



The Policy Implementation Dilemma and Countermeasures of Heilongjiang Province's Health Tourism Industry Under the Background of Big Data

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Abstract. Health tourism is an important issue in humanistic geography. In this paper, the NVivo11 algorithm, questionnaire survey, field investigation, literature, interview, and other methods were used to analyze the dilemma in the implementation of the health and wellness tourism industry policy in Heilongjiang Province under the background of big data from the two dimensions of the policy itself and the target group of the policy and put forward countermeasures. It is expected to provide the corresponding theoretical support and practical suggestions for the healthy and rapid development of the health tourism industry in Heilongjiang Province.

Keywords: Health tourism · NVivo11 algorithm · Questionnaire survey · Big data

1 Introduction

Health tourism refers to the sum of various tourism activities that enable people to achieve a natural and harmonious state physically, mentally, and spiritually through various means such as keeping healthy, nourishing, and caring for the environment [1]. With the rapid development of our economy, our national health consciousness has been greatly improved. The development of the wellness tourism industry has great potential to attract the growing wellness market and tourism market. In August 2022, the Department of Culture and Tourism of Heilongjiang Province issued the Action Plan for High-quality Development of Heilongjiang Province's Health and Wellness Tourism (2022–2026) [2] to further promote the high-quality development of health and wellness tourism. This paper studies the implementation path of the health and wellness tourism industry in Heilongjiang Province from two dimensions the policy itself and the target group of the policy.

2 The Implementation Dilemma of Heilongjiang Province's Health Tourism Industry Under the Background of Big Data

2.1 The Policy Itself: The Policy System is not Perfect and the Operability is not Strong

A total of 48 policy documents issued by the government of Heilongjiang Province from 2016 to 2022 were collected with health tourism as the main body. Nvivo11 software was used to analyze the word frequency of these 48 sample policy texts. The word frequency length is set to two characters, and the display word is set to 100 words, representing the top 100 words with the most frequency. Finally, the high-frequency words in the policy text are presented, and the top ten of them are selected. It is found that cultural tourism, tourism service, and project system are the research hotspots of scholars (see Table 1) [3].

With the help of NVivo11 software, text analysis of sample policy documents is carried out, text keywords are extracted, and the effectiveness, measurability, and operability of policies are judged from three dimensions policy effectiveness, objectives and measures. Editing and induction into free nodes, and finally forming a coding hierarchy of 3 first-level nodes and 9 s-level nodes (see Table 2).

According to the encoding times and grasping of high-frequency words, the number of terms in the two dimensions of evaluation content and evaluation means is the largest (see Fig. 1). It can be seen that in the policy formulation of the health tourism industry in Heilongjiang Province, attention is paid to policy effectiveness and policy objectives, the detailed implementation of measures is less expressed, the macro objectives account for a large proportion, the policy implementation has no quantitative standards, and the operability is poor.

Table 1. Top 10 high-frequency words [self-drawn]

Vocabulary	Length	Weighted percentage %
Culture	2	3.06
Development	2	2.97
Service	2	2.12
Project	2	1.9
System	2	1.65
Ecological	2	1.45
Medical	2	0.98
Traditional Chinese medicine	3	0.72
Features	2	0.56
Personnel	2	0.51

Table 2. Encoding node structure [self-drawn]

The primary node	The secondary node
Policy effectiveness	Plans and opinions promulgated by Heilongjiang Province, etc.
	Plans, opinions, methods, schemes and standards of various departments
	notice
Policy goals	Policy objectives are clear and specific, indicating pre-achieved results
	Policy objectives are clear but quantitative criteria are not available
	The policy targets are macro
Policies and measures	Detailed policies and measures can be implemented, pointing out the implementation steps and programs, implementation departments, etc.
	Policies and measures are clear but do not identify responsible departments
	Policy measures are generally unsecured or unimplemented

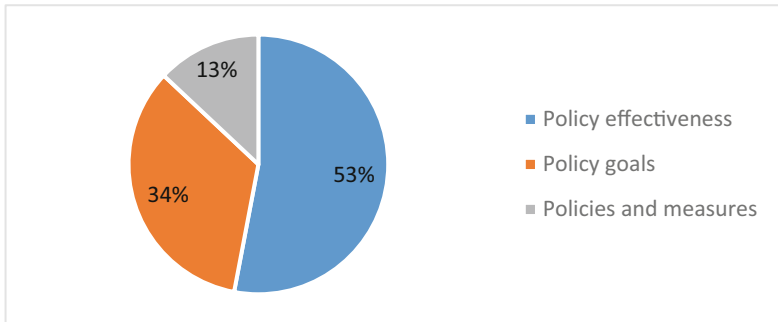


Fig. 1. Ratio of coding times of first-level indicators [self-drawn]

2.2 Policy Target Groups: Lack of Demand and Attitude Analysis of Different Groups

Through the use of a questionnaire survey, field investigation, literature, and interview [4], the demand opinions of the target groups of the health tourism industry in Heilongjiang Province were investigated. Questionnaires were distributed to the citizens in Harbin, Qiqihar, and Mudanjiang cities of Heilongjiang Province. 500 questionnaires were distributed and 496 questionnaires were recovered, with a recovery rate of 99.2%. There were 496 valid questionnaires, with an effective rate of 100%, among which 255 were middle-aged and elderly, 209 were adolescents, and 32 were mothers and infants (Table 3).

The results of the survey show that there is a big gap in the feedback of different target groups on the health tourism industry in Heilongjiang Province. Among them, middle-aged and elderly people pay more attention to personal information security, medical

Table 3. Demand degree of different groups for different aspects [self-drawn]

The project name	Research group demand degree		
	Middle-aged and old	Teenagers	Maternal and infant
Entertainment	35%	84%	41%
Health care	86%	35%	45%
Medical beauty	13%	72%	78%
Public infrastructure	80%	30%	69%
Information security	75%	77%	40%

security, and public infrastructure. Youth health tourism needs to focus more on entertainment, beauty, health, and information security. This special group of mothers and children pays more attention to medical beauty and public infrastructure. Heilongjiang Province's health tourism industry policy lacks a demand analysis of target groups. These groups are the ultimate beneficiaries of policy objectives, in the process of policy implementation, they raise the tourism industry the degree of understanding, trust, and satisfaction, as well as their attitude view, will Kang have a certain impact on the tourism industry of Heilongjiang province, in tourism development, keep to according to the characteristics of different groups formulate corresponding plans.

3 Countermeasures for the Sustainable Development of Heilongjiang's Health and Wellness Tourism Industry Under the Background of Big Data

3.1 We Will Optimize Top-Level Policy Design and Improve the Policy System

Improve the practical effectiveness of Heilongjiang Province's health tourism industry policy. First of all, the top policy designers should organize professional team into the lower area of on-the-spot investigation, summarizes the environmental foundation and resource advantage, based on the reference across government documents from the national development strategy layout, prepare rich perspective, scientific, and can reflect the local advantage direction of the tourism industry policy text. Secondly, local governments should abandon the blind reliance on and imitation of policies and regulations of superior departments, and study and formulate controllable government measures suitable for the development of the local health tourism industry according to the actual development situation of local natural, cultural and humanistic landscape resources and the health tourism industry.

3.2 Deconstruct the Appeal of Target Groups and Expand Publicity to Improve Policy Recognition

First, deconstruct the multiple interest appeals of target groups. To improve the policy identity of the target group, the government should first divide the target group in the

implementation process of the health and wellness industry development policy in Heilongjiang province, integrate the will of different groups, and promote the maximization of interests.

Second, through the publicity and guidance of industrial policies to obtain the target group identity. Taking various forms and multi-level publicity of the advantages of Heilongjiang's health tourism industry, establish a new image of the health tourism industry.

4 Conclusion

Although the health tourism industry in Heilongjiang Province has received certain policy support, it is far from forming a complete and influential health tourism market [5]. However, it can be believed that the development momentum of the health tourism industry in Heilongjiang Province will become stronger and stronger.

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