities, build forest gymnasium, and form the forest health industry system in Zhejiang Province.

6. Results and Discussion

Through a series of data research and market analysis, it brings some important enlightenment to the development of forest health tourism products in Zhejiang Province. Zhejiang Province has abundant forest health and rehabilitation resources, convenient transportation, good economic environment, strong tourists' demand and huge market potential, which provides important basic conditions for the accelerated development of forest health tourism industry. In the next step, Zhejiang Province should give full play to its advantages and overcome its shortcomings, and make efforts in the construction of forest health tourism base, optimization of publicity channels, expansion of forest health projects, training of professional talents and promotion of industrial integration, so as to build Zhejiang Province into a national well-known forest health tourism destination.

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