

# Research and development of hot spring tourism mountain ----- Based on the study of Henan Lu Shan Mountain hot spring tourism development as an example

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**Abstract.** Hot spring tourism has become one of the ways for people to vacation and leisure priority. The development of spa tourism in Lu Shan Mountain County, this paper studies the object is still in the initial stage, existing resources development and protection, the coexistence of sustainable development and utilization of hot spring tourism resources, in its development process and therefore, play a certain reference role to the development of the results of this study can help Lu Shan Mountain county government in the hot spring tourism.

## Introduction

With the rapid economic development, leisure tourism has gradually become one of the fashionable life they choose, and become the power<sup>[1]</sup> can not replace the development of world economy, tourism and traditional gradually by the leisure and tourism experience of complementary and alternative<sup>[2]</sup>, hot spring tourism become a holiday and leisure priority one way.

The development of spa tourism in Lu Shan Mountain County, this paper research object is the initial stage, in its development process in the presence of resource development and protection, sustainable development and the coexistence of hot spring tourism resources, scientific and rational development mode and Countermeasures of the problem, therefore, the development of the results of this study can help Lu Shan Mountain county government in the hot spring tourism and the reference effect of certain decisions, in addition, can also be adjacent or other similar counties of hot spring tourism resources development to provide experience for reference.

## Literature Review

Study abroad at the beginning of twentieth Century to cut a striking figure. Deborah Wightman, Geoffrey Wall (1985) in Canada, Radium Hot Springs Resort as an example to analyze and study<sup>[3]</sup> deeply on the regional tourism development history. John W.Lund (1998) with<sup>[4]</sup> deep in medical treatment health spa. Lover seed-H (1992) is from the tourism point of view the development of spa tourism in North America to study<sup>[5]</sup>. China's Guo Laixi (1982), Liu Zhenli (1988), Liu Guohai (1994), Feng Tiansi (1998) and other experts and scholars are geographic location of geothermal resources in China, the clear exploitation situation and the spa area is studied and an overview of<sup>[6]</sup>.

## Analysis of the existing problems in the exploitation of hot spring tourism in Lu Shan Mountain

### A. Hot spring tourism development planning, there is competition for resources development

Spa tourism resources of Lu Shan Mountain in the development of most of the development main body belongs to individual operators, the limited funds, scale is not large, in the development and management is the act of one's own free will, the lack of unified planning and management,

resulting in disorderly competition, the government in the overall planning of hot spring tourism resources development if not very good integration of resources, there may be cause more severe competition pressure.

*B. A single hot spring tourism product type, the existence of duplicate development issues*

First of all, the development of spa tourism product in Lu Shan Mountain county is mainly conducted in the traditional bath, bathing, entertainment, holiday business mode, leading to the existing hot spring tourism products are not rich, but different levels of hot spring product ratio is not too appropriate questions.

Secondly, the development of Lu Shan Mountain in hot springs spa tourism product has repeated development, the lack of product innovation phenomenon. For example Lu Shan Mountain rich hot spring resources, traffic is convenient, can enter into a good soup, soup, soup in the focus on the development of hot spring resort, Spa Resort and other forms of similar or identical tourism products.

*C. Hot spring tourism theme is not prominent, low brand awareness*

The exploitation of hot spring tourism in Lu Shan Mountain has just started, the development of concepts and ideas have not formed the unified format, therefore, does not have its own characteristics of the various hot spring tourism area, hot spring tourism theme is not prominent, tourist market has not formed a whole fixed image of Lu Shan Mountain hot spring, brand awareness is low.

*D. The hot spring tourism resources and degeneration of ecological system*

Because of the early planning of Lu Shan Mountain hot spring development did not keep up with the development pace, tourism activities and attract a large number of tourists into the hot spring tourism scenic area, especially in the Spring Festival holiday, five one, to more hot spring leisure tourists, scenic area facilities and scenic environment bear much pressure of consumption. Soil structure due to the large number of tourists to scenic excessive concentration on harden is poor, is not conducive to the growth of plants, and then affect the healthy development of the regional chain of hot springs. For example, Lu Shan Mountain precious national key protected wild plants in Qin Ling Mountains fir decreased, with the demise of the trend.

### **Lu Shan Mountain hot spring tourism product development strategy**

The development of the tourism industry must be in accordance with local characteristics, high quality, high level of tourism projects, especially those with tourism, seeking adventure, leisure needs innovative tourism projects shall be as tourism development core content of construction. Lu Shan Mountain county is rich in natural resources, cultural landscape is enough, but because the historical experience of the Lu Shan Mountain led to transfer some of small hot spring tourism project development planning to individuals involved in the main, the lack of a unified macro guidance, therefore, based on the review of relevant literature, the author puts forward the following kinds of tourism product development strategy:

*A. Leisure tourism development project "summer + Bath" as the main content*

In the project development should make full use of the surrounding landscape resources of hot springs, hot springs resort for tourists in the not too wide space is quite easy to feel boring, boring, it is time to make the surrounding natural environment and the village folk custom culture to attract tourists to the recreational content diversification, enrich tourism activity.

*B. The development of "Kang le" tourism project*

The core essence of hot spring resources, the function is to provide medical care for the people, health care efficiency. Contains trace elements of silicic acid, bromine, fluorine and other Lu Shan Mountain hot spring, have certain effect on human health. Therefore the development of health, fitness, beauty and other tourism projects, to play into health care.

*C. The development of "purification of the soul" is the core of the tourism project*

The development of Japan's hot spring tourism is very mature, the hot spring product both inherited long bathing culture, and a new product for a new era of development, "purification of the soul" is a hot spring tourism products popular, its main function is to let the busy city people in the bath, bath when abandon distracting thoughts, the release of the soul. Lu Shan Mountain hot spring development can be introduced into this project, for high income, high consumption groups.

*D. Make soup hot spring tourism complex*

4.4.1 The soup hot spring is abundant, stable water temperature, so it can build large hot spring resort in the soup. Hotel construction in hot spring leisure, hot spring, forest bathing for the development of philosophy, to create different countries, different style bath room, hot spring recreation area built tropical rainforest surfing in nature, and set up a health based spa club, SPA beauty center, Chinese medicine health care medicated bath hall, forest villas and so on characteristics of products, build Henan province high-end, boutique and spa.

4.4.2 Because the stock near the national scenic area, can use the natural scenery in rock climbing, and steep mountain racing and other sports items, rich hot spring tourism activities of tourists.

4.4.3 Building green ecological park the area surrounding countryside, provide the country food, farm recreation, fruit picking and other products.

*E. Development in the soup, a health center, the community, ecological and agricultural sightseeing, popular science tourism project suspension*

4.5.1 The development of ecological agriculture sightseeing of Zhong Tang, construction set farm recreation, science education, spa bath, health care in one of the popular school ecological park and Chinese hot spring sanatorium, the establishment of agricultural sightseeing, ecological popularization, new energy, traditional Chinese medicine therapy showcase projects such as museum.

4.5.2 combined with the health center, the community development projects of various hot diet products, such as hot springs, hot springs, rural dishes Hot pot hot barbecue, hot spring egg.

*F. Further enhance the hot spring culture, construction soup hot spring town*

Under the soup hot spring development compared to more mature, there are jade Beijing Hot Spring Resort Hotel, Huang Guyu International Hotel, hot spring bath soup hot spring resort, Zhao Pinghu forest Hot Spring Resort Hotel, 4 The Springs Hotel, government investment in green mountain hot spring spa, build recreational public area garden. In the hot springs bath culture as the core, to the surrounding area as the basis, to build a spa, commerce, real estate, folk custom experience as one of the unique features of the hot spring tourism small town of Central Plains village.

*G. Scientific planning, rational development of God soup spring, adding the fishery, forest bath items*

4.7.1 Soup of God began the development of tropical fish breeding in the ninety's, to carry out fishing f, utilization of fishery breeding Park mature fishery, fishing and tourism experience products.

4.7.2 Make full use of Zhao Pinghu reservoir, Zhao Pinghu hot springs water park, expand the forest bath, forest yoga, water recreation center, Chinese medicine health care products.

In short, hot spring tourism resources of Lu Shan Mountain rich reserves, good water quality, Barry hot spring zone adjacent to and surrounding the state-level natural scenic area, Zhao Pinghu Lake tourism resources, conditions and advantages of linkage development. Under the conditions of the soup, soup hot spring development, mature, after the government leading, market leading, scientific planning and the implementation of policies, the development of hot spring tourism products of hot spring tourism and mountain resorts, water entertainment, religious culture, sports fitness infiltration of innovative integrated.

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