

# Study on the Development of Recreation and Health Products at the Regal Palace Resort Hotel JinhaiWan:Based on Health Needs Perspective

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**Abstract:** With the increasing prominence of demographic, psychological and environmental issues, hotels need to seize the industry market development opportunities of recreation products and make their own development strategies. This paper takes the recreation products of Baishuizhai Jiahua Hotel as the research object, and through field observation, we find that the current situation of hotel recreation product development, there are problems such as the existing recreation products are not distinctive and have not created a brand; the development degree is low and the recreation products are relatively single; There is a lack of recreation professionals and the service capacity is low. According to the theoretical model of customers' health needs, we organically combine customers' health needs with health and wellness, and innovatively put forward the strategy of creating a brand with health needs as the center, clarifying our own advantages; designing diversified recreation projects by combining the hotel's own characteristics; Cultivating and training recreation professionals and creating a service strategy full of humanistic feelings, expecting that the research in this paper will enable the hotel to adapt to the current market business environment as soon as possible and It is expected that the research in this paper will enable the hotel to adapt to the current market business environment and enhance the competitiveness of the hotel.

**Keywords:** Wellness Products; Health Needs; Wellness Tourism

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## 1. Introduction

With the outbreak of the new crown epidemic in 2020, the domestic epidemic has shown multiple points and localized outbreaks since 2021, coupled with the recent sudden onset of mutated strains of the new crown virus and the aggravation of the epidemic, which has accelerated the reshuffle and iteration of the hotel industry, the Ministry of Culture and Tourism's "2020 National Star-rated Hotel Statistical Report" recorded the number of star-rated hotels as 8,423 in that year, a year-on-year decrease of 497 hotels. The overall operating indicators of the hotel industry in 2020 all experienced a significant decline, with five-star hotels experiencing a more pronounced decline than other star-rated hotels due to factors such as restricted large-scale conferences and exhibitions, weakened demand for business activities and high elasticity of demand from tourism customers. It can be seen from the data that China's hotel industry is currently facing great challenges. This paper uses questionnaire survey and fieldwork research methods to analyze and study the development status and demand of recreation product development of Regal Palace Recort Hotel JinhaiWan under the current epidemic normalization, so as to propose reasonable development strategies and thus enhance the competitiveness of the hotel. Scholars have studied recreation products mainly for the classification of recreation tourism products, such as forest recreation, alpine recreation, hot spring recreation, sports recreation, spiritual recreation, etc (chen et al., 2020). Among them, scholars Gilbert DC and Weerd MVD in Tourist Review classified European wellness tourism products into classical wellness products based on preventive and therapeutic purposes, specialized wellness products based on meeting specific health needs of consumers and reinvented wellness products based on relaxation and small intensity<sup>31</sup> (chen et al., 2020); Kelly C in Journal of Hospitality and Tourism Management found that retreat centers offer products such as yoga, massage, meditation, nutrition, healing, spirituality, and nature/outdoor

activities(kelly,2010).

At present, most of the studies on recreation product development in China are on the categories of recreation products, and there is a lack of research studies on the health needs of customers, and a few scholars have conducted surveys on the willingness of customers to choose recreation products, and Zhu Shuxin et al. put forward the views on the needs of different groups of people for forest recreation products in "Forestry Survey Planning", and he believed that product development should be market demand-oriented and focus on market research and prediction before development in order to grasp the market demand and competition situation(Zhu et al.,2020). A study on the consumption intention of forest recreation tourism published by Su-Lan Lu et al. in *Forestry Economic Issues* found that different factors at the individual level influence people's attitudes and consumption intention toward forest recreation tourism(Lu & Liu, 2009). Li Xiufeng in *Anhui Agronomy Bulletin* suggested that the public is more interested in recreation products for leisure experience(Li,2019). However, most scholars have not combined the intention to choose recreation products with customers' health needs for in-depth analysis, such as the influence of gender differences on the intention to choose recreation products, the differences in the choice of recreation products among people with different health states, and the differences in the intention to choose recreation products among people with different education and different occupations(Tang,2020). Product development should be oriented to customer health needs and focus on research and prediction of customer health needs before development in order to grasp market demand and competition(Wu et al., 2018)

After combing through domestic and international literature, we found that recreation tourism, as a new form of tourism, has become a research hotspot for scholars at home and abroad. More scholars have conducted in-depth research in the field of recreation product categories, but relatively few scholars have conducted in-depth research on the recreation products with customers' health needs, so the development of recreation products with customers' health needs is particularly important.

## **2. Literature Review**

### **2.1 Wellness products**

At present, the research on recreation tourism products still lacks basic doctrine related discussions, and there is also a lack of mainstream unified views on the concept, classification and characteristics of recreation tourism products(Qian,2021). According to the Report on the Development of China's Recreation Industry, recreation tourism products include the following four types of forest recreation, marine recreation, hot spring recreation, and sunshine (climate) recreation(Ma et al., 2018). Zhou Ziyun classified ecological recreation tourism products into three types from the perspective of customer demand: recreation and body type, recreation and therapy type, and recuperation type. Wu Houjian et al. subdivided recreation tourism products into six types: body-nourishing, mind-nourishing, sex-nourishing, intelligence-nourishing, moral-nourishing, and composite. Zhu Shuxin et al. subdivided forest recreation tourism products into five types: therapeutic, sports, amusement, recuperation, and accommodation(Zhu et al., 2020). This study tends to Zhu Shuxin's five classifications, so the following will be classified and studied from the five types of therapeutic, sports, amusement, recuperation and accommodation.

### **2.2 Health needs model**

Health needs are the basic purpose of wellness to achieve health care at all levels, from physical, spiritual and mental, and to achieve the inward expansion of the richness of life(Xiao,2018).Mushkin first proposed health as human capital, which is composed of the health, knowledge, skills and work experience of workers. In 1989, WHO defined health as "not only the absence of disease, but also physical health, mental health, good social adjustment and moral health". Liu Guoen evaluated health in terms of anthropometric variables, survival and mortality variables, morbidity variables, and overall health and functional status variables (Xiao,2018).

Becker proposed a health demand model that expresses health demand in terms of purchases of health services and considers the demand for health services as a function of the price of health services, non-payroll income, time spent on medical care, and wage rates, while Grossman considered the effect of health investment on health demand based on Becker's model and developed a health service demand model that utilizes Becker's human capital concept, treating individual health as a capital stock that depreciates with age in the health demand model(Wang et al., 2006).Milne, Molana and Sahn included other influencing variables that affect health

demand such as health care investment and health insurance in their research model based on Grossman's health demand model.

### 2.3 The concept of recreation tourism

Wellness tourism is a new form of tourism that has emerged in the context of the continuous development of modern tourism, and it can be seen from the definition of wellness tourism by scholars that a unified and specific definition has not yet been formed. Mueller considers wellness tourism as a branch of health tourism and considers wellness tourism as all the relationships and the travel of people from where they live to a tourist destination in order to improve their health. The sum of the phenomena (Wang, 2009). The first person to define the concept of "recreation tourism" in China was Wang Zhao, who believed that recreation tourism can be summarized as health tourism and wellness tourism, which is a kind of tourism activity based on the natural ecological environment, humanistic environment, and cultural environment, combining the forms of viewing, leisure, recreation, and amusement, in order to achieve life extension, physical fitness, body cultivation, and medical rehabilitation (Li, 2021). In 2016, the former China National Tourism Administration officially released the standard of "National Health and Wellness Tourism Demonstration Base" (LB/T051-2016), which defines health and wellness tourism as a tourism activity that enables people to achieve natural harmony in body, mind and spirit through various means, such as health and fitness, nutritious diet, cultivation of mind and nature, and care for the environment, etc. (Li, 2021). Health and Wellness Tourism is defined as the sum of various tourism activities that bring people to a state of natural harmony in body, mind and spirit through various means such as health and wellness, nutritious food, spirituality and care for the environment (Li, 2021). However, some scholars tend to confuse the difference between wellness tourism and health tourism, health tourism and medical tourism. Chinese scholars generally believe that the scope of wellness tourism is larger, and it includes health tourism and wellness tourism. In contrast, scholars from other countries mostly consider wellness tourism to be within the scope of health tourism research. The core purpose of health tourism is the pursuit of health, which involves a broader scope, including medical tourism that treats illnesses when they occur and recreation tourism that emphasizes prevention when they do not (Yan et al., 2021). Wellness tourism is a new type of tourism that uses tourism activities as a formal carrier to meet the tourists' pursuit of physical and mental health and enhance spiritual pleasure in the process of tourism. Compared to the average tourist, the recreation tourist has less recreational demand for tourism activities and more pursuit of physical health maintenance and mental stress relief, valuing the integrated and harmonious balance of the multidimensional state of body, mind and spirit through a trip away from the usual environment (Wang, 2021).

There is a growing demand from consumers who are motivated to maintain health and wellness even while traveling (Moreno-González et al., 2020; Travis & Ryan, 2004). The Global Wellness Institute (2016) defines "wellness tourism as the travel associated with the pursuit of maintaining or enhancing one's physical and psychological health." In contrast with medical tourism, which usually includes traveling for the objective of medical intervention to treat or cure illness (Carrera & Bridges, 2006; Yu & Ko, 2012), wellness tourism can be regarded as a personal lifestyle choice where tourists are able to attain an integrated state of health (body and spirit) during their holidays in the absence of direct medical intervention (Wang et al., 2020). Unlike conventional tourism experience, the wellness tourism experience is more associated with the pursuit of maintaining or enhancing one's health physically and psychologically (Mueller & Kaufmann, 2001). There is little doubt that experience is the core and heart of the tourism business (Choi & Choi, 2019; Pine & Gilmore, 1998). Luo et al. (2018) systematically analyzed individuals' wellness experiences based on the extent of their participation and response to an external stimulus. They found that the wellness tourism experience comprises multiple dimensions that include educational, entertainment, esthetic, and escapist facets. Specifically, educational experience refers to customers' intellectual growth and horizons broadening through active engagement in a wellness destination. Entertainment experience refers to the perception of fun or enjoyment and spontaneous moments of intense joy gained by tourists while traveling. Esthetic experience refers to tourists' enjoyment induced by an appreciation of art or beauty of local landscapes, which may consequently enhance their spiritual life. Escapist experience is typically obtained by breaking away from routine life and discovering novelty. We will consider all these four dimensions as part of a comprehensive wellness tourism experience in this study. To date, tourism scholars have explored an array of wellness tourism experiences and subsequent consequences. For example, the effect of wellness tourism on tourists' quality of life (Luo et al., 2018), well-being (Lee et al., 2014), life satisfaction (C et al., 2016), physiological and psychological He et al. / TOURIST INSPIRATION 5 relaxation (Ohe et al., 2017) were verified from the

perspective of the demand-side, although there is limited attention directed towards the supply-side such as how to form good relations with tourists and encouraging engagement. Therefore, this article aims to explore the supply-side effect of wellness tourism from the perspective of relationship marketing (i.e., tourist engagement)(He et al., 2021).

### 3. Analysis of the current situation and questionnaire of recreation product development of Golden Bay Regal Palace Resort Hotel JinhaiWan

#### 3.1 Analysis of customers' demand for recreation products

##### 3.1.1 Research design of questionnaire

The research method of this paper is mainly in the form of questionnaire distribution, supplemented by the information collected from the author's field observation in the hotel. The questionnaire is mainly divided into three parts, the first part is the basic information of customers, mainly in consideration of making the basis for the category for the later paper, expecting the conclusions and countermeasures of this paper's research to meet the different characteristics of consumer customers, including gender, age, education level, occupation, average monthly income and health status six questions, the second part is the survey of the health status of customers, the third part is the survey of the respondents on the hotel recreation products The third part is to investigate the respondents' demand for hotel recreation products, which mainly includes five types: therapeutic, sports, amusement, recuperation and accommodation. The respondents of this questionnaire survey are random customers of the hotel.

##### 3.1.2 Distribution and implementation of questionnaire

This study is based on my observation and investigation in the Golden Bay Regal Palace Resort Hotel JinhaiWan, and in order to more accurately and comprehensively understand the actual needs of customers for hotel recreation products and services, a targeted questionnaire was developed, and hotel customers were invited to participate in the survey to truly understand the views of hotel customers on recreation products and health needs. In order to ensure the validity of the questionnaire, the questionnaire was filled with technical guidance. 139 questionnaires were received, with a response rate of 100%. The data analysis of this paper was conducted by SPSS generated automatically by Questionnaire Star.

### 4. Data analysis of survey results

#### 4.1 Basic socio-demographic characteristics of customers

In 139 samples, 75 men accounted for 53.96%, 64 women accounted for 46.04%, the age is mainly 18-50 years old accounted for 78.42%, more than 50 years old accounted for 18.71%, this data in line with my work to observe the hotel for young and middle-aged guests, found that more and more young people are more concerned about recreational products. The monthly income of the subject of this survey is mainly concentrated in 7000-20000 yuan accounting for 61.87%, higher than 20000 yuan customers accounted for 19.42%. Customers with college degree or above account for 79.86%, of which 29.5% are postgraduates or above. The customers' occupations are mainly staff of enterprises and institutions, accounting for 33.09%, followed by professionals such as teachers/doctors/lawyers, accounting for 25.18%, and freelancers, accounting for 23.02%. In the survey, 60.43% of the customers felt that their health was subhealthy and 7.91% were poor. Combined with the business and resort hotel customers as a whole, their daily work intensity is high, the psychological pressure is increasing, while the pace of life is fast, so cervical and lumbar spine disease, migraine, gastrointestinal disease and insomnia and other occupational diseases and chronic diseases are common to most guests, and the health status is not optimistic. The hotel should pay attention to these health problems in the customer group when developing recreation products, and provide personalized and considerate services for customers.

**Table 1 Basic characteristics of customers**

BasicFeatures	Options	Number of samples/person	Percentage %
Gender	Male	75	53.96

	Female	64	46.04
Age	Under18yearsold	4	2.88
	18-35 years old	38	27.34
	36-50 years old	71	51.98
	51-65 years old	19	13.67
	65 years old and above	7	5.04
Academic qualifications	Junior high school and below	13	9.35
	HighSchool/JuniorHigh	15	10.79
	School	70	50.36
	College/Undergraduate	41	29.5
	Graduate and above		

## 4.2 Customers' concern for health

From the data, we can see that 81.29% of people are concerned about their own health, of which 50.36% are very concerned, indicating that most customers still attach great importance to their own health, and it can also be seen that customers' demand for health is very big, therefore, it is necessary to develop recreational products to meet customers' health needs.

## 4.3 Health problems of customers

There are 72 people with 51.80% who choose sleep deprivation or poor sleep quality, 105 people with 75.54% who are under excessive work and psychological stress, 67 people with 48.20% who are physically tired and unwell, 93 people with 66.91% who are psychologically tired and unwell, and 89 people with 64.03% who are suffering from shoulder, neck and back pain. Overall, the surveyed customers' health status is not optimistic.

## 4.4 The intention of choosing hotel recreation products.

According to the type of products, the customers' preference for hotel recreation products in order of preference is recuperation type (37.41%) > sports type (27.34%) > amusement type (19.42%) > culture type (12.23%) > accommodation type (3.6%). However, from the cross analysis of gender and the type of recreation products chosen by customers, it can be seen that men are more inclined to sports type, probably driven by men's "psychology of movement", preferring fitness and sports recreation activities; while women are more inclined to recreation type, driven by women's "psychology of tranquility Driven by the "quiet mentality", the recreation products chosen by women show more enjoyment of the process and focus more on socialization and inner relaxation in the process of recreation tourism. Although convalescent recreation products need to pay higher costs, 81.29% of customers in the survey have a monthly income of 7,000 or more, and tourists with a monthly income higher than 7,000 yuan have stronger spending power, can afford higher spending, and prefer convalescent recreation products, so convalescent recreation products are not a big problem for the hotel's customers, and women's consumer outlook will be more willing to spend money on their own health. Overall, customers prefer both therapeutic and exercise type wellness products, but there are differences in the selection intention of wellness products among different groups of people.

## 4.5 Specific types of "sports-oriented" recreation products

In terms of specific products, 67.63% of customers prefer walking and jogging around the lake, and 66.19% prefer bicycle tours around the lake. It may be that customers are still associated with traditional tourism in their consciousness or the natural ecological environment is more able to release stress.

## 4.6 Specific types of "therapeutic" recreation products.

Among the "recuperation type" recuperation products, customers choose the most health SPA accounting for 68.35%,

psychological guidance is the second accounting for 53.96%, while the proportion of acupuncture and physiotherapy, physical examination and hot spring soaking is also relatively high, it can be seen that customers for "recuperation type "At the same time, it is found that the customers of the hotel are more stressed from the option of psychological guidance. With the mental stress problem of the younger generation becoming more and more serious now, the demand for psychological relief is also growing, and the future of mental health as the core of the recreation hotel is gradually becoming a new growth point of the industry.

#### **4.7 Motivation for choosing recreation project tourism**

The motivation of customers for health and wellness tourism is to relax and reduce stress, accounting for 74.1%; to learn and experience health and wellness methods and strengthen their bodies, accounting for 53.96%; to accompany their relatives and friends and enhance their feelings, accounting for 60.43%; to get close to nature, beauty and beauty, and cultivate their bodies, accounting for 66.19%; to be curious about health and wellness culture and buy health and wellness products, accounting for 27.34%; to make friends, accounting for 21.58%. From the data, it can be seen that the biggest demand of customers using recreation products is to reduce stress and strengthen the body, different from the traditional tourism, the demand of customers nowadays is not only material wealth, spiritual health and spiritual wealth is more important. The second is to be with friends and family in a secluded and beautiful natural environment, to comfort each other's feelings and ideals, the meaning of life will seem richer and more complete.

#### **4.8 Factors influencing customers to choose recreation hotels**

The factors influencing customers to choose recreation hotels include natural ecological environment accounting for 74.1%, professional services of recreation accounting for 67.63%, and recreation projects and products accounting for 56.12%. It can be seen from the data that compared with traditional hotels, the natural ecological environment of recreation hotels is the main reason for people's choice. The high-quality natural environment is the innate condition of recreation tourism, which is the main reason for attracting customers and is the indispensable core demand of people for recreation tourism. Secondly, customers also attach great importance to the professional services and recreation projects and products of recreation hotels. Current customers are no longer limited to the hardware facilities, but the excellent ecological environment, warm service and spiritual belonging are more important, therefore, in order to attract more customers to stay, hotels should focus on the development of recreation projects and products under the premise of good basic services, and also pay attention to improving the professional services of recreation.

### **5. Conclusion and Discussion**

Under the epidemic, the advantages of traditional five-star hotels for holding large conferences and business events have become lost due to the limitation of large conferences and conventions, weakened demand for business events, and the elasticity of demand from tourism customers. However, at the same time, with the pressure of people's life, population, environment, work and other aspects as well as the normalization of the new crown epidemic, people are paying more and more attention to their health conditions, thus promoting the development of the recreation and health tourism industry. This paper investigates and researches the current situation and demand of recreation product development of Golden Bay Regal Palace Resort Hotel JinHaiWan, and finds that the hotel currently has problems such as the existing recreation products are not distinctive and not branded; the development degree is low and the recreation products are relatively single; the lack of recreation professionals and the low service capacity, etc., and proposes to focus on health demand, clarify its own advantages to build a brand: combine the hotel's own characteristics, design diversified recreation It also proposes countermeasures to build a brand by focusing on health needs, clarifying its own advantages, designing diversified recreation programs by combining the hotel's own characteristics, and cultivating and training recreation professionals to improve service level. The innovation of this paper is that it is different from most people's research on recreation tourism and recreation products, which is limited to the silver-haired people. Instead, it starts from the hotel's own customer group, which is mainly young and middle-aged business and vacation guests, and investigates and develops countermeasure suggestions on the current situation of hotel recreation products and customers' health needs, so as to provide some reference for the hotel's recreation product development. The shortcomings of this paper are that the data collection and survey have certain limitations, the analysis of the questionnaire is not scientific and comprehensive, limited by my existing academic experience, some of the countermeasures proposed

in this paper are still to be tested, and further research will be conducted in the future on the problems and solutions that arise in practice.

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