

Analysis on the Effect of Health Care and Cultural Tourism on Regulating Psychological Tension

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Abstract : With the continuous improvement of people's living standards, their pursuit of health is becoming more and more urgent. A large part of people's tourism motivation is under health consideration. We hope to relieve physical and mental pressure through tourism, and take health as one of the main motivation. Therefore, health article brigade began to appear and get rapid development. This article is based on health care and cultural tourism analysis, study the regulation of psychological tension through experimental comparison, so as to test the positive role of the psychological tension, the current development situation and main mode, and put forward effective countermeasures to promote the sustainable development of health culture brigade industry, in order to provide some ideas to the health and psychological regulation.

Keywords : Health Care and Cultural Tourism; Adjustment; Psychological Tension; Effect

1. An empirical study on the effect of health care and cultural tourism on psychological tension

1.1 Research methods

In terms of the current development of health culture tourism industry, the forest health industry is the main industry. Through the understanding and transformation of nature, it promotes the harmonious coexistence between man and nature, so that tourists can improve their physical and mental comfort and promote their physical and mental health in a good natural environment. At present, the development of this industry in China is still in its infancy and belongs to a new industry. In order to master the effect of health culture tourism on tourists' psychological tension, we decided to adopt the method of empirical analysis to verify and further excavate the health preservation effect of health culture tourism. Through the classified investigation of the sample group, 60 young employees with high pressure and high mental tension were selected from multiple enterprises, and they were divided into groups, of which 30 were divided into the experimental group and 30 into the control group. The 30 people in the experimental group were treated with health culture and tourism therapy, and they were organized to carry out forest culture tourism for one month. In addition, 30 people in the control group asked them to take a month off to release their pressure. At the end of one month, they tested and measured their anxiety and stress with the help of mood state scale, and compared the differences in their psychological indicators and victory indicators after receiving rehabilitation, culture and tourism therapy.

1.2 Analysis of experimental results

Through the experimental observation and the final measurement comparison, it is found that before and after the experiment, the average concentration of cortisol in saliva of employees receiving the treatment of health care and cultural tourism decreased by 20.3%, the average heart rate decreased by 9.81%, and the average blood pressure decreased by 7.92%. In terms of psychological indicators, the positive emotions of employees in the experimental group were enhanced, while the negative emotions were reduced and relieved to a certain extent. This situation is particularly obvious for individuals with high anxiety before the experiment. Compared with the experimental group, the 30 employees in the control group had some relief from psychological anxiety, tension

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and other bad emotions after self-cultivation for one month, but the overall anxiety level was much higher than that of the employees in the control group, and the comparative change range before and after the experiment was not large.

Through the experimental comparison, it can be basically determined that the psychological tension relief effect of health care and cultural tourism cultural tourism on tourists is significant, and the subjects have more positive feedback, which shows that the adjustment effect of health care and cultural tourism cultural tourism on tourists' tension is more ideal than the general self-regulation and relaxation method.

2. Development mode of healthcare culture tourism project

2.1 Health care town

The construction of healthy cities and towns is based on the construction of the pharmaceutical industry system as the core. Around the pharmaceutical industry, six industrial systems are formed: Education and scientific research industry system, pharmaceutical science and technology industry system, health financial service system, health industry production system, convalescence and rehabilitation service system and old-age vacation system. The main purpose is to build a future healthy and innovative city that closely integrates urban population residence and big health industry and serves the whole life cycle of urban residents. Typical cases include Cancun, Mexico, Mondele, Switzerland, etc. Although they rely on different resources in the early stage of development, they have gradually developed into a comprehensive health tourism city focusing on health management and medical treatment.

2.2 Health care culture tourism complex

Big health care cultural tourism complex model is a regional comprehensive development model driven by great health industry and tourism and vacation industry. The first mock exam is based on the eastern and western philosophy of health and the eastern and Western health therapy technology, and constructs two industrial systems, namely, the healthy industrial chain and the tourism holiday industry chain. It will create seven healthy themes of life extension, physical fitness, self-cultivation, rehabilitation, physiotherapy, rehabilitation, lifestyle and cultural examination, and form a healthy lifestyle.

2.3 Health care industrial park

The industrial park mode is a regional development mode characterized by medical treatment under the guidance of three core functions: medical education, research and development, and disease treatment, supporting and improving institutions and administrative services. This development model is characterized by high requirements for medical conditions, medical technology, medical professionals and medical services. It is also necessary to combine medical treatment with vacation, provide patients with a relatively quiet, ecological and healthy way of vacation, and provide convenient conditions for living for a long time.

2.4 Old-age healthy care community

The old-age community model relies on the good ecological environment of the region and realizes the goal of regional comprehensive development through the creation of the symbiotic model of elderly care community and urban community. Typical cases of this kind include Sun City in the United States and Wuzhen Yayuan in China, mainly the integration of real estate and health care, pension education, sports health and elderly rehabilitation. It has great development potential in China with serious aging.

3. Effective countermeasures for the development of health care culture tourism market

3.1 Accelerating the innovation of health care culture tourism resources and product development portfolio

In the development of health care culture tourism resources and related tourism products, we should be based on the whole, establish an overall vision, start from the actual situation of the region, and reflect the resource advantages and characteristics of the region, so as to study the corresponding development ideas on this basis. In terms of specific operation, we should reflect product innovation, grasp the effective development scale, and truly strengthen the people-oriented concept, in order to do a good job in corresponding development and design for the convenience of tourists. In the development of health care cultural tourism, we should adhere to the green management concept, fully develop and utilize the advantageous resources of the region, and promote the sustainable development of health care cultural tourism.

3.2 Improving the construction of supporting facilities for health care culture tourism, and promoting the construction of industrial chain for the development of health care culture tourism

To promote the development of recreation and cultural tourism, we must effectively improve the development quality and

service level of recreation and cultural tourism. In the development of recreation and cultural tourism resources, regions must have an overall awareness, take into account the actual needs of tourists, and strengthen the construction of supporting facilities for recreation and cultural tourism. Regions should accelerate the improvement of the comprehensive capacity of tourism industry in scenic spots, further extend the industrial chain, build and develop catering accommodation, travel, tourism, shopping, entertainment and other industries, and establish effective links between relevant industries, so as to connect many industries and complement each other, accelerate the economic development of the health, culture and tourism industry chain, and better meet the tourism consumption needs of tourists.

3.3 Accelerate ecological governance and improve environmental quality

In order to accelerate the development of health culture tourism and promote the development of health care culture tourism, it is necessary to effectively improve the health preservation and health value of tourism. Through experimental research, it is found that health culture tourism plays a positive role in alleviating bad emotions and promoting physical health. Therefore, it is necessary to effectively improve the health preservation effect of health culture tourism. In the specific development of health culture tourism, we should effectively improve the eco-environmental quality of regional tourism, create a high-quality holy land for health care culture tourism, and enhance the regional environmental value.

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