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# Research on the Development Path of Deep Integration of Jincheng Cultural Tourism and Health Care Industry



**Abstract:** - The report of the 20th National Congress of the Communist Party of China explicitly indicated that it is necessary to adhere to the cultural and plastic tourism and the tourism to promote the deep integration of culture and tourism. With the increasing transformation of tourism consumption demand to the pursuit of a better quality of life, new forms of cultural tourism and health care new business have emerged, and the integrated development of cultural tourism and health care industry has become a key measure to promote high-quality economic development. This paper deeply analyzes the Jincheng's cultural tourism and health industry development status, and shows a good development trend with its rich tourism resources and high reputation for health and wellness tourism, coupled with effective development measures. However, at the same time, it is also facing multiple challenges, such as the lack of resource development capabilities, the imperfect health care industry system, the low level of smart tourism development, the lack of professional talents and the imperfect comprehensive evaluation system. Therefore, this paper conducts a systematic study on the challenges faced, and considers from five aspects: innovation to promote resource integration, enrich product supply, actively promote the digitalization of cultural tourism and health care, strengthen the training of professional talents and establish a comprehensive evaluation system, and explore the development strategy of the deep integration of Jincheng's cultural tourism and health and Wellness industry, in order to provide reference for Shanxi cultural tourism and health industry integrated development and even the whole country. This paper attempts to put forward Jincheng cultural tourism and health industry deep integration of development suggestions, which can drive the coordinated development of related industries of Jincheng and promote the optimization and upgrading of the industrial structure. By excavating the cultural and natural resources of Jincheng City, the development of cultural tourism and health care products with local characteristics is of great significance for the promotion of the core competitiveness of Jincheng's cultural tourism and health industry.

**Keywords:** Jincheng city; cultural tourism and health care industry; deep integration and development

## 1 Introduction

### 1.1 Research background and significance

#### 1.1.1 Research background

In order to promote the quality and transformation of tourism in all provinces and cities of the country, and to achieve a high degree of comprehensive innovation in the tourism system, in recent years, in order to accelerate the coordinated development of cultural, tourism and health care industries, the state has formulated a number of related policies and strategic plans. In June 2021, the Ministry of Culture and tourism officially

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issued the “14th five-year plan” for cultural and tourism development, with special emphasis on the development of health and wellness tourism and the construction of Health and wellness tourism demonstration bases. In the “14th five-year plan” for the national development of the cause and service system for the elderly, issued by the State Council in 2022, it further proposes to deepen the integration of the elderly and tourism, actively expand new forms of tourism for the elderly. The report of the 20th National Congress of the Communist Party of China (CPC) also clearly pointed out that “Promoting the deep integration of culture and tourism development”, which provided strong policy support for the integration and innovation development of culture, tourism and health care industry.

Population ageing is a serious phenomenon in China, health-preserving tourism, old-age tourism and other industries ushered in the opportunity for development. In 2000, our country stepped into the stage of population ageing, according to Big Data Forecast, by 2050, the elderly population of our country will be estimated to exceed 400 million, the level of aging reached more than 30%. The intensification of this trend not only shows that the proportion of the elderly population in our country is large and growing fast, it also provides a broad development space for the “Migratory bird-type” health-preserving tourism model-summer summer, winter winter winter form. With the growth of sub-health Population, the demand for health is higher and the pursuit of healthy life is more and more, which has given birth to a new market form of health-keeping tourism. The emergence of public health events also sounded the alarm for the sub-health Groups, triggered the public's strong concern about healthy life, and promoted the emergence of high-level health-preserving tourism experience. In this context, the cultural tourism health industry as a new model of health and tourism emerged to provide people with more diverse leisure health experience choices.

Health and wellness tourism, as a new type of tourism model, combines the needs of health and tourism, covering the basic elements of traditional tourism, such as leisure, recreation, sightseeing, etc. , in a good natural and human environment to health, health and healthy exercise and healthy diet, and so on, to achieve the goal of strengthening the body, cultivate cultivation. Taking Jincheng city as an example, this paper analyzes the natural features of Jincheng city, such as castle, mountain, forest, Lake, hot spring, etc. , let the tourist obtain strengthens the physique, the joyful body and mind omni-directional traveling experience, satisfies the people day by day growth spiritual civilization pursue. The new model of “Cultural Tourism + Health and care” is adopted to realize the optimal allocation of resources and the coordinated development of industry. In the post-epidemic era, with the government's policy support for tourism, innovative tourism model and expanding market demand, the cultural, tourism and health care industry in China is expected to achieve industrial transformation and upgrading, a new round of rapid growth.

### **1.1.2 Research implications**

#### **(1) Theoretical significance**

Our country's health and recuperation industry starts late, is still in the primary stage, presents the quite big regional difference. At present, there is a lack of literature about the health care industry, and there is a lack of

research on the integration of health care industry and tourism. Based on the study of the cultural, tourism and health-care industry in Jincheng city, this paper makes a systematic and comprehensive analysis, demonstration and discussion on the cultural, tourism and health-care resources in Jincheng city from the perspective of integrated development, it helps to perfect the theory of industry integration, enriches the theoretical research on the integration development of culture, travel, health and care industry in Jincheng City, and provides a new perspective and train of thought for industry integration. (2) Practical significance

The integrated development of the culture, travel, health and care industry can promote the development of related industries in Jincheng city and promote the optimization and upgrading of industrial structure. By excavating the cultural and natural resources of Jincheng City and developing the cultural, tourism and health products with local characteristics, the core competitiveness of cultural, tourism and health industry in Jincheng City can be promoted. Exploring the development of Jincheng culture, tourism and health care industry is also helpful to promote Jincheng's brand image and popularity, and build a culture, tourism and health care brand with local characteristics, can attract more tourists and investors to Jincheng city tourism, investment, further promote the economic and social development of Jincheng. This paper takes Jincheng health care industry as the research object, analyzes the present situation and challenges of Jincheng health care industry, and actively seeks the corresponding plans and countermeasures, which points out the direction for the development of Jincheng health care industry.

## **1.2 Review of domestic and international research**

### **1.2.1 Domestic literature review**

#### (1) Research on connotation of health and nutrition tourism

The research on the theory of health and recuperation tourism in China started late, and the connotation of health and recuperation tourism became clear with the sustainable development of new tourism forms in recent years. In 2009, Wang Zhao first defined the concept of "Health and wellness tourism", which can be broken down into health tourism and health tourism, based on the natural environment, cultural environment and ecological environment, combined with health, tourism and entertainment activities, to strengthen the body, prolong life, physical and mental health as the goal of tourism activities. Lai Qihang stressed in 2015 that health and wellness tourism is an organic combination of health and wellness and tourism activities, and made a careful division of the target groups of health and wellness tourism, the middle-aged, the elderly and the sub-healthy people are more inclined to choose this new tourism activity, and they prefer the natural and ecologically superior destinations with the basis of health-preserving culture. Ren Xuanyu (2016) pointed out that health and wellness tourism is a special holiday activity for tourists under the favorable natural climate, with the main goal of relaxing the body and mind and improving the Happiness Index. The official definition of "Well-being tourism" in China was not standardized until 2016, when the former China National Tourism Administration elaborated on the concept of "Well-being tourism" in its "National model tourism base." So far, the connotation of health and wellness tourism has been formed. Under the guidance of the strategy

of “Promoting the integrated development of literature and tourism”, the culture, tourism and health-care industry has entered a stage of rapid development, and the concept of “Culture, tourism and health-care” has gradually been accepted by the industry and academia.

#### (2) Study on the tourism products of Kang Yang

In the research of Wu Geng'an and Zheng Xiangmin (2017), Kangyang tourism is divided into the fields of ecological health preservation, sports and leisure. In discussing the development of health and wellness tourism products of traditional Chinese Medicine, Gan Yonghe (2017) focused on the analysis of high-profile such tourism products and services from the perspective of consumer demand, and also assessed the market performance of such products, the conclusion of the evaluation provides a practical guidance for the innovation and development of Chinese medical health-care tourism products. Liu Zhao (2019) put forward concrete suggestions based on tourists' preferences and experiential tourism products, taking into account factors such as sales and categories in his research on the design scheme of forest-related kang-yang tourism products in Jiangxi province.

#### (3) Study on the development model of health-care tourism

In view of the development mode of Kang-yang tourism, most of the researches in China are based on the theory of industry convergence, integrating the advantages of local resources, nature and culture, it explores the integration of forest tourism, sports tourism, agricultural tourism, cultural tourism and medical tourism. Tao Qiong (2020) used PEST analysis method, combined with specific case analysis, proposed the construction of “All-round health and care tourism” development model, to promote the optimization and upgrading of industrial structure. Wang Haiying (2021) pointed out that the health and recuperation industry is another blue sea following the IT industry in the 21st century. She analyzed the current situation and deficiencies of health and recuperation tourism in Hebei province, it is suggested that industrial convergence, technological innovation and optimal development mode should be strengthened to promote the further development of industry. Lei Zhenzhen (2022), taking Longnan City as a case, expounds the advantages of cultural health resources and beautiful countryside in Longnan city, and pointed out how to use these advantages to promote the integration of cultural tourism health development. Tian Jing (2020), from the perspective of Great Health, explores Beidaihe model of medical and nursing care for the aged in Qinhuangdao City, which, as a new model for the aged, is gradually developed based on the local characteristics of our country, to further develop the model of combining medical care with endowment care, we must combine our national conditions. Su Huijuan (2021) from the perspective of industrial economy, analyzes the tourism model of Taihang Plate, one of the core parts of Shanxi tourism development pattern, and studies the tourism environment of Taihang Plate by PEST analysis, clear development ideas can promote the economic development and rural revitalization of the Taihang region.

#### (4) The study of Jincheng Kangyang tourism

With the increasing demand for health, health and Tourism, health, culture and tourism industry has become

the focus of the academic community, and the related fields are also increasing. Ma Xiao et al. (2018) analyzed the present situation of Kangyang tourism in Shanxi province under the PEST analysis framework, taking Yangcheng County of Jincheng city as an example, the conclusion that “Shanxi is suitable to develop the rural health-care tourism for the aged” is of universal reference significance for the villages with excellent natural conditions. Zhao cuili (2021) found the problems of insufficient resource utilization and low degree of industrial integration when she evaluated the present situation of forest health industry in Jincheng city. Hou Xiaofei et al (2022) systematically analyzed the advantages and conditions of Jincheng tourism development from the perspective of climate comfort degree, and considered that Jincheng tourism should become the signboard and support of Jincheng tourism development, must work hard in the product system, to meet the needs of different sources of market, to achieve year-round, full-time coverage. Shi Yunyun (2022) investigated the rural area of Jincheng City by means of field work, expounded the present situation of the integration of culture, travel and health in Jincheng city, and put forward some feasible countermeasures.

### 1.2.2 Literature review

In the academic field, foreign scholars widely agree that the concept of health tourism originated from health tourism, including hot spring tourism, convalescent tourism. In 2011, Mueller defined wellness tourism as the sum of all the activities that a traveler takes in the pursuit of health. In recent years, the concept of health and wellness tourism has become a professional term, which has gone beyond the scope of traditional tourism, covering medical tourism, health tourism and so on, it also includes culture, sports and other activities involved in health activities, which have the effects of improving mental state and preventing diseases.

Foreign countries have a more comprehensive understanding of the health care industry. Research by Emarmela and Monica (2014) emphasizes the value of healthy travel, which not only basically covers traditional travel, but also brings new experiences to the traveler, fulfilling the traveler's pursuit of physical and mental health. With the economic growth and social progress, more and more people join in the ranks of healthy tourism, looking forward to this kind of tourism activities to get physical and spiritual dual enjoyment. Then, in 2017, Staif and Bushels highlighted healthy travel as adding health and hygiene concepts to traditional travel to help travelers reduce stress and relax.

To sum up, scholars at home and abroad have carried out a multi-angle, deep-level exploration of the cultural, tourism and health care industry, which provides a theoretical basis for the development of the cultural, tourism and health care industry in Jincheng city. Generally speaking, the research of domestic and foreign scholars focuses on the connotation and development mode of culture, tourism and health, and so on, however, there are some deficiencies in the research on the resources of Culture, tourism and health care in Jincheng city.

Based on the literature review, we can find that domestic and foreign scholars have a wide range and depth of research results. But at present, there is little research on the deep integration and development of the culture, tourism and health care industry in Jincheng city, and put forward the feasibility of the development strategy,

the Jincheng city culture, tourism and health care industry integration development has a certain significance and reference value.

### **1.3 research structure and content**

This paper is divided into five parts: the first part, introduction. This paper expounds the background and significance of the research, sorts out and summarizes the related literatures at home and abroad, and introduces the research structure and the research methods used in the paper. The second part analyzes the present situation of cultural, tourism and health care industry in Jincheng city, mainly from three aspects: rich tourism resources, high reputation of health care tourism and effective development measures, the paper points out that Jincheng city is rich in cultural, tourism and health care industry resources, pays attention to brand construction, and creates the forest health care industry layout centered on the high-end health care demonstration area of Baimasishan. In the third part, the paper analyzes the current challenges of the cultural, tourism and health care industry in Jincheng city, mainly including the lack of resources development capacity, health and care industry system is not perfect, low level of development of smart tourism, lack of professional personnel, comprehensive evaluation system is not perfect. The fourth part, proposed the Jincheng city culture, travel, health and care industry depth fusion development path, mainly provides the strategy from five aspects, the innovation promotes the resources fusion, the rich product supply, promotes the culture, travel, health and care digitization transformation, strengthen professional training, establish a comprehensive evaluation system. Part V, conclusion. On the basis of the above research, this paper summarizes the development of Jincheng culture, tourism and health care industry, points out the current deficiencies, and looks forward to the future.

### **1.4 Research methods**

Document collation method. Based on the purpose of studying the development of culture, tourism and health care industry in Jincheng city, Shanxi province, this paper makes full use of the information such as CNKI database to read the relevant academic literature, to sum up the present situation, achievements and problems of the deep integration development of the culture, tourism and health care industry in Jincheng city, grasp relevant theoretical knowledge, understand the latest academic trends, and summarize the research methods of this paper, it lays a solid theoretical foundation for the thesis writing.

Case studies. Taking Jincheng city as an example, this paper analyzes the achievements of the deep integration development of the culture, tourism, health and care industry, points out the development challenges faced at the present stage, and puts forward some corresponding countermeasures.

Fieldwork. Through on-the-spot investigation, in-depth Jincheng cultural, tourism and health care industrial base, face-to-face communication with relevant departments to collect first-hand, real and reliable information. To grasp the real situation of the integration of culture, tourism, health and care industry in Jincheng city, provide solid practical arguments for this paper, strengthen the credibility and persuasiveness of the argument, and ensure that the development path is more effective.

Interview method. With the help of the Internet or on-the-spot visits and other means, consulting a number of

senior industry personnel, conducting in-depth interviews, and collecting part of the data of the cultural, tourism, and health care industries in Jincheng city, master the strategic blueprint for the development of Jincheng culture, tourism and health care industry, understand the specific policies and measures to promote the integration of the development of the industry.

## **2 The present situation of Wenlukang industry in Jincheng city**

Jincheng city is the first city in the country to get the honor of "World Health Model City". Under the framework of building a model city of culture, travel, health and cultivation, Jincheng city has built a city, county and village level health and cultivation base, which is led by the brand of culture and Tourism of the whole city and combined with the regional characteristics, a brand system covering a wide range of cultural tourism has been formed. This system makes full use of the ecological, cultural and resource advantages of Jincheng City, and successfully transformed the advantages into a powerful driving force for industrial development.

In 2020, Yangcheng County, Lingchuan County and Qinshui County under the jurisdiction of Jincheng City were successfully selected into the national list of pilot counties for Forest Health and nutrition base construction. After screening and evaluation, six major forest health base, led by Wang Mang Ling Forest Health base of the six bases have been identified as the national forest health pilot construction base. This indicates that Jincheng city has made remarkable achievements in the field of forest health care, and set a benchmark for the development of other cities in the country's forest health care industry.

Located in the northern part of Jincheng City, the Baimasishan high-end health and recuperation demonstration zone has a total investment of more than 100 billion yuan. The planned area covers a geographical area of nearly 19 square kilometers, and about 4 square kilometers have been built and put into use. This area has become the core area of cultural, tourism and health care industry in Jincheng city, attracting the attention of many tourists and investors. In the comprehensive development plan of Jincheng City, a forest health-care industry layout covering the whole city, with the high-end health-care demonstration area of Baimasishan as the core, radiating three surrounding counties and six forest health-care bases. This layout aims to achieve coordinated development of the forest health and maintenance industry throughout the city, with the high-end health and maintenance projects in Baimasi Mountain as the lead, driving the synchronous development of the surrounding bases, and jointly building a multi-level forest health and maintenance network, to meet the growing health and wellness needs of citizens and tourists. Among them, Yangcheng County, with its rich water resources, provides water ecological conditions for the health-care industry, while Lingchuan County, famous for its rich resources of authentic Chinese medicinal materials, is unique in the health-care industry, the annual sales of its health and nutrition products have jumped over the 5 million yuan mark, while Qinshui county has built an ecological environment like a natural oxygen bar with its rich forest resources. This industrial layout not only makes full use of the geographical and resource advantages of Jincheng city, but also lays a solid foundation for the sustainable development of Jincheng culture, tourism and health care industry.

## 2.1 Rich tourism resources

Jincheng city, as an important birthplace of Chinese civilization, not only carries a profound historical background, but also rich in tourism resources, there are 20,000 years ago Gaodu, Tashui River, Xiachuan and other human sites. The City of Jin is a thousand-year-old city with rich cultural heritage and cultural conditions for developing healthy and nourishing tourism. In Jincheng City, there are 66 national key cultural protection units, including Qinglian Temple, Xiangyu Castle, Wangmanling and other scenic spots and natural heritage. The city also has numerous intangible cultural heritage projects, including 19 national projects, 53 provincial projects and 50 municipal projects, these rich intangible cultural heritage resources provide diversified cultural connotations for well-being tourism.

## 2.2 wellness tourism has a high reputation

Because of its excellent tourism resources, Jincheng has been honored as “China's outstanding tourism city”, “The top ten most attractive cities”, “The most concerned weather forecast city in 2021(livable and tourist-friendly)”, etc. , kanyang tourism has a high reputation. In order to promote the development of health and recuperation tourism, Jincheng government attaches great importance to the development strategy of health and recuperation tourism, a series of special plans, such as the opinions of the People's government of Jincheng city on accelerating the development of tourism, the outline of the 13th five-year plan for the development of tourism in Jincheng City, the implementation plan for the civilized tourism activities in Jincheng city in 2019, the implementation plan for the establishment of a National all-round Tourism Demonstration Zone, and the development plan for the cultural tourism and wellness industry in Jincheng City during the 14th five-year plan, have been issued one after another, it has launched a series of public welfare performances (two per month) on the regular indelible plaza (community) , held the “Gaoping Shennongyan Emperor folk ancestor worship ceremony”, the International Singer Art Festival China (Jincheng) concert, 2021 “Tongkang Cup” country marathon, zero km car drift show and other events, various forms of tourism are available to meet the health needs of different groups.

In recent years, Jincheng city in the regional tourism development, in view of the tourism quality, the source of tourists market, tourism talent, industry integration and other areas, improve the “Hard power”, enhance the “Soft power”, it has successfully created two tourism brands with distinctive features, including: Taihang Mountains and Rivers-wangmanling, Manghe, Fenghuang Happy Valley, Jiunu Lake; and Qinhe River valley ancient castle-huangcheng prime minister's mansion, Xiangyu ancient castle, Bitji City and so on. At the same time of brand building, Jincheng City actively promotes the grade evaluation of scenic spots, and currently creates 33 a-class scenic spots. Jincheng city is also committed to building a national-level model city for all-round tourism, with “Jincheng Castle”, “Taihang landscape” and “Taihang people” three sub-brands, they support each other with Jincheng's increasingly mature recreational tourism system and jointly promote the development of cultural tourism recreational in Jincheng.



Table 2-1 list of grade a tourist attractions in Jincheng

Scenic spot level	Name of the scenic spot
5a-class scenic spot	The Prime Minister's residence in the Imperial City
4a-class scenic spot	Jue Mountain Scenic Area, Wang Mang Ling Scenic Area, Manghe Scenic Area, Liu's residential scenic area, Lishan National Forest Park, Tianguan Wangfu scenic area, Dayang ancient town scenic area, Yan Di Mausoleum Scenic Area, Guo Yu ancient city scenic area, Xiangyu ancient castle scenic area, situ small town scenic area, Hai Hui College Scenic Area
3a-class scenic spot	Yangtuo Mountain Scenic Area, Daliangshan Scenic Area, Sun Wenlong Memorial Hall, Qingyun Temple Ecological Park, mountain spring scenic area, Kehan Mountain Scenic Area, Jishou Mountain Scenic Area, Xiaojianshan Scenic Area, Heyang Business Road ancient town, Lianghu ancient village, Di Ji City Scenic Area, Buzheng Lifu Scenic Area, Gaodu ancient town scenic area, Yangcheng County Battle Memorial Garden, Wolong Bay Scenic Area, Xizhen Suzhuang Scenic Area, Changchengshan Scenic Area, Dynamic Henghe Scenic Area, Huangweishan Scenic Area
2a-class scenic spot	Phoenix Happy Valley

### 2.3 Remarkable results

Shanxi Jincheng has taken many measures to develop the health-care industry.

One is a comprehensive health and wellness plan. Jincheng city shows forward-looking vision of overall planning in the development of health care industry, actively exploring new paths, new forms of business and new models of health care industry, based on the overall layout of urban and rural development of "One group, two districts and three circles", and utilizing the resources with local characteristics, we will cultivate multiple cultural, tourism and health-care industry spots, we will continue to strengthen the comprehensive development of "Demonstration areas + large scenic areas + 100 villages + 100 courtyards + tourism road networks."

Second, the construction of key regions. Jincheng city to strengthen the implementation of major projects, through planning and implementation, with high-quality projects as the support, to promote the deep-level development of culture, tourism and health care industry. Jincheng city has quickened the pace of construction of large scenic spots, such as Wangmanling, Manghe, Jueshan and other scenic spots, and meticulously built the health and care area of the Central City District, for example, the core area of 4 square kilometers of Baimasishan health-care demonstration area is upgraded to build a comprehensive health-care area integrating leisure, health-care and cultural experience.

Third, the standardization of health care tourism. In order to ensure the healthy and orderly development of the

cultural tourism industry, Jincheng city has carried out the urban planning, compiled and published the “14th five-year plan”, the plan elaborates on the development goals and strategic paths during the 14th five-year plan period, and formulates specific standards for standardization, which guides a clear path for the standardized development of “Well-being villages”. The city of Jincheng fully implements the decision-making and deployment of doubling the number of market entities at the provincial level, actively gathering various forces, gathering the elements of benefiting enterprises, and fully stimulating the vitality and potential of the enterprises of culture, tourism and health care, in the cultivation of hard work, real skills, see real results.

Fourth, health and recreation tourism services. Jincheng city actively promote the development of diversified forms of business, such as summer health care, hot spring health care, forest health care, rural health care, health care and traditional Chinese medicine, give full play to the advantages of cultural health care resources. On the road of promoting the development of the health and recuperation industry in Jincheng City, through building multi-platform, such as culture, tourism, health and recuperation demonstration area, health and recuperation small town, comprehensive health and recuperation base, etc. , build a multi-industry, multi-chain cultural, tourism and health care industry development system.

### **3 Jincheng city culture, travel and health industry challenges**

Jincheng city has a high reputation of culture, tourism and health care industry, which is rich in tourism resources, and has adopted effective development measures, but it still faces certain challenges in the deep integration development of culture, tourism and health care industry, for example, the lack of resources development capacity, health industry system is not perfect, low level of development of smart tourism, lack of professional personnel, comprehensive evaluation system is not perfect.

#### **3.1 Insufficient capacity for resource development**

The abundant resources of Culture, tourism and health care in Jincheng city have laid the foundation stone for the deep integration and coordinated development of culture, tourism and health care industry. However, at present, Jincheng city has not fully demonstrated its advantageous position of natural resources in the whole country in the development and utilization of resources, and the development of cultural tourism health and care resources is still insufficient, over-reliance on traditional tourism. Limited by the lack of funds, technology innovation, lack of human resources and other factors, its resources have not yet formed a complete and efficient value chain. And because of the lack of scientific planning and reasonable development of some resources, resulting in the waste of resources and low efficiency, restricting the overall benefit of the industry.

Jincheng city in the development of cultural tourism and health resources in the process of the following deficiencies: first, the lack of overall consideration in resource planning, over-attention to regional resource planning and development, thus neglecting to formulate the overall strategic deployment from a higher level, the limitation of perspective may lead to inefficient allocation of resources and difficult to develop in synergy. Secondly, there is unreasonable and repeated development in the development of cultural, tourism and health

resources. For example, as an old area and historical carrier of anti-japanese war, red resources such as the village of Hengshui in Lingchuan County were once the base of the 27th National Revolutionary Army and the base of the anti-japanese government in 1943, and after the founding of the People's communes, supply and marketing cooperatives and other buildings are well preserved, with high development value, but at present has not been in-depth development. Finally, in the process of resource development, over-reliance on the traditional tourism industry, resulting in serious homogenization of cultural, tourism and health products, lack of innovation and attractiveness, marketing means is relatively single.

### **3.2 The system of health care industry is not perfect**

In spite of its sustainable development, the cultural tourism industry has not formed a mature and complete cultural tourism industry system. Many cultural tourism projects in Jincheng focus on the exterior design, paying too much attention to the visual experience of the surface, while neglecting the deep excavation of local culture and historical resources. This kind of "Heavy form, light connotation" development pattern, causes the tourist return visit rate to be on the low side generally, has hindered the cultural travel brand long-term healthy development. Qinshui county, the hometown of Zhao Shuli, the founder of the Yam Egg School in the literary world, is a typical example. In the development of literary tours there, Zhao Shuli is only used as a symbol of literary tours for propaganda and promotion, but there is no in-depth study of its cultural connotation and historical value, there is no around the establishment of a sound industrial chain resources. Moreover, the integration of culture, travel and health care with other industries such as sports and agriculture is not enough, the industrial chain is not complete, and the mechanism of mutual promotion is lacking.

### **3.3 The level of development of smart tourism is low**

Jincheng city in recent years, the overall development of culture, tourism and health care industry is good, steady progress, but in the elderly-oriented wisdom of scenic area services, is still in the fumble stage. In the artificial intelligence, Internet of things, big data and other cutting-edge technology support, Shanxi province active in industrial innovation practices, have introduced a variety of smart service facilities. In some health and wellness towns, the "Internet + smart scenic spots" service model has been tried to provide tourists with "Online + offline" fusion of novel experience, providing convenient and efficient services to tourists. During the short stay, visitors can not only learn health knowledge through this new model, but also experience and participate in the offline activities. However, traditional QR code scanning technology is still used in some areas to provide smart tourism services, resulting in information updating lag, and many scenic spots fail to take into account the use of technology equipment for the elderly. This limitation has to some extent affected the overall development of the culture, tourism and health care industry. Therefore, how to combine the cutting-edge technology, optimize the service system, meet the needs of diversified tourists, culture, tourism and health care industry in Jincheng become an important issue for the future development.

### **3.4 Professional talent shortage**

As the population ageing situation intensifies, the demand for cultural, tourism and health care products,

including health care, domestic service, elderly care and health care tourism, is increasing, there is an urgent need for multi-talented people in the field of health care. In the current educational system of domestic colleges and universities, there are few special courses for health-care Tourism and health-care tourism, which leads to the shortage of talents in health-care culture and tourism industry. At present, with the rapid development of culture, travel, health and health care industry, it is urgent to have comprehensive talents who have not only the ability of tourism development, but also the qualities of medical care, psychological consultation and so on, in order to promote the further development of “Cultural Tourism + health care”. Although Jincheng city in the training and introduction of talent to give enough attention, but the outbreak of covid-19 caused a heavy hit in the travel industry, the brain drain phenomenon is serious. At present, the number of staff and service personnel in Jincheng is small, the overall level is low, the professional knowledge is weak and there is instability.

### **3.5 The comprehensive evaluation system is not perfect**

As a comprehensive tourism industry, culture, tourism and health industry has the characteristics of cross-domain and multi-dimension. The evaluation of its comprehensive benefit needs comprehensive and thorough, and usually covers three evaluation indexes of economy, society and ecology. Because of its complexity and diversity, the social benefit can not be precisely quantified by an accurate evaluation index. At present, the research mainly focuses on the present situation and self-development of cultural tourism and health care industry, and there is little research on the comprehensive benefit evaluation of cultural tourism and health care resources. Therefore, in order to accurately evaluate the comprehensive benefits of cultural tourism and health care industry, it is necessary to establish a comprehensive and systematic comprehensive evaluation system to promote the sustainable development of the industry, it provides reference for the future development of cultural tourism and health care projects.

## **4 Jincheng city culture, travel, health and care industry deep integration path**

In view of the challenges faced by the cultural, tourism and health care industry in Jincheng city, this paper puts forward five strategies: promoting resource integration through innovation, enriching product supply, promoting digitized transformation of culture, travel, health and fitness, strengthening professional training, and establishing a comprehensive evaluation system, it is expected to provide reference for the sustainable development of cultural, tourism, health and care industry in Jincheng city.

### **4.1 Innovation promotes resource convergence**

The rational use and efficient development of regional resources, based on seasonal changes, geographical characteristics and cultural customs, the use of landscape construction, ecological transformation and other means, the effective series of scattered resources, integrate Tourism, transportation, leisure, and experience to create a scenic line featuring culture, travel, recreation, and conservation. In the process of development, relying on the resources of Chinese herbal medicine and the suitable climate, we will build the brand of culture, travel and health care, which can “Nourish the mind”, “Nourish the body” and “Nourish the mind”, appropriate

development of a number of elegant environment, distinctive, moderate-scale features of residential and recreational apartments to meet the needs of different groups of tourists; Add massage, acupuncture, herbal diet, health care and other Chinese medicine health services, to provide tourists with more comprehensive health care services; We should actively develop series of cultural recreation tourism products, such as “Imperial Prime Minister's mansion” and “Ancient castle”, design corresponding signs and mascots, and improve the fame and core competitiveness of recreation tourism.

#### **4.2 Enrich the supply of products**

To “Feel first” as the purpose of tourists, the design and development of medium-end “Health” leisure products and high-end “Health” characteristics of products, can significantly improve the quality of health and health tourism. Making use of the hot spring resources rich in various mineral elements in Zezhou County to provide convalescent services for patients with arthritis, skin diseases, gout and other diseases, which have both therapeutic and health-care effects; To explore the nutritional value of sweet potato, Xiaomi and other agricultural products, combined with the local people's favorite vegetarian health culture, launched a variety of diet recipes, Vegetarian Zen tea and other health products. To develop new medical health products, such as intelligent blood oxygen meter, intelligent blood glucose meter, physiotherapy instrument, intelligent rehabilitation training device, etc. . Design in-depth travel, small long vacation travel and other time-span long health and nutrition tourism products, tourism, cultural experience, rural life and other characteristics of tourism routes. Pay attention to the visitors' intuitive experience, increase immersive experience items, and integrate into the cultural connotation. Combined with the characteristics of tourism demand, the core resources should be fully exploited and transformed to avoid homogenous competition and form a distinctive business card.

#### **4.3 Tweet travel health care digital transformation**

In the development of culture, tourism and health care industry, we should grasp the opportunity of digital development and use advanced technology, such as VR, AR, to show the unique charm of culture, tourism and health care products and attract a wider group of tourists. First, we should build a cloud platform for the cultural, tourism, health and care industry. Integrate digital resources, grasp the new trend of digital consumption, provide telemedicine support, open up a big health, big ecological tourism market. Second, we need to focus on smart development. We should start with basic services, such as providing electronic guided tours, gradually realize a full range of perception, intelligent transportation and online shopping, to create a first-class smart health and care town. Third, implement intelligent management. To promote digital and intelligent management of key tourist attractions and health bases, such as code-scanning, face recognition, etc. , to promote the digital transformation and modernization of the guide signs in scenic spots such as parking lots and tourist service centers. Fourth, with the help of big data and artificial intelligence technology, real-time collection and analysis of tourist demand, in order to update the intelligent tourism service system, to provide tourists with personalized and diversified health care services.

#### **4.4 To strengthen the training of professionals**

Whether the culture, travel, health and care industry in Jincheng can develop in the long run depends on the construction of professional personnel. Therefore, in order to inject new talents into the industry, stimulate new vitality, and make it continue to innovate and develop, it is necessary to cultivate a team of high-quality professionals with profound theoretical foundation and excellent practical ability. We can establish cooperation with universities or higher vocational colleges, explore the cooperation mode of school-enterprise coordinated development, jointly build a talent training base, and add related majors in the fields of culture, tourism, health care and tourism, jincheng vocational and Technical College of Culture, tourism and health care, with all kinds of tourism groups, tourism associations, tourism colleges to cooperate, to achieve "Precision" and "Customized" personnel training. On this basis, an integrated base of production, learning and research will be established to speed up the transformation of scientific research results. By perfecting the service standard of health-care tourism and establishing the professional talents service center with the foundation of medical science, we can solve the problem that the talents can not be kept, introduced and used, improve the quality of Jincheng health care tourism. At the same time, in order to further enhance the professional quality of the existing staff, it is necessary to strengthen their training, emphasize the popularization of the concept of health care, and grasp the development plan of the health care industry, improve the overall quality and level of the entire industry. Based on their knowledge and unique understanding of the industry, the professional personnel of culture travel and health care have the courage to explore various business forms such as Culture Travel + Health, Culture Travel + health care, etc. , raise the leading position of Jincheng city in the cultural tourism and health care industry in the country, and play the role of industry benchmark.

#### **4.5 Establish a comprehensive evaluation system**

To construct a complete comprehensive benefit evaluation system of Culture, tourism and health care industry, it is necessary to understand and conform to the sustainable development strategy. The Comprehensive Evaluation System takes the economic, social and ecological aspects as its main indicators. Economic Benefit is the core factor of industrial development, which means the sustainable direct economic benefit obtained in cultural, tourism and health activities, reflects the relationship between input and output, and the indirect economic benefit of industrial chain extension. Social benefit refers to the direct reflection of industry to the society, the residents and the tourists from the residents' life, work and the tourists' leisure and health. The key point of ecological benefit, which is different from traditional tourism industry, is to investigate the industry's environmental protection and sustainable utilization, and its ability to meet the needs of the elderly. From these three aspects, the comprehensive benefits of cultural tourism and health care project are evaluated in a multi-dimensional and all-round way, and a set of scientific and reasonable comprehensive benefits evaluation system is established, promote the coordinated development of its economic, social and ecological benefits.

### **Conclusion**

In recent years, under the background of the continuous support and active advocacy of the national culture,

tourism and health care industry, the industry has gradually become a new force in the tourism market. In the report of the 20th National Congress of the CPC, the central committee of the CPC clearly pointed out that“Promoting the deep integration of culture and tourism development”, which provides strong policy support for the innovation and integration of the development of industry. With the population ageing and sub-health problems increasingly prominent, People's pursuit of healthy life is more urgent, which makes the demand of health-care tourism market further strengthened. Under this background, this paper chooses the development of Jincheng culture, tourism and health care industry as the research object, and analyzes the achievements and challenges of the development of Jincheng culture, tourism and health care industry on the basis of relevant theories. In view of these challenges, this paper puts forward the way of deep integration development of Jincheng culture, tourism and health care industry, hoping to provide a reference for the development of deep integration of Jincheng culture, tourism and health care industry.

As a new form of business, culture, travel and health industry has become the core driving force for the development of tourism industry. Through the rational use of resources, integration of tourism and leisure vacation, launched a series of health care services and products, to meet people, especially the middle-aged and elderly health care for the needs and high-quality life aspirations. The culture, travel, health and care industry is not only limited to the improvement of the quality of life, in a deep sense, but also to meet the growing material and spiritual and cultural needs of the masses. Through the promotion of culture, tourism and health, it can promote the transformation and upgrading of other local industries, promote the sustainable growth of economic income and enhance the overall economic strength of the region.

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