

# Research on the Development of Health Tourism in Luding County Based on RMP Analysis

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**Abstract:** This study uses the RMP analysis method to systematically analyze the health tourism resources, market and products in Luding County. Through literature research, field research and data analysis, the resource endowment, market potential and product status of health tourism in Luding County were evaluated. The study found that Luding County has rich natural resources and unique cultural heritage, and has a good foundation for the development of health tourism. However, the current health tourism products are highly homogenized and the market is underdeveloped. Based on this, this study proposes strategies such as resource optimization, market expansion, and product innovation to promote the high-quality development of health tourism in Luding County.

**Keywords:** Luding County; Health tourism; RMP analysis; Tourism development

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With the improvement of people's health awareness and the intensification of population aging, health tourism, as an emerging form of tourism, is receiving more and more attention. Luding County is located in Ganzi Tibetan Autonomous Prefecture, Sichuan Province. It has unique natural resources and rich cultural heritage, and has great potential for the development of health tourism. However, the development of health tourism in Luding County is still in its infancy, facing problems such as product homogeneity and insufficient market development. This study aims to use the RMP analysis method to systematically evaluate the resources, market and product status of health tourism in Luding County, and propose corresponding development strategies. The RMP analysis method is a commonly used tourism planning method. It provides a scientific basis for the development of tourist destinations through the analysis of three dimensions: resources, market and product. The significance of this study is to provide theoretical guidance and practical suggestions for the sustainable development of health tourism in Luding County, and also to provide a reference for the development of health tourism in similar regions.

## 1. Applicability of RMP Analysis Theory in Health Tourism Research

As an emerging tourism industry, health tourism takes health preservation as its core and integrates multiple elements such as leisure, vacation, medical treatment, health care, and culture. Its development needs to fully consider the uniqueness of resources, market demand, and product innovation and professionalism. RMP analysis theory can provide a comprehensive and systematic analysis framework for the research of health tourism and is highly applicable. Through in-depth evaluation and integration of these resources through RMP analysis theory, we can better explore their health value and provide rich materials for the development of health tourism products. Using RMP analysis theory, we can deeply understand the demand characteristics and competitive situation of

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Luding County's health tourism market, accurately locate the target market, formulate differentiated marketing strategies, and improve the competitiveness of Luding County's health tourism in the market.<sup>[1]</sup>

## **2. Nalysis of Health Tourism Resources in Luding County (R- Analysis)**

Luding County has rich and unique cultural and health resources, where red culture, tea horse culture, and other cultures complement each other, providing tourists with rich spiritual nourishment and becoming an important part of health tourism. Red culture is one of the most representative cultural resources in Luding County, and Luding Bridge, as an important symbol of red culture, carries a profound historical memory. Luding Bridge is not only a historical bridge, but also a spiritual monument. It witnesses the arduous process of the Chinese revolution and embodies the brave and tenacious spirit of the Red Army soldiers.

Tea-horse culture is also an important part of Luding County's cultural and health resources. Luding County is located at an important node of the Ancient Tea-Horse Road. It has been an important channel for trade between Han, Tibetan and other ethnic minorities since the Tang and Song Dynasties. In the long history, the caravans on the Ancient Tea-Horse Road carried tea, salt and other materials, and shuttled between mountains and ridges, which not only promoted economic exchanges and development, but also spread the culture of different ethnic groups.

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Luding County's cultural and health resources provide tourists with spiritual nourishment and satisfaction through unique cultural connotations and historical heritage. Red culture inspires people's patriotism and fighting spirit, allowing people to draw strength from the remembrance of history and enhance national pride and self-confidence; Tea-horse culture allows people to appreciate the charm of different ethnic cultures, promote cultural exchanges and integration, and cultivate people's tolerance and open mind. These cultural and health resources not only enrich the content of health tourism, but also enhance the quality and connotation of health tourism, so that tourists can enjoy the natural scenery while gaining a deeper spiritual experience and cultural influence.

## **3. Analysis of the Health Tourism Market in Luding County (M- Analysis)**

### **(1) Market status**

From the perspective of the source of tourists, tourists for health tourism in Luding County mainly come from surrounding areas, such as Chengdu, Chongqing, Ya'an and other cities. These areas have relatively developed economies, high living standards of residents, and strong demand for health tourism. At the same time, with the improvement of transportation conditions and the strengthening of tourism publicity, the popularity of Luding County has continued to increase, attracting tourists from all over the country, and even some international tourists have come here. In terms of the age level of tourists, tourists for health tourism in Luding County show diversified characteristics. Among them, middle-aged and elderly people are the main consumer groups of health tourism. Most of these people have retired, have sufficient time and financial foundation, and pay more attention to health and wellness and leisure vacation. The pleasant climate, rich health resources and quiet living environment of Luding County just meet their needs. They like to live in the health base of Luding County for a long time, enjoy health projects such as hot spring therapy, forest walks, and traditional Chinese medicine health care, relax their mind and body, and recuperate their bodies. At the same time, young office workers and family tourists have gradually become an important consumer force for health tourism. Young office workers are under great pressure

from work and are eager to relieve stress and relax through health tourism during holidays. They tend to choose short-term health tourism products, such as weekend hot spring vacations and outdoor adventures. Family tourists focus on parent-child interaction and family experience, and will choose health projects suitable for the whole family to participate in, such as rural pastoral experience, cultural and folk activities, etc.<sup>[2]</sup>

## **(2) Market demand analysis**

Consumers' demand for health tourism is diverse, mainly including health preservation, leisure and relaxation, cultural experience and other aspects.

In terms of health preservation, as people's health awareness continues to improve, the pursuit of health preservation is becoming increasingly strong. Consumers hope to prevent diseases, improve body functions and delay aging through health tourism by utilizing natural environment and professional health facilities. They have a high demand for health resources such as forests rich in negative oxygen ions, hot springs with health benefits, and professional Chinese medicine health services.<sup>[3]</sup>

Leisure and relaxation is also one of the important needs of consumers who choose health tourism. Modern society has a fast pace of life and high work pressure. People are eager to find a quiet paradise in their busy lives to relax and relieve stress. Luding County's beautiful natural scenery, quiet rural life and leisurely atmosphere provide tourists with an ideal place for leisure and relaxation. Tourists can stroll along the mountain trails and enjoy the beautiful natural scenery; or drink tea and chat in the farmyard and enjoy a leisurely time. Some tourists also choose to participate in leisure activities such as yoga, meditation, and Tai Chi to further relax their body and mind and achieve a state of physical and mental harmony.<sup>[4]</sup>

The demand for cultural experience should not be ignored. During health tourism, tourists not only hope to enjoy physical relaxation and conditioning, but also want to gain a deeper understanding of local culture and enrich their spiritual world. Luding County's profound red culture, tea-horse culture, and folk culture provide tourists with rich cultural experience content. Tourists can visit Luding Bridge to learn about the history of the Red Army's Long March and experience the charm of red culture; Strolling along the ruins of the Ancient Tea-Horse Road, experiencing the unique charm of tea-horse culture; Participate in local folk activities, to experience the cultural customs of different ethnic groups. Through these cultural experience activities, tourists can better understand the history and culture of Luding County, enhance their sense of identity and belonging to the local area.

## **(3) Market competition situation**

In the regional market, health tourism in Luding County is facing fierce competition from surrounding areas. The surrounding Emei Mountain, Qingcheng Mountain, Dujiangyan Irrigation Project and other regions also have rich health tourism resources, which have been developed earlier and have high popularity and influence in the market. Compared with these surrounding areas, health tourism in Luding County has its own advantages and characteristics. The natural landscape of Luding County is unique, with Gongga Mountain, Hailuoguo, Erlang Mountain and other natural landscapes each having their own characteristics. It has various natural elements such as snow capped mountains, glaciers, forests, hot springs, etc., which can provide tourists with diverse natural experiences that cannot be compared to other regions. The red culture and tea-horse culture in Luding County are unique and irreplaceable. As an important symbol of red culture, Luding Bridge carries a profound historical memory and has extremely high historical and cultural value; The ruins of the Ancient Tea-Horse Road bear witness to the history of ancient trade and cultural exchange, providing tourists with a unique cultural experience.<sup>[5]</sup>

However, Luding County's health tourism also has some shortcomings. In terms of tourism facilities, although Luding County has increased its investment in tourism infrastructure in recent years, there is still a certain gap compared with the surrounding developed areas. For example, the traffic conditions of some scenic spots need to be improved, the quantity and quality of tourist reception facilities cannot meet the needs of tourists, and the professionalism and standardization of health care services need to be improved. In terms of brand building, the

brand awareness of Luding County's health care tourism is relatively low, the market promotion efforts are not strong enough, and its influence nationwide is still relatively small. This makes Luding County face certain challenges in attracting tourists, especially when competing with more well-known tourist destinations, it is in a relatively disadvantaged position.<sup>[6]</sup>

The health tourism market in Luding County presents certain characteristics in terms of scale, tourist sources, and age groups. Consumers have diverse demands for health tourism, while facing fierce competition in the regional market. Luding County should fully leverage its advantages, make up for its shortcomings, enhance the competitiveness of health tourism, and achieve sustainable development.

#### **4. Analysis of Health Tourism Products in Luding County (P-analysis)**

##### **(1) Inventory of existing products**

Luding County has currently developed a series of distinctive health tourism products, covering hot spring therapy, rural health tourism, red culture experience tours and other fields, providing tourists with a variety of health options.

Hot spring therapy is one of the important products of health tourism in Luding County. Gongga Shentang Hot Spring, located in Hailuoguo Glacier Forest Park, originated from Gongga Mountain, the "King of Shu Mountains". The hot springs here are formed by the melting of glaciers for thousands of years and flowing back in the deep of the rock house. The water quality is excellent and rich in more than 30 trace rare elements that are beneficial to the human body. It can be drunk and bathed, and has great medical value. The quality of its hot springs is rare in China. Rural health tourism is also quite distinctive in Luding County. Relying on the local natural rural scenery and characteristic agricultural products, the Chuni boutique village has developed sightseeing experience agriculture and successfully held the "Red Cherry Festival", attracting many tourists to experience the fun of picking. The red culture experience tour is a highlight of health tourism in Luding County. With Luding Bridge as the core, a "Red Culture Study" route has been created. Visitors can visit the Red Army's Luding Bridge Capture Memorial Hall and gain a deeper understanding of the history of the Red Army's Long March and the heroic deeds of the Luding Bridge capture through a wealth of historical relics, pictures, and multimedia displays. They can also feel the charm of red culture, be baptized by the revolutionary spirit, and achieve spiritual well-being.<sup>[7]</sup>

##### **(2) Analysis of product problems**

Although the health tourism products in Luding County have met the market demand to a certain extent, there are still some problems that restrict the further development of health tourism.

The phenomenon of product homogeneity is relatively serious. Most hot spring therapy products are mainly based on hot spring bathing, lacking personalized and differentiated services and experience projects, and it is difficult to meet the increasingly diversified needs of tourists. Compared with the hot spring therapy products in surrounding areas, it lacks unique competitive advantages and cannot attract more tourists. Similar problems also exist in rural health tourism products. Many rural health tourism products only provide simple farmhouse accommodation, catering and picking activities. The project content is single, lacking depth and characteristics, and not fully tapping the cultural connotation and ecological value of the countryside, making it difficult to leave a deep impression on tourists.

The lack of in-depth experience is also one of the problems with current health tourism products. In the red culture experience tour, although tourists can visit attractions such as Luding Bridge and the Red Army's Flying Luding Bridge Memorial Hall, the experience method is relatively traditional, mainly based on sightseeing and explanations, lacking interactivity and participation. It is difficult for tourists to truly feel the connotation and spiritual essence of red culture in depth, and it is impossible to meet tourists' needs for in-depth experience of red

culture. In rural health tourism, tourists' participation in agricultural activities is often just simple picking, planting, etc., without in-depth understanding of the process and culture of agricultural production, and lack of in-depth experience of rural life. This shallow level of tourism experience is difficult to improve tourists' satisfaction and loyalty, and is not conducive to the sustainable development of health tourism.

The incomplete supporting facilities also bring inconvenience to tourists' health tourism experience. The transportation conditions of some health tourism scenic spots need to be improved, and some remote rural health tourism points have narrow roads and poor road conditions, making it inconvenient for tourists to travel. The signage in the scenic area is not clear, making it easy for tourists to get lost. In terms of accommodation, although there are a certain number of farmhouses and hotels, the quality and service level of some accommodation facilities are low, the room facilities are outdated, and the sanitary conditions are poor, which cannot meet the tourists' demand for comfortable accommodation. In terms of catering, although there are some special foods, the overall catering variety is not rich enough, the quality is uneven, and it is difficult to meet the taste needs of different tourists. In addition, medical security facilities are relatively weak, and when tourists encounter sudden health problems, effective medical assistance cannot be provided in time.

## **5. Luding County Health Tourism Development Strategy Based on RMP**

### **(1) Resource optimization strategy**

For the undeveloped health tourism resources in Luding County, a scientific and reasonable development plan should be formulated. For example, Erlangshan Forest Park has abundant forest resources and unique natural landscapes, but its current level of development is relatively low. We can increase investment in Erlangshan Forest Park and improve the infrastructure construction within the scenic area, such as building observation platforms, hiking trails, tourist service centers, etc., to facilitate tourists' sightseeing. At the same time, combined with forest resources, forest health projects such as forest yoga, forest meditation, forest science education, etc. are developed to allow tourists to relax and recuperate both physically and mentally while getting close to nature.

For cultural relics such as the Ancient Tea-Horse Road, we should strengthen protection and restoration work, and at the same time, deeply explore its cultural connotations and develop health tourism products with cultural characteristics. Along the relics of the Ancient Tea-Horse Road, we can create a cultural experience route and set up historical and cultural display points to let tourists understand the history and culture of the Ancient Tea-Horse Road. We can also develop cultural activities related to the Ancient Tea-Horse Road, such as horse caravan cultural experience and traditional handicraft production, to enrich tourists' cultural experience.

By integrating natural health resources and cultural health resources, the comprehensive utilization value of resources can be enhanced. For example, natural scenic spots such as Gongga Mountain and Hailuoguo can be connected with cultural attractions such as Luding Bridge and the Ancient Tea Horse Road to create a comprehensive health tourism route, so that tourists can enjoy the natural scenery while feeling the charm of history and culture. It is also possible to combine natural health projects with cultural health activities, such as integrating red cultural education and folk culture experience into forest health care, to enrich the content and form of health tourism.

### **(2) Market expansion strategy**

Differentiated marketing strategies should be formulated for different source markets. For source markets in surrounding areas, such as Chengdu, Chongqing, Ya'an and other cities, we can strengthen cooperation with local travel agencies, launch short-distance health tourism routes and preferential packages to attract short-distance tourists on weekends and holidays. We can cooperate with travel agencies in Chengdu to launch "Weekend Luding Health Tour", including hot spring therapy, rural health tour and other projects to meet the short-distance leisure needs of residents in surrounding cities.

Strengthen cooperation with travel agencies to jointly develop tourism products and routes. Provide travel agencies with preferential policies and high-quality services, and encourage them to actively promote Luding County's health tourism products. Cooperate with travel agencies to launch "customized" health tourism products, design personalized travel routes and services according to tourists' needs and preferences, and meet the needs of different tourists. At the same time, strengthen the training of travel agency practitioners to improve their understanding and knowledge of Luding County's health tourism products, so as to better recommend them to tourists.

### **(3) Product innovation strategy**

Developing new health tourism products is the key to improving product competitiveness. Combining the characteristic resources of Luding County, a health-themed homestay can be created. In rural areas, local dwellings and natural environment can be used to build distinctive health homestays. These homestays can provide healthy diet, Chinese medicine health care, leisure and entertainment services, allowing tourists to enjoy a health journey in a quiet rural environment. A homestay with a rural health theme can be built in the boutique village of Chuni, where tourists can experience farming activities, taste farm food, and enjoy a quiet rural life.

Launching cultural experience courses is also an important direction for product innovation. Offer experiential courses on red culture, tea horse culture, folk culture, etc., and invite experts, scholars, and local artists to give lectures and guidance. Tourists can participate in these courses to gain a deeper understanding of the cultural connotations of Luding County and enrich their spiritual world. For example, offering red culture experience courses to allow tourists to learn about the history of the Long March of the Red Army, experience the life of the Red Army, and inherit the red genes; Offering folk culture experience courses, allowing tourists to learn about traditional handicrafts, song and dance performances, and other ethnic groups such as the Tibetan and Yi ethnic groups, and experience the charm of ethnic culture.

Upgrade and optimize existing health tourism products to improve product quality and service levels. In terms of hot spring therapy products, increase the types of hot springs and special services, such as Chinese medicine hot springs, beauty hot springs, music hot springs, etc., to meet the needs of different tourists. Enhance the depth and characteristics of rural health tourism products, strengthen the excavation and display of rural culture, and carry out more participatory and interactive activities, such as rural cultural festivals, agricultural experience competitions, etc., so that tourists can better integrate into rural life. In the red culture experience tour products, increase interactive and participatory projects, such as scene reenactment, role-playing, etc., so that tourists can feel the connotation and spiritual essence of red culture more deeply.

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