



Current Situation of Health Care Tourism Development in Luoji Mountain from the Perspective of Healthy Aging

Xiong Xiao¹ and Chuanchen Bi ^{*}

¹ Polus International College, Sichuan, PR. China

^{*} College of Graduate Study in Management, Khon Kaen University, Khon Kaen, Thailand

chuabi@kku.ac.th

Abstract. Tourism is a fundamental sector concerning regional development. This paper posits that in order to meet the regional demands, Luoji Mountain should establish a wellness tourism brand focused on its unique ecological resources and Yi ethnic culture. Despite the presence of stunning high-altitude landscapes, Luoji Mountain suffers from non-existent tourism, weak visitor engagement, and poor tourism experience. Bypassing the above challenges is crucial to constructing the regional ecological civilization and improving the high-quality development of the economy. Using qualitative SWOT analysis, the study recommends the following steps to strengthen the Yi tourism brand: (i) Establish participatory cultural-ecological excursions involving Yi ethnic practitioners, and ecological cultural experts to coordinate inclusive and multi-reflected tourism activities; (ii) improve wellness tourism resources and the wellness tourism experience by investing in and enhancing wellness tourism infrastructure and developing wellness tourism-related services; (iii) enter the Yi tourism wellness market as a segments and cooperative as a multi-reflected tourism activities. Given the context of a rapidly aging world population, health care-related tourism has the potential to stimulate regional tourism and offer a viable response to the evolving visitor requirements for restorative leisure and well-being focused on a longer lifespan. From this perspective, the development of Luoji Mountain can be understood as a form of lifespan innovation at the destination level, where ecological resources, hot spring therapy, and ethnic cultural knowledge may contribute to age-friendly tourism products and longer-stay wellness experiences for middle-aged and older adults.

Keywords: Luoji Mountain, Popularity, Volume, SWOT analysis, Ecological Health Care, Lifespan innovation

1 Research Background

Luoji Mountain has not leveraged its volcanic landscapes and Yi culture for market presence. These advantages have not been fully utilized, resulting in low exposure in digital media, and the proportion of surrounding tourists is about 70%, while the number of cross-provincial tourists is low.

© The Author(s) 2026

W. Srimaharaj (ed.), *Proceedings of the 2nd International Conference on Lifespan Innovation (ICLI 2026)*, Advances in Social Science, Education and Humanities Research 1035,

https://doi.org/10.2991/978-94-6239-797-2_4

Tourism is a core pillar of the economy in this western Chinese province. The 'Statistical Report on the Development of Culture and Tourism in Sichuan Province (2023)' shows tourism accounts for over 11% of the GDP. Thus, tourism's value for economic growth is clear. Sichuan excels at protecting ecological resources and managing forests sustainably. Public data show the province's forest coverage exceeds 40%. There are over 200 national-level forest parks. Many attractions are rated as national A-level scenic spots. A tourism system based on mountain ecology and local ethnic culture has developed here. This approach has created a style of mountain tourism focused on high-altitude ecology in western Sichuan.

Mount Siguniang is a leading high-altitude tourist attraction in western Sichuan. It has become a benchmark scenic spot. Snow-capped mountains surround the area and offer both climbing resources and high-altitude ecological attractions. Its development framework is based on 'high-quality outdoor sports + high-altitude ecological sightseeing experience.' The area hosts a mountain-climbing festival and uses digital media to promote it. As a result, it enjoys a strong reputation among mountain climbers and in the broader tourism market. A large portion of visitors now come from surrounding provinces improving the area's market influence. The area is one of the top mountain tourism district in western Sichuan. The area has a complete service system which has high-end hotels, climbing base camps, and outdoor sports services. These facilities create a complete tourism chain of 'tourist sightseeing - in-depth experience - accommodation stay.' The development model is diverse with stable tourism, strong market influence, and good departmental coordination.

Currently, the tourism industry in Xichang City is conducted at the level of local tourism, while Luoji Mountain can reach beyond local tourism if it can make the most of its existing geographical advantages. The foremost problem is that it has low visibility, which is reflected in its market presence and growth. In the author's opinion, building tourism brands is the most important thing for the sustainable growth of Luoji Mountain, and this constitutes the main argument of the author's research. The problem itself is not strictly characterized by the destination brand and its tourism. In the context of the rapid growth of the aging population, issues of emotional self-rehabilitation/relaxation, and the social demand for health maintenance, visitors of health tourism places will have higher standards of comfort at all ages.

2 Literature Review

The tourism market of China is booming and it is incorporating ecological resources. They, in turn, prompted the tourists to demand high-quality experiences. This study analyses the evolution of high altitude tourism in south west and the prevailing market trends. In particular, the analysis presented in the study is primarily based on the analysis of problems depicted by market data. It takes into account the importance of natural resources, attractions development, modern situation in the tourism market, and cross-regional comparisons.

Luoji Mountain, in Liangshan Yi Autonomous Prefecture, Sichuan, features distinctive ecological assets, including volcanic landforms, alpine hot springs, and pristine forests. The destination actively attracts mountain tourism. Bao Jigang (2020) emphasized that accurately evaluating and developing tourism resources drives tourism growth. Natural and cultural-historical assets jointly boost destination appeal. Wu Bihu (2021) maintained that tourism resources provide the basis and core for tourism development. Using resources effectively establishes the tourism industry. The appeal of these assets shapes the scale and structure of the tourism market. The southwestern region leverages its high- altitude ecology and diverse ethnic cultures to build a foundation for mountain tourism.

Some scholars have analyzed models of mountain tourism development by examining case studies of typical scenic sites. Zeng et al. (2022) emphasized that mountain tourism should make full use of its multiple functions. He advocated shifting from single-sightseeing to a combination of sightseeing, leisure, and sports. Yaqi (2009) found that forming tourism clusters greatly boosts regional tourism competitiveness. In tourism marketing, stakeholders should work to create a unique identity for scenic spots and increase market exposure. Xianyang and Jigang (2016) argued that resource endowment alone does not shape tourism competitiveness; market dynamics, destination image, and promotional strategies also do. The 'Internet +' strategy integrates information technology with the tourism sector, greatly influencing the growth of tourist destinations. In recent years, discussions on healthy aging and lifespan- oriented social innovation have further expanded the analytical value of wellness tourism. Luoji Mountain's study is valuable in both tourism development and adaptation discussions for the aging society, the sustainable well-being, and lifespan innovation fields in regional aspects. In the formation of the interdisciplinary field, age-friendly destination development incorporates resource endowment and marketing efficiency, but also rests on the ability of destinations to cater to varied age populations, and especially the middle to older aged populations, in offering accessible surroundings, restorative activities, and preventive health services integrated with opportunities for meaningful cultural engagement.

3 Research and Analysis on the Current Development Situation of Luoji Mountain Tourism

Luoji Mountain has an incredibly threshold for brand recognition among the local and regional tourist crowd, plus other travelers, who gravitate towards Mount Siguniang. There are appealing aspects to Mount Siguniang's business structure, plus brand recognition, while Luoji Mountain doesn't match them even with its Yi Cultural resources and significant volcanic hot springs.

Luoji Mountain has many natural resources, especially the ecological systems. These could help Luoji Mountain capitalize its resources with health preservation, and tourism, but brand recognition is low, product structure is simple, and marketing models are obsolete. The most difficult problem is to evolve these resources into what

the market deems a desired wealth-spreading brand. This will help the local economy immensely.

'The Eastern Alps' has been attributed to Siguniang Mountain, while, Luoji Mountain meets this praise in wellness resource potentials. However, the words constellate onto volcanic hot springs and the Yi Cultural resources. Our main argument is Mt. Luoji should strike a balance between health and culture if Luoji Mountain intends to bridge tourism resources and target the market for growth.

Luoji Mountain at the moment has been targeting its tourism market with traditional marketing resources. Getting a lighter foot in transitioning its practices has been difficult as its been concentrating them more with the traditional models. Douyin and Xiaohongshu have enabled Mount Siguniang to reach more audiences, and give direction to cross-regional customers to aid in a holding formation for its dominance in the Outdoor challenged venue. Because of these trail implementations even Luoji Mountain's marketing has been more product centered. This dependence has kept Luoji Mountain's brand limited to Liangshan Prefecture and nearby cities.

In the process of analyzing tourist structure and consumption level, the mount siguniang, relying on its mature tourism industry chain, has attracted many long-term overnight guests from first- and second-tier cities in other regions such as Beijing, Shanghai, Guangzhou, and Shenzhen, thus forming a system of retention and secondary consumption. The tourists visiting Luoji Mountain for health preservation and tourism have a relatively limited source. The main group consists of those who come from the surrounding areas of southwestern Sichuan for a short-term health experience. These types of tourists tend to stay for a short period of time, have a low per capita spending, and lack sufficient depth in their health preservation experiences. Due to the deficiencies in the health preservation system and the insufficient cross-regional appeal, health preservation tourists find it difficult to stay for a long time. Qualitative research indicates that, due to the lack of targeted development of health and wellness tourism market products, Luoji Mountain has limited capacity to explore market potential. From the perspective of the maturity of the industrial chain and the panoramic view of high-quality development, the Four Mount Siguniangs have integrated and perfected the six elements of the industrial chain - "food, accommodation, transportation, sightseeing, shopping, and entertainment", and have established a closed-loop tourism ecological chain. Its infrastructure is lacking, and the level of secondary tourism development is low, which has led the scenic area to face three challenges: "it is difficult to attract tourists, it is difficult to retain tourists, and it is difficult to convert revenue." Given the level of tourism development in this scenic area, the restrictions have prevented further economic benefits. It is necessary to conduct a more in-depth and qualitative analysis of the current development status of Luoji Mountain Scenic Area and the issues related to its development.

4 SWOT Analysis of the Current Tourism Development Situation of Luoji Mountain

The volcanic hot springs, forested areas, and Yi ethnic culture of the area provide resources that promote preventive health and various psychological and restorative health activities. The center's hot springs represent the volcanic springs. The Yi ethnic culture provides a unique and low-intensity activity, both of which are especially appealing to middle aged and older health tourists. The area can be devised as a wellness tourism center to promote health activities that go beyond health and sightseeing activities.

To be specific, the natural hot spring and waterfall are pretty and also very rich in minerals that are good for the human body. Thus, they can be developed further to create health care products such as hot spring therapy. Among the mountain tourism resources in China, radon hot springs, which are relatively rare, have beautiful esthetical value. The ecological environment in the Liangshan region has performed well. The forest coverage is relatively high, and the ecosystem is relatively complete, laying a good foundation for the development of eco-tourism and health care tourism. It can attract urban groups that pursue green, natural healing for their bodies and minds. (Bao Jigang, 2020) In the research report, it was emphasized that the integration of abundant natural resources and health tourism is an important decision for accelerating the transformation of the tourism industry. Luoji Mountain is located in the area of the Yi ethnic minority. It possesses diverse cultural resources with unique values, including the Torch Festival, traditional music and dance, and distinctive food culture. (Wu Bihu, 2021) In the research report, it is argued that cultural resources are one of the important core elements for shaping the attractiveness of tourist attractions. This provides strong support for the integration of culture and tourism, and the 3,000-year-old Yi medicine uses the 'clear and turbid' two elements as its core for treating patients. Coupled with the green and organic food produced in the mountains, they can be combined to create a regional health care brand of "dietary health preservation + Yi medicine therapy".

From the perspective of the industrial chain model, currently, scenic spots mainly focus on providing sightseeing tours and hot spring experiences. There is insufficient development in areas such as cultural experiences, leisure vacations, and outdoor activities. (Zeng deng., 2022) explained in the relevant research report that mountain tourism should gradually transform from a single form of sightseeing to a diversified model combining "sightseeing, sports, recuperation, and health care". There is a gap in the depth-oriented health care model. There are no professional health care centers or long-term health care facilities. This results in the inability of the health care population to remain for long, and it also fails to address the problems of tourist retention and the scale of secondary consumption. The scenic area is not yet mature or fully developed in terms of digital media promotion, online marketing, and product IP creation. It lacks a systematic new media operations model, resulting in low network exposure, long-term low attention from the tourism market, and a single revenue model. (Xianyang & Ji Gang, 2016) pointed out that the "Internet + Tourism" development model has become unstoppable and has become an inevitable channel

for promoting scenic spots. Relying solely on ticket sales and hot spring experiences, the lack of products for secondary consumption has reduced the potential for further economic growth. This has consequently affected both tourist retention and the growth of secondary consumption.

In terms of opportunities, with the increase in residents' income levels and the upgrading of consumption structure, the demand for a slow-paced lifestyle and restful activities among the current middle-aged and elderly population is constantly growing. For the stressed-out people in first-tier cities, there is a demand for "de-stress" retreats. The high-altitude forest environment and the green, natural forest relaxation are ideal choices. Furthermore, in order to support the development of tourism in ethnic minority areas, in accordance with the local government's policies and the national policies as stipulated in the "14th Five-Year Plan for Tourism Development", efforts have been made to enhance the integration of culture and tourism, and comprehensive and effective policies have been formulated, laying a solid foundation for the development.

In terms of threats, Luoji Mountain is facing competition pressure from the external market. For instance, the iconic scenic spots such as Sichang Mountain have already occupied the mid-to-high-end market segment. In terms of brand and service, these scenic spots are more mature. At the same time, tourists' demand for high-quality travel experiences is constantly increasing, including service quality, safety guarantees, and the diversity of cultural resources in scenic areas.(Xianyang & Ji Gang, 2016) The research report indicates that relying solely on resource advantages is difficult to form sustainable competitiveness, and market positioning and brand building are regarded as key. The most important thing is that based on the SWOT analysis conclusion, it can be seen that Luoji Mountain, due to the combined effect of its abundant resources and market positioning, has the basic characteristics of a mountainous scenic area for tourism and can also be transformed into an aging health care tourism industry. From the perspective of resource background, Luoji Mountain integrates high-altitude radon hot springs, the original forest ecological model, and the traditional Yi ethnic medicine culture. This diversified resource system combining "natural resources, ethnic culture, and health care factors" gives it a significant advantage in the current trend where the tourism development model mainly focuses on health care and aging.

From the perspective of the development framework model, the current tourism model, which mainly consists of "tourism + short stay", is no longer sufficient to support the high-quality development of scenic areas and the enhancement of their market competitiveness. In contrast, the diversified tourism system centered around health management, wellness retreats, and life-cycle services is more conducive to extending tourists' stay time, enhancing their consumption level, promoting secondary consumption, and building the brand image of the scenic area. By strengthening the long-term health care service capabilities and therapeutic background of the scenic area, it can achieve the transformation from a "tourist attraction" to a "health care tourism" model.

5 Conclusion

structure in Sichuan Province's mountainous areas, these resources possess distinct characteristics and ecological value. In addition, the ecological environment in the Liangshan region is well protected, with a high forest coverage rate. Such favorable natural conditions have promoted the development of eco-tourism and health care tourism. From the perspective of the external environment, demand for tourism in China is steadily increasing, and development plans for ethnic regional tourism, along with related national policies, receive strong support. For instance, during the Spring Festival holiday in 2025, Liangshan Prefecture received approximately 6.36 million tourists. It generated a tourism revenue of about 5.449 billion yuan, demonstrating the considerable development potential of the regional tourism market. In addition, under the background of an aging society, the development value of Luoji Mountain should also be understood in terms of healthy aging and lifespan-supportive services. The volcanic hot springs, forested areas, and Yi ethnic culture of the area provide resources that promote preventive health and various psychological and restorative health activities. The center's hot springs represent the volcanic springs. The Yi ethnic culture provides a unique and low-intensity activity, both of which are especially appealing to middle aged and older health tourists.

In future development, Luoji Mountain should fully leverage its natural resources and the unique ethnic culture. It should also closely rely on national policies and the opportunities offered by the tourism market trend, and accelerate the deeper integration of culture and tourism. At the same time, through digital media and online platforms, we will enhance the publicity and promotion of the scenic area, thereby increasing its market awareness and influence. Improving infrastructure for lodgings, cultural appreciation, and leisure and entertainment experiences (especially for mature and adult visitors) is essential to creating a mature, diversified tourism ecosystem. To compete against other regional tourism and health and wellness focused tourism sites, we will need to adopt a differentiation strategy for first and second-tier city tourists. To meet the needs of our aging population, we will need to integrate slower tour routes, and barrier-free pathways with health and wellness focused stays and experiences, and hot springs, ethno-based relaxation, and cultural-sensory experiences. Such improvements would help Luoji Mountain strengthen both its competitiveness in the tourism market and its contribution to regional lifespan innovation.

6 Discussion

This paper takes the Luoji Mountain Scenic Area in Sichuan Province as the research object. It analyzes the existing problems in the development of health tourism at Luoji Mountain from a tourism marketing perspective. In the context of China's tourism market entering a stage of high-quality development and with the growth of consumer demand, this paper conducts a qualitative study on the ecological resource advantages of scenic spots and the tourism market competition through literature review,

comparative analysis, and SWOT qualitative research. From the perspective of the conference theme, this case also has broader interdisciplinary implications. The development of health tourism in Luoji Mountain is not only related to the establishment of the content release framework for tourism marketing (such as regularly updating online short videos every week, and designing and promoting the content around themes such as hot springs, forests, culture, etc.), but also closely related to the promotion of public health, ecological sustainability, cultural inheritance, and the design of services related to aging. Therefore, this study may be understood as a regional example of lifespan innovation, demonstrating how natural and cultural resources can be reorganized to support well-being across different life stages, especially in the context of population aging.

The ecological environment is excellent and has great potential for the development of health and wellness. The ecological environment shows much promise for health care development. That said, the scenic area has several problems including, little brand awareness for health and wellness, a single tourist demographic, a nascent health and wellness tourism value chain, and weak market impact. Compared to some mountains with tourism chains with developed value tourism chains, some big differences exist. With that in mind, the primary focus for development should be on ecological wellness. This would involve the development of wellness services that can be made to consider different distance packages, such as 3-day, 7-day, and 2-week, all of which will also offer some of the most basic health services such as health check-up, and rest recovery to clients. From this, it will become possible to fully realize the potential for the greater first and second tier city markets. The retention and secondary revenue potential from those targets is significant. Integrated with the demands for healthy aging, elderly leisure activities, and long-term health care services, it might transform Luoji Mountain from a resource-rich, yet not Pareto-optimal pointed scenic area of great worth to an emergent tourist spot of great worth in an aging society.

References

1. Bihu, W., Xiaoting, H., Peixue, L., Zhenfang, H., Jie, Z., Shanhui, H., & Jinkun, S. (2021). Tourism geography research in China: Practical application and methodology innovation. *JOURNAL OF CHINESE ECOTOURISM*, 11(1), 52-65.
2. Ji-gang, B., Yuan-yi, C., & Ling, M. (2020). The process and mechanism of tourism resources evaluation: From technical evaluation to the social construction perspective. *Journal of Natural Resources*, 35(7), 1556- 1569.
3. Xianyang, H., & Jigang, B. (2016). Evolution of rural tourism landscape character network: The case of Jiangxiang village. *Geographical Research*, 35(8), 1561-1575.
4. Yaqi, W. (2009). A REVIEW OF RESEARCH ON TOURISM CLUSTERS AT HOME AND ABROAD. *Journal of Changchun University of Science and Technology (Higher Education Edition)*(007).
5. Zeng, L., Li, R. Y. M., Nuttapong, J., Sun, J., & Mao, Y. (2022). Economic development and mountain tourism research from 2010 to 2020: Bibliometric analysis and science mapping approach. *Sustainability*, 14(1), 562.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

