On The Development of Healthy Tourism Industry in Shandong Province Under The Background of Big Data

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Abstract. As the important convergence point of people's livelihood improvement and economic development, "medical and health industry" is one of the emerging industries in the "top ten" industries to support the Major Project for Transforming Old and New Driving Forces in Shandong province. Developing healthy tourism industry is conducive to promoting the construction of “Healthy Shandong” and accelerating the transformation of old and new driving forces. Besides the advantage of natural resources for developing healthy tourism, a series of policies, such as Shandong Province Healthy Tourism Industry Development Plan (2018-2022), provide a good opportunity and platform for Shandong healthy tourism to explore the domestic and international markets. At present, many problems have been exposed for developing Shandong Healthy Tourism industry, including that the provincial medical health industry is still in its infancy, the industry is big but not strong, the industry structure is unreasonable, regional differentiation is not obvious enough, leading enterprises and well-known brands are few, the application of new technology is insufficient, the support of HR is not strong, and cross-border integration needs to be deepened. It is suggested that the government ought to make rational use of big data to strengthen the top-level design, innovate developing models, promote quality improvement and capacity expansion, strengthen intellectual security, and establish brand image.

1. Introduction
In the developed countries, the Healthy Tourism came into many years ago, for example, "spas" emerged in Spau, Belgium in the 15th century, the world's first "forest bathing" base was established in the town, Bart Willis, Germany, in the 1840s. At present, the healthy tourism industry in developed countries such as Germany, the United States, Japan and South Korea, in which the mature market has been developed. Healthy tourism in China started from the Planning of Panzhihua and Qinhuangdao, two national healthy tourism pilot zones. In China, the first health care industry development BBS on December 7, 2014 reached a consensus: Panzhihua city and Qinxiadao city were asked to strive to create "One south and One north" two national health-care professional development pilot areas, and the concept of "health and regimen" has been proposed and discussed by the tourism academia. Since the 13th five-year plan, the central government has emphasized expanding the market for tourism, health and elderly-care. In The national tourism administration officially promulgated the industry standard of "National healthy and nourished-tourism demonstration base" (LB/t051-2016) in September 2016, and announced five the demonstration bases of in healthy tourism China. People travel more frequently for the purpose of "healthy tourism", and the healthy tourism market is increasingly rapidly.

In recent years, Shandong provincial tourism development committee has attached great importance to healthy tourism, regarding healthy tourism as an important part of "tourism +", and promoting the development of healthy tourism from personnel training, standard setting, project
construction, market promotion and other aspects. At present, a total of 70 TCM healthy tourism demonstration units have been selected. The provincial tourism development committee is developing the provincial TCM healthy tourism demonstration area and base standard formulation. In the next step, the provincial tourism development committee will focus on the development of hot spring, food therapy and health, forest health and other characteristic tourism products to provide rich healthy products for the whole people. The Shandong provincial government issued the development plan for TCM healthy tourism in the province on June 25, 2018, which is a special plan for the "medical and healthcare industry", one of the "top ten industries" of the province's major project to transform old drivers into new ones. It is also the first health industry plan in Shandong in history. As the basis and premise of industrial development, the introduction of the plan provides important guidance and strategic guidance for the development of the province's health care industry. But its development potential is excavated at the same time also exposed many problems. Therefore, in the era of big data, it is a topic being valuable to explore how to use Internet information to develop healthy tourism in Shandong province.

2. SWOT Analysis of The Development of Healthy Tourism Industry in Shandong Province

SWOT analysis, also known as situation analysis, mainly includes three steps: analysing environmental factors, constructing SWOT matrix and making action plan. In this paper, SWOT analysis is adopted to analyse the new industry environment of healthy tourism, and specific strategies and suggestions are made based on the analysis results.

2.1 Advantages of Healthy Tourism in Shandong Province

Shandong province is a province with a large population, big scale economy and fruitful culture. It has prominent advantages in resource endowment, a good natural ecological environment, and relies on relatively advanced health facilities, especially advanced medical technology. With a solid foundation for medical and elderly care, distinctive characteristics of competitive industries, strong support for scientific and technological talents, huge market demand space, the development of the medical and health-care industry has unique advantages.

In recent years, with the economic and social development and the promotion and implementation of the "healthy China" strategy, the public's health awareness has been continuously enhanced, and the provincial medical care and health industry has shown a rapid development trend. According to the provincial bureau of statistics, in 2016, the added value of the provincial health care industry was 428.48 billion Yuan, accounting for 6.3% of the regional GDP. Among them, the health manufacturing industry accounted for 21.086 billion Yuan, accounting for 49.2%. The health service industry reached 209.19 billion Yuan, accounting for 48.8% of the total. Healthy agriculture totalled 8.43 billion Yuan, accounting for 2%.

2.2 Disadvantages of Healthy Tourism in Shandong Province

The provincial medical care and health industry is still in its infancy, with problems including such industries being large but not strong, unreasonable structure, insufficient regional differentiation and division of labor, few leading enterprises and well-known brands, insufficient application of new technologies, weak intellectual support for talents and further cross-border integration.

2.3 Opportunities for The Development of Healthy Tourism in Shandong Province

2.3.1 Strong policy support from government. Li Jinzao, deputy secretary of the party group and vice minister of the ministry of culture and tourism, first put forward the "new six elements" of tourism in the report of the national tourism work conference 2015, and then expanded it into seven elements of tourism development including "culture, business, regimen, learning, leisure, love and curiosity", among which "regimen" refers to healthy tourism. The 13th five-year plan for tourism development in Shandong province is clear and will focus on supporting the development of TCM healthy tourism.

2.3.2 Strong demand for healthy tourism. Shandong province has the second largest population in China. In 2017, there were 21.37 million people aged 60 or above in Shandong province, accounting
for 21.4% of the total population. The demand for services such as infant health care and elderly care keeps growing. Because the health tourism products can meet the needs of the elderly to watch and live, it is helpful to realize the people's new expectations for health services.

2.4 Threats to the development of healthy tourism in Shandong province

2.4.1 Extensive Industrial design. Driven by the national top-level design and stimulated by the consumer market, all over the country are actively developing the healthy tourism industry, and the healthy tourism has become an important layout direction of the provincial management department. However, at present, the design of the healthy tourism industry in Shandong province is extensive, but it has not become a system and lacks of development potential. In particular, blindly following the trend is risky, ignoring the matching degree and applicability of resources and health, the features of healthy tourism are not prominent.

2.4.2 Shortage of professional talent resources. Among nursing staff, 64 percent are over 40 years old, 74 percent are laid-off workers and rural migrant workers, and only 1 percent have professional titles. The characters of the nursing staff are described as low education, low quality, low wages, and low social status. Previously, the media reported talent problems in the tourism industry. It is understood that at present, most of the province's healthy tourism base is still concentrated in the real estate industry, lack of professional talent, therefore it is difficult to meet the hot market demand.

2.4.3 Imperfect product system. For now, the healthy tourism industry in China is still superficial, but in its counterparts abroad have become increasingly mature and well-known, such as the Thai yoga and herbal spa, South Korean cosmetic plastic surgery, Japan's drugstore. China's development model continues the content of traditional tourism products, without real integration with the essence of health preservation, and without market segmentation of consumers, thus failing to form the local unique health industry. Therefore, it cannot attract more tourists, and it is difficult to achieve the desired effect. As far as the development model of healthy tourism is concerned, the supporting facilities of healthy tourism are insufficient and the form is single. At present, the biggest drawback of the health care industry is that it is too commercial. In the design of some products, the level is low; the innovation is insufficient, which does not accord with the customers' actual demand. Up to now, the province has not yet formed a set of pension, medical, leisure and other integrated health and elderly care service system.

3. Suggestions for the Development of Healthy Tourism Industry in Shandong province

3.1 The Government is Expected to Plan the Overall Development
In order to develop the province's medical care and health industry with high starting point, high level and high quality, the government should give full play to the role of overall planning. On the other hand, it is essential to layout industrial area. For example, it is necessary to build a golden area for the development of the province's medical and health industry and form a health industrial belt to determine the supporting points of industrial development based on the industrial characteristics and regional characteristics of various regions.

3.2 To Establish the Coordination and Promotion Mechanism
The development of healthy tourism in Shandong province is in the primary stage, and the introduction of Shandong Province Healthy Tourism Industry Development Plan (2018-2022) provides important and strategic guidance for the development of the health industry in Shandong province. In order to ensure the implementation of the "planning" project as scheduled, it is necessary to establish and improve the coordination and promotion mechanism, accelerating the establishment of industrial special classes, think tanks, associations and funds, integrating resources and condensing forces.
3.3 To Define the Industrial Concept and Identify Development Contents

In the development of healthy tourism in Shandong province, we should make clear the industrial concept, clarify the industrial boundary, and identify the key areas, such as medical service, health education and management, health and elderly care, traditional Chinese medicine, health big data and so on. On the basis of fully considering the industrial development foundation and characteristic advantages of Shandong province, the key development contents of various industrial fields are expected to suppose.

3.4 To Build a Big Data Platform for Tourism and Integrate Tourism Industry and Health Care Industry

Both public cultural resources and cultural market products are accepted by more tourists with the help of big data platform. The market cultivation and industrial development of healthy tourism can also take the route driven by big data and supported by science and technology. Dr. Dai Bin, president of the China tourism academy, put forward that as a concept cultivation period and information asymmetry market, the urgent task of health tourism is to build a bridge between tourism and health by science and technology.

Information about places, programs, and services such as healthcare, convalescence, and medicine, can be added to existing systems. This information should be truthful and professional, including location, product, price, service evaluation, etc. Some suggestions are as following: to establish the tourism big data center and improve the tourism information system can fully meet the tourism needs of the mobile Internet era; to increase capital investment, overall management and improve big data infrastructure; to promote the sharing of information resources and the promotion of data value and transaction flow; to enhance the existing tourism information resources; to develop provincial tour guide system, promote holographic informatization, developing regional tourism and strengthening the construction of informatization talents; to integrate social forces to ensure the operation of the platform and supervision.

3.5 To Establish Brand Image in the Context of Big Data

"Big data" has a comprehensive impact on the tourism industry. Through data analysis, tourism operators can accurately know the changes of tourists' interest points and time patterns, and carry out targeted marketing based on this.

Shandong province has been committed to promoting the development of regional tourism. In 2014, based on the rich connotation of Qilu culture and the advantages and prominent characteristics of local cultures, and focusing on the overall brand of "Hospitable Shandong", ten cultural tourism destination brands have been built, such as Safe Mount Tai and Shuihu Hometown. It can be said that "Hospitable Shandong" is not only a brand but also a model. The development of healthy tourism industry should make full use of the "bundled marketing and joint promotion" platform of "Hospitable Shandong", to attach importance to big data, actively carrying out healthy tourism marketing and establishing brand image.

3.6 To Make Joint Efforts to Make Progress

It is suggested to make use of China travel news, Dazhong Daily, Qilu evening news and other cooperative media to increase the publicity and promotion of healthy tourism. It calls for organizing travel agencies, tourism associations, self-driving car fleets, etc., to step on the line of healthy tourism bases, and carefully arranging healthy tourism routes, developing packaging featured products, and promoting the influence of healthy tourism and public recognition of healthy tourism.

Wang Degang, a professor of tourism management at Shandong University, said, "overall, the healthy tourism industry needs to make great efforts in the fields of planning, creativity and design to form a mature product system as soon as possible." The managers and service providers of the healthy tourism industry need to stand in the height of promoting human health, provide people with high-quality and high-grade industries and services, and publicize tourism as an important healthy and civilized lifestyle and it is essential to avoid "resort to deception" for the sake of temporary interests.
3.7 To Implement the Talent Project and Strengthen the Intellectual Guarantee

At the national tourism work conference 2018, Li Jinzao, director of the China National Tourism Administration, delivered a work report titled "striving toward a new era of high-quality tourism development in China under the guidance of Xi Jinping’s thought on socialism with Chinese characteristics." The report pointed out that the strengthening of tourism talent, vigorously promoting innovative high-quality tourism talent team.

Professional talent resources are the driving forces of the development of the industry. On the contrary, the stable development of the industry can attract talents to enter the healthy tourism industry. Therefore, to implement of the talent project and strengthen the intellectual security is conducive to the healthy development of the tourism industry. First of all, professional talents should be introduced to form a group of tourism talents bank in key regions of tourism, key platforms of "Internet + tourism" and key tourism colleges to promote the development of healthy tourism industry. Secondly, the development mechanism of tourism talents should be established and improved. On the one hand, the government should actively guide universities and enterprises to establish school-enterprise cooperation and jointly cultivate high-quality talents with solid theoretical knowledge and strong practical ability that conform to the development of new tourism formats. On the other hand, the enterprises should retrain the staff engaged in the development and planning of healthy tourism, so as to cultivate "healthy + tourism" comprehensive talents adapted to the development of healthy tourism. At the same time, healthy tourism practitioners facing tourists should be trained in medical care knowledge and have basic healthy tourism service quality.

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