

Study on the Development Potential of Wellness Tourism Industry in China

CAI LI¹, Ann Dodor², Felix Opoku Boabeng³

¹Professor and PHD Supervisor, School of Management, Jiangsu University, Zhenjiang, China

²Phd candidate, Innovation Management, School of Management, Jiangsu University, Zhenjiang, China

³Master, Innovation Management, School of Management, Jiangsu University, Zhenjiang, China

ABSTRACT

Wellness-tourism industry is from the integration of Health and Tourism industries, which is the important branch of the health industry with the following characteristics: the higher product added value, the larger profitability, the stronger industrial collaboration and industrial chain base and extension of power and other features. Moreover, Wellness-tourism by industry associations to create horizontal relations between its necessity and advantage, continues to extend the industrial absorption and the tension in large industrial networks and longitudinal on the chain, which has a strong industry cluster development potential. But at present China wellness-tourism existed problems such as products design single, weak brand, lack of innovation, so as soon as possible to promote wellness service reform, to deepen the industrial chain of tourism industry divisions, to enrichment the types of projects and products, to enhance market integrity system and environment construction.

Key words: *wellness tourism, value chain, industry chain, driving force*

I. BACKGROUND

Wellness tourism in Western developed countries is in the leading status, starting series is mainly aimed at diseases of civilization, influenza and derived from the related disease prevention, maintaining physical and mental health practice and research. It introduced the Wellness tourism in many countries, such as Cuba and India was a great success and, in particular, neurasthenia and other diseases combined with tourism an increasingly changing people's concept on health.

In China, Report of 18th Five plenary session Communique putted forward to build "healthy China" as China national strategy, the "great health" concept is integrated into the concept of governance of the Government at all levels. Release of the policy dividends, the "health" industry leading the wave of new round of economic development, involving medical products, health products, nutritional supplements, medical devices, health, health

¹[Funds]: [1] Study on the association between urban population ecological service and the quality of life of Jiangsu province (No.: 2014SJB801), Jiangsu Province Department of Education College of philosophy and social science project.[2]Formation, evolution and development strategies of the self-organization behaviour (No. 16BGL028), the National Social Science Fund; [3] Study on the bottleneck and innovation of Jiangsu provincial intellectual capital of small and medium enterprises in post industrial era (serial number: 14JD009), Jiangsu Provincial Social Science Fund project.Acknowledge Hereby! Cai Li, Professor, PhD, Management Science and Entrepreneurship Research, School of Management, Jiangsu University, Zhenjiang, China.school of management,gscaili@ujs.edu.cn.

² Ann dodor, both are PhD candidates of School of Management, Jiangsu University, ³Felix Opoku Boabeng, bopokufelix@ymail.com, mastercandidate, School of Management, Jiangsu University.

management, health counseling and other closely related areas of production and services and human health. By 2016, health industry will reach more than 3 trillion Yuan in China, ranked first in the world³. As information technology and Internet "+" led and consumer upgrades, many emerging segments of the health industry in a great blue ocean⁴, opportunities for further development, in particular in the following areas: Wellness tourism, health management, online medical, intelligence, medical, genetic sequencing, and so on. Among them, the Wellness tourism due in 2014, the State Council on promoting the reform and development of the tourism industry opinions⁵ and 2015 on the further promotion of investment in tourism and consumer opinions⁶, it is charged with important opportunities for development. Around the higher added value, profitability and greater Wellness tourism products, and create synergies with many industries, industrial chain based on far-reaching, barriers to entry are modest, technical requirements are not high, so this article will focus on health research the potential for tourism development.

II. BASIC REVIEW

2.1 Concepts

In Europe and the United States, Wellness, the vocabulary produced in 1961, proposed by the American physician Halbert Dunn, Wellbeing (happiness) and fit-Ness (health) combined. Halbert Dunn doctor thought it was an abundance of self-satisfaction to a higher State of health. This concept by Ardel, Travis and other writers used in health-related publications, Travis emphasized the dynamic nature of health, that the process is a kind of State of health, and attitudes, rather than a static state. Adams (2003) proposed that a regimen of four basic points: ① health is multidimensional and more space. ② Health research should base on care, health-oriented rather than disease pathology. ③And it is relative, subjective, perceived health. PuczkoBachvarov put forward the seven dimensions of health, including the social, physical, emotional, intellectual, environmental, spiritual and vocational; some scholars believe that spirituality is central to health, ranging from the extraordinary existed outside of my social self, is the relationship between man and the universe⁷.

In China, Wellness tourism is the way, which widely understood to refer to select locations for health purposes, arrange the content and progress of tourism, its emphasis on diet, fitness, entertainment and many other areas, prompting casual players try to keep the balance of the body's functions, to ensure the mental and physical health. Suitable for people of all ages to participate in it, but is not limited to the elderly to participate in. Due to Wellness tourism involved of products and the service supply source different, mainly involved including: travel agency, traffic sector, catering, hotel, scenic attractions, tourism store, and leisure health holiday Center, and rehabilitation center. Wellness tourism core enterprise, also associated to agricultural, and garden, and building, and insurance, auxiliary

³Data from <http://www.ocn.com.cn/zt/jiankangzhongguo.shtml#block2>

⁴He Qiang, Zhao Tao. The influence of blue ocean strategy on enterprise competitiveness under co evolution theory [J], management observation, 2016 (4).

⁵The views put forward to the positive development of leisure tourism, promote the formation of specialized elderly tourism service brand, development and characteristics of medical, rehabilitation, beauty care and other medical tourism, Wellness tourism is a segment of the industry of medical tourism. .

⁶Opinions clearly pointed out that vigorously develop leisure tourism products. Encourage social capital to develop hot springs, skiing, coastal, island, mountain, health and other leisure travel products.

⁷<https://baike.baidu.com/item/%E5%85%BB%E7%94%9F%E6%97%85%E6%B8%B8/1381045?fr=aladdin#1>

industry and the sector, so, from whole process view, Wellness tourism is by different industry composition has a chain-like structure.

Wellness tourism in our very popular in recent years, due mainly to the launch and rapid growth in the field of specific needs. Related research (cycle, 2012; Wang Shuman, 2015) got many findings, specifically is China population income level and consumption level of upgrade, their leisure holiday pattern and the market formed, and the latter widely radiation to overseas market. The consumption demands of middle and older people concern point's fusion tourism, medical and longevity. Especially, the demands transform health consumption force increases and increasingly enhanced and health catering consumption requirements high, which requirements for much better places of ecological health promotion, and so on.

It mainly bases on resource: one is the primary natural resources, including air resources, climate, plant resources, water resources, and so on. Second is the culture of health resources, including health folklore and culture sites, which can divide into two types: one is the longevity of community residents in special villages formed by health folklore; another ethnic minority in diet, living habits formed by a unique way of health. Health culture of the latter remains mainly the health culture of celebrity, religion-related sites (Chen Yongtao, 2014). Seen from the product categories, in accordance with the Division of tourism resources to rely on (Ye Chun, 2014), can be classified as forest Wellness tourism products, water, the mixed Wellness tourism products, waterfront Wellness tourism products. If viewed by the health-keeping function, it evolves into Wellness Health Ecology, rehabilitation, health science and wellness culture experience by different types, subjects. Until now, the study on definition of Wellness tourism continues to deepen.

2.2 Features` Analysis of Wellness Tourism

Wellness tourism is increasing health demands and cultural force booster, cooperation between enterprises under the background of competition industry development mode of delivery (Wang, 2008; Ma Run, 2010; Xu Xingan, 2011; one, 2015), has distinctive features, are as follows.

First feature: Wellness tourism destinations have higher requirements of climate and environmental comfort. Consumption requirements in terms of the crowd, to tend to their destinations more pleasant climate, better quality of life, the environmental health of the region.

Second feature: Wellness tourism and cultural traits have a close relationship. In China, the impact of factors such as the level of economic development and traditions, history, culture and conservation of tourist areas are more likely to be the ideal choice for health purposes.

Third feature: both higher income and Wellness tourism group travel spending. Currently, China's annual tourist arrivals has reached total number of older persons above 20%. National seminar on tourism industry development promotion data released showed that consumption of the elderly population has great potential in China, by 2020 the consumption of China's elderly population reached 3.3 trillion yuan in 2030 and spending power of the elderly population will reach 8.6 trillion yuan⁸.

⁸2015 Seminar on urban tourism development strategy in China, <http://travel.people.com.cn/GB/211392/391838/index.html>.

Fourth Feature: Wellness tourism groups staying in tourist destinations for a relatively long time. For example, typical old-age tourism model--China's Ministry of Civil Affairs launched an offsite interactive old-age for China aging Development Foundation has been actively promoting this model to design for 15 days to 3 months, or even up to half a year or so.

Fifth feature: Wellness tourism industry and industry development perspectives are good complementary inclusive. Due to their interdisciplinary integration, relevant features are complementary, able to meet the total demand, resource use, product and marketing to achieve the inclusion of parts to a whole, and with different areas of their respective independence. Moreover, strong adhesive between the Wellness tourism, quality of service, environmental appeal, and auxiliary support stimulates consumer groups such as high rates of complex tour.

From the top, long Wellness tourism industry chain and value chain wide, coverage more associated factors; the market is subject to many, it has great potential. Practice in specific industries and enterprises, health and tourism integration development and gradually formed the following 6 categories of consumer demand (chart 1), and boost related industrial enterprises cluster development.

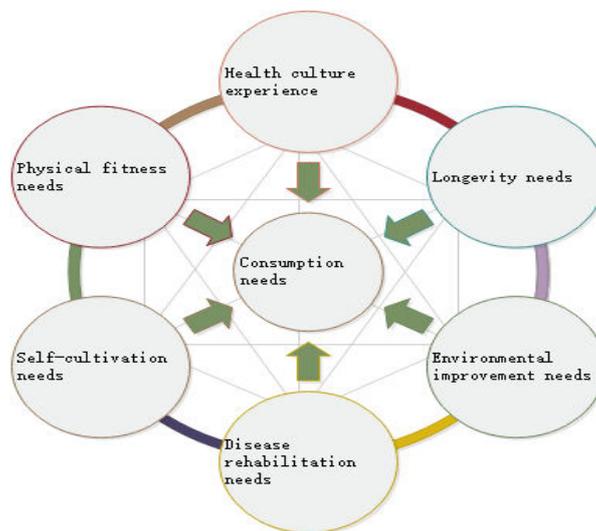


Figure 1 Wellness tourism integrated consumer demands chart

III. STRUCTURE OF WELLNESS TOURISM INDUSTRY AND VALUE CHAIN

3.1 Integration of Wellness tourism industry situation

Health market and tourism industry evolved out of a combination of different categories. Combined with the large number of Chinese practices and related research (Ai Bing, 2014; Li, 2015; Hu fan, 2015; Xiaoyuanping, 2016), the following sorting out the status quo about the health market development.

Wellness originally belongs to health industry, so along with the health consumption needs and service modes, which divided into two big classes: medical and non-medical health service. With the four basic industry groups, Wellness built in fact by different parts, for instance, from medical service institutions for subject of medical industry, medical devices and other medical supplies sales. If from subjects of medicine industry, which is especially for drug produce; but for the health food, health products sales for subject of traditional health products industry; to personalized

health detection assessment, existing something like advisory service, rehabilitation and conditioning guarantees the promotion of health management services industries. From the process to the value chain of tourism industry, there is many potential opportunities for integration with other industries, in reality, health already abroad meanings, which has moved from medical, pharmaceutical, health care, health services embedded into every aspect of the tourism industry. Therefore, the form of fission to produce many kinds of Wellness tourism development: cultural slim tourism, Wellness tourism, medical tourism, ecological tourism and other sectors, the development of a "Octopus" projects or associated products are intricate and colorful. Here, based on actual development has combed the typical architecture of the Wellness tourism industry, as shown in Figure 2.

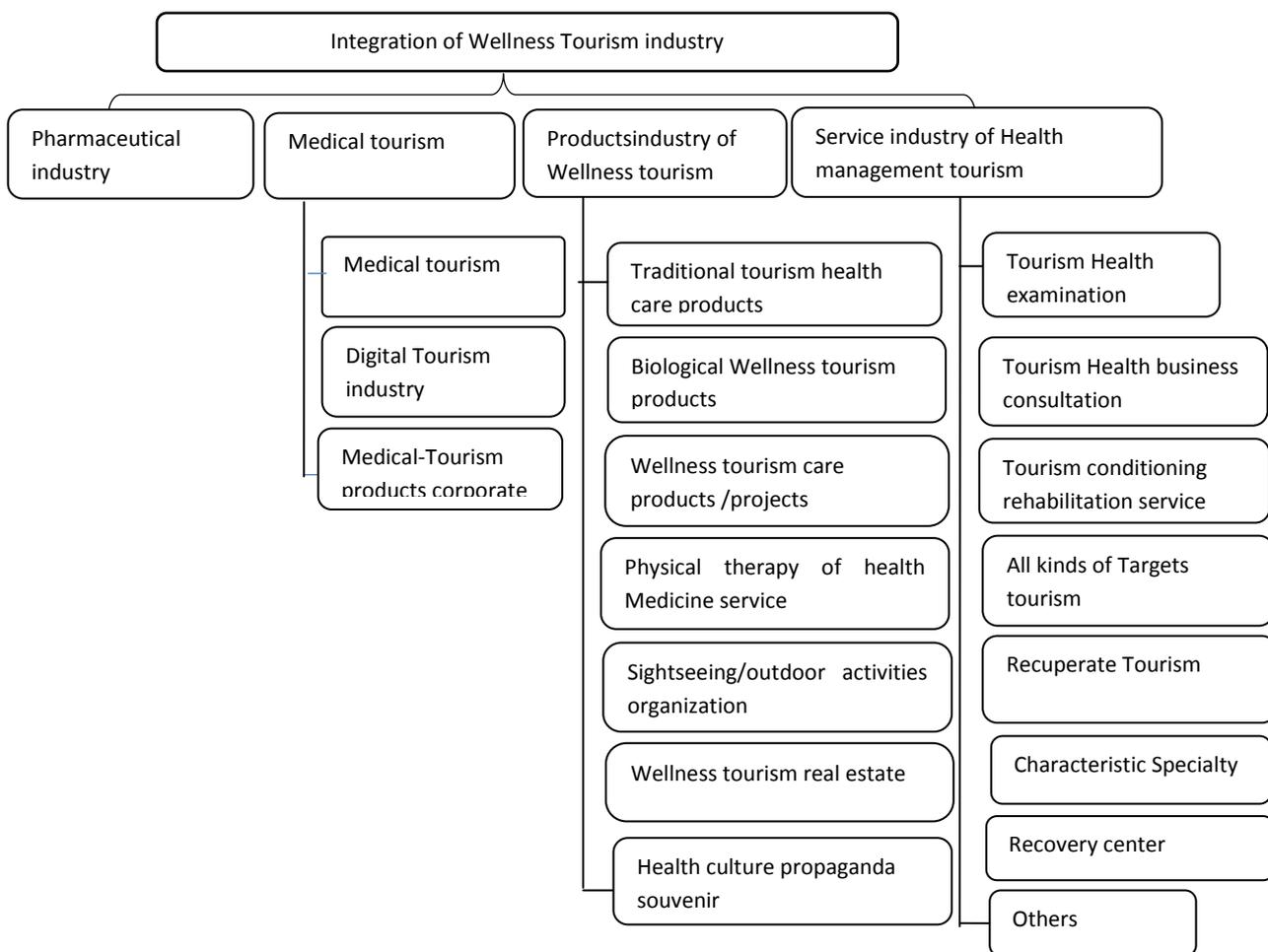


Figure 2 Wellness tourism industry status quo structure

3.2 Value chain of Wellness tourism industry

From the above, fused to form the health and tourism market segments and deeply embedded in people's lives, involved: pure natural resources and health market, scenery and culture tourism; Wellness tourism souvenir market; Wellness tourism market; Wellness tourism market value stream integration formed a new, integrated content here as in Figure 3.

Based on above the subdivision field of specific practice, derivative has types range of specific products and service programme, through health institutions and culture institutions or tourism institutions passed market value. General individual is through using these industry window and some related support conditions provides by Government. Gradually, the evolution from Wellness tourism market of customer to produce the payment flow, and the nature of value chain for this completed Wellness tourism is the value feedback system built.

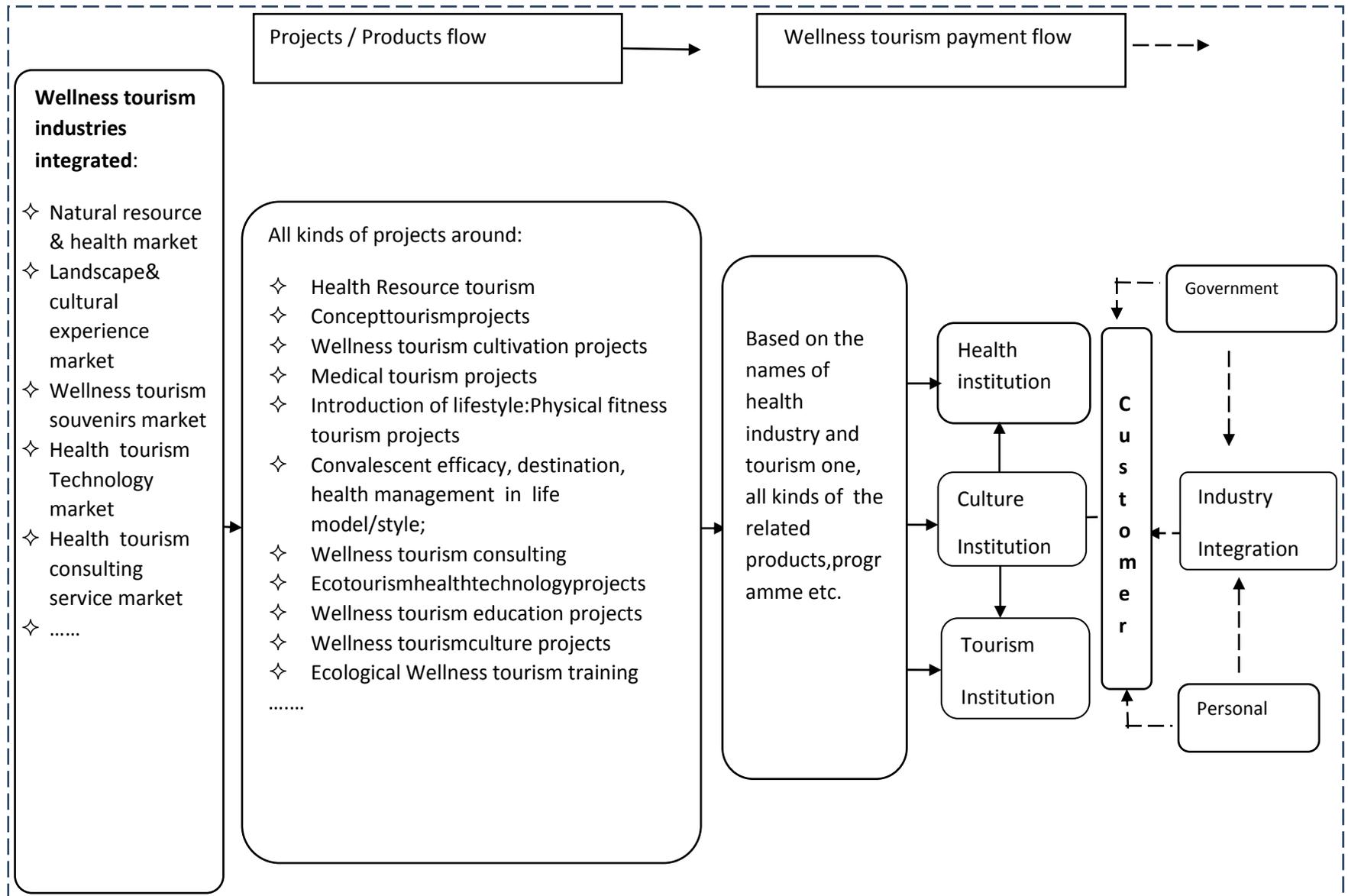


Figure 3 current state value stream in the subdivision industries of Wellness tourism industry

IV. ANALYSIS OF PRESENT SITUATION AND POTENTIAL OF WELLNESS TOURISM IN CHINA

Determining whether an industry has development potential, and can be based on two basic aspects: one is a trade industry on the relationship between (lateral) Association reflects necessity and advantage; the second is the industry in large industrial networks and chain (portrait) showing the absorption and tension.

4.1 Present situation and potential of Wellness tourism

From the above analysis, mainly to meet the demand for Wellness tourism products: longevity, physical fitness and exercise, body care, repair, health, life or health of cultural experience. At present relates to the specific types are following: health spa forest Wellness tourism and coastal tourism, Wellness tourism and other projects. However, the caliber of public statistics in China does not provide Wellness tourism strictly corresponds to the data item. To judge its basic development status, here data mainly from 2016 China Statistics Yearbook, except the parts of entry tour, Hong Kong and Macao entry tour. Tourism market scale of Domestic tourism near 5 years total spent annual growth 15%, rendering line rose trend, has huge of development potential, as 2015, achieved international tourism exchange income reached 113.65 billion dollars; domestic tourism total spent has reached 3.4195 trillion yuan, see Xia table 1. Moreover, tourism to the tertiary industry, the contribution to GDP is also very significant, as shown in table 2.

Table 1 2011–2015 general situation of China's tourism development

Index	2015	2014	2013	2012	2011
Number of travel agencies (units)	/	26650	26054	24944	23690
Total number of star rated hotels (units)	/	12803	13293	12807	13513
Number of domestic residents leaving the country (10000 passengers)	12786	11659.32	9818.52	8318.17	7025
Number of domestic residents leaving the country for private use (10000 persons)	12172	11002.91	9197.08	7705.51	6411.79
Domestic tourists (10000 passengers)	400000	361100	326200	295700	264100
Foreign exchange receipts for international tourism (US \$million)	113650	105380	51664	50028	48464
Total domestic travel expenses (100 million yuan)	34195.05	30311.9	26276.12	22706.2	19305.4

Data source: National Bureau of the 2016 China Statistical Yearbook.

Table 2 Contribution rates of Industries to GDP

Index	2015	2014	2013	2012	2011
GDP(100 million yuan)	689052.1	643974.0	595244.4	540367.4	489300.6
Contribution rate of 1st industry to GDP (%)	4.6	4.7	4.3	5.2	4.2
Contribution rate of 2 nd industry to GDP (%)	42.4	47.8	48.5	49.9	52.0
Contribution rate of 3rd industry to GDP (%)	52.9	47.5	47.2	44.9	43.8
Total domestic travel expenses (100 million yuan)	34195.1	30311.9	26276.1	22706.2	19305.4
Accounting for GDP (%)	4.96	4.71	4.41	4.20	3.95
Total domestic travel expenses of urban residents (100 million yuan)	27610.9	24219.8	20692.6	17678.0	14808.6

Index	2015	2014	2013	2012	2011
million yuan) Accounting for GDP (%)	4.01	3.76	3.48	3.27	3.03
Total domestic tourism expenditure of rural residents (100 million yuan)	6584.2	6092.1	5583.5	5028.2	4496.8
Accounting for GDP (%)	0.96	0.95	0.94	0.93	0.92

Data source: National Bureau of the 2016 China Statistical Yearbook.

However, it is difficult to collect accurate description "Wellness tourism" and culture, health and health care, and advice of proprietary data. Here can only judging by their outline health data. China big health service aspects of five big industry group respectively has: a is to medical service institutions for subject of medical industry; II is to drug, and medical devices, and medical supplies sales for subject of medicine industry; three is to health food, and health products sales for subject of health products industry; four is to health detection assessment, and advisory service, and conditioning rehabilitation and guarantees promote, for subject of health management service industry; five is health pension industry, see Table 3. Table 3 shows: health service parts, almost 5 years, with an average annual growth rate as high as 30.5%; health products industry growth average as high as 33.23%. Basic presumption is that of health-related industries grew 2-3 times higher GDP growth in recent years, which shows high quality prospects.

Table 3 2009-2015 industrial structure of China's health service (billion)

Year	Medical industry	Pharmaceutical industry	Health care industry	Health management services	Health Wellness	Total
2009	1717	9539	450	432	3399	15537
2010	2133	11849	609	518	4199	19308
2011	2746	15255	856	622	6444	25923
2012	3246	17083	1131	746	7709	29915
2013	3913	20593	1579	896	10382	37363
2014	4432	23326	2055	1075	14100	44988
2015	4850	25842	2500	1290	16303	49985

Combined with the WTTC (World Tourism Council) forecast⁹, by 2015, China's tourism revenues to total GDP reached 5.91% and 2011-2020, China's tourism industry directly and indirectly promote industrial output real growth (adjusted for inflation), to reach 9%, the highest in the world. Other factsshowa series of advantages in the development of Wellness industry,for instance, firstly, the urbanization rate has reached 56.1%, meansan annual rapid rate of 0.8%-1% in progressing. Secondly, the residents' per capita income growth rate is more than 10%, Thirdly,China now widely provides theaccurate system for poverty alleviation and poverty reduction. Fourthly, China people has a lot of international experience of tourism. Therefore, for general people live will soon enter into thesenior

⁹<http://www.chyxx.com/industry/201610/459995.html>

stage of urban community, which promotes the leisure travel become an important consumer of urban society model. Related research institutions, it was estimated¹⁰, Wellness tourism by 2020 from the current scale the size of about 2 trillion increase to 4 trillion, 2050 will be the size of over 16 trillion will be no doubt that new economic growth point.

4.2 Analysis on Wellness Tourism Industry Chain and Cluster

Wellness tourism market potential also reflects in a flexible and extensible industry cluster effect. Conceptually speaking, industrial chain is built around core businesses, through the control of information flow, logistics and fund flow, starting from procurement of raw materials, intermediate products and final products made, and finally by the sales network of products to consumers suppliers, manufacturers, distributors, retailers, even until the end user into a whole network structure. General industrial chain concludes: research and development of a product (R&D), production or manufacturing, distribution and Exchange, supply and consumption of services. In this chain of four sections, each section of work completed by the corresponding organization.

Relationship links in the health industry chain has the same general industry rules are based on information flow, logistics, capital flow control and management to achieve the added value. Information flow, logistics, capital flow in the chain can be either one-way or two-way; there is greater flexibility of the cross-border integration, interdependence and indivisibility on links. The products research and development of Wellness tourism is based on the technology of production (or manufacturing) to meet consumers of needs, which provides the material guarantee and quality, and also is the base of products circulation and exchange, which provides has material base for Wellness products circulation and Exchange, connecting as the bridge between health products and tourism consumers. Wellness tourism service and products consumption is achieved value proliferation of key. Because of the longer old-age tourism industry chain, according to research on the long tail theory (Tang Haijun, 2009; Huo Bing, 2015), its value to achieve a great long tail on the front of all aspects of compensation and profit return.

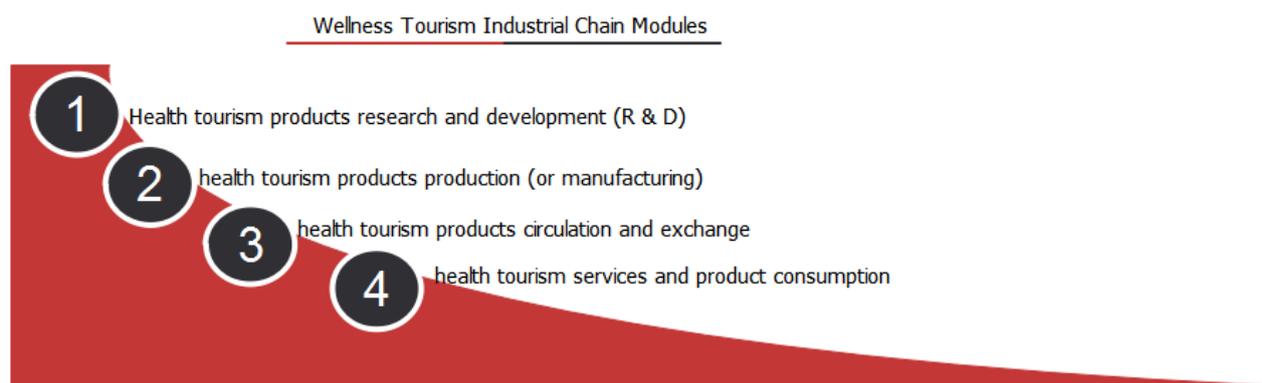


Figure 4 Wellness Tourism Industrial Chain

Therefore, the cluster of Wellness tourism is also obvious. Conceptually speaking, Industrial Clustering is a group of geographically near to each other's companies and affiliates; they are in or related to a specific industry, link together to form due to the commonality and complementarily mode of collection. It emphasized geographic

¹⁰http://finance.ifeng.com/a/20161217/15084839_0.shtml

clustering for the significance of the productivity and innovative capacity. Combined with the previous analysis, Wellness tourism clusters are as follows.

① Wellness tourism is composed of health products and services in the market, product sources, channels can be shared, with similar, between enterprises within the cluster in the product design, production and sales, market development value chain coupling.

② Industrial cluster agencies to achieve effective coordination for the win-win goal. In the upstream and downstream value chain and associated collaboration, Wellness tourism chain businesses around development, venture capital and control, delegates and other associated activities, either directly or indirectly. For example, associated with these Divisions, cluster effect happens on some collaborative participation value chain of all value-added activities. Cluster internal of single economic organization can close a class specific resources (including products, and human, and information resources) and shared system resources and public resources to make each cluster, their members are can down the cost to use complementary assets in order to achieved individual flexibility and scale economic, and range economic in the of benefit. Directly or indirectly, value chain collaboration can achieve resource elements accumulate and idle, continuously enhance market competitiveness, and even whole clusters of scale advantages.

③ A loose spatial clustering. Accumulation of the pursuit of saving resource consumption of traditional industries, Wellness tourism, in contrast, it needs more loose, broad and longer-lasting consumer experience. Through information technology efficient management of mutual coordination and mutual added, Wellness can upgrade by its industry chain value of market reaction, by effective completed value segmentation, by reduced trading cost, by improving industry innovation efficiency. Orby maximizing extends and achieved market value-added, by promoting regional range economic effect, value-added effect, and accelerated effect, and agglomeration effect and radiation effect, promoted resources of effective integration and organization recycling, promote innovation drive force of formed.

④ Wellness tourism has very strong consumer base, resource gets wider. According to the conclusions of ageing (Tan Shulin, 2011; Liu Huajun, 2014; Zheng Wei, 2014), our aging population has exceeded 160 million and increase to nearly 8 million annual rate, by 2050, China's aging population will reach a total population of one-third, and more critical. Due to the influence of people's behavior and life expectancy, Wellness tourism breaks the boundaries of common sense, older concept of health, from the coverage of population by age, sex, family background and view on life, communication and other aspects of social groups widely expanded. From the resource acquisition, distribution is extremely broad in China's tourism market, in particular has a certain size of the Pearl River Delta, Yangtze River Delta and other regions and health market, and radiation to the overseas market. From above, integrated above potential analysis, can think China Wellness tourism from consumption based, and resources gets, and industry chain cluster aspects are has widely and solid of based, market potential huge, main performance in following three aspects: a is tourism has development became a set food, and live, and line, and tour, and purchased, and entertainment for one of more industry State industry group, market scale fast expanded, and big health 2014 years of industry scale has up 2.5 trillion Yuan, 2011-2014 are composite growth 16.03%. Second, higher margin. Health sector 2010-2014 annual sales have reached 20.8%, faster than the industry average. The former analysis, endowment value chain of tourism

open achievements of its high value and high return. Three ductile strong. This supply of consumer based products, objects, properties, characteristics, social collaboration, optional regions, but all are evident.

In a word, Wellness tourism different from the general tourism, because it is based on the ecological recourses. Due to the health industry development, the archived modes rapidly many types, including: *sightseeing amusement + health activities, technology tourism + health, health culture + tourism, technology medical + tourism.....* which promote all kind of collaboration from tourism enterprise and pension institutions, across area, time ,and ways. Finally, to produced "1+1>2" of effect, it promotes products innovation, and technology innovation, and market innovation, and management innovation, on other enterprise or value chain link has model effect, and "extrusion effect", and "Multiplier effect."

V. SUGGESTION

In China a lot of practice of Wellness tourism industry have the following problems:○,1 their products are not rich, weak support mechanisms and measures. For example, some tourism travel stress, activity, strength, not suitable for the elder;○,2 The similar product development, planning and design are too extensive, or lack differentiation is not apparent, weak innovative ability. For example, the old-age tourism resources and development direction of the project to be innovative, apart from the outside hot springs health, forest health, many rushed to imitate or follow the planning and design, in some actual operations or simply there is no planning and design. So the lack of innovation in this regard. ○,3Weak Association of industrial chain is obvious. At present, the Wellness tourism industry chain from the scale, management, topics introduce only tourist class hierarchy; do not work well with health resources and culture.○,4 Branding is not prominent, national, global and regional Wellness tourism and tourism businesses still lack the brand is not enough. ○,5The related systems need to be improved.

To this end, the development should promote its services from the following aspects:

Firstly, to advance the reform of health service system as soon as possible. Only the perfect health care different settlement systems rapidly, major institutional barriers reduce Wellness tourism to promote cross-region transfer and renewal. Secondly, from the special security mechanism in flexible ways to support Wellness tourism: including rental paid leasing supplies. Third is the standardization of the Wellness tourism products supply system and to improve its service industry standards. China 2016 National Tourism Administration already issued the travel agencies industry standard of tourism service standards, greatly enhanced tourist pension service specification. The future needs to build up a comprehensive tourism legal guarantee system for old ages. Fourth is to develop the innovation fund guarantee mechanism, it can take investment funds, public financing, venture philanthropy, PPP models and bring capital investment, vigorously with Wellness tourism infrastructure services.

Second, actively to promote the Wellness tourism industry chain through the detailed division of labor and cooperation and industrial cluster effect. At present, the Wellness tourism appears more industrial complex project, lack of proper support. To be sophisticated, specialized and brand direction there is a big obstacle, industry chain development is incomplete, insufficient growth effect of industrial clusters.

Thirdly, abundant Wellness tourism project and product type. Innovation of Wellness tourism development patterns, products, consumption patterns. For example, in addition to traditional sightseeing, wellness, vacation, short-term experience, health care, family aggregation type should also be innovative.

Finally, to strengthen the credit system of Wellness tourism market and environment, including exploring the establishment of credit system to evaluate Wellness tourism market, from norms of openness, equality, access and exit system to the matched standards of the rating system for the better the service quality of the credit system. To enhance the standardization level of service specialization is the key to stimulate the enthusiasm of social forces to participate in, gradually benefit for forming a virtuous competition, survival of the fittest for creating a better social service environment.

Acknowledgments:[1] Study on the association between urban population ecological service and the quality of life of Jiangsu province (No.: 2014SJB801), Jiangsu Province Department of Education College of philosophy and social science project.[2] Formation, evolution and development strategies of the self-organization behaviour (No. 16BGL028), the National Social Science Fund; [3] Study on the bottleneck and innovation of Jiangsu provincial intellectual capital of small and medium enterprises in post industrial era (serial number: 14JD009), Jiangsu Provincial Social Science Fund project. Acknowledge Hereby!

REFERENCE

- [1] Ai Bing, big health industry feast opens [J]. enterprise observer, 2014, (8)
- [2], Ai Bing, Liu Guoen. The three largest investment directions for the big health industry, [J]. enterprise observer, 2014, (8)
- [3] Chen Yongtao, Tan Zhi. Analysis of the concept of Wellness tourism [j]. Business times, 2014, (7).
- [4] foster a large health industry, [J]. high technology and industrialization, 2013, (7)
- [5] Hu fan, Du Xiaolei. Analysis of the prospects and trends of China's large health industry [J]. China management information, 2015 (22)
- [6] Hu fan, Du Xiaolei. Analysis of the situation and Countermeasures of China's large health industry [J]. management, 2015 (32)
- [7], Huo Bing, Zhang Yanliang. Driving factors and Strategies of Internet Financial Development -- Based on long tail theory, [J]. macro economic research, 2015,02:86-93+108.
- [8] Li, Ning Jiong, Yu Ziping. Wellness tourism development research based on Taoist culture – a case of Jurong Mao Shan scenic area (in English) [j]. Journal of Landscape Research,2011,(6).
- [9], Li Jiang, Liu Wenlei, Liang Yu. Analysis of total factor productivity of China's great health industry [J]. China population, resources and environment, 2015, (S2)
- [10], Liu Huajun, He Liwei, Yang Qian. Spatial disequilibrium and dynamic evolution of population aging in China: 1989~2011[J]. population research, 2014,02:71-82.
- [11] ledTasly healthy industry fund total size of 5 billion yuan fund-raising [J]. China strategic emerging industries, 2015, (24).
- [12] Mr. Evan Qiu Mei. Study on rural Wellness tourism development [j]. Agricultural economics, 2015, (3).
- [13] moves forward in the field of big health industry, [J]. Yunnan science and technology management, 2014, (3)

- [14] one, field, Xu Xingan,. Classification and evaluation of tourism resources in health system [j]. Ecological economy, 2015, (8).
- [15] Qin Yulong, Zhou Bo, Zhang Li, NiuYali, Zhang Hong, Tian Baoyue, Wang Xin, Liu Yuxuan. Brand culture to support the Tianjin health industry cluster [C]. the Eleventh National Symposium on history and literature of Chinese medicine in.2008
- [16] Runhua Ma, Cao Yanying, China. Wellness tourism development conception of ecological economy [J]. (Academic Edition), 2010, (2).
- [17], Tang Haijun, Li Fei. Long tail theory. Review and Prospect of current research. [J]. modern management science, 2009,03:40-42.
- [18] Tan Shulin, JiaXiangdan. Clustering analysis [J]. Heilongjiang foreign trade differences in population aging regions of China, 2011,06:68-70.
- [19] the frequency,, and. Review of the domestic research on Wellness tourism [j]. Travel Forum, 2012 (1).
- [20] Wang Shuman, Cheng Jinlong, Wang Louyao,. The zone Wellness tourism development under the background of ecological civilization [j]. Study on land and natural resources, 2015, (1).
- [21] Wang Lingwei, Peng Yang, Zou Citing. Nearly 15 years ' summary of Wellness tourism in China [j]. Market Forum, 2013, (9).
- [22], Wang Yan. Comparison of basic theories of Wellness tourism at home and abroad [J]. technical economics and management research, 2008, (3)
- [23] Xu, Xingan. Study on development of Wellness tourism [D]. Yunnan University: Yunnan University, 2011.
- [24], Xiao Yuanping, Wang Weijie. Study on the inheritance and protection of folk medicine in the background of big health industry [J]. Journal of South-Central University For Nationalities (HUMANITIES AND SOCIAL SCIENCES), 2016, (4)
- [25] yechun, Li Yuanni, boosted. Wellness tourism in the perspective of the theory of traditional Chinese medicine resources, classification and evaluation of research-case study of Wellness tourism resources in Guizhou Province [j]. Journal of Hainan Normal University (natural science Edition), 2014, (4).
- [26] Yu Yiwu. Sustainable development of Wellness tourism development [C]. 2010, Second China senior health care industry forum (.2010)
- [27] Yang Lianfeng. The economic analysis of long tail theory [J]. ecology and economy, 2010,12:28-31.
- [28] Zou Fenglian,. Thoughts and measures of Wellness tourism cluster [j]. Business Manager, 2014, (17).
- [29] Zhang Jinxia, Mrpeace. Ecological study on the core competence of Wellness tourism – in spirit Long Xia (Beijing yunan) ecological Wellness tourism as the example [j]. Journal of jiangnan University (Social Science Edition), 2009, (3).
- [30] Zhao Yunyun. Study on the development of Wellness tourism cluster based on industry integration theory [D]. Zhejiang Gongshang University: Zhejiang Gongshang University, 2011.
- [31] Zheng Wei, Lin tiger, Chen Kai. The characteristics and the trend of ageing population Chinese on economic growth in the potential impact of [J]. quantitative and technical economics, 2014,08:3-20+38.
- [32]21CN. 2015 will usher in the golden age of China's big health industry, [J]. Qinghai science and technology, 2015, (5)Taikang