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

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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

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.