

Research on the Healthy Tourism Development of Zhuhai Hengqin New Area

Based on RMP Analysis in the Background of Guangdong-Hong Kong-Macao Greater Bay Area*

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Abstract—The planning and construction of the “Guangdong-Hong Kong-Macao Greater Bay Area” has been clearly written into the Party’s 19th National Congress report and government work report, which shows that it has been upgraded to the national development strategy level. The planning and construction of the Guangdong-Hong Kong-Macao Greater Bay Area plays a positive role in promoting the exchanges and cooperation between the Guangdong, Hong Kong and Macao. With the advent of the mass tourism era, the tourism cooperation between these three areas will be further integrated. At the same time, people’s health concepts and awareness are also constantly increasing, and the model of integrated development of health industry and tourism will continue to deepen and become a new style of the tourism market. The traditional single tourism, shopping, leisure and other tourism modes can no longer meet the needs of people. Tourists hope to achieve their own health needs while traveling. In response, exploring and developing the healthy tourism industry will be the mainstream development trend of China’s tourism industry in the future. Based on RMP theory, this paper analyzes the fit of tourism resources and health tourism in Hengqin New Area, and makes research combining the healthy tourism forms and products that can be provided by the Hengqin New Area of Zhuhai in the context of “Guangdong-Hong Kong -Macao Greater Bay Area” from the aspects of resources, market and products of tourism in order to provide some references for the study and development of health tourism industry in Hengqin New Area.

Keywords—*Guangdong-Hong Kong-Macao Greater Bay Area; RMP analysis; Hengqin; healthy tourism*

I. INTRODUCTION

In 2009, the relevant national ministries and commissions officially approved the “Hengqin Overall Development Planning”, which clearly defined the main tasks and functional orientation of the development of Hengqin New Area. One of the tasks was to build a new advantage in the modern service industry and gradually build on a modern service industry system led by high-end service. At the same time, the “Planning” also clearly pointed out that Zhuhai Hengqin

should be given full play to the advantages that locates at the junction of Guangdong, Hong Kong and Macao to promote close cooperation and integration with Hong Kong and Macao, and gradually build Hengqin into the demonstration zone of close cooperation between Guangdong, Hong Kong and Macao that will drive the Pearl River Delta, serve Hong Kong and Macao, and take the lead in development. In 2015, Guangdong Free Trade Zone was approved and Hengqin once again ushered in major development opportunities. Hengqin became the only area connecting Guangdong and Hong Kong by means of land bridge in Guangdong. Relying on the Guangdong, Hong Kong and Macao Greater Bay Area, Hengqin aims to develop leisure tourism, science and education research and development, culture creativity and other relevant industries, having become the first base to develop a modern tourism industry. Therefore, it is necessary for us to think about and study the advantages and natural conditions of the development of the high-end service industry in Hengqin New Area in the context of Guangdong-Hong Kong-Macao Greater Bay Area to clarify the direction and positioning of its high-end service industry development, and to propose the paths and programs for health tourism development of Hengqin.

As China’s population aging problem becomes more and more prominent, people’s living standards and health awareness continue to improve, and the health concept advocated by Chinese medicine that “takes precautions against the sickness” is more recognized by people. At the same time, with the deep change and development of tourism, health care has gradually become the main motivation and demand for people’s tourism. Accordingly, the new model of “health + tourism” industry integration has been widely recognized by society and tourists.

This paper aims to analyze the health tourism resources and market of Hengqin New Area through the RMP analysis theory, and finally propose product category and tourism form to build the Zhuhai Hengqin health tourism, hoping to provide some ideas and methods for the development and research of the health tourism of Zhuhai Hengqin.

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II. RESOURCES ANALYSIS ON THE DEVELOPMENT OF HEALTHY TOURISM IN HENGQIN NEW AREA

The elderly tourists group is the main body of the health tourism market, that is, the “silver hair” has gradually become the main body of participation and consumption of health tourism products. In addition, with the rapid development of society and the pressure of work, the health problems faced by young and middle-aged people are becoming more and more prominent. Therefore, the young and middle-aged market has a great potential that needs attention and development. Hengqin New Area has significant advantages in tourism resources with a good ecological environment, enjoying three major ecosystems: marine, wetland and forest with superior ecological environment. It is a national marine ecological civilization demonstration zone and the one of the first batch of low-carbon city(regional) pilots in Guangdong Province. Therefore, Hengqin has obvious advantages in developing a health tourism industry.

A. Superior Natural Environment

Hengqin is located at the subtropical monsoon region, south of the Tropic of Cancer with alternate oceans and mountains, and the land is surrounded by water. The rotary island coastline is 50 kilometers long beautified by ecological scenery and lush vegetation. The area is wonderful in its mountains and waters and the air has a high concentration of negative ions. Moreover, a large area of reeds and mangroves can be seen here. After the rain, there are waterfalls everywhere and many strange stones are shown as the scenery. The high-quality natural environment of Hengqin New Area provides unique advantages for the development of health tourism, making the Area distinguished in developing health tourism industry.

B. Rich in Tourism Resources

Hengqin belongs to the landforms of low mountains, tidal flats and hilly. The excellent geographical conditions make it suitable for the development of health play equipments. The world-famous Chimelong Ocean Resort has been built in the Hengqin New Area. At the same time, it also granted with abundant natural tourism resources, and a well-protected Naobeishan Park, a coastal wetland park where birds live, Hengqin Huahai Promenade and so on.

C. Unique in Healthy Food Resources

Hengqin Island produces a variety of high-quality health food resources under good climatic conditions, such as Hengqin oyster, central gully carp and non-nuclear chicken persimmon. These unique and excellent ingredients provide a good diet for Hengqin health tourism. .

III. ANALYSIS OF THE DEVELOPMENT STATUS AND MARKET DEMAND OF HENGQIN TOURISM INDUSTRY

As the living and working environment constantly changes, people's mental and physical diseases gradually become prominent. In addition, the improvement of people's living standards has also led to the frequent occurrence of diseases such as “hypertension, hyperglycemia, hyperlipidemia”.

According to relevant information, more than 70% of China's population is in a “sub-health” state. Therefore, people's demand for healthy and leisure life is gradually increasing, which makes the construction and development of health tourism inevitable.

A. The Current Development Status of Hengqin Tourism Industry

According to the “Hengqin Overall Development Planning” promulgated in 2009, Hengqin New Area will be built into a business service center and a leisure and health tourism base serving Hong Kong and Macao in the development of tourism. Hengqin is adjacent to Macao and enjoys the preferential policies of the Free Trade Zone. It has a high-quality island ecological environment, and many advantages have greatly promoted the development of Hengqin tourism resources. These tourism development achievements include leisure and humanities theme parks based on the Chimelong International Marine Resort, natural tourism resources based on the Mangzhou Wetland and Naobei Mountain, and the foods for health based on Hengqin oyster and non-nuclear chicken persimmon with medicinal health value. Through the three major categories of development of natural resources, leisure and human resources and food resources, the results of Hengqin's tourism development in recent years will be elaborated in this paper.

1) *Status of natural ecological resources development:* Hengqin is located on the west side of the Pearl River estuary, surrounded by water and numerous bays. The area has continuous beach, strange rock formation, clear water and fine sands. The air has high negative ion content and the original vegetation is well preserved. The island scenery is everywhere. Even after the rain, the waterfalls are springing and there is a unique scene of strange stones anywhere. The development achievements of Zhuhai Hengqin natural resources include: Brain Mountain, Sandie Spring, Binhai Wetland Park, Central Ditch and Acacia Waterfall.

2) *Current status of leisure and human resources development:* Hengqin New Area is the “bridgehead” and “demonstration area” of the close cooperation between Guangdong, Hong Kong and Macao Greater Bay Area and it has a large innovation space, high openness and preferential policy system. The advantages of the Area's cultural and leisure industry are constantly emerging. The planning and construction of the Hengqin Chimelong Phase II Project, Lixin Wenchuang Tiandi, Macau Galaxy Leisure Resort and other projects will change the current situation of Hengqin leisure and humanities tourism resources largely and provide new impetus for Hengqin tourism development. At present, Hengqin Chimelong Ocean Resort and Xingledu Hengqin Camping Park have a relatively great impact on Hengqin leisure and humanities tourism resources

3) *Status of health food resources development:* Dietary demand is one of the basic elements of the tourism industry and an important part of tourism activities. With the gradual improvement of people's living standards and consumption

power, people will increasingly pay more attention to the needs of food culture. In the pursuit of delicious food, people will focus more on the nutrients and freshness of the ingredients, and pursue the best health conditions for their bodies from different ingredients. As the largest island in Zhuhai, Hengqin has superior geographical environment, allowing it to produce a variety of high-quality health food resources such as Hengqin oyster, central gully carp and non-nuclear chicken persimmon and so on.

B. Hengqin Health Tourism Development Potential

As urban environmental pollution problems become more serious, work pressures and fast-paced life changes, people living in modern cities are increasingly eager to return to nature, to feel the nature at close quarters, and to seek spiritual relaxation. In addition, people are increasingly concerned about health and wellness issues, and their awareness of health is growing. Therefore, more and more people in urban life tend to choose to go to a natural environment with good scenery and good health.

1) Special support policy for Hengqin health tourism development: Under the guidance of the State Council officially approved "Hengqin Overall Development Planning", Hengqin will be developed from four aspects: green lands and space, public service facilities, ecological environment protection and historical and cultural protection. At the same time, the proportion of ecological land in Hengqin New Area will be more than 50% of the whole land. Reasonable planning and good protection provide the basis for the development of Hengqin Health Tourism.

In accordance with relevant national laws and regulations, in 2017, the Zhuhai Municipal Government formulated the "Measures for Promoting the Development of Hengqin Leisure Tourism in Zhuhai Special Economic Zone", and combined with the actual reality of Hengqin to formulate the development plan for leisure tourism and related tourism development support policies.

The "Measures for Promoting Leisure Tourism Development in Hengqin New Area" emphasizes that the area management committee will set up a special fund for the development of Hengqin leisure tourism (hereinafter referred to as special funds), and the special funds are included in the budget, which is used exclusively by the area tourism administrative department and reviewed and supervised by the financial department. The special funds support the development of leisure tourism in the form of incentives and subsidies.

All Hengqin's different policies and regulations help Hengqin correctly and conveniently plan tourism development, providing a basis for the progress of Hengqin health tourism.

2) Potential of health tourism market in Hengqin New Area: The Hengqin New Area of Zhuhai is rich in tourism resources. In the meantime, because lying in the Guangdong-Hong Kong-Macao Greater Bay Area, Hengqin embraces obvious location advantages as well as specific preferential policies and political support as the "special zone in the Bay

Area". So, it has more overt advantage when exploiting health tourism.

The traffic in Hengqin New Area will extend in all directions. In addition to the perfect road infrastructure, the inter-city track of the Guangzhou-Zhongshan-Zhuhai-Macao will also stretch to Hengqin. The future rail transit will be definitely more convenient and perfect, which provides better infrastructure for Hengqin tourism.

In the context of the Greater Bay Area of Guangdong-Hong Kong-Macao, in addition to the improvement of transportation, the education and medical care in Hengqin will be greatly boosted in the future and it will be further improved in education, scientific research and medical and health facilities. The perfect facilities demand will inevitably attract tourists greatly and change the current tourism status of Hengqin. Summer camps-based health tourism and medical tourism will be developed through education and medical treatment.

IV. ANALYSIS OF HEALTH TOURISM PRODUCTS AVAILABLE IN HENGQIN NEW AREA

Based on the above analysis of tourism resources and tourism market in Hengqin New Area, it is proposed to develop the following health tourism models and products.

A. Forest Health Tourism Products

Forest health tourism refers an experience activity for tourists to get close to the forest ecological environment, which means the return of modern urban people to nature. Visitors can relax themselves through product experience. The Hengqin New Area should be adapted to local conditions, carry out development rationally, and adhere to its own characteristics in its construction. Its advantages of regional forest environment should be paid great attention. It's necessary to rationally choose to maintain and plant tree species and vegetation; the planning and design of fitness and leisure places should conform to the concept of health care; the tourism supporting services must be coordinated with the environment; create service functions such as fitness program consultation.

1) Give full play to the advantages of the forest environment: Hengqin New Area should make full use of its natural resources such as forests and strange stones, and advocate the concept of life in which people and nature live in harmony. However, forest resources or natural resources are not only expressed as forests, gardens, ancient and famous trees, exotic flowers, etc., but should focus on the development of local historical sites, cultural landscapes and other unique content contained in local natural resources, promoting mutual reflection of water, stone, spring, historical sites and so on.

2) Develop health-care-oriented fitness programs and leisure venues: The design and development of health tourism products should make full use of resources such as animals and plants, pleasant climate, air negative ions and beautiful environment, and develop health tourism products such as forest oxygen bar, massage hall, sports and balance exercise

base, and forest health center; it's wise to continue to increase the development of special tourism products with the nature of participation, fitness and challenges to meet the market needs of different tourists, such as quality development, hiking camping, mountain climbing and other relatively healthy recreational activities.

3) *Equipped with fitness program consulting and other services:* Fitness can not only achieve physical exercise, but also relieve stress with the characteristics of simple entry and low cost, such as various instruments, aerobics and rhythmic gymnastics. However, its high-intensity load-bearing pressure and posture are easily damaged by the body without proper guidance. Cooperating with reasonable and effective fitness programs in tourism resources is to provide visitors with a healthy sports environment. Under the correct guidance, they can achieve their own health indicators with half the effort and improve the satisfaction of tourists.

B. Horticultural Health Tourism Product Development

Medical scientists believe that the horticultural health method has the role of promoting disease relief and treatment. It treats diseases mainly through a series of activities such as planting plants. Many flowers and trees can absorb the toxic gases in the air and discharge oxygen. In addition to forest vegetation, places with lots of flowers and plants also mean the places with more negative ions. Horticultural therapy can be used as a relief and treatment for a variety of diseases, and is most suitable for elderly and respiratory patients. Under such a theoretical background, gardening and recreation will be more convincing. Different people will have a good impression on different types of vegetation. The horticultural leisure and health experience venue can design different types of horticultural interaction spaces according to the different characters and ages of the tourists, so that the tourists can enjoy the horticultural charm in the gardens that suit their own aesthetic tastes, and achieve the purpose of soothing the mood and keep health by being close to the garden vegetation.

1) *Development of horticultural health tourism products:* The development of horticultural health products is not only limited to the original design experience, but also combines horticultural products with different tourism cultures. Designing exclusive tourism health products in different flower seasons, in addition to enjoying the spiritual pleasure brought by vegetation, helps to make garden art culture popular among tourists and enrich the tourist experience of them.

In addition, when designing horticultural health tourism products, it's necessary to use different time of opening of the flower season to hold specific tourism culture festivals, integrating horticultural art into the tourism culture festival and designing different health tourism themes. Health food and souvenirs with the characteristics of seasonal gardening can be produced in the way of DIY to enrich the process of horticultural health tourism and then, meet the needs of tourists.

2) *Development and design of healthy gourmet products:* Zhuhai Hengqin is rich in flowers, vegetables, fruits and vegetation resources. According to the seasonality of

resources, relying on the environmental advantages of Hengqin Wetland Park, different types of gardening and leisure-health experience diet packages can be designed with the consideration of the age and physical health of the tourists and their daily eating habits, so that the reasonable health menu will fit the tourists, and it should pay attention to the diet collocation and balance; the design of the food products should focus on the combination of weather and season to adjust physiology and psychology to the best effect.

C. Development of Pension-Based Holiday Tourism Product

The aging of China's population is gradually becoming more prominent, and the market for pensions is gradually expanding. Zhuhai Hengqin has superior natural environment and climatic conditions. In the future, Hengqin New Area of Zhuhai will become an ideal place for Chinese holiday for avoiding cold as well as pension and health-keep.

1) *Pension-based holiday tourism products:* Faced with different types and characteristics of the elderly group, a single pension-based holiday tourism product can not meet different types of customer needs. Therefore, it is necessary to design divergent tourism products for divergent types of tourists, and to develop the tourist source market from diverse angles so as to satisfy the tourists' needs to a greater extent.

2) *Buildup of pension-based holiday community and theme hotel of composite function:* The design of the pension-based holiday tourism product project should combine the leisure, sports and amusement projects to effectively increase the health care activities on the basis of tourism activities. Hengqin New Area has always adhered to the practice of "green" development concept and scientific planning to build an international ecological livable demonstration zone. It will be a great significance to construct a "multi-regulation" planning principle and build a green and livable new area. Therefore, Hengqin New Area can build a group of pension-based resorts and theme hotels that combine the functions of sightseeing, leisure, sports, recreation, vacation and amusement relying on the pension-based holiday project.

D. Development of Mental Health Tourism Product

With the continuous improvement of people's living standards, the pressure on work and life is increasing. In order to reduce the pressure level, for the tourists, the most important purpose of tourism is to stay away from conflicts of interest in social life. When designing tourism products, it's crucial to stay away from the interests and create a tourism environment like Arcadia, allowing visitors to fully enjoy the relaxation and pleasure of the tourism experience, so that they can not only experience the return of nature in the mountains and waters, but also attain psychological intervention through timely mental health services, thus achieving the double harvest of "physical health + psychology intervention".

1) *Development and design of outward bound program:* The development and design of mental health tourism products should combine the natural beauty of the region, leisure and entertainment, and return to nature. Therefore, it

also has certain characteristics of sightseeing tourism products and leisure holiday tourism products. At some level, mental health tourism products are inseparable from the carrier of ordinary tourism products. By designing some tourism products that make tourists challenge themselves and overcome themselves, visitors will feel their own smallness in front of nature, open up their own vision and correctly observe the pressure in daily life, so that they can gain new motivation from nature to face life again.

2) *Development and design of psychological counseling intervention products*: It's wise to design group psychological counseling (psychological workshop) in tourism products. The psychological counseling intervention product guides the individual to correctly understand the self in the interpersonal communication through the interpersonal interaction within the group, so as to help them constantly adjust and improve the relationship with others and the one-sided cognition of things. Through the scientific and systematic psychological intervention, individual's psychological and emotional intelligence will be increased, so that people can achieve a better adaptation to the modern urban interpersonal communication model, in order to improve their mental health.

The psychological counseling intervention product is to ease the psychological pressure of the participants and achieve the psychological treatment to solve the psychological problems through the participation of the participants and the help of professional psychologist in the tourism process such as swimming in the mountains and the environment and the "interventional" function that prevents psychological problems can be obtained. Through the professional mental health-based travel itinerary design, it penetrates into the corresponding links in the travel itinerary, which will encourage tourists to re-recognize and understand themselves, learn self-psychological counseling, relieve psychological stress, and continuously promote mental health. In addition, it effectively improves interpersonal communication as well as interpersonal relationships and enhances interpersonal harmony.

V. CONCLUSION

In summary, this paper systematically expounds and analyzes the natural ecology and tourism resources of Hengqin New Area of Zhuhai through RMP theory and perspective, and focuses on the analysis and research of Hengqin health tourism resources, markets and products. Combined with the development planning and market potential of Guangdong-Hong Kong-Macao Greater Bay Area, the feasibility analysis of Hengqin health tourism products has been made in a targeted way. Based on the characteristics and advantage, Hengqin New Area can develop forest health tourism, horticultural health tourism, pension-based holiday tourism and mental health tourism and other health tourism products, in order to provide a reference for the future health tourism industry research and development in Hengqin New Area.

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