

Analysis of Optimization Strategies for the Development of Hot Spring Health Tourism in Liaoning

Yimin Zheng* and Long Wei

College of Economics and Management, Dalian University, Dalian 116622, P. R. China

*Corresponding author: 13029220507@163.com

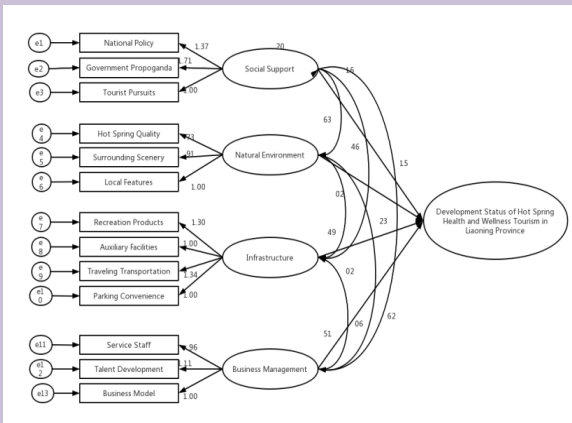
Research Questions

This article analyzes the current status and development path of hot spring health tourism in Liaoning province, China, and proposes optimization strategies for its development.

Methodology

Empirical analysis

Figure



Data Analysis

- 1) Factor analysis
- 2) Construction and analysis of structural equation model

Conclusion

- 1) Policy support, health-oriented, and implementation of the "Healthy China" strategy to promote the development of hot spring health and wellness tourism industry.
- 2) Coordinate and plan, develop distinctive hot spring health and wellness tourism sites with high health and wellness functions based on local conditions.
- 3) Enhance the supporting recreational facilities and surrounding services of hot springs, and create distinctive projects featuring "hot spring" health and wellness+.
- 4) Standardize management of staff, strengthen talent development, and build a high-quality and professional workforce.
- 5) Increase regulatory efforts, innovate business models, improve infrastructure construction, and create a high-quality living environment for tourism.

Tables

Reliability test results			
Cronbach's coefficient	Standardized Cronbach's coefficient	Number of items	Sample Size
0.9280	0.932	20	603

Overall validity analysis		
KMO test and Bartlett's test		
KMO Value		0.931
Bartlett's sphericity test	Approximate cardinality	6056.122
	df	45
	p	0.000***

Summary of Hypothesis Testing Results				
	Regression Coefficient	Standardized Regression Coefficient	P-value	Support/Not
H1: Social Support--Situation of Hot Spring Recreation Tourism Development in Liaoning Province	.203	.089	.036	Support
H2: Natural Environment -- Development of Hot Spring Recreation Tourism in Liaoning Province	.636	.173	***	Support
H3: Infrastructure -- Development of Hot Spring Recreation Tourism in Liaoning Province	.467	.121	***	Support
H4: Operation and Management -- The Development of Hot Spring Recreation Tourism in Liaoning Province	.584	.136	***	Support