



Research on the Development of Cultural Wellness Tourism -- A Casestudy of Miao Ethnic Group Culture in Hainan Province

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ABSTRACT

The health industry and tourism industry infiltrate and integrate each other, making wellness tourism develop into a new form of business. One of the leading industries in Hainan Province is tourism, in which ethnic culture tourism has its uniqueness. Ethnic cultural scenic spots with ethnic cultural symbols as the theme are sought after by more and more tourists. With the gradual development of Hainan's tourism industry, the majority of tourists are increasingly pursuing the meaning interpretation of tourism experience and the participation and interaction of tourism experience. This paper first defines the concept of wellness tourism, and constructs the RMFEP model framework; Secondly, through empirical research, this paper analyzes the resource advantage, market demand, function positioning, and tourism experience of Hainan's current wellness tourism. Finally, combined with the above content, this paper determines the development principles of Hainan cultural wellness tourism products, put forward development ideas, build a product system, and finally fit the development strategy.

Keywords: Cultural Resources; Wellness Tourism; Hainan Miao Ethnic Group; RMFEP Framework.

INTRODUCTION

Health tourism is a way to realize tourists' own health and tourism needs through sightseeing, healthy diet, healthy ecotourism and other forms. People can participate in various fitness programs, film and television entertainment activities in the health tourism, so as to exercise their body and relax their mind during the travel. Sub-health groups can receive traditional Chinese medicine conditioning, health care, psychological counseling and other services during the health tourism, so as to adjust the physical and mental state of tourists well and effectively prevent various diseases. Patients can enjoy the beautiful natural environment and advanced medical services in various health care bases.

At present, China attaches great importance to increasing domestic demand by expanding consumption in promoting economic structural adjustment and transformation of development mode. As early as August 2015, China introduced special policies to encourage increased tourism investment and consumption. After years of development, tourism has become a comprehensive domestic industry, which has played an important role in enriching people's lives and promoting economic growth. At present, the tourism demand of domestic tourists shows a trend of high-end development. Hainan has unique cultural resources, but it has not yet developed a perfect tourism development system combining its own resource advantages and market demand. There are few research references on this aspect. Use local Miao culture to create health and health-themed tourism products to attract more tourists in the tourism market. Review of research on cultural tourism and wellness tourism.

LITERATURE REVIEW

Cultural Tourism

From the analysis of foreign tourism research, there is an international consensus that tourist places without cultural attributes cannot be developed, and its development in the past 40 years is a particularly important phenomenon of international tourism, but also the key trend of future tourism development (Richards, 2018). A new type of consumption that the middle class pays more attention to is cultural tourism, which can bring people more new business opportunities. The Research Group on Transnational Cultural Tourism of the European Union has learned through exploration that cultural tourism is not only a kind of cultural product developed by tourism consumption but also a kind of tourism activity developed by cultural motivation. It was chosen to better distinguish the differences between all groups and regions (Du Cros & McKercher, 2020).

The trend is the embodiment of the progress of cultural tourism. Cultural tourism is defined as tourism activities aimed at experiencing different cultures around the world, involving heritage, art, beliefs, customs, and so on (McKercher & Du Cros, 2003). The actual scope of cultural tourism is expanded, indicating that the specific contents involved include handicrafts, monuments, sacrifice, language, festival activities, religion, the corresponding perception of tourist destinations, music, education, architecture, and festival activities, etc. The research verifies that cultural tourism is closely related to the further improvement of education level and the increase of income; Cultural tourism can be loved by many people, and one of the key reasons is its multi-functional nature: cultural tourism belongs to a category of tourism, is loved by a lot of tourists, and it must enhance the competitiveness of cultural tourism.

Hainan Folk Culture Tourism

Survey of the Miao ethnic group People in Hainan published by the Museum of Ethnic Cultural Relics of Central South University for Nationalities (1957) is a relatively early description study of Hainan, which listed the development, spiritual and cultural contents and material and cultural achievements of the Miao ethnic group people in Hainan. However, because the study was carried out relatively early, many traditional cultural contents in the book have died out or changed. There are some differences with the actual situation of Miao ethnic group culture in Hainan. This is additionally the case with the Hainan Miao ethnic group posted via the Department of Ethnic and Religious Affairs of Hainan Province (1997). Relatively speaking, Y. Huang and R. Huang's (2008) research on the Miao ethnic group People in Hainan, Hu's (2010) Customs of the Li and Miao ethnic group People in Hainan, M. H. Pan, Gao, and Pan's (2014) record of the Miao ethnic group People in Hainan, Gao's (2017) record of the Miao ethnic group People in Hainan, Hainan Miao ethnic group People and different books, This paper makes a precise historic and humanistic evaluation of the Miao ethnic group in Hainan, paying interest to the primary cultural types, cultural traits and cultural expressions of the Miao ethnic group, and the lookup is greater novel, all of which can grant reference for this lookup at the records level.

In the study of Hainan tourism culture, Liu's (2008) Hainan Tourism Culture analyzed the typical elements of Hainan tourism culture, which involved the cultural characteristics of the Miao ethnic group in Hainan. Li's (2010) In-depth cultural tour of Hainan international tourism island and Zhou's (2010) research on the characteristic culture of Hainan international tourism island also pay attention to the status and role of Miao ethnic group culture in Hainan tourism culture. However, the above studies focus more on Hainan's tourism culture from the overall level, and highlight the resource-based analysis of tourism culture, but lack the development and design of cultural tourism.

In terms of transportation, Hainan's transportation industry has developed rapidly. From 2012 to 2019, the mileage of railway and road traffic increased significantly, and railway transportation has also rapidly developed. The East-West high-speed railway in Hainan was officially put into operation and connected to the national railway network. Meanwhile, Hainan already has two major airports in Haikou and Sanya. By the end of 2019, the passenger volume in Hainan increased significantly compared with 2012, as shown in Table 1, and the rapid construction and development of these transportation service systems have improved the overall service level in Hainan Province.

Table 1. Changes in Transportation Passenger Traffic in Hainan Province

Name	Total/person per kilometer	Railroad	Highway	Water Transportation	Civil Aviation
2012	385.63	4.21	136.35	2.36	246.32
2013	416.35	4.76	152.64	2.45	256.95
2014	474.63	25.02	147.63	3.62	299.36
2015	502.36	25.36	149.63	3.67	325.32

Name	Total/person per kilometer	Railroad	Highway	Water Transportation	Civil Aviation
2016	578.63	30.52	152.36	3.75	389.62
2017	564.62	32.63	89.32	3.81	446.32
2018	605.32	34.61	80.11	3.94	496.32
2019	753.36	46.31	76.35	3.99	621.03

Wellness Tourism Research

Smith and Kelly (2006) proposed wellness tourism earlier in the academic circle, they believed that wellness tourism must provide some health services in addition to regular tourism activities to meet the health needs of tourists. With the deepening of the academic research on this subject, Stará and Peterson (2017) explored wellness tourism from multiple perspectives, they believed that wellness tourism is a multi-level in-depth tourism experience, and explained wellness tourism from five aspects: physical, intellectual, social, spiritual, and environmental. They believe through wellness tourism, people can not only relax but also achieve social purposes and improve our cognition of the environment. Ferrer, Sanz, Ferrandis, McCabe, and García (2016) believe that wellness tourism is a way to promote health, the research on wellness tourism is still deepening. In general, wellness tourism and wellness tourism studied abroad both overlap and differ. In terms of logic, the two are inclusive, and wellness tourism is a part of wellness tourism.

Compared with wellness tourism, the research on wellness tourism abroad is earlier, which can be traced back to the concept of health in the medical field. Compared with Western medical circles, there are many kinds of literature on health preservation in China, which benefit from the extensive and profound culture of traditional Chinese medicine. Foreign academic circles systematically combine wellness tourism is produced with the continuous development of wellness tourism in Europe and the United States, such as Mueller and Kaufmann (2001) continues to enrich the connotation of health. The academic circle also defines wellness tourism, such as leisure tourism research center of the University of Bern defines wellness tourism as wellness tourism to meet the tourists' health for tourism activities and tourism activities during the comprehensive embodiment of various relations and phenomena (Silva & dos Santos, 2022).

Study on Wellness Tourism Destinations

By combining the digital resources of the periodical document database, the current situation of literature research on the development of wellness tourism in China is summarized. As shown in Table 2, the number of literature on wellness tourism in the academic circle of Sichuan province ranks first, accounting for one-third of the country; followed by Beijing, although ranking second in the country, but there is a big gap compared with Sichuan Province. It is worth noting that Hainan Province put wellness tourism into practice earlier, but there are few academic studies, which may be because the early study of wellness tourism in Hainan did not get the attention of the government. The development of wellness tourism in Panzhihua, Sichuan Province, is in direct proportion to academic research and exploration. Since 2012, Panzhihua has been continuously exploring the development mode of wellness tourism through in-depth practice. Now it has successfully transformed from the original industrial city to an excellent tourism city, and its image as a sunny wellness tourism city has gained popular support. On the whole, the development of wellness tourism areas is unbalanced.

Table 2. Current Status of Regional Research in Domestic Recreation and Tourism-Related Literature

Province	Number	Percentage
Liaoning Province	36	1.84%
Jiangxi Province	36	1.84%
Anhui Province	36	1.84 %
Heilongjiang Province	41	2.1%
Guangdong Province	45	2.31%
Henan Province	47	2.41%
Xinjiang Uygur Autonomous Region	52	2.67%
Hunan Province	52	2.67%
Hubei Province	55	2.82
Hainan Province	56	2.88%
Jiangsu Province	56	2.88%
Chongqing	61	3.13%
Shandong Province	79	4.06%
Shanxi Province	80	4.1%
Yunnan Province	97	4.97%

Province	Number	Percentage
Guizhou Province	103	5.29%
Guangxi Zhuang Autonomous Region	103	5.29%
Hebei Province	107	5.5%
Beijing	151	7.76%
Sichuan Province	651	33.64%
Total	1944	100%

THE DEVELOPMENT SIGNIFICANCE OF MIAO ETHNIC GROUP CULTURAL TOURISM IN HAINAN

The Origin and Development of the Miao Ethnic Group Culture in Hainan

There are many ethnic minorities in Hainan. The Miao ethnic group is one of them. Looking through the historical data, it can be determined that from the Jiajing and Wanli years of the Ming Dynasty, some Guangxi troopers moved into Hainan, and over time, some humans selected to stay on Hainan Island, and regularly there was once the Miao ethnic group. Up to now, extra than four hundred years have passed, and the populace measurement has reached 80,000. In the beginning, the populace was once small, existence was once scattered, and there used to be a lack of contact with the backyard world. Later, with the assistance of the Party and the government, the Miao ethnic group humans in Hainan step by step moved out of the mountains and started to stay higher and better. At present, the dwelling areas of the Miao ethnic group humans in Hainan are typically targeted in the central and southern phases of Hainan, which include countless minority counties such as Baoting, Baisha, and Qiongzhong. Their common language is called Miao ethnic group Dialect, which has no unique ethnic language. Miao ethnic group people in different cities and counties can use the "Miao ethnic group dialect" to communicate normally.

Cultural Resources of the Miao Ethnic Group in Hainan

Traditional Technology

Because of the unique geographical location and natural conditions, the way of life and production of the Miao ethnic group people in Hainan is also different from other ethnic groups. After more than 400 years, distinct national cultural characteristics have gradually emerged. The Miao ethnic group people in Hainan pay special attention to traditional crafts, such as needle show, batik, and hand-woven, as shown in Figure 1.



Figure 1. Miao Ethnic Group Traditional Handicrafts

Miao ethnic group women use a knife coated with wax liquid to adorn a variety of patterns on the white cloth then put it into a blue indigo tank for dyeing, and then wash off the wax solution, you can get a dark blue-white pattern cloth. The dyed cloth can begin to be needled. There are many colors of yarn, and the embroidered patterns are also rich, such as animals such as chicken, duck, flowers, and butterflies, or geometric patterns such as "flying" and "ten". Therefore, the colors of Miao ethnic group clothing are gorgeous and distinctive, as shown in Figure 2.



Figure 2. Miao Ethnic Group's Traditional Costumes

Food culture

There are many traditional festivals of the Miao ethnic group. When it comes to festivals, they must be inseparable from food. The characteristic food culture of the Miao ethnic group in Hainan is also very famous. Miao ethnic group people will eat a kind of local special food "three-color rice" on the "March 3rd" festival of the lunar calendar every year. As shown in Figure 3, its colors are mainly black, yellow, and red, and sometimes there are five colors, such as black, white, blue, yellow, and red. These colors are derived from natural pigments extracted from local plants, such as the sap of maple triangle, ginger, and red sunflower. After adding these natural pigments to the Shanlan glutinous rice, you can get a sweet, delicious, colorful "three-color rice" with the local special wood steamer for a few hours. The Miao ethnic group family will also make glutinous rice sticky rice on the Winter Solstice every year. The production process is also very simple, which is to roll steamed Shanlan glutinous rice and sprinkle some sesame seeds and peanuts. If this is to dip some boiled sugar juice on the glutinous rice stick, then the taste will be more delicious. In addition, when receiving distinguished guests or celebrating holidays, the Miao ethnic group people will also take out their own special "Shanlan glutinous rice wine", which will be unforgettable for all who have tasted this wine. It can be said that every Miao ethnic group family is an "expert" in winemaking. The Miao ethnic group family who have lived in the mountains for a long time also has their unique attritions in herbal medicine. Many ordinary plants and plants in the eyes of ordinary people can play a magical role in healing cough, cool breeze, hemorrhoids, hemostasis, skin trauma, bone injury, fire, and fever after the Miao ethnic group family's wonderful hands.



Figure 3. Miao Ethnic Group's Traditional Costumes

Folk Literature

The Miao ethnic group people in Hainan do not have their writing, and their literature and art are mainly based on folk myths legends, and songs (Ghorbanzadeh, 2018). Most of the folklore is based on the theme of the Hainan Miao ethnic group people's transformation of nature and overcoming disasters. These myths and legends reflect the perseverance and positive spirit of the Hainan Miao ethnic group people. More famous and widely circulated are the Pan Emperor Created All Things, as shown in Figure 4, Lei Gong Taught people to transmit seeds, and Shen Nong Gong. In addition, the literary creation of the Miao ethnic group in Hainan is also deeply influenced by the Han, and the love legends of the Han are reprocessed. For example, in the four classical love legends, "Dong Yong and Seven Fairies", "Liang Shanbo and Zhu Yingtai", and "Meng Jiang Girl Crying on the Great Wall", the Miao ethnic group people have handwritten copies of the plot has changed slightly. There is also the Song Dynasty minister Lv Meng's story "Lv Meng Song", and the Han folk Wang Baochuan and Xue Pinggui's story plot is very similar, the hero has experienced rough and poor, and encountered the heroine throw the embroidery to recruit a husband was selected, the hostess's home opposed, the hostess insisted on marrying the hero and suffered setbacks and difficulties (Lacedelli, Fazzi, Zanetti, & Pompanin, 2023). Later, the hero's success, and the heroine's happy family ending, reflect the criticism of the secular marriage.



Figure 4. Panhuang Dance of the Miao ethnic group in Hainan

The Development Significance of Cultural Tourism

With the impact of the modernization wave, many traditional cultures have lost their social functions and been submerged in the long river of history. Hainan Miao ethnic group culture can be said to be a kind of national culture gradually forgotten by history (Bentley, Meyer, Page, & Chalmers, 2001). Due to the lack of good inheritors, many traditional crafts and skills are gradually disappearing, and the materials and objects originally spread about traditional national culture are gradually lost after lack of protection, and even the mode of production, lifestyle, clothing, and residence of ethnic minorities are gradually forgotten. Taking the Miao ethnic group in Hainan as an example, the Miao ethnic group in Hainan originally had a history of more than 400 years. In the past, people had rich traditional crafts and techniques, such as making rice wine, batik embroidery, weaving bamboo ware, and making farm tools. However, under the influence of Sinicization at present, many young people have carried out modern agriculture with characteristics according to local conditions, all of which make a living by keeping bees and flowers, planting mulberry and rearing silkworms, tilling the fields and cutting rubber. In the long run, many original national characteristics have been lost. In modern times, many Miao ethnic group people rarely wear their ethnic costumes, except, for the New Year and other major festivals, their daily Hanfu is mainly. Because few people are willing to spend time making ethnic costumes, and there are fewer and fewer experienced producers of ethnic costumes, the costume culture in the Miao ethnic group Village has not been well inherited at present.

Some ethnic minority areas in Hainan should give full play to their resources and geographical advantages, and develop their unique processing industry, tourism, forestry, and tropical efficient agriculture so that Hainan's economic development can be improved (Didaskalou & Nastos, 2003). The construction of a distinctive minority

cultural industry can not only promote the further development of the national cultural industry but also play a role in protecting and promoting the characteristic culture of the ethnic group. All these need to be based on the rational development and utilization of minority cultures.

THE ANALYSIS OF HEALTH RESOURCES IN HAINAN UNDER THE RMFEP FRAMEWORK

RMEFP Framework Sources

The RMFEP model method described in this paper is derived from the RMP model, but the object of analysis and the results of this study are different from the RMP model. RMP theory aims at the development of all tourism products and has a wide research scope. This study focuses on the development of wellness tourism products in Hainan Province. Considering that the core competitiveness of wellness tourism products is reflected in the functions of wellness tourism products, monotonous wellness tourism products lacking experience makes it difficult to retain customers. This study continues and develops the original Resource-Market-Product (RMP) model, adding two points: Function and Experience. This study believes that resources, market, function, and experience are indispensable in the development process of wellness tourism products, so the Resource-Market-Function-Experience-Product (RMFEP) model is constructed, as shown in (Figure 5).

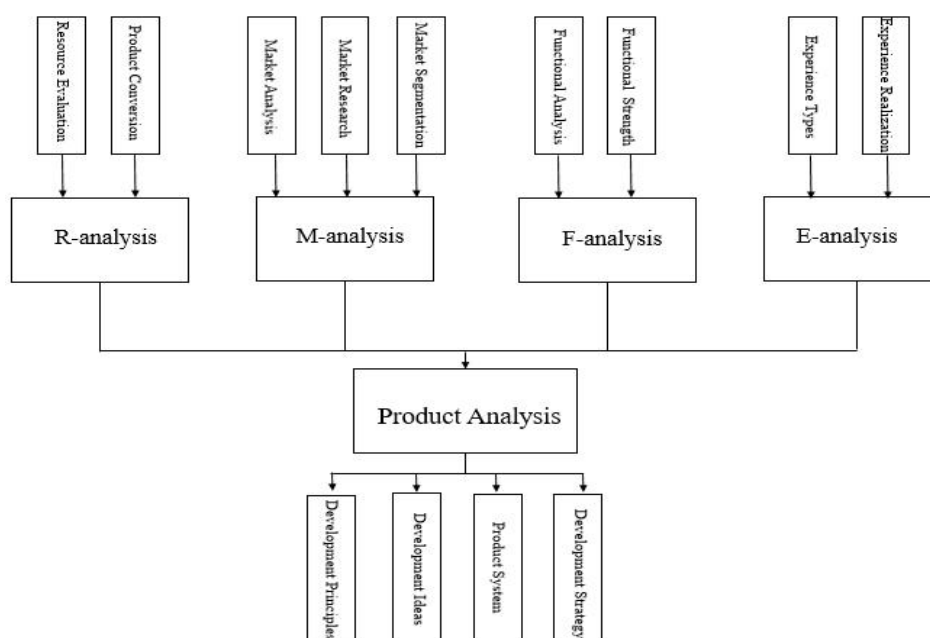


Figure 5. Development Model Based on the Rmfep Framework

Resource (R) Analysis of Wellness Tourism Product Development

Tourism assets are the groundwork of tourism product development, however, wonderful fitness tourism assets are no longer always capable of enhancing remarkable fitness tourism products (Taleghani, Largani, & Mousavian, 2011). Based on the traits of sources in Hainan Province, fitness and well-being tourism assets are divided into five categories: thermal spring fitness and wellbeing tourism resources, Marine fitness and wellness tourism resources, woodland fitness and wellness tourism resources, local weather fitness and wellness tourism sources and scientific fitness and well-being tourism resources. The current situation of these 5 categories of health and wellness resources is analyzed and evaluated, and whether resources can be transformed into products and how to better transform into products through resource combination is analyzed. Play a guiding role in product development.

Natural wellness tourism resources in Hainan Province are more distributed, as shown in Table 3, while humanistic wellness tourism resources are less, mainly including traditional Chinese medicine culture, Li and Miao ethnic group medicine culture, and medical institutions.

Overall, the wellness tourism resources in Hainan Province present the following characteristics:

Rich variety and quality of natural resources: Thanks to Hainan's geographical location and ecological conditions, Hainan has a large number of high-quality beaches, forest land, and thermal spring wellness tourism resources, which have become the core advantages of Hainan's development of wellness tourism.

Obvious regional distribution of resources: due to geographical restrictions, Marine and beach health resources are concentrated in the area around the island, while forest, mountain, and hot spring health resources are concentrated in the inland area, resulting in the linkage development of these two types of resources.

The proportion of cultural tourism resources is small: Hainan Province has not yet formed a health and health-related culture, which increases the difficulty of shaping the image of a "health and health resort".

Table 3. Wellness Tourism Individual Distribution in Hainan Province

Main Category	Subcategory	Basic types	Tourism resource monolith
A Landscape	AA Comprehensive Natural Tourism Land	Mountain Recreation Resources	Wuzhishan Scenic and Historic Interest Area, Bawangling Tourist Area, Hangluoshan Tourist Area, Parrot Mountain Tourist Area
		Beach Recreation Resources	Entertainment Zhizhou Island Resort Center, Yalong Bay National Tourist Resort, Haitang Bay National Resort, Sanya Bay Resort
Sky and Climate category	DB sky and climate	Shelter from cold climate health resources	Jianfengling forest cold shelter, Luhuitou Scenic area, seven Xianling hot spring cold shelter

Market (M) Analysis of Wellness Tourism Product Development

All products must meet market demand, and the elasticity of product demand affects consumer preferences. Before the development of health and wellness tourism products, the basic tourism market of Hainan Province and tourists' preference for health and wellness tourism products were analyzed first. Then, combined with the actual market survey, the group structure, behavioral characteristics, and preferences of tourists as well as their cognition and preference for health and wellness tourism were grasped, market segmentation and positioning were carried out, and targeted development of health and wellness tourism products was realized.

Concerning the annual number of overnight tourist arrivals and total tourism income in the Statistical Bulletin of Hainan Province's national economic and Social development from 2008 to 2017, [Figure 6](#) is drawn. It can be seen that by 2017, the number of tourists and total tourism income in Hainan Province had been increasing, and the total tourism income has increased rapidly in recent years. The overall scale of the tourist market in Hainan is large. The Tourism Commission of Hainan Province has determined that the development goal of the 13th Five-Year Plan is that by 2020, the total number of tourists in Hainan will exceed 80 million, and the total revenue of tourism will exceed 100 billion yuan.

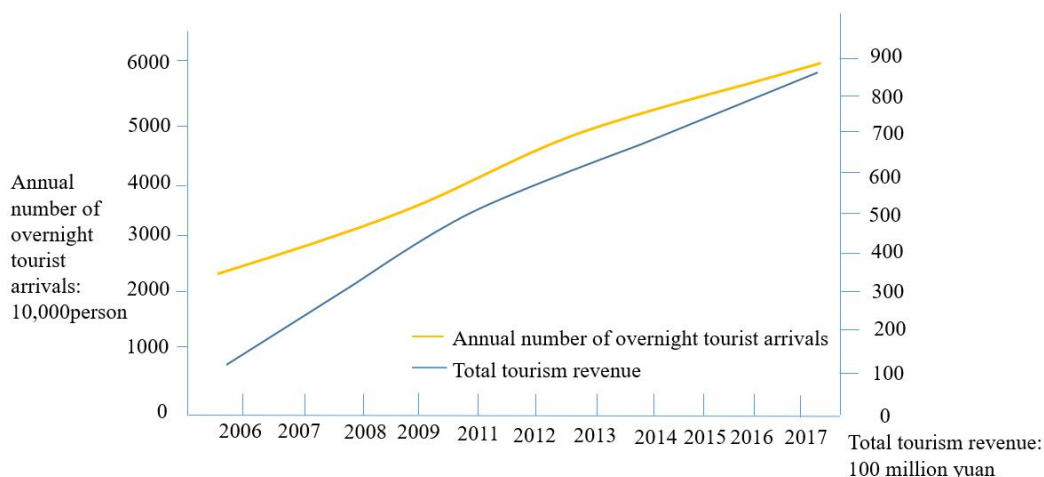


Figure 6. Distribution of Tourism Population and Total Tourism Revenue in Hainan Province

Function (F) Analysis of Wellness Tourism Product Development

The function of the product refers to an attribute of the product to meet consumer demand and is also the core competitiveness of the product. The function is not single, it has diversity, and hierarchy, consumers' need is generally a set of features of the product rather than a single function. Functions can be divided into core functions and additional functions. The former refers to the functions that the product can provide customers with basic utility or benefits, while the latter refers to the functions that the product can provide consumers with various additional services and benefits beyond the core functions. The core function of health and wellness tourism products is health and wellness function, and the additional functions are divided into physiological and psychological levels, including viewing function, leisure and vacation function, cultural function, and entertainment function (Heung & Kucukusta, 2013). Through the analysis of various functions of Hainan wellness tourism products, combined with the realization of various functions, the paper summarizes how to strengthen various functions in the process of product development, to improve the competitiveness of Hainan wellness tourism products (Horodnic, Williams, Windebank, Zait, & Ciobanu, 2021).

As can be seen from Table 4, the current health and wellness tourism activities mainly attract people over 35 years old. Therefore, the existing health and wellness products can be improved for this group of users, to retain existing tourists and increase the rate of re-visit. At the same time, the group under the age of 35 should be regarded as a potential market, combined with the interest of such tourists, you can consider adding appropriate health elements to the existing products, and expand the market by increasing the experience and interest. It should be noted that at present, more than half of the people still have no understanding of wellness tourism, so we should increase publicity efforts, improve marketing methods, and establish the image of the Hainan wellness tourism resort.

Table 4. Market Distribution of Healthy Tourists in Hainan Province

Structural Feature	Behavior Characteristic	Preference	Healthy Tourism Awareness
15-24-year-old tourist			
Higher Education, Golden Week Minor vacation, travel low income	Leisure holidays Sightseeing tours Rarely for healthcare	Prefer famous coastal/island scenic spots Little interest in health and wellness activities	More than half have not heard of wellness tourism and have not participated in healthcare
25-34-year-old tourist			
Higher Education, Golden Week Minor vacation, travel high income	Leisure holidays Sightseeing tours Random duration	Prefer famous coastal/island scenic spots Little interest in health and wellness activities	more than half have not heard of wellness tourism and have not participated in healthcare
35-44-year-old tourist			
Higher education, paid leave Minor vacation travel, high income	Give priority to leisure and Vacation Rarely for healthcare Stay 2-10 days	Enjoy relaxing by the sea Willing to spend 5000-10000 RMB on wellness tourism Prefer wellness tourism with family members	more than half have not heard of wellness tourism and have not participated in healthcare
over 45-year-old tourist			
Higher education, paid leave Minor vacation travel, high income	Give priority to leisure and vacation Rarely for healthcare Stay 2-4 days	Enjoy relaxing by the sea Willing to spend 5000-10000 RMB on wellness tourism Experience wellness tourism with family members	More than half have heard of wellness tourism and a few have participated in wellness tourism

Experience (E) Analysis of Wellness Tourism Product Development

The experience of wellness tourism products refers to the real feedback and feelings of tourists on wellness tourism products when they participate in wellness tourism activities, which is the result of the interaction between the subject and the object. Tourists obtain pleasure through the tourism experience and judge the quality of products by the degree of stealing pleasure. Therefore, mastering the experience types of wellness tourism products and improving the experience realization of wellness tourism products are necessary links before the development of wellness tourism products (Hunt & Harbor, 2019).

The social and economic characteristics of tourists affect their travel behavior and consumption level. By dividing tourists according to individual characteristics, we can better predict the scale of tourism and tourists' travel behavior. This is shown in Table 5.

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Product (P) Analysis of Wellness Tourism Product Development

Shown in Table 6, through the resource, market, function, and experience analysis of the development of health and wellness tourism products, this paper not only analyzes the feasibility of the development of health and wellness tourism products in Hainan Province but also understands the different needs and preferences of different market segments through market analysis. At the same time, it clarifies the strengthening needs of various functions of health and wellness tourism products in Hainan Province and combines the realization ways of different types of experience. This paper puts forward the corresponding development principles, ideas, product systems, and strategies for the development of wellness tourism products in Hainan Province.

Table 6. Tourist Purpose in Hainan Province — Visitor Age Cross Analysis Table

Age	Leisure Vacation	Sightseeing Tour	Cultural Exchange	Other	Recuperate and Recuperate	Business Exhibition
15-24	79.2%	61.1%	16.9%	7.8%	6.5%	2.6%
25-34	78%	46.2%	11.3%	9.2%	8.5%	9.9%
35-44	76.5%	35.3%	3.9%	3.9%	3.9%	9.8%
45-54	46.4%	32.1%	7.1%	28.6%	10.7%	0%
Age 55 and above	64.7%	23.5%	0%	17.6%	23.5%	5.9%

Leisure vacation is the main purpose of tourists to Hainan, of the 15-44 years people, not less than 75% of people choose this purpose; Next is the purpose of sightseeing, almost more than 50% of people aged 15-34 choose this purpose; the remaining several purposes choose relatively few tourists: in particular, more than 23.5% of people over 55 years old choose the purpose of "health and recuperation", the proportion is significantly higher than that of other age groups. Reflects the middle-aged and elderly people's attention to "health and recuperation" tourism: Among the 45-54 years, 28.6% of people choose "other" this option, the proportion is significantly higher

than that of other age groups, which may be the purpose of middle-aged people's "migratory bird" type tourism destination to buy a house.

HAINAN CULTURE WELLNESS TOURISM DEVELOPMENT STRATEGY

Integrating the Concept of Development and Enhance Cooperation Between Departments

The overall development of the wellness tourism industry can enhance the cooperative relations between the industries, break the division of labor between the sports sector, the tourism sector, and the health sector, and maximize the interests of various sectors within the sector. The development of industrial integration has also brought a new industrial model and effectively promoted the optimization of the industrial structure of Hainan wellness tourism. Adapt to the new challenges of supply-side structural reform to improve management practices and transform conceptual management.

Aligning the Interests of All Parties and Improve the Operational Mechanism for Integrated Development

In terms of profit distribution, the comprehensive development of sports and leisure tourism in Hainan Province must conform to the current health and tourism development mechanism of "government-led, market-driven and public participation". Gradually explore equitable mechanisms for developing the industry through the market and distributing benefits commensurate with the reality of each project. By integrating leisure sports resources and wellness tourism resources within the province, the government of Hainan makes statistics with modern technologies such as big data blockchain and forms corresponding platform websites or mobile APP application software through the development of network technology, which provides convenience for social and individual subjects to inquire about corresponding public service activities and leisure and health activities.

Catering to the Development of the Times and Help the Construction of Wellness Tourism Bases

As the beneficiaries and feedback of the achievements of the integrated development of the health care industry and the tourism industry in Hainan Province, the individual subjects of the integrated development can cover all the individuals who benefit from the integrated development, and these individual audiences not only enjoy the achievements brought by the integrated development but also play a certain role (Bowers, 2016). Positive feedback will help the deep integration of leisure sports and wellness tourism industries in Hainan Province. From the perspective of ethnic sports inheritors, there are the Miao ethnic group, Hui, Zhuang, Li, and other ethnic minorities in Hainan, and these ethnic minorities have traditional ethnic sports such as throwing hydrangeas and playing top, and each sport has regional inheritors in some ethnic populated areas. Under the background of the integrated development of Hainan's health care industry and tourism industry. The inheritors of the traditional sports of all ethnic minorities in the province should actively grasp this opportunity to carry forward the traditional sports of their ethnic groups, help the construction of integrated development, and constantly enrich the content of integrated development.

CONCLUSION

Integrating the Concept of Development and Enhance Cooperation Between Departments

From the perspective of the development of tourism at the present stage, folk village tourism with national characteristics and regional culture has gradually begun to have a certain market. This paper takes the Miao ethnic group folk culture of that village in Sanya City, Hainan Province as the research object and the promotion of that folk culture to the development of rural tourism as the research purpose. By combining quantitative and qualitative methods, this paper analyzes the main problems existing in the tourism development of that village and summarizes the solutions based on the characteristics of the Times and social development trends.

As an international tourist destination, Hainan has its own unique cultural tourism charm and the advantages of national policy support. But most people only know Sanya, Haikou, and other places, and do not care about other places some of the Miao ethnic group customs villages and towns in Hainan are beautiful scenery, special customs, and simple folk customs, to be developed. In recent years, one of the hot spots of tourism is folk culture, people have begun to like this form of tourism more and more. The Miao ethnic group culture, which represents the folk culture of Hainan, has irreplaceable and remarkable characteristics. The protection and development of the Miao ethnic group folk culture is of great help to the construction of international tourism island and the development of the Hainan minority economy. RMEFP framework is suitable for exploring the cultural and healthy tourism model of Hainan, and has important reference significance for the future

development of cultural tourism. Tourism regions can refer to this model to derive their own characteristic tourism brands. At the same time, folk culture in our traditional culture is also a gorgeous chapter, as one of the development directions of domestic tourism, we should actively expand the local tourism market, publicize national culture, and promote the influence of different nationalities.

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ETHICAL DECLARATION

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