



Exploring Emotional Healing Tourism and Its Commercialization Path in the Singles Economy

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Abstract. With the rise of the single economy, emotional healing tourism, as an emerging form of tourism, is gradually being emphasized by the market. This paper aims to explore the application of emotional healing tourism in single economy and its commercialization path. Firstly, the characteristics of the tourism market under single economy conditions are analyzed, including the consumption ability and personalized demand of single groups. Then, the target consumer groups of emotional therapeutic tourism are analyzed in depth, revealing their needs and preferences. The paper also discusses the supply and demand relationship of the emotional therapy tourism market, as well as the market's development trend and development potential. On this basis, the commercialization model construction of emotional therapy tourism is proposed, including marketing strategy and brand building, technological innovation and service optimization. Finally, the strategy of emotion healing tourism under single economic conditions is proposed, including market positioning, customized tourism product development, cross-border cooperation and resource integration. The research in this paper provides theoretical support and practical guidance Emotionally healing tourism in a single economy.

Keywords: emotional healing tourism; single economy; commercialization path; market strategy

1 Introduction

Under the background of globalization and informationization, single economy, as an emerging form of economy, is developing rapidly worldwide. Take China as an example. According to the detailed data provided by the 2023 China Population and Employment Statistics Yearbook, by 2022, the number of domestic singles in China has exceeded the 240 million mark. This huge number reveals the extent to which celibacy has become popular in Chinese society. It is against this backdrop that the so-called “celibate economy” has emerged, which excludes the unique needs and consumption patterns of the celibate population in terms of consumption, lifestyle and social interaction, and which has had a profound impact on the tourism market and economy![1]

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Against this background, emotional healing tourism, as a form of tourism to meet the emotional needs and physical and mental health of singles, is gradually becoming a new hot spot in the tourism market. The purpose of this paper is to explore the application of emotional healing tourism in the single economy and its commercialization path, to provide strategic suggestions for tourism enterprises and to promote the healthy development of the emotional healing tourism market.

2 Emotional Therapy Tourism Market Analysis

2.1 Characteristics of Tourism Market in Single Economy

Firstly, single travelers are more inclined to pursue personalized and customized travel experiences, and they pay more attention to self-realization and emotional satisfaction during their travel. Secondly, single travelers usually have higher spending power, and they are willing to pay extra for high-quality services and unique experiences. Single travelers prefer flexible travel arrangements, and they tend to choose free trips over group trips for more autonomy and room for exploration.

Driven by the singles economy, the travel market has begun to see more products and services targeted at singles. For example, some travel companies have introduced travel packages designed for singles that include single rooms, personalized itineraries and social activities. At the same time, single travelers are also more inclined to choose destinations that offer emotional healing effects, such as spa resorts, yoga retreat centers, meditation trips, and stays that offer relaxing and stress-relieving environments and activities.[2]

2.2 Analysis of Target Consumer Groups for Emotional Healing Tourism

The target consumer group for inner-experience emotional healing tourism is primarily singles, a group that typically includes young singles, divorced or widowed middle-aged or older unmarried individuals, those who choose to live alone, those who consume alone, or those with specific religious beliefs. These consumers often face high levels of stress and emotional demands and seek travel to relieve stress and restore emotional balance. Younger singles, who are often more financially capable and better educated, seek new and exciting experiences as well as expand their social circles and improve themselves through travel. On the other hand, divorced or widowed middle-aged and older individuals value the therapeutic benefits of traveling as a way to rebalance their minds and restore their zest for life. Those who choose to live alone value the personalization and freedom of travel and want to explore themselves and release their emotions through travel. For this target group of consumers, emotional healing travel products need to offer a diverse range of experiences and services to meet the needs of different consumers. For example, activities such as yoga, meditation and art creation can be specialized to help consumers relax their bodies and me.[3]

3 Exploring the Commercialization Path of Emotional Therapeutic Tourism

3.1 Commercialization Model Construction

Emotional therapy tourism needs to analyze market demand, tourism resources and consumer group characteristics to build a business model. Its core is to provide high-quality therapeutic experiences, including mental health services, customized tourism routes and user feedback studies. The business model should integrate regional culture and utilize natural resources and cultural heritage to develop healing tourism products with regional characteristics. Revenue diversification should also be considered, such as providing additional services (health counseling, yoga, meditation, TCM physical therapy, cultural exchange, aromatherapy, etc.) to increase revenue. While exploring cross-border cooperation with health, beauty, culture, environmental protection and other related industries, it is also necessary to focus on cost control and resource optimization in order to improve operational efficiency and ensure a sustainable and profitable business model. To further enhance the commercialization model of emotional therapy tourism, it is essential to incorporate advanced technology and data-driven strategies. Utilizing big data analytics can help in understanding consumer behavior and preferences, enabling the creation of more personalized and effective therapeutic experiences. Additionally, integrating digital platforms such as mobile apps and virtual reality (VR) can offer immersive pre-trip experiences and post-trip follow-ups, enhancing customer engagement and satisfaction. Partnerships with local businesses and artisans can also enrich the tourism offerings, providing authentic cultural experiences that resonate with visitors. Furthermore, sustainability practices should be embedded into the business model, such as eco-friendly accommodations and activities that promote environmental conservation. By leveraging these innovative approaches, emotional therapy tourism can not only meet the growing demand for mental health and wellness travel but also establish itself as a leader in the sustainable tourism industry.

3.2 Marketing Strategy and Brand Building

The marketing strategy of emotional healing tourism should be centered on the needs and preferences of the target consumer groups and attract potential customers through accurate market positioning. The marketing strategy should emphasize the emotional value and therapeutic effects of the tourism product and use story marketing and emotional marketing to establish an emotional connection with consumers.[4] For example, the credibility and appeal of a brand can be enhanced by sharing the treatment experiences and transformation stories of real clients. In terms of branding, emotional healing travel companies need to develop a unique brand identity that includes the design of elements such as the brand name, logo, and slogan, as well as the communication of the brand's story and values. The brand should also focus on using social media and digital marketing to increase brand awareness and online interaction through content marketing, influencer partnerships, and online community building.

The company should also maintain and increase brand loyalty through high quality customer service and customer relationship management. To further strengthen the marketing strategy and brand building for emotional healing tourism, it is crucial to adopt a multi-channel approach that integrates both online and offline efforts. Collaborating with wellness influencers, mental health advocates, and travel bloggers can amplify the brand's reach and credibility, as their endorsements can resonate deeply with target audiences. Additionally, hosting experiential events such as wellness retreats, workshops, or webinars can provide potential customers with a tangible sense of the therapeutic benefits offered, fostering trust and interest. Leveraging user-generated content, such as reviews, testimonials, and social media posts from satisfied customers, can also serve as powerful social proof, enhancing the brand's authenticity. Furthermore, incorporating localized marketing strategies that cater to the cultural and emotional nuances of different regions can help in building a global yet relatable brand presence. By consistently delivering on the brand promise and maintaining a strong emotional connection with consumers, emotional healing tourism companies can cultivate a loyal customer base and establish themselves as leaders in the wellness travel industry.

4 Suggestions for Emotional Therapy Tourism Strategies in the Singles Economy

4.1 Market Positioning of Singles Group

Singles usually have high personal disposable income and tend to pursue personalized life experiences. Therefore, the emphasis in the market positioning strategy for affective therapeutic tourism should be focused on providing unique, high-quality tourism products that resonate with emotions. Tourism products should be designed with a focus on personalization and customization to meet the single traveler's quest for freedom, flexibility, and unique experiences. At the same time, the positioning strategy should also emphasize the social aspect of the tourism product, as many solo travelers are seeking to expand their social networks and make new social connections through tourism activities. In addition, positioning strategies should take into account the diversity of the solo population, including individuals of different ages, occupations, and cultural backgrounds. For example, younger celibates could be offered more adventurous and exploratory travel options, while middle-aged and older celibates could be offered therapeutic travel services that emphasize comfort and relaxation. Through precise market targeting, emotional healing tourism can attract and serve the celibate population more effectively, thus taking a favorable competitive position in the celibate economy. To refine the market positioning strategy for singles in emotional healing tourism, incorporate exclusivity and community-building. Offer limited-edition travel packages to create urgency and appeal to those seeking unique experiences. Organize group activities like mindfulness sessions or cultural workshops to foster connections among solo travelers. Leverage technology, such as dedicated apps, to help singles connect before, during, and after trips. Tailor marketing

messages to emphasize self-discovery and emotional rejuvenation, resonating deeply with this demographic. By addressing their emotional, social, and experiential needs, emotional healing tourism can secure a distinctive niche and foster long-term loyalty.

4.2 Customized Tourism Product Development

Tourism products should be designed according to the specific needs and interests of the singles group, such as providing singles travel packages, personalized itinerary planning, customized yoga courses, health recipes, and spiritual growth courses. For people with anxiety and depression, exclusive healing activities can be designed to meet their specific needs. These tourism products are more focused on providing in-depth experiences and emotional fulfillment rather than just traditional sightseeing and entertainment. Customized tourism product development should also make use of modern technologies, such as online platforms and mobile apps, to provide personalized recommendations, real-time booking services, and conduct user feedback analysis.[5]

Through these technologies, travel companies can better understand the needs and preferences of single travelers and provide more precise and personalized services accordingly. Customized tourism products should also focus on integration with local culture, and make use of the unique culture and natural resources of the destination to create a healing tourism experience with regional characteristics.

4.3 Cross-Border Cooperation and Resource Integration

Through cooperation with other industries, tourism enterprises can expand their services, increase the value of their products and create new market opportunities. For example, collaboration with the health and beauty industry can provide a more comprehensive healing experience for single travelers, including health consultations, yoga classes, and beauty treatments. Resource integration is also key to improving the competitiveness of emotional healing tourism. Travel companies can develop more attractive and competitive tourism products by integrating the destination's tourism, cultural and community resources. For example, they can partner with local artists, artisans and cultural institutions to develop tourism programs featuring local culture. Cross-border cooperation can also help tourism enterprises expand their market channels and customer base. By cooperating with companies in other industries, tourism enterprises can reach a wider range of potential customers and utilize their partners' brand influence and market resources to enhance their market position. [6] To maximize the potential of cross-border cooperation and resource integration, emotional healing tourism enterprises should also explore partnerships with technology companies to enhance the overall customer experience. For instance, integrating wearable health devices or wellness apps into the tourism package can allow travelers to track their mental and physical well-being throughout their journey, providing a more personalized and data-driven healing experience. Additionally, collaborating with environmental organizations can help promote sustainable tourism practices, such as eco-friendly accommodations and nature conservation activities, which align

with the growing demand for responsible travel. Furthermore, partnerships with educational institutions can facilitate the development of workshops or certification programs focused on emotional well-being, adding an educational dimension to the tourism offerings. By fostering these diverse collaborations, tourism enterprises can not only diversify their product portfolio but also create a holistic ecosystem that addresses the multifaceted needs of modern travelers. This approach will not only strengthen their market position but also contribute to the long-term sustainability and innovation of the emotional healing tourism industry.

5 Conclusion

As an emerging form of tourism, emotional healing tourism shows great market potential in a single economy. The research in this paper shows that emotional healing tourism can not only meet the individualized needs of single groups, but also provide them with emotional healing and support. The commercialization path and strategy suggestions proposed in this paper provide theoretical support and practical guidance for the development of emotional healing tourism. In the future, with the further development of the singles economy and the maturation of the emotional healing tourism market, we expect that emotional healing tourism can bring positive life changes to more singles and inject new vitality into the innovative development of the tourism industry. At the same time, it is also necessary to pay attention to the challenges that emotional healing tourism may face in the process of development, such as market segmentation, service quality, sustainable development and other issues, in order to ensure the healthy, stable and long-term development of emotional healing tourism.

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