HEALTH TOURISM DEVELOPMENT IN

THE NANNING CITY OF CHINA

LILING PU

MASTER OF ARTS IN TOURISM MANAGEMENT

(INTERNATIONAL PROGRAM)

MAEJO UNIVERSITY

2022

HEALTH TOURISM DEVELOPMENT IN

THE NANNING CITY OF CHINA

LILING PU

A THESIS SUBMITTED IN PARTIAL FULFILLMENT

OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS

IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)

ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY

2022

HEALTH TOURISM DEVELOPMENT IN
THE NANNING CITY OF CHINA

LILING PU

THIS THESIS HAS BEEN APPROVED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)

APPROVED BY   Advisory Committee

Chair ....
(Dr. Prayong Kusirisin)
...................../...................../ ....

Committee ....
(Dr. Winitra Leelapattana)
...................../...................../ ....

Committee ....
(Dr. Jirachai Yomkerd)
...................../...................../ ....

Program Chair, Master of Arts ....
in Tourism Management   (Dr. Winitra Leelapattana)
(International Program)   ..../...................../ ....

CERTIFIED BY THE OFFICE OF   ....
ACADEMIC ADMINISTRATION   (Associate Professor Dr. Yanin Opatpatanakit)
AND DEVELOPMENT   Vice President
...................../...................../ ....

ชื่อเรื่อง	การพัฒนาการท่องเที่ยวเชิงสุขภาพในเมืองหนานหนิงของประเทศจีน
ชื่อผู้เขียน	Mrs. Liling Pu
ชื่อปริญญา	ศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการการท่องเที่ยว (หลักสูตรนานาชาติ)
อาจารย์ที่ปรึกษาหลัก	อาจารย์ ดร.ประยงค์ คูศิริสิน

บทคัดย่อ

การสร้างจีนที่เข้มแข็ง ซึ่งเป็นแนวคิดเน้นสุขภาพเพื่อราษฎรเป็นหลักได้รับการยกระดับเป็นยุทธศาสตร์ระดับชาติ ในฐานะที่เป็นการสนับสนุนที่สำคัญสำหรับสาเหตุด้านสุขภาพของชาติ อุตสาหกรรมสุขภาพขนาดใหญ่จึงเกี่ยวข้องกับหลายสาขา รวมถึงการดูแลผู้สูงอายุ การท่องเที่ยว การรักษาพยาบาล กีฬา และสาขาอื่นๆ กว่างซีเป็นเขตปกครองตนเองที่มีกลุ่มชาติพันธุ์จำนวนมากอาศัยอยู่ มีภูเขาที่สวยงามและน้ำทะเลใส สภาพภูมิอากาศที่น่ารื่นรมย์ ทรัพยากรที่อุดมสมบูรณ์ และโอกาสในวงกว้างสำหรับการพัฒนาอุตสาหกรรมด้านสุขภาพขนาดใหญ่ ในปี 2560 เมืองหนานหนิงได้รับมอบหมายจากสำนักงานการท่องเที่ยวแห่งชาติและสำนักงานการแพทย์แผนจีนแห่งรัฐให้เป็นหนึ่งใน 15 เขตสาธิตการท่องเที่ยวเชิงสุขภาพ TCM แห่งชาติแห่งแรกในประเทศ วิธีการพึ่งพานโยบายของรัฐบาลที่เกี่ยวข้องเพื่อส่งเสริมการพัฒนาอุตสาหกรรมการท่องเที่ยวเชิงสุขภาพของเมืองหนานหนิงเป็นหัวข้อที่คู่ควรแก่การวิจัย ดังนั้นงานวิจัยนี้จึงเลือกเมืองหนานหนิงเป็นขอบเขตการวิจัย ใช้ลำดับชั้นของความต้องการและแนวคิดของความพึงพอใจเป็นตัวแปรในการวิจัยเพื่อสำรวจอิทธิพลของความตั้งใจเชิงพฤติกรรมของนักท่องเที่ยวในการท่องเที่ยวเชิงสุขภาพของหนานหนิง จากนั้นจึงนำเสนอการพัฒนาอุตสาหกรรมการท่องเที่ยวเชิงสุขภาพของเมืองหนานหนิง กลุ่มตัวอย่างวิจัยคือนักท่องเที่ยวที่เดินทางไปเมืองหนานหนิง ใช้วิธีแบบสอบถามในการสำรวจแบบสอบถามนักท่องเที่ยวที่เมืองหนานหนิงจำนวน 535 คน และข้อมูลที่ได้รับได้รับการวิเคราะห์โดยใช้ขั้นตอนทางสถิติ SPSS การวิเคราะห์ข้อมูลแบ่งเป็น 2 ส่วนหลักๆ ขั้นแรก ใช้วิธีสถิติพรรณนาเพื่ออธิบายลักษณะทางประชากรของผู้ตอบในเชิงปริมาณ ประการที่สอง ผ่านการวิเคราะห์ความน่าเชื่อถือ การวิเคราะห์ความถูกต้อง การวิเคราะห์ความแตกต่าง การวิเคราะห์สหสัมพันธ์ และการวิเคราะห์การถดถอย เพื่อกำหนดความสัมพันธ์และความหมายของแต่ละแนวคิด ในขณะเดียวกันก็มีการทดสอบสมมติฐานการวิจัย

ผลการวิจัยพบว่าสมมติฐานทั้งหมดเป็นที่ยอมรับโดยการทดสอบแบบจำลอง ความต้องการทางสรีรวิทยา ความต้องการด้านความปลอดภัย ความต้องการความเคารพ และความ

ต้องการในการตระหนักรู้ในตนเองของนักท่องเที่ยว มีผลกระทบเชิงบวกอย่างมีนัยสำคัญต่อความเต็ม ใจของพฤติกรรมการท่องเที่ยวเชิงสุขภาพของเมืองหนานหนิง สถานที่ท่องเที่ยว การบริการด้านการ ผลิต ราคาสินค้า และวิธีการทางการตลาดมีผลในเชิงบวกอย่างมากต่อความเต็มใจของพฤติกรรมการ ท่องเที่ยวเชิงสุขภาพของหนานหนิง จากข้อสรุปที่ได้จากการวิเคราะห์ข้อมูล SPSS ผู้เขียนเสนอ ข้อเสนอแนะต่อไปนี้สำหรับการพัฒนาอุตสาหกรรมการท่องเที่ยวเชิงสุขภาพของเมืองหนานหนิง 1) รัฐบาลควรปรับปรุงระบบนโยบายที่เกี่ยวข้องและเพิ่มประสิทธิภาพแผนพัฒนาอุตสาหกรรม การท่องเที่ยวเชิงสุขภาพขนาดใหญ่ 2) ขยายการส่งเสริมการท่องเที่ยวเพื่อสุขภาพของเมืองหนานหนิง อย่างแข็งขันและเพิ่มการส่งเสริมการลงทุน 3) สร้างสรรค์รูปแบบอุตสาหกรรมการท่องเที่ยวเชิง สุขภาพขนาดใหญ่ และสร้างแบรนด์การท่องเที่ยวเชิงสุขภาพขนาดใหญ่ และ 4) ปรับปรุงระบบการ จัดการบริการ และปรับปรุงคุณภาพบริการสนับสนุนการท่องเที่ยวเชิงสุขภาพ

คำสำคัญ : อุตสาหกรรมการท่องเที่ยวเชิงสุขภาพ, การพัฒนาในเมืองหนานหนิง, พฤติกรรมการ ท่องเที่ยวเชิงสุขภาพ

Title	HEALTH TOURISM DEVELOPMENT IN THE NANNING CITY OF CHINA
Author	Mrs. Liling Pu
Degree	Master of Arts in Tourism Management (International Program)
Advisory Committee Chairperson	Dr. Prayong Kusirisin

ABSTRACT

The construction of a healthy China has been elevated to a national strategy. As an important support for the national health cause, the big health industry involves many fields, including elderly care, tourism, medical care, sports and other fields. Guangxi is an autonomous region inhabited by many ethnic groups, with beautiful mountains and clear waters, pleasant climate, rich resources, and broad prospects for the development of a large health industry. In 2017, Nanning was designated by the National Tourism Administration and the State Administration of Traditional Chinese Medicine as one of the first 15 national TCM health tourism demonstration zones in the country. How to rely on the relevant government policies to enhance the development of Nanning's health tourism industry is a topic worthy of research. Therefore, this research takes Nanning City as the research scope, takes Hierarchy of Needs and Concepts of Satisfaction as research variables to explore the influence of tourists' behavior intentions in Nanning's health tourism, and then proposes the development of Nanning's health tourism industry. The research sample group is tourists who travel to Nanning City. The questionnaire method was used to conduct a questionnaire survey of 500 tourists to Nanning, and the data obtained were analyzed using SPSS statistical procedures. Data analysis is mainly divided into two parts. First, use the method of descriptive statistics to quantitatively describe the Demographic Characteristics of the Respondents. Secondly, through reliability analysis, validity analysis, difference analysis, correlation analysis and regression analysis to

determine the relationship and meaning of each concept. At the same time, the research hypothesis is tested.

The results show that all hypotheses are accepted by the model test. The physiological needs, safety needs, respect needs and self-realization needs of tourists have a significant positive impact on the willingness of Nanning City's health tourism behavior. Tourist locations, production services, product prices and marketing methods also have a significant positive impact on the willingness of Nanning's health tourism behavior. Based on the conclusions drawn from SPSS data analysis, the author puts forward the following suggestions for the development of Nanning's health tourism industry. 1) The government should improve the relevant policy system and optimize the development plan for the big health tourism industry. 2) Actively expand the promotion of Nanning's health tourism and increase investment promotion. 3) Innovate the big health tourism industry model and build a big health tourism brand. 4) Improve the service management system, and improve the quality of supporting services for health tourism.

Keywords :   Health Tourism industry, Development in the Nanning City, Health Tourism Behavior

ACKNOWLEDGEMENTS

and are willing to help. Discuss together and tide over the difficulties together: Mrs. Yangyang Li, Mrs. Haiyan Luo, Mrs. Fang Yang, Mrs. Lin Li and Mrs. Yan Peng.

In addition, I would like to thank the chairman and school leaders of Guangxi University of Foreign Languages for giving me the opportunity to study in Thailand while teaching at Guangxi University of Foreign Languages. Finally, I will thank my family for their support and understanding, allowing me to study smoothly and peace of mind. Once again, I sincerely thank everyone for their help and support in all aspects.

Liling Pu

TABLE OF CONTENTS

List of Tables

List of Figures

CHAPTER I
INTRODUCTION

Background of the Study

Since the end of 2019, Coronavirus disease 2019(COVID-19) outbreak in global, Cities with severe epidemics have taken measures to close the city, such as Wuhan in China. By March 2020, the pandemic situation in foreign countries became more and more serious, and some countries also borrowed from China's experience to fully protect. As of July 15, 2020, According to CCTV News and other domestic authoritative media, official websites of mainstream health departments and mainstream media overseas, the cumulative number of confirmed cases worldwide is 13,234,871, and the existing confirmed cases are 5,518,343. COVID-19 ruthlessly ravages people's health and even life. Health issues have once again become a hot spot and have been paid attention by the people of the world.

Since the 18th National Congress of the Communist Party of China in 2012, The Party Central Committee with Comrade Xi Jinping at its core attaches great importance to health issues, The NPC Standing Committee (China) passed legislation to provide legal support for the development of the health industry, Healthy China construction has risen to national strategy. The great health industry is based on medical and health and biotechnology, life sciences, with the purpose of maintaining, improving and promoting the health of the people, providing the public with a collection of production activities that are directly or closely related to health. The laegr health industry, as an important support for the national health cause, involves many fields, including pension, tourism, medical care, sports and other fields, and will surely become a new engine for economic growth.

Guangxi zhuang autonomous region is a place where many ethnic groups live together and is the province with the most longevity towns in China. The scenery is beautiful, the climate is pleasant, and the natural resources are rich. Great health industry has broad development prospects. Since 2019, a series of documents including "Several Opinions on Accelerating the Development of Great Health Industry" have been issued. Focus on building a "3+3" large health industry system centered on the Health Medical, health-Provide for the aged, health tourism industries, and the joint development of health medicine, health sports and health food industry with radiation. Guangxi should give full play to the advantages of the ecology, resources, location, and good development foundation for the development of the big health

industry, seize multiple opportunities, deepen reform and innovation, and cultivate the big health industry into a strategic pillar industry and an emerging industry that the people are satisfied with. New kinetic energy for Guangxi's economic growth.

In 2017, Nanning City was designated by the National Tourism Administration and the State Administration of Traditional Chinese Medicine as one of the first 15 national Chinese medicine health tourism demonstration areas in the country. Nanning City is the permanent host of the China-ASEAN Expo, using its own advantages to organize various international cultural exchange activities to promote tourism cooperation between China and Southeast Asian countries. According to statistics, from January to September 2019, the total number of tourists in Nanning increased by 14.34% year-on-year, and tourism consumption increased by 23.58% year-on-year. Based on the advantages of the development of the large health industry, Nanning will comprehensively promote the creation of a large health tourism Industrial Development.

Research Problem

Combined with the above situation, Nanning, as the capital of Guangxi, has been identified as one of the first 15 national Chinese medicine health tourism demonstration zones in the country. The research on the development of the big health tourism industry is of great significance. Nanning faces good opportunities in the development of medical tourism, but also faces some problems and challenges. Nanning should seize the good opportunity of the development of the big health tourism industry, promote the organic integration of the big health industry and the tourism industry, and effectively promote the development according to the relevant policies and plans that have been issued.

"The 70 common indicators in the nine healthy city indicator systems are divided into six categories: environmental indicators, social indicators, service indicators, crowd indicators, healthy places, and public opinion indicators." (Wenjie Huang, 2016)

It can be seen that the main research issues of this paper are to understand the behavioral willingness of domestic tourists to the health tourism in Nanning, to find the influencing factors for the development of the health tourism industry, and to provide suggestions for improving the development of the health tourism in Nanning.

This study uses "Hierarchy of Needs" and "Marketing Mix" as the main research variables to explore the influence of "Hierarchy of Needs" and "Marketing Mix" on the behavioral intention of domestic tourists to Nanning's health tourism, in order to infer the improvement of Nanning's health Recommendations for the development of tourism.

As the construct, the research problem will be addressed as follow:

Will the physiological needs of tourists have the positive effect on the willingness of Nanning's health tourism behavior?

Will the safety needs of tourists have the positive effect on the willingness of Nanning's health tourism behavior?

Will the social needs of tourists have the positive effect on the willingness of Nanning's health tourism behavior?

Will the respect of tourists have the positive effect on the willingness of Nanning's health tourism behavior?

Will the tourists'self-realization have the positive effect on the willingness of Nanning's health tourism behavior?

Will the tourist location have the positive effect on the willingness of Nanning's health tourism behavior?

Will the production services have the positive effect on the willingness of Nanning's health tourism behavior?

Will the product prices have the positive effect on the willingness of Nanning's health tourism behavior?

Will the marketing methods have the positive effect on the willingness of Nanning's health tourism behavior?

Objective of the Study

Under the background of the national strategy of "Building a Healthy China", the big health industry, as an important support for the health of the whole people, will surely become a new engine driving economic growth. Nanning has been identified as one of the first 15 national TCM health tourism demonstration areas in the country. This research will elaborate on Maslow's concept of hierarchy of needs and the concept of marketing mix, and explore its impact on domestic tourists who go to Nanning for health tourism, and then conduct research on the development of the health tourism industry in Nanning.

The main purposes of the research are as follows:

1. Explore level of tourists hierarchy of needs theory and marketing mix.

2. Investigate the result of hierarchy of needs and marketing mix forward healthy tourism behavior.

3. Provide data as a vehicle to develop healthy tourism in Nanning City.

Expected the Results

The results obtained through the analysis of quantitative research can be used as the research results of this article:

Consumer needs and tourism locations, production services, product prices, and marketing methods in marketing theories have a positive impact on tourists' willingness to travel healthily, which will be verified through data analysis.

Scope of the Study

About the scope of the study, that will take domestic tourists traveling to Nanning as the research object. Visitors are not limited by gender, age, education and income. Nanning is the capital of Guangxi. As the permanent venue of the China-ASEAN Expo, Nanning uses its own advantages to organize various international cultural exchange activities to promote tourism cooperation between China and Southeast Asian countries. In addition, Nanning was designated by the National Tourism Administration and the State Administration of Traditional Chinese Medicine as one of the first 15 national TCM health tourism demonstration zones in the country.

Limitation of the Study

The research objects involved in this study are mainly domestic tourists traveling to Nanning. If it can be expanded to international tourists traveling to Nanning, it will be able to understand the needs of tourists for health tourism on a larger scale, and thus contribute to optimizing the development of health tourism in Nanning. Come for greater reference value. In addition, the research starts in June 2020 and lasts until June 2021. One year is spent on preliminary research, designing questionnaires, how to issue questionnaires, and data analysis. Time is limited and the depth of research is not enough. In the future, More extensive and complete research needs to be carried out.

Definition of the Terms

The general health industry is a collection of production activities based on medical and health, biotechnology, and life sciences, with the purpose of maintaining, improving and promoting the health of the people, and providing the public with products and services directly or closely related to health. As an important support for the national health cause, the general health industry involves many fields, including elderly care, health preservation, medical care, culture, sports, tourism and other fields.

The big health tourism industry refers to the organic integration of the tourism industry and the big health industry, which is an inevitable trend for the high-quality development of the tourism industry.

CHAPTER II
LITERATURE REVIEW AND RELATED STUDY

Theory

Maslow's Hierarchy of Needs Theory

American psychologist Maslow is the founder of humanistic psychology. He put forward the hierarchy of needs in his book "Theory of Human Motivation" published in 1943. In order to understand people's behavior in society, Maslow believes that it is necessary to do some preliminary understanding of people's basic needs and internal driving forces. Therefore, he divides people's basic needs into several levels, that is, from elementary needs to advanced needs, in order of echelon: physiological needs, safety needs, social needs, respect needs and self-realization needs. Maslow's theory was fully expressed in his 1954 book Motivation and Personality. These five levels can be classified in this way. Physical needs and safety needs are basic needs, social needs and respect needs are psychological needs, and the last level is Self-Fulfillment needs needs. The hierarchy remains a very popular framework in sociology research, management training (Kremer, William Kremer; Hammond, Claudia., 2013) and secondary and higher psychology instruction. Therefore, the introduction of this theory in this study helps to understand the needs of consumers. Consumer needs reflect the needs of the tourism market to a large extent. This is self-evident for the development of the health tourism industry. By analyzing the tourism market demand, understanding tourists' travel motives and interest preferences, combining the health tourism resources and environmental status, clarifying the influencing factors of the health tourism industry, and optimizing the future development path of the health tourism industry.
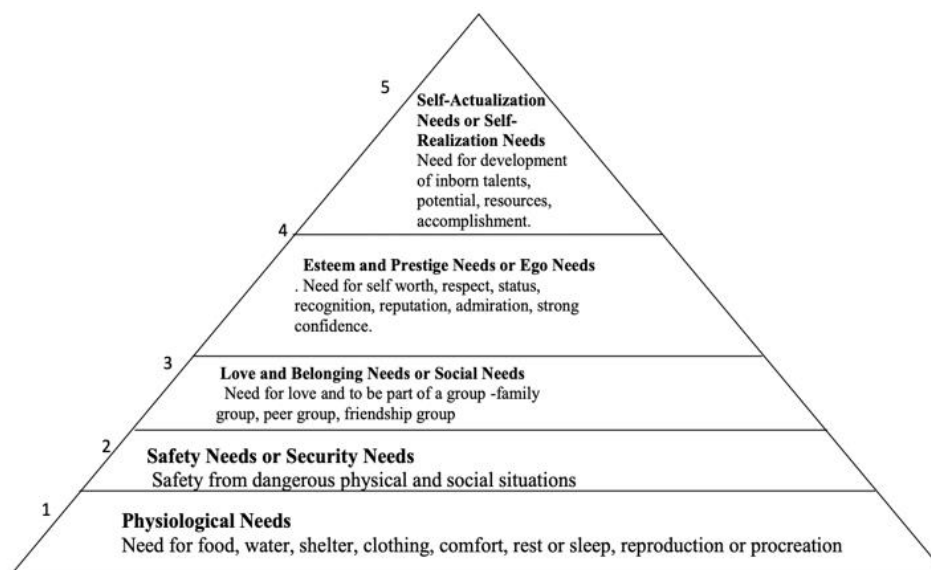
Figures 1 Maslow's Hierarchy of Needs Theory

Marketing Mix 4ps Theory

The 4Ps of marketing is a model for enhancing the components of your "marketing mix" – the way in which you take a new product or service to market. It helps you to define your marketing options in terms of price, product, promotion, and place so that your offering meets a specific customer need or demand.

The marketing mix and the 4Ps of marketing are often used as synonyms for one another. In fact, they are not necessarily the same thing.

"Marketing mix" is a general phrase used to describe the different kinds of choices organizations have to make during the process of bringing a product or service to market. The 4Ps is one way – probably the best-known way – of defining the marketing mix, and was first expressed in 1960 by E. J. McCarthy in his book, "Basic Marketing – A Managerial Approach."

The 4Ps are:

Product (or Service).

Place.

Price.

Promotion.

Theoretical framework

       Through an overview of the theoretical framework, a new model of industrial development is proposed. The model diagram includes four aspects of Maslow's demand level, consumer behavior, stakeholders and industrial development.
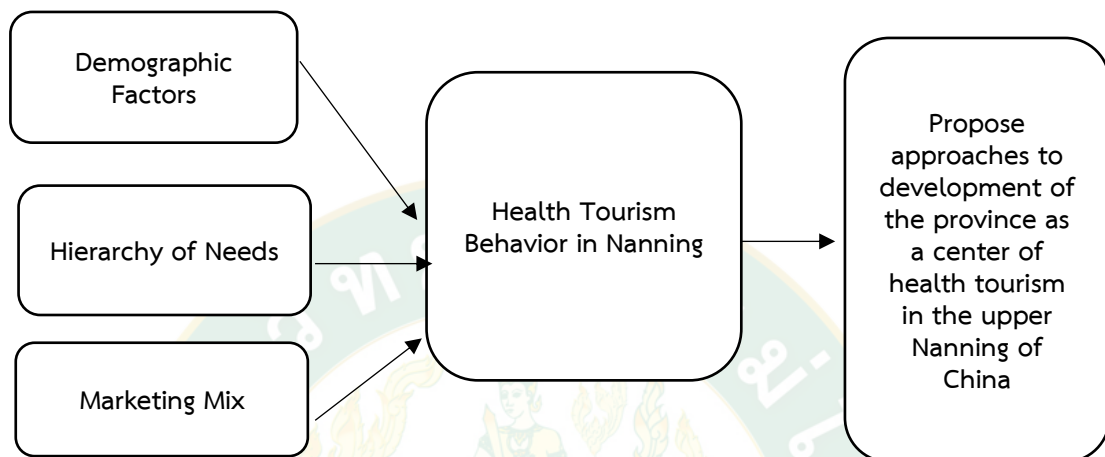
Figures 2 Theoretical framework

Related Study

       The domestic health industry is in its infancy. Compared with the United States, the structure of the health industry is relatively simple, with hospital medical services accounting for 95%. as follows.

       The broad health industry has broad prospects for development. The reason lies in the national strategy of "Building a Healthy China" and the current market situation facing the aging of the population, environmental pollution, economic development, rising health awareness and changes in medical costs.

       The scale of the pension industry market has increased. In 2020, the number of elderly people aged 66 and above will account for 10.1% of the country's total population, which is approximately 137 million. The elderly care industry chain will involve daily consumption, medical care, life security, leisure and entertainment, etc.

       The scale of health tourism market will reach hundreds of billions.

       China has begun to pay attention to the construction of health industrial parks, especially in developed areas. For example, Suzhou City, Zhejiang Province has built a Global International Health Industrial Park, which is the only international industrial park in China with the theme of the integration of the health industry chain. Zhuhai

City, Guangdong Province has built the World Health Industry Raw Material City, which is currently the only professional health industry raw material market in the country. Beidaihe, Qinhuangdao City, Hebei Province, plans to build the first national-level life and health industry innovation demonstration zone, forming a five-in-one life and health industry cluster of "medicine, medicine, nourishment, health, and tourism". Shaoxing City in Zhejiang Province will plan to build a health-preserving city. Wuhan City, Hubei Province will plan to build Longyang Lake Health Valley to pre-cultivate leading domestic pharmaceutical e-commerce companies. In addition, Guangxi mainly builds "five areas (corridors)", namely, the Xijiang Traditional Chinese Medicine Health Tourism Corridor. The second is the ecological landscape vacation and health tourism area in northeast Guangxi. The third is the seaside leisure and health tourism area of Beibu Gulf. The fourth is the longevity health resort tourism area in northwest Guangxi. Fifth, the ecological and folk custom experience health tourism area in Central Guangxi. In Nanning, the Evergrande Cultural Tourism Health City has been built. It is located in the national airport economic zone and is close to Wuxu Airport. It covers an area of 500,000 square meters. It is a collection of "super large water world, children's world, tourism world, and customs an all-round cultural, tourism and health resort that integrates hot springs, gourmet food, themed cultural park, health valley, and modern intelligent agricultural sciences. Also planned are Nanning Wanyou International Tourism Resort and Nanning Guiken International Health City.

Conceptual framework

On the basis of the above theoretical framework, combined with theoretical concepts and dimensions, the conceptual framework of this article is constructed. The independent variables are Demographic Factors, Hierarchy of Needs and Marketing Mix, and the dependent variable is Health Tourism Behavior in Nanning. as follows:
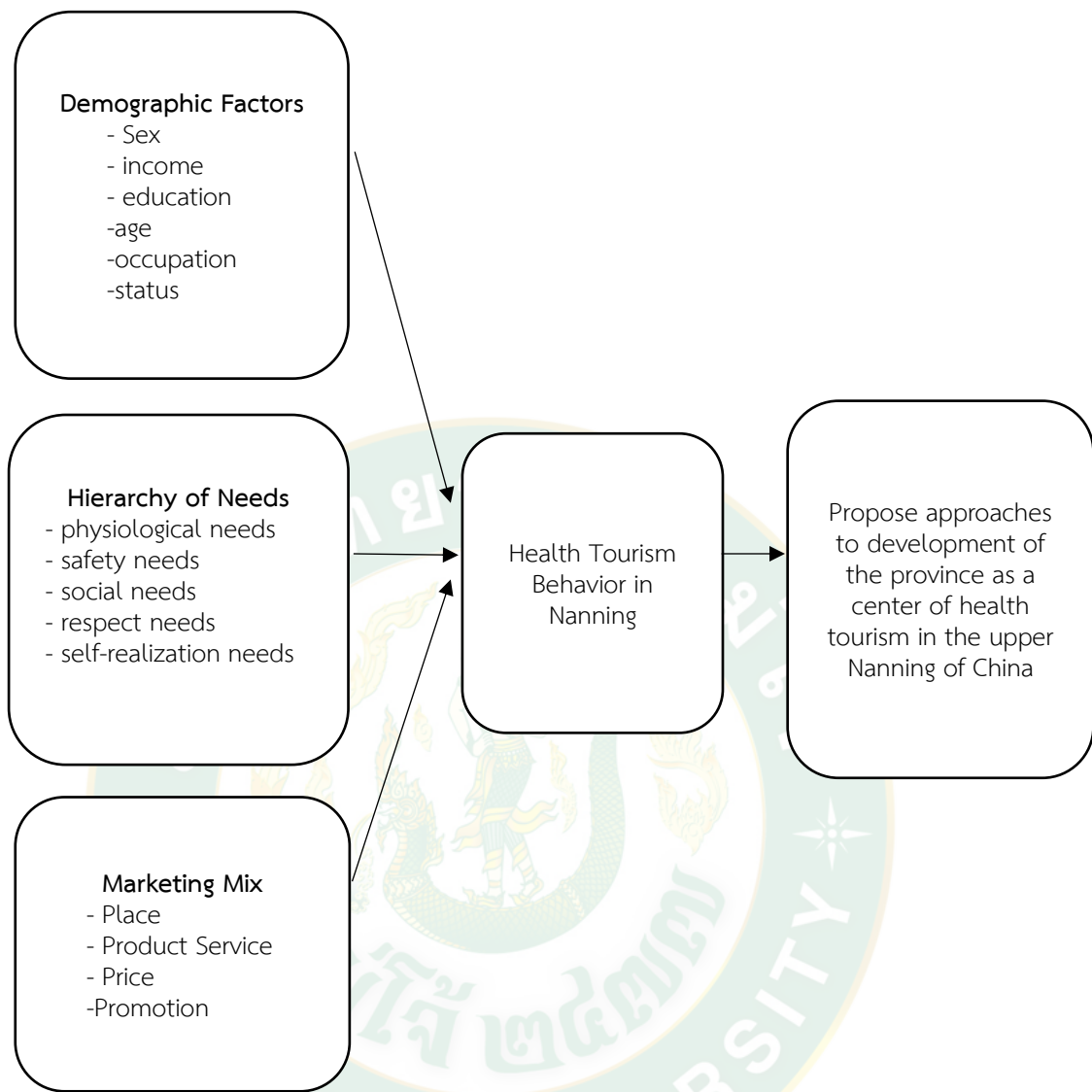
Figures 3 Conceptual framework

Research Hypothesis

According to the conceptual framework, this research proposes 9 hypotheses. The reasoning process and assumptions will be explained in the following content.

Consequences of Hierarchy of Needs

From Maslow's hierarchy of needs theory, it can be seen that the hierarchy of human needs is mainly divided into five levels, namely, physiological needs, safety needs, social needs, respect needs and self-realization needs. The higher the level of

consumer demand and the more comprehensive, the broader the service scope of the health tourism industry and the higher the service quality requirements.

H1: The physiological needs of tourists have a significant positive impact on the willingness of Nanning's health tourism behavior.

H2: The safety needs of tourists have a significant positive impact on the willingness of Nanning's health tourism behavior.

H3: The social needs of tourists have a significant positive impact on the willingness of Nanning's health tourism behavior.

H4: The respect of tourists needs to have a significant positive impact on the willingness of Nanning's health tourism behavior.

H5: Tourists'self-realization needs to have a significant positive impact on the willingness of Nanning's health tourism behavior

Consequences of Marketing Mix Strategy

H6: The tourist location has a significant positive influence on the willingness of Nanning's health tourism behavior.

H7: Production services have a significant positive impact on the willingness of Nanning's health tourism behavior.

H8: Product prices have a significant positive impact on the willingness of Nanning's health tourism behavior.

H9: Marketing methods have a significant positive influence on the willingness of Nanning's health tourism behavior.

CHAPTER III
RESEARCH METHODOLOGY

Locale of the Study

The location of this study is concentrated in Nanning, Guangxi Zhuang Autonomous Region, China. The target population is concentrated in domestic tourists visiting Nanning City.

Population and Sampling Procedures

Population

This research focuses on domestic tourists visiting Nanning.

Sampling

This study uses a simple random sampling method to collect data on domestic tourists who go to Nanning to participate in health tourism. Due to the large number of tourists, precise estimates cannot be made, therefore, data are collected from a sample. Select the Cochran formula to calculate the sample size. Investigators can obtain information on people of different ages and strata, can estimate sampling error, and survey results can be used to infer general conditions.

Variable of Measurement

The independent variables of this study are consumer demand, consumer behavior and related stakeholders, and the dependent variable is Health Tourism Industry. In order to further understand the influencing factors of the development of Nanning's big health tourism industry and optimize the development of the industry, this study uses questionnaires to survey tourists who travel to Nanning. The questionnaire uses Likert scale to design options. Each item is set up according to the level of very approved, approved, general, disapproved, and very disapproved, which are checked by the respondents, and the scores are "5", "4", "3", "2", and "1" to indicate the tourist's Recognition, the closer the value is to 5, the higher the recognition; the closer the value is to 1, the lower the recognition. In addition, it also involves the basic information of the respondents, including basic information, education level and

income structure, etc. The variable of each concept and the items in every concept will be discussed in the following.

Table 1 Demographic Factors

Dimention	No.	Item
Gender	1	your gender
age	1	your age
education	1	Your education level
income	1	Your personal monthly income
occupation	1	Your occupation
status	1	How many times have you visited nanning
	2	Who are you traveling with
	3	How did you know about the great health tourist attractions in Nanning

Table 2 Consumer Behavior Scale

Dimention	No.	Item
physiological needs	1	you care about the sanitary condition of tourist attractions.
safety needs	2	you care about the safety of tourist attractions.
social needs	1	You know something about health tourism.
	2	Your purpose of choosing a health tour is to get close to nature and experience ecological agricultural life.
	3	Your purpose of choosing a big health tour is to relax, keep fit and keep healthy.
respect needs	4	You think health tourism can improve people's demand for quality of life.
Self-Fulfillment needs	1	You think traveling is a way to relax and forget your worries.
	2	You like health tourism more than ordinary sightseeing.
	3	You think health tourism can relax your tired body better.

Source: Abraham H. Maslow (1943)

Table 3 Marketing Mixes Strategy

Dimention	No.	Item
Place	1	You think it is important to have convenient traffic conditions around the health and wellness tourist attraction.
	2	You think the basic public facilities in tourist attractions should be complete.
	3	You prefer to travel to health-preserving tourist attractions with cultural brands..
	4	You are satisfied with the natural landscape of the health and wellness tourist attraction
	5	You are satisfied with the humanistic landscape of the health and wellness tourist attraction.
Product Service	1	You are willing to purchase health care products and services during the health care travel process.
	2	you think the service quality of tourist attractions affects your travel experience.
	3	You are satisfied with the service attitude of the staff in the health and wellness tourist attraction.
Price	1	Your opinion on the ticket price of health and wellness tourist attractions.
	2	Your opinion on the price of souvenirs in health and wellness tourist attractions.
	3	Your opinion on the price of meals in health and wellness tourist attractions.
Promotion	1	You think health tourism should focus on health care products and health care services.
	2	You think health tourism promotion should adopt the "online + offline" advertising model.
	3	You think that the external publicity of health and wellness tourist attractions is strong.

Table 4 Tourism Behavior

Dimention	No.	Item
Tourism Behavior	1	In the future, you will travel to Nanning Health Tourism Scenic Area again.
	2	In the future, you recommend relatives and friends to local health tourism.

Research Instrument

In the initial stage of the research, exploratory methods are used to describe the research questions, that is, to answer the research questions. Secondly, before the theory is formed, collect data and use explanatory methods to answer "how to carry out" and "why to study". Finally, use descriptive methods to present information about the research phenomenon. Therefore, this research mainly adopts exploratory methods, collecting raw data in the form of questionnaire survey.

Pretesting of the Instrument

According to Narins (1999) pointed that it is difficult to say how many participants to have per pretest. A rule of thumb is a sample of 25 to 75 for a large-scale study. And on the book "Making Health Communication Programs Work: A Planners Guide" has the chapter to discuss about the planning and pretest, it mentions that in pretest the sample size should be large enough, however, to give the confidence that have sampled a range of opinions. A reasonable and adequate sample size is 50 participants typical of the target audience. In order to test the effectiveness of the quality of the survey, it is necessary to conduct a preliminary survey before the actual survey. First issue 50 preliminary survey samples. Through empirical analysis, the reliability of the method is verified.

Data Gathering

Data collection refers to the collection of relevant data according to the needs of the system itself and the needs of users to describe the process of collecting data. The purpose of collecting data is to obtain information and keep records in order to

make decisions on important issues and pass the information to others (Weller & Romney 1988), and to make some calculations have a basis.

Pre-collection data activity: Obtain target data for pre-testing and ensure analysis methods.

Specific collection: Collect data by sampling.

In accordance with the sampling method and data collection plan, this research adopts the form of questionnaire survey.

Analysis of Data

In terms of data analysis, this study uses SPSS (Statistical Product and Service Solutions) software for descriptive data analysis, T test, ANOVA regression analysis and factor analysis.
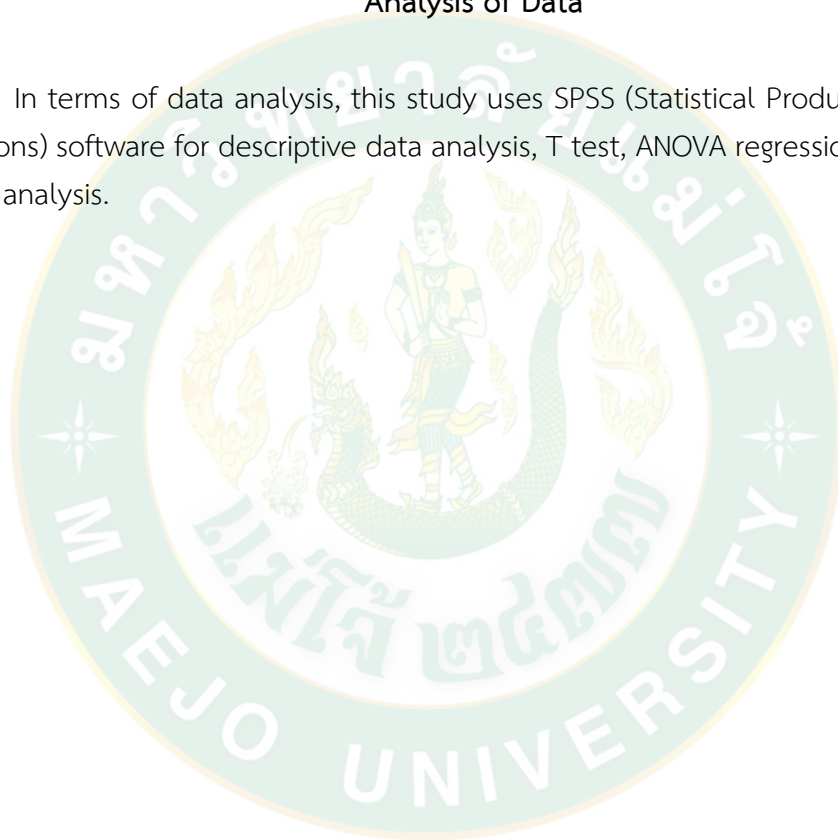
CHAPTER IV
RESULT AND DISCUSSION

In this research, there were 535 tourists as a sample. The sample is now analyzed, including: frequency analysis, descriptive analysis, reliability analysis, validity analysis, difference analysis, correlation analysis and regression analysis.

Demographic Characteristics of the Respondents

Frequency analysis

Table 5 Frequency

Items	Categories	N	Percent (%)	Cumulative Percent (%)
Gender	male	244	45.61	45.61
	Female	291	54.39	100.00
Age	Under 18 years	93	17.38	17.38
	18-25 years old	86	16.07	33.46
	26-35 years old	86	16.07	49.53
	36-45 years old	88	16.45	65.98
	46-60 years old	97	18.13	84.11
	61 years and above	85	15.89	100.00
Education	Junior high school and below	67	12.52	12.52
	High school	82	15.33	27.85
	Junior college	74	13.83	41.68
	regular college	71	13.27	54.95
	Postgraduate	83	15.51	70.47
	PhD student	78	14.58	85.05
	7.0	80	14.95	100.00
Income	Below 2000 yuan	59	11.03	11.03
	2001~3000 yuan	63	11.78	22.80
	3001~5000 yuan	55	10.28	33.08
	5001~8000 yuan	64	11.96	45.05
	8001~10000 yuan	70	13.08	58.13

Table 5 (Continued)

Items	Categories	N	Percent (%)	Cumulative Percent (%)
	10001~20000 yuan	74	13.83	71.96
	More than 20000 yuan	76	14.21	86.17
	8.0	74	13.83	100.00
Occupation	Civil servants / Staff of public institutions	51	9.53	9.53
	Professional skill worker (Such as teachers/doctors/lawyers, etc.)	40	7.48	17.01
	Service industry personnel (Such as Catering clerk/driver/sales clerk, etc.)	57	10.65	27.66
	Freelancer (Such as writer/artist/photographe /guide, etc.)	75	14.02	41.68
	Worker (Such as factory workers/constructior workers/urban sanitation workers, etc.)	47	8.79	50.47
	Staff (Personnel engaged in general affairs)	31	5.79	56.26
	Private business owner	41	7.66	63.93
	student	39	7.29	71.21
	housewife	52	9.72	80.93
	Retirees	55	10.28	91.21
	others	47	8.79	100.00
Status	The first time	92	17.20	17.20
	The second time	90	16.82	34.02
	The third time	111	20.75	54.77
	The fourth time	128	23.93	78.69
	others	114	21.31	100.00
With whom	Family or relatives	115	21.50	21.50
	friend	155	28.97	50.47
	Tour group	143	26.73	77.20
	personal	122	22.80	100.00
Way to understand	friend	111	20.75	20.75
	advertising	111	20.75	41.50
	Travel agency	108	20.19	61.68

Table 5 (Continued)

Items	Categories	N	Percent (%)	Cumulative Percent (%)
	The internet	100	18.69	80.37
	others	105	19.63	100.00
	Total	535	100.0	100.0

It can be seen from the above table: From the perspective of gender, more than 50% of the sample persons in the sample are women. Another 45.61% of the sample persons are men. In terms of age, 18.13% of the age distribution in the sample is concentrated in "46-60 years old". In terms of education level, 15.51% of the sample personnel are "master students". In terms of income, the highest proportion of "over 20,000 yuan" is 14.21%. In terms of occupational distribution, most of the samples are "freelancers (such as writers/artists/photographers/guides, etc.)", with a total of 75.0, accounting for 14.02%. More than 20% of the travel times selected the "4th time". From the perspective of travel companions, there are relatively more people with "friends", the proportion is 28.97%.20.75% of people learned travel information from "friends".

Descriptive analysis

Table 6 Descriptive Analysis

Items	N of samples	Min	Max	Mean	Std. Deviation	Median
Physiological needs	535	1.000	5.000	3.460	1.152	4.000
Safety needs	535	1.000	5.000	3.409	1.185	3.000
Social needs	535	1.000	5.000	3.350	1.025	3.500
Respect needs	535	1.000	5.000	3.379	1.029	3.500
Self-fulfillment needs	535	1.000	5.000	3.346	0.932	3.333
Place	535	1.200	5.000	3.266	0.871	3.400
Product service	535	1.000	5.000	3.302	0.947	3.333
Price	535	1.000	5.000	3.314	0.929	3.333

Table 6 (Continued)

Items	N of samples	Min	Max	Mean	Std. Deviation	Median
Promotion	535	1.000	5.000	3.331	0.932	3.333
Tourism behavior	535	1.000	5.000	3.369	0.910	3.500

Through descriptive analysis, among the dimensions in the above table, the sample size is 535, the dimension with the largest average value is Physiological needs, and the average value is 3.460; the dimension with the smallest average value is Place, and the average value is 3.266. This measurement form requires the respondent to provide an answer in the range of 5 points from 1 to 5 on each item. Based on the average score of each item, respondents tend to strongly agree that sanitary conditions affect tourists' satisfaction with healthy tourist attractions (mean 3.460, SD 1.152), This is most likely due to the impact of the new crown epidemic in 2020 and people's emphasis on health. Among the above factors, the one that respondents paid the least attention to was the place-related elements.

Reliability Analysis

Table 7 Cronbach Alpha

Items	N of Items	n	Cronbach α
Social needs	2	535	0.823
Respect needs	2	535	0.841
Self-fulfillment needs	3	535	0.854
Place	5	535	0.900
Product service	3	535	0.868
Price	3	535	0.857
Promotion	3	535	0.863
Tourism behavior	2	535	0.787

Cronbach's alpha is usually used to test the reliability of the questionnaire. When the Cronbach's alpha index of the scale is lower than 0.7, it indicates that the consistency of multiple indexes of the constructs measured by the scale is poor, and the scale needs to be re-edited; When the Cronbach's alpha index of the scale is higher

than 0.7, it indicates that the multiple indexes of the construct measured by the scale are in good agreement.; When the Cronbach's alpha index of the scale is higher than 0.9, it indicates that the consistency of multiple indexes of the constructs measured by the scale is very good, and the measurement reliability is very high.

It can be seen from the table that the Cronbach's Alpha coefficient values corresponding to the eight dimensions of the scale are all greater than 0.7, indicating that the internal consistency of the questionnaire is good, so the reliability of the results of this survey is very good. At the same time, the deleted Cronbach's Alpha value of most items is lower than the overall Cronbach's Alpha reliability coefficient. Therefore, all the questions are the measurement of the same concept, and there is no need to delete the question items.

Validity Analysis

Table 8 KMO and Bartlett test

	KMO	0.906
	Approx. Chi-Square	7640.507
Bartlett test	*df*	300
	p value	0.000

Use factor analysis for information enrichment research, first analyze whether the research data is suitable for factor analysis. It can be seen from the above table: KMO is 0.906, which is greater than 0.6, Meeting the prerequisites of factor analysis means that the data can be used for factor analysis research. And the data passed the Bartlett sphericity test (p<0.05), indicating that the research data is suitable for factor analysis.

Table 9 Total Variance Explained

Factor	Eigen values			% of variance (Initial)			% of variance (Rotated)		
	Eigen	% of Variance	Cum. % of Variance	Eigen	% of Variance	Cum. % of Variance	Eigen	% of Variance	Cum. % of Variance
1	9.360	37.440	37.440	9.360	37.440	37.440	3.759	15.036	15.036
2	2.023	8.092	45.533	2.023	8.092	45.533	2.822	11.287	26.323
3	1.592	6.369	51.902	1.592	6.369	51.902	2.635	10.540	36.863
4	1.475	5.901	57.803	1.475	5.901	57.803	2.602	10.410	47.273
5	1.268	5.071	62.874	1.268	5.071	62.874	2.514	10.057	57.330
6	1.258	5.030	67.904	1.258	5.030	67.904	1.915	7.660	64.989
7	1.096	4.385	72.289	1.096	4.385	72.289	1.825	7.300	72.289
5	0.184	0.736	100.000	-	-	-	-	-	-

The above table analyzes the factor extraction situation and the amount of factor extraction information. It can be seen from the above table that the factor analysis has extracted a total of 7 factors, and the characteristic root values are all greater than 1. The variance interpretation rates of the 7 factors after rotation are 15.036%, 11.287%, 10.540%, 10.410%, 10.57%, 7.660%, and 7.300%, respectively. The cumulative variance interpretation rate after rotation is 72.289%.

Table 10 Factor loading (Rotated)

Items	Factor loading							Communalities
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	
Q9	0.097	0.280	0.258	0.234	0.218	0.163	0.131	0.300
Q10	0.142	0.319	0.207	0.285	0.134	0.141	0.219	0.332
Q11	0.147	0.116	0.128	0.100	0.173	0.073	0.870	0.854
Q12	0.192	0.143	0.194	0.137	0.084	0.086	0.845	0.843
Q13	0.189	0.103	0.118	0.111	0.111	0.878	0.044	0.858
Q14	0.202	0.157	0.151	0.113	0.136	0.838	0.103	0.833
Q15	0.119	0.147	0.109	0.065	0.881	0.077	0.097	0.843
Q16	0.186	0.160	0.136	0.128	0.780	0.082	0.143	0.731
Q17	0.188	0.073	0.167	0.161	0.802	0.141	0.053	0.760
Q18	0.890	0.103	0.054	0.136	0.084	0.094	0.085	0.847

Table 10 (Continued)

Items	Factor loading							Commu nalities
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	
Q19	0.785	0.127	0.085	0.126	0.102	0.171	0.058	0.699
Q20	0.739	0.177	0.113	0.108	0.192	0.102	0.116	0.663
Q21	0.765	0.117	0.159	0.166	0.111	0.127	0.138	0.700
Q22	0.786	0.130	0.154	0.116	0.129	0.069	0.089	0.701
Q23	0.161	0.882	0.077	0.100	0.062	0.072	0.083	0.836
Q24	0.186	0.798	0.149	0.185	0.118	0.092	0.049	0.752
Q25	0.134	0.807	0.117	0.178	0.158	0.102	0.113	0.762
Q26	0.110	0.097	0.860	0.164	0.106	0.087	0.095	0.815
Q27	0.155	0.125	0.779	0.163	0.133	0.146	0.100	0.722
Q28	0.169	0.172	0.800	0.174	0.167	0.080	0.163	0.790
Q29	0.124	0.134	0.149	0.874	0.100	0.134	0.045	0.849
Q30	0.213	0.196	0.147	0.775	0.151	0.056	0.144	0.752
Q31	0.210	0.194	0.220	0.774	0.097	0.073	0.080	0.750
Q32	0.180	0.328	0.290	0.316	0.253	0.280	0.190	0.502
Q33	0.269	0.332	0.317	0.237	0.256	0.341	0.241	0.579

Remark Blue indicates that the absolute value of loading is greater than 0.4, and red indicates that the communality is less than 0.4.

Overall, the results obtained by rotating the component matrix are consistent with the scale and dimensions of the research design division. At the same time, the load value of each item of each dimension is greater than 0.5. Therefore, the validity of the questionnaire is high, the questionnaire is valid, and subsequent research and analysis can be carried out.

Variation Analysis

Table 11 Independent t test

	Gender (Mean±Std. Deviation)		*t*	*p*
	male (*n*=244)	Female (*n*=291)		
Physiological needs	3.23±1.18	3.65±1.09	-4.302	0.000***
Safety needs	3.17±1.19	3.61±1.15	-4.388	0.000***
Social needs	3.22±1.04	3.46±1.00	-2.795	0.005**
Respect needs	3.19±1.06	3.54±0.97	-3.953	0.000***
Self-fulfillment needs	3.16±0.93	3.50±0.91	-4.261	0.000***
Place	3.13±0.84	3.38±0.88	-3.397	0.001***
Product service	3.20±0.98	3.39±0.92	-2.323	0.021*
Price	3.17±0.92	3.44±0.92	-3.361	0.001***
Promotion	3.16±0.88	3.47±0.95	-3.900	0.000***
Tourism behavior	3.25±0.85	3.47±0.95	-2.769	0.006**

Remark   * *p*<0.05 ** *p*<0.01 *** *p*<0.001

Table 12 ANOVA- Age

	Age (Mean±Std. Deviation)						*F*	*p*
	Under 18 years (*n*=93)	18-25 years old (*n*=86)	26-35 years old (*n*=86)	36-45 years old (*n*=88)	46-60 years old (*n*=97)	61 years and above (*n*=85)		
Physiological needs	3.41±1.11	3.28±1.11	3.51±1.12	3.56±1.19	3.63±1.20	3.35±1.16	1.186	0.315
Safety needs	3.12±1.19	3.42±1.16	3.50±1.12	3.56±1.20	3.54±1.17	3.33±1.23	1.811	0.109
Social needs	3.26±0.94	3.38±1.05	3.38±0.98	3.47±1.06	3.39±1.09	3.21±1.04	0.779	0.565
Respect needs	3.23±0.94	3.26±1.04	3.49±1.00	3.42±1.08	3.47±1.13	3.41±0.96	1.019	0.406
Self-fulfillment needs	3.07±0.91	3.27±0.85	3.34±0.95	3.56±0.98	3.51±0.88	3.33±0.96	3.343	0.006**
Place	3.11±0.79	3.09±0.76	3.21±0.90	3.44±0.92	3.44±0.90	3.29±0.91	2.882	0.014*
Product service	3.19±0.90	3.17±0.92	3.32±0.92	3.39±0.98	3.35±1.01	3.39±0.94	0.916	0.470
Price	3.22±0.89	3.24±0.85	3.24±0.90	3.32±0.99	3.53±0.96	3.32±0.95	1.465	0.199
Promotion	3.06±0.83	3.21±0.85	3.33±0.91	3.43±1.02	3.53±1.00	3.42±0.89	3.235	0.007**
Tourism behavior	3.19±0.82	3.26±0.88	3.40±0.87	3.49±1.00	3.50±0.97	3.37±0.88	1.661	0.142

Remark: * *p*<0.05 ** *p*<0.01 *** *p*<0.001

As can be seen from the above table, using the analysis of variance (the full name is one-way analysis of variance) to study Age for Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, Place, Product service, Price, Promotion, Tourism behavior total 10 The difference of items, It can be seen from the above table that different Age samples will not show significance for 7 items of Physiological needs, Safety needs, Social needs, Respect needs, Product service, Price, Tourism behavior (p>0.05). It means that different Age samples show consistency for Physiological needs, Safety needs, Social needs, Respect needs, Product service, Price, Tourism behavior, and there is no difference. In addition, the Age sample is significant for the three items of Self-fulfillment needs, Place, and Promotion (p<0.05), which means that different Age samples are different for Self-fulfillment needs, Place, and Promotion. Specific analysis shows that:

Age shows significance at the level of 0.01 for Self-fulfillment needs (F=3.343, p=0.006), and the difference in specific comparison shows that the comparison result of the average scores of the groups with more obvious differences is "26-35 years old> 18 years old ; 36-45 years old> below 18 years old; 46-60 years old> below 18 years old; 36-45 years old> 18-25 years old".

Age is significant for Place at the 0.05 level (F=2.882, p=0.014), and the specific comparison difference shows that the comparison result of the average scores of the groups with more obvious differences is "36-45 years old> 18 years old; 46- 60 years old>under 18 years old; 36-45 years old>18-25 years old; 46-60 years old>18-25 years old".

Age shows a significance level of 0.01 for Promotion (F=3.235, p=0.007), and the specific comparison difference shows that the comparison result of the average scores of the groups with more obvious differences is "26-35 years old> 18 years old; 36- 45 years old> below 18 years old; 46-60 years old> below 18 years old; 61 years old and above> below 18 years old; 46-60 years old> 18-25 years old".

The summary shows that different Age samples do not show significant differences in the 7 items of Physiological needs, Safety needs, Social needs, Respect needs, Product service, Price, and Tourism behavior. In addition, Age samples have a total of Self-fulfillment needs, Place, and Promotion. Three items showed significant differences.

Table 13 ANOVA-Education

	Education (Mean±Std. Deviation)							F	p
	Junior high school and below (n=67)	High school (n=82)	Junior college (n=74)	regular college (n=71)	Postgraduate (n=83)	PhD student (n=78)	7.0 (n=80)		
Physiological needs	3.60±1.13	3.57±1.17	3.36±1.22	3.24±1.11	3.52±1.07	3.53±1.18	3.39±1.17	0.937	0.468
Safety needs	3.40±1.21	3.24±1.16	3.38±1.22	3.44±1.08	3.34±1.13	3.58±1.27	3.50±1.22	0.668	0.675
Social needs	3.54±0.97	3.33±0.98	3.36±1.13	3.37±1.03	3.40±0.99	3.31±1.07	3.17±1.00	0.860	0.524
Respect needs	3.47±1.00	3.43±0.95	3.41±1.04	3.56±1.11	3.29±1.00	3.20±1.12	3.33±0.98	1.060	0.386
Self-fulfillment needs	3.43±0.90	3.29±0.86	3.37±1.01	3.55±0.92	3.24±0.87	3.37±0.93	3.20±1.02	1.237	0.286
Place	3.44±0.81	3.21±0.76	3.17±0.94	3.36±0.94	3.36±0.82	3.34±0.93	3.02±0.85	2.185	0.043*
Product service	3.29±0.98	3.31±0.95	3.36±0.95	3.26±0.90	3.48±0.89	3.35±0.99	3.05±0.95	1.534	0.165
Price	3.48±0.90	3.41±0.86	3.21±1.02	3.39±0.90	3.39±0.90	3.26±0.99	3.07±0.89	1.860	0.086
Promotion	3.49±0.90	3.37±0.91	3.16±1.00	3.35±0.95	3.52±0.87	3.33±0.89	3.11±0.97	2.134	0.048*
Tourism behavior	3.46±0.93	3.44±0.89	3.38±0.99	3.39±0.93	3.37±0.82	3.40±0.91	3.17±0.91	0.862	0.523

Remark: * $p<0.05$ ** $p<0.01$ *** $p<0.001$

As can be seen from the above table, using analysis of variance (the full name is one-way analysis of variance) to study Education for Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, Place, Product service, Price, Promotion, Tourism behavior total 10 The difference of items, It can be seen from the above table that different Education samples will not show significance for 8 items of Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, Product service, Price, Tourism behavior (p>0.05). It means that different Education samples show consistency for Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, Product service, Price, Tourism behavior, and there is no difference. In addition, the Education sample is significant for two items of Place and Promotion (p<0.05), which means that different Education samples are different for Place and Promotion. Specific analysis shows that:

Education showed 0.05-level significance for Place (F=2.185, p=0.043), and the specific comparison difference shows that the comparison results of the average scores of the groups with more obvious differences are "junior high school and below>7.0; undergraduate>7.0; master Graduate students>7.0;

PhD students>7.0". Education shows significance at the 0.05 level for Promotion (F=2.134, p=0.048), and the difference in specific comparison shows that the comparison result of the average scores of groups with more obvious differences is "junior high school and below> college; Junior high school and below>7.0; Master's degree>College; Master's degree>7.0".

The summary shows that different Education samples do not show significant differences in the 8 items of Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, Product service, Price, Tourism behavior. In addition, Education samples have a total of Place and Promotion. The two items showed significant differences.

Table 14 ANOVA- Income

	Income (Mean±Std. Deviation)									
	Below 2000 yuan (n=59)	2001~3000 yuan (n=63)	3001~5000 yuan (n=55)	5001~8000 yuan (n=64)	8001~10000 yuan (n=70)	10001~20000 yuan (n=74)	More than 20,000 yuan (n=76)	8.0 (n=74)	F	p
Physiological needs	3.27±1.22	3.48±1.06	3.22±1.15	3.45±1.08	3.59±1.12	3.46±1.25	3.66±1.17	3.46±1.14	1.014	0.420
Safety needs	3.29±1.30	3.41±1.24	3.15±1.28	2.84±0.95	3.80±1.10	3.53±1.08	3.57±1.14	3.54±1.21	4.247	0.000***
Social needs	3.03±0.95	3.29±1.00	3.18±1.04	3.20±0.95	3.56±1.09	3.49±1.16	3.58±0.93	3.34±0.97	2.473	0.017*
Respect needs	3.54±0.90	3.40±0.96	2.97±1.02	3.19±1.01	3.61±1.02	3.41±1.11	3.32±1.00	3.51±1.10	2.562	0.013*
Self-fulfillment needs	3.17±0.97	3.16±0.76	3.27±0.91	3.14±0.89	3.54±0.97	3.57±0.94	3.52±0.88	3.29±1.02	2.643	0.011*
Place	3.08±0.88	3.16±0.76	3.02±0.81	3.07±0.77	3.43±0.93	3.51±0.97	3.49±0.80	3.24±0.87	3.705	0.001***
Product service	3.14±0.87	3.13±0.94	3.15±0.83	3.39±0.91	3.50±1.00	3.35±1.06	3.39±0.95	3.30±0.92	1.349	0.225
Price	3.06±0.87	3.13±0.88	3.33±0.88	3.06±0.83	3.51±0.94	3.27±1.10	3.58±0.79	3.46±0.96	3.364	0.002**
Promotion	3.16±0.81	3.21±0.81	3.18±0.88	3.07±0.84	3.36±1.06	3.55±1.01	3.54±0.89	3.45±0.98	2.672	0.010*
Tourism behavior	3.21±0.88	3.29±0.77	3.24±0.86	3.12±0.77	3.63±0.98	3.49±1.05	3.45±0.92	3.44±0.91	2.368	0.022*

Remark: * $p<0.05$ ** $p<0.01$ *** $p<0.001$

As can be seen from the above table, using analysis of variance (the full name is one-way analysis of variance) to study Income for Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, Place, Product service, Price, Promotion, Tourism behavior total 10 The difference of items, It can be seen from the above table that different Income samples do not show significance for Physiological needs and Product service (p>0.05), which means that different Income samples show consistency for Physiological needs and Product service. There is no difference. In addition, Income samples are significant for Safety needs, Social needs, Respect needs, Self-fulfillment needs, Place, Price, Promotion, Tourism behavior (p<0.05), which means that different Income samples are for Safety needs, Social needs. Respect needs, Self-fulfillment needs, Place, Price, Promotion, Tourism behavior are different. Specific analysis shows that:

Income for Safety needs is significant at the 0.01 level (F=4.247, p=0.000), and the specific comparison difference shows that the comparison results of the average scores of the groups with more obvious differences are "below 2000 yuan> 5001 yuan ~ 8000 yuan; 8001 yuan~10000 yuan> below 2000 yuan; 2001 yuan~3000 yuan>5001 yuan~8000 yuan; 8001 yuan~10000 yuan>3001 yuan~5000 yuan; 20000 yuan and above>3001 yuan~5000 yuan; 8001 yuan~10000 yuan> 5001 yuan~8000 yuan; 10001~20000 yuan>5001 yuan~8000 yuan; 20000 yuan and above>5001 yuan~8000 yuan; 8.0>5001 yuan~8000 yuan".

Income shows significance at the 0.05 level for Social needs (F=2.473, p=0.017), and the specific comparison difference shows that the comparison result of the average scores of the groups with more obvious differences is "8001 yuan ~ 10,000 yuan> 2,000 yuan or less; 10001~20000 yuan> 2000 yuan or less; 20000 yuan or more> 2000 yuan or less; 8001 yuan to 10000 yuan> 3001 yuan to 5000 yuan; 20000 yuan or more> 3001 yuan to 5000 yuan; 8001 yuan to 10000 yuan> 5001 yuan to 8000 yuan ; Above 20,000 yuan> 5001 yuan to 8,000 yuan".

Income for Respect needs is significant at the 0.05 level (F=2.562, p=0.013), and the specific comparison difference shows that the comparison results of the average scores of the groups with more obvious differences are "below 2000 yuan> 3001 yuan ~ 5000 yuan; 2001 Yuan~3000 Yuan>3001 Yuan~5000 Yuan; 8001 Yuan~10000 Yuan>3001 Yuan~5000 Yuan; 10001~20000 Yuan>3001 Yuan~5000 Yuan; 8.0>3001 Yuan~5000 Yuan; 8001 Yuan~10000 Yuan>5001 Yuan~8000 Yuan".

Income for Self-fulfillment needs shows significance at the 0.05 level (F=2.643, p=0.011), and the specific comparison difference shows that the comparison result of the average scores of the groups with more obvious differences is "8001 yuan ~ 10,000

yuan> 2000 yuan Below; 10001~20000 yuan> 2000 yuan or less; 20000 yuan or more> 2000 yuan or less; 8001 yuan~10000 yuan>2001 yuan~3000 yuan; 10001~20000 yuan>2001 yuan~3000 yuan; 20000 yuan or more>2001 yuan~3000 Yuan; 8001 Yuan~10000 Yuan>5001 Yuan~8000 Yuan; 10001~20000 Yuan>5001 Yuan~8000 Yuan; Above 20000 Yuan>5001 Yuan~8000 Yuan".

Income shows 0.01 level significance for Place (F=3.705, p=0.001), and the specific comparison difference shows that the comparison result of the average scores of the groups with more obvious differences is "8001 yuan ~ 10,000 yuan> 2,000 yuan or less; 10001 ~20000 yuan> 2000 yuan or less; 20000 yuan or more> 2000 yuan or less; 10001 to 20000 yuan> 2001 yuan to 3000 yuan; 20000 yuan or more> 2001 yuan to 3000 yuan; 8001 yuan to 10000 yuan> 3001 yuan to 5000 yuan; 10001 ~20000 Yuan>3001 Yuan~5000 Yuan; 20000 Yuan and above>3001 Yuan~5000 Yuan; 8001 Yuan~10000 Yuan>5001 Yuan~8000 Yuan; 10001~20000 Yuan>5001 Yuan~8000 Yuan; 20000 Yuan and above>5001 Yuan~ 8000 yuan".

Income is significant at the level of 0.01 for Price (F=3.364, p=0.002), and the specific comparison difference shows that the comparison result of the average scores of the groups with more obvious differences is "8001 yuan ~ 10000 yuan> 2000 yuan or less; 20000 Above RMB> 2000 RMB; 8.0> Below 2000 RMB; 8001~10000 RMB>2001~3000 RMB; Above 20000 RMB>2001~3000 RMB; 8.0>2001 RMB~3000; 8001~10000 RMB>5001 Yuan~8000 yuan; 20000 yuan and above>5001 yuan~8000 yuan; 8.0>5001 yuan~8000 yuan; 20000 yuan and above>10001~20000 yuan".

Income is significant for Promotion at the 0.05 level (F=2.672, p=0.010), and the difference in specific comparison shows that the comparison result of the average scores of the groups with more obvious differences is "10001~20000 yuan> 2000 yuan or less; 20000 yuan Above> 2000 yuan or less; 10001~20000 yuan> 2001 yuan to 3000 yuan; 20000 yuan or more> 2001 yuan to 3000 yuan; 10001 to 20000 yuan> 3001 yuan to 5000 yuan; 20000 yuan or more> 3001 yuan to 5000 yuan; 10001~ 20000 yuan>5001 yuan~8000 yuan; 20000 yuan and above>5001 yuan~8000 yuan; 8.0>5001 yuan~8000 yuan".

Income is significant for Tourism behavior at the 0.05 level (F=2.368, p=0.022), and the specific comparison difference shows that the comparison result of the average scores of the groups with more obvious differences is "8001 yuan ~ 10,000 yuan> less than 2,000 yuan; 8001 yuan~10000 yuan>2001 yuan~3000 yuan; 8001 yuan~10000 yuan>3001 yuan~5000 yuan;8001 yuan~10000 yuan>5001 yuan~8000 yuan;10001~20000 yuan>5001 yuan~8000 yuan; above 20000 yuan > 5001yuan ~8000yuan; 8.0>5001yuan~8000yuan".

The summary shows that different Income samples do not show significant differences for the total of 2 items of Physiological needs and Product service. In addition, the Income samples have a total of Safety needs, Social needs, Respect needs, Self-fulfillment needs, Place, Price, Promotion, Tourism behavior. 8 items showed significant differences.

Table 15 ANOVA- Status

	Status (Mean±Std. Deviation)					F	p
	The first time (n=92)	The second time (n=90)	The third time (n=111)	The fourth time (n=128)	others (n=114)		
Physiological needs	3.45±1.23	3.37±1.16	3.57±1.07	3.41±1.13	3.49±1.20	0.463	0.763
Safety needs	3.24±1.03	3.31±1.16	3.49±1.23	3.51±1.18	3.44±1.28	0.986	0.415
Social needs	3.08±0.97	3.28±0.97	3.27±1.02	3.51±1.06	3.52±1.03	3.591	0.007**
Respect needs	3.20±1.07	3.33±1.00	3.39±1.03	3.43±1.01	3.49±1.03	1.210	0.306
Self-fulfillment needs	3.19±0.89	3.27±0.82	3.29±1.02	3.51±0.97	3.40±0.90	2.061	0.085
Place	3.10±0.89	3.15±0.78	3.31±0.81	3.24±0.92	3.48±0.90	3.087	0.016*
Product service	3.14±0.97	3.20±0.92	3.33±0.94	3.30±0.96	3.48±0.93	1.947	0.101
Price	3.21±0.90	3.23±0.79	3.23±0.98	3.45±0.92	3.39±1.00	1.630	0.165
Promotion	3.15±0.90	3.24±0.88	3.36±0.89	3.42±0.97	3.42±0.98	1.637	0.163
Tourism behavior	3.19±0.91	3.23±0.86	3.42±0.87	3.36±0.97	3.59±0.89	3.235	0.012*

Remark: * p<0.05 ** p<0.01 *** p<0.001

As can be seen from the above table, using analysis of variance (the full name is one-way analysis of variance) to study Status for Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, Place, Product service, Price, Promotion, Tourism behavior total 10 The difference of items. It can be seen from the above table that different Status samples will not show significance for 7 items of Physiological needs, Safety needs, Respect needs, Self-fulfillment needs, Product service, Price, Promotion (p>0.05), It means that different Status samples show consistency for Physiological needs, Safety needs, Respect needs, Self-fulfillment

needs, Product service, Price, Promotion, and there is no difference. In addition, the Status sample is significant for Social needs, Place, Tourism behavior (p<0.05), which means that different Status samples are different for Social needs, Place, Tourism behavior. Specific analysis shows that:

Status shows 0.01 level significance for Social needs (F=3.591, p=0.007), and the specific comparison difference shows that the comparison result of the average scores of the groups with more obvious differences is "4th time> 1st time; other> 1st".

Status shows 0.05 level significance for Place (F=3.087, p=0.016), and the specific comparison difference shows that the comparison result of the average scores of the groups with more obvious differences is "other>1st time; other>2nd time; Others>4th time".

Status shows 0.05 level significance for Tourism behavior (F=3.235, p=0.012), and the specific comparison difference shows that the comparison result of the average scores of the groups with more obvious differences is "other> first time; other> second Time; other>4th time".

The summary shows that different Status samples do not show significant differences for the 7 items of Physiological needs, Safety needs, Respect needs, Self-fulfillment needs, Product service, Price, and Promotion. In addition, Status samples have a total of Social needs, Place, Tourism behavior. Three items showed significant differences.

Correlation Analysis

Table 16 Pearson Correlation-1

	Mean	Std. Deviation	Tourism behavior	Physiological needs	Safety needs	Social needs	Respect needs	Self-fulfillment needs
Tourism behavior	3.369	0.910	1					
Physiological needs	3.460	1.152	0.386***	1				

Table 16 (Continued)

	Mean	Std. Deviation	Tourism behavior	Physiological needs	Safety needs	Social needs	Respect needs	Self-fulfillment needs
Safety needs	3.409	1.185	0.430***	0.291***	1			
Social needs	3.350	1.025	0.422***	0.274***	0.312***	1		
Respect needs	3.379	1.029	0.456***	0.280***	0.279***	0.279***	1	
Self-fulfillment needs	3.346	0.932	0.470***	0.327***	0.299***	0.348***	0.342***	1

Remark: * $p<0.05$ ** $p<0.01$ *** $p<0.001$

As can be seen from the above table, use correlation analysis to study the correlation between Tourism behavior and Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs, and use the Pearson correlation coefficient to indicate the strength of the correlation. Specific analysis shows that: Tourism behavior and Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs are all significant, the correlation coefficient values are 0.386, 0.430, 0.422, 0.456, 0.470, and the correlation coefficient values Are greater than 0, It means that there is a positive correlation between Tourism behavior and Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs.

Table 17 Pearson Correlation-2

	Mean	Std. Deviation	Tourism behavior	Place	Product service	Price	Promotion
Tourism behavior	3.369	0.910	1				
Place	3.266	0.871	0.473***	1			

Table 17 (Continued)

	Mean	Std. Deviation	Tourism behavior	Place	Product service	Price	Promotion
Product service	3.302	0.947	0.502***	0.394***	1		
Price	3.314	0.929	0.516***	0.376***	0.370***	1	
Promotion	3.331	0.932	0.511***	0.429***	0.447***	0.467***	1

Remark: * $p<0.05$ ** $p<0.01$ *** $p<0.001$

From the above table, we can use correlation analysis to study the correlation between Tourism behavior and Place, Product service, Price, Promotion, and use the Pearson correlation coefficient to indicate the strength of the correlation. Specific analysis shows that:

All 4 items of Tourism behavior and Place, Product service, Price, Promotion are significant, the correlation coefficient values are 0.473, 0.502, 0.516, 0.511, and the correlation coefficient values are all greater than 0, which means Tourism behavior and Place There is a positive correlation among the four items, Product service, Price, Promotion.

Regression Analysis

Table 18 Parameter Estimates (n=535)-1

	Unstandardized Coefficients		Standardized Coefficients						
	B	Std. Error	Beta	t	p	VIF	R²	Adj R²	F
Constant	0.503	0.148	-	3.396	0.001***	-			
Physiological needs	0.111	0.029	0.141	3.867	0.000***	1.219			
Safety needs	0.155	0.028	0.202	5.557	0.000***	1.223	0.427	0.422	F (5,529)=78.846,
Social needs	0.158	0.033	0.177	4.827	0.000***	1.246			p=0.000
Respect needs	0.208	0.032	0.235	6.457	0.000***	1.225			
Self-fulfillment needs	0.216	0.037	0.221	5.868	0.000***	1.308			

Remark: Dependent Variable: Tourism behavior

D-W: 1.916

* p<0.05 ** p<0.01 *** p<0.001

It can be seen from the above table that Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs are used as independent variables, and Tourism behavior is used as the dependent variable for linear regression analysis. As can be seen from the above table, the model formula is: Tourism behavior=0.503 + 0.111*Physiological needs + 0.155*Safety needs + 0.158*Social needs + 0.208* Respect needs + 0.216*Self-fulfillment needs, The model R square value is 0.427, It means that Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs can explain 42.7% of the changes in Tourism behavior. When performing F test on the model, it is found that the model passes F test (F=78.846, p=0.000<0.05), which means that at least one of Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs will affect Tourism behavior Have an impact relationship, In addition, the test for the multicollinearity of the model found that all the VIF values in the model are less than 5, which means that there is no collinearity problem; and the DW value is near the number 2, thus indicating that the model does not have autocorrelation. There is no correlation between them, and the model is better. The final specific analysis shows that:

The regression coefficient of Physiological needs is 0.111 (t=3.867, p=0.000<0.01), which means that Physiological needs will have a significant positive influence on Tourism behavior.

The regression coefficient value of Safety needs is 0.155 (t=5.557, p=0.000<0.01), which means that Safety needs will have a significant positive influence on Tourism behavior.

The regression coefficient value of Social needs is 0.158 (t=4.827, p=0.000<0.01), which means that Social needs will have a significant positive influence on Tourism behavior.

The regression coefficient of Respect needs is 0.208 (t=6.457, p=0.000<0.01), which means that Respect needs will have a significant positive influence on Tourism behavior.

The regression coefficient value of Self-fulfillment needs is 0.216 (t=5.868, p=0.000<0.01), which means that Self-fulfillment needs will have a significant positive influence on Tourism behavior.

The summary analysis shows that: Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs all have a significant positive influence on Tourism behavior.

Table 19 Parameter Estimates (n=535)-2

	Unstandardized Coefficients		Standardized Coefficients	t	p	VIF	R^2	Adj R^2	F
	B	Std. Error	Beta						
Constant	0.448	0.144	-	3.105	0.002**	-			
Place	0.203	0.039	0.195	5.193	0.000***	1.350			$F(4,530)=107.928,$
Product service	0.231	0.036	0.240	6.374	0.000***	1.367	0.449		$p=0.000$
Price	0.256	0.037	0.261	6.896	0.000***	1.378		0.445	
Promotion	0.194	0.039	0.199	4.995	0.000***	1.521			

Remark: Dependent Variable: Tourism behavior

D-W: 2.034

$* \ p<0.05 \ ** \ p<0.01 \ *** \ p<0.001$

It can be seen from the above table that Place, Product service, Price, Promotion are used as independent variables, and Tourism behavior is used as the dependent variable for linear regression analysis. As can be seen from the above table, the model formula is: Tourism behavior=0.448 + 0.203*Place + 0.231*Product service + 0.256*Price + 0.194*Promotion, the model R square value is 0.449, It means that Place, Product service, Price, Promotion can explain 44.9% of the reasons for the change in Tourism behavior. When the F test is performed on the model, it is found that the model passes the F test (F=107.928, p=0.000<0.05), which means that at least one of Place, Product service, Price, and Promotion will have an impact on Tourism behavior. In addition, a test for the multicollinearity of the model found that all the VIF values in the model are less than 5, which means that there is no collinearity problem; And the D-W value is near the number 2, which shows that the model does not have autocorrelation, and there is no correlation between the sample data, and the model is better. The final specific analysis shows that:

The regression coefficient value of Place is 0.203 (t=5.193, p=0.000<0.01), which means that Place will have a significant positive influence on Tourism behavior.

The regression coefficient of Product service is 0.231 (t=6.374, p=0.000<0.01), which means that Product service will have a significant positive influence on Tourism behavior.

The regression coefficient of Price is 0.256 (t=6.896, p=0.000<0.01), which means that Price will have a significant positive influence on Tourism behavior.

The regression coefficient value of Promotion is 0.194 (t=4.995, p=0.000<0.01), which means Promotion will have a significant positive influence on Tourism behavior.

The summary analysis shows that: Place, Product service, Price, Promotion all have a significant positive influence on Tourism behavior.

CHAPTER V

SUMMARY IMPLICATION AND RECOMMENDATIONS

Summary

In this study, in order to verify tourists' willingness to conduct health tourism in Nanning, so as to better propose suggestions for the development of the health tourism industry in Nanning, refer to the following nine hypothetical research questions:

H1: The physiological needs of tourists have a significant positive influence on the willingness of Nanning's health tourism behavior.

H2: The safety needs of tourists have a significant positive impact on the willingness of Nanning's health tourism behavior.

H3: The social needs of tourists have a significant positive impact on the willingness of Nanning's health tourism behavior.

H4: The respect of tourists needs to have a significant positive impact on the willingness of Nanning's health tourism behavior.

H5: Tourists' self-realization needs to have a significant positive impact on the willingness of Nanning's health tourism behavior.

H6: The tourist location has a significant positive influence on the willingness of Nanning's health tourism behavior.

H7: Production services have a significant positive impact on the willingness of Nanning's health tourism behavior.

H8: Product prices have a significant positive impact on the willingness of Nanning's health tourism behavior.

H9: Marketing methods have a significant positive impact on the willingness of Nanning's health tourism behavior.

The above assumptions are accepted by the model test. The results show that tourists' physiological needs, safety needs, respect needs and self-realization needs have a significant positive impact on the willingness of Nanning's health tourism behavior. Tourist locations, production services, product prices and marketing methods also have a significant positive impact on the willingness of Nanning's health tourism behavior.

Implication

In 2017, Nanning, the permanent host of the China-ASEAN Expo, was identified by the National Tourism Administration and the State Administration of Traditional Chinese Medicine as one of the first 15 national TCM health tourism demonstration zones in the country. In recent years, more and more tourists come to Nanning to experience health tourism services. Therefore, according to Thomas Lowe's hierarchy of needs theory and marketing mix theory, this study takes the large health tourism behavior intention of domestic tourists to Nanning as the research starting point, analyzes the influence of demand hierarchy and marketing mix factors on the behavior intention of healthy tourism, and then proposes the development of Nanning. Recommendations for the city's large health tourism industry.

This study applies the hierarchy of needs theory to the research field of tourists' healthy travel intention, and identifies the factors that affect tourists' healthy travel intention as five main variables, namely physiological needs, safety needs, social needs, respect of tourists needs, and Tourists' self- realization needs. In addition, based on the theory of marketing mix, another part of the factors that affect tourists' healthy travel intentions are determined as four main variables, namely tourist location, Production services, Product prices and Marketing methods. These theoretical data have certain application value and can be used for Provide some reference for subsequent research.

From the perspective of gender, more than 50% of the sample personnel in the sample are female. 45.61% of the sample personnel are male, and the proportion of females is slightly higher than that of males. In terms of age, 18.13% of the age distribution in the sample is concentrated in the "46-60 years old", and the people who pay attention to health tourism are mostly concentrated in the middle-aged and elderly groups. In terms of education, 15.51% of the sample personnel are "master graduate students". In terms of income, "more than 20,000 yuan" accounted for the highest proportion of 14.21%. In terms of occupational distribution, most of the samples are "freelancers (such as writers/artists/photographers/tour guides, etc.)", with a total of 75.0, accounting for 14.02%. More than 20% of the samples in the number of trips chose "the 4th time". From the perspective of travel companions, there are relatively more people with "friends", the proportion is 28.97%. 20.75% of the staff learned travel information from "friends".

This research uses correlation analysis to study the correlation between Tourism behavior and Physiological needs, Safety needs, Social needs, Respect needs, Self-fulfillment needs. The specific analysis shows: Tourism behavior and Physiological needs, Safety needs, Social needs , Respect needs, Self-fulfillment needs, all 5 items are significant, the correlation coefficient values are 0.386, 0.430, 0.422, 0.456, 0.470, and the correlation coefficient values are all greater than 0, which means Tourism behavior and Physiological needs , Safety needs, Social needs, Respect needs, Self-fulfillment needs are positively correlated. The results of the correlation analysis between Tourism behavior and Place, Product service, Price, Promotion are as follows: Tourism behavior and Place, Product service, Price, Promotion are all significant, and the correlation coefficient value They are 0.473, 0.502, 0.516, 0.511 respectively, and the correlation coefficient values are all greater than 0, which means that there is a positive correlation between Tourism behavior and Place, Product service, Price, and Promotion.

From the above data, we can get some information. The travel willingness and feedback of health tourism customers are important reference factors for business operation and profitability.

Government departments can use these results to improve policies related to health tourism. By strengthening policy implementation, promoting and attracting enterprises to develop the health tourism industry in the local area will help promote the development of "health tourism".

Government departments, such as the Guangxi Tourism Bureau, can use the research results to build and build a brand of health tourism in Nanning, promote the characteristics of Nanning's health tourism services in tourism exhibitions in Guangxi and even other provinces in China, and expand the health tourism industry in Nanning. Influence.

Investors should combine the characteristics of local health tourism, introduce professionals in the health industry, and provide professional services for tourists to participate in health tourism activities. According to the conclusions of this study, the marketing methods of healthy tourism service scenic spots can be determined, and the service management system and quality can be improved to gain the trust of tourists and attract more new customers to experience and travel. Investors' attention to tourists' travel willingness and feedback will help them make business decisions or adjust new marketing strategies and provide updated services.

The results of this study will provide researchers with tourism-related information and lay the foundation for the next step to identify new research topics. These data results will also help investors and operators in the health tourism industry to implement and optimize marketing strategies with competitive advantages, so as to attract more tourists to travel and experience the high-quality services of health tourism brands.

Recommendations

In this research, we established a model to improve the development of Nanning's health tourism industry by investigating tourists' satisfaction with Nanning's health tourism, and discussed the status quo. The research results will help the government, tourism project investors and operators to jointly build and upgrade Nanning's health tourism industry. According to the results of data analysis, the following suggestions are put forward for the development of Nanning's big health tourism project:

From the perspective of the construction and development of Nanning's health tourism project, every concept of consumer demand and satisfaction is an important indicator that has an impact on Nanning's health tourism behavior.

1. The government should improve the relevant policy system and optimize the development plan for the big health tourism industry.

Especially in the development and construction of large health tourism projects after the new crown pneumonia epidemic covid-19, it is necessary to strengthen health and safety protection measures and establish a sound health and safety system. Secondly, we must pay attention to the deep integration of the health industry and tourism, expand Nanning's characteristic health tourism activities, and promote the development of the big health tourism industry.

2. Actively expand the promotion of Nanning's health tourism and increase investment promotion.

According to the results of the questionnaire survey, the vast majority of tourists have a strong demand for health tourism, especially in today's fast-paced society, but people's understanding of health tourism is uneven. It can be seen that there is still a lot of room for expansion in the development of the big health tourism industry in Nanning. Nanning should strengthen publicity, expand publicity channels, organize high-end health tourism forums, seminars and other activities to attract investors in large health tourism projects and increase the popularity of Nanning health tourism.

3. Innovate the big health tourism industry model and build a big health tourism brand.

There are many ethnic minorities in Guangxi, and Miao medicine, Zhuang medicine and Yao medicine are relatively well-known minority medicines in Guangxi. They combine the development of minority medicine industry with the development of the tourism industry, and develop and innovate special medical and health tourism products for the Miao, Zhuang and Yao nationalities. It is conducive to further exerting the advantages of local traditional Chinese medicine resources, promoting the inheritance, innovation and development of ethnic minority medicines such as Miao medicine, Zhuang medicine, Yao medicine, and helping to enhance the effect of Nanning's health tourism brand.

4. Improve the service management system, and improve the quality of supporting services for health tourism.

The construction of tourism infrastructure in Nanning City is still on the rise, and the hardware supporting facilities for the development of big health tourism need to be enriched and improved. In the process of developing large-scale healthy tourism projects, the government, investors and operators should implement a "triple-party linkage" mechanism to improve the service management system based on the needs and satisfaction feedback of tourists, including providing and improving direct transportation, information sharing, and convenience for the people. And other engineering projects to improve the level and quality of public services.

Recommendations for Further Study

This research takes tourists' behavioral willingness to Nanning's health tourism as the theme content, and conducts research on improving Nanning's development as a health tourism center city in Guangxi. The behavioral willingness of tourists will affect the policy-making of decision-makers and investors on the urban health tourism industry and the design and innovation of tourism products and services, and then affect the development level of the urban health tourism industry. The nine factors that affect tourists' behavior and willingness include: tourists' physiological needs, safety needs, respect needs, self-realization needs, tourist locations, production services, product prices and marketing methods. When some of these factors change, the behavioral wishes of tourists will also be affected. In this study, we explored the optimal path for the development of Nanning's health tourism industry from the perspective of tourists' behavior willingness, focusing on the perspective of tourists. If we want to make a more specific discussion on the development of Nanning's health

tourism industry through the model, future research can conduct more in-depth and extensive research on other specific factors, such as tourism environment, marketing methods, etc., Use the 7P Marketing Mix Theory as a research theory to upgrade the research scope and related relationships. Through the guidance of government policies, Obtain appropriate ways to promote tourism project development and services, benefit operators and tourism experiencers, and promote the in-depth development of Nanning's health tourism industry.

REFERENCES

Abdul Hazif Abdul Hamid , Mohd Rosli Mohamad.2020.Validating Theory of Planned
    Behavior with Formative Affective Attitude to Understand Tourist Revisit
    Intention. **International Journal of Trend in Scientific Research and
    Development**, 4(2).

Abdul Waheed, Qingyu Zhang. 2020. Effect of CSR and Ethical Practices on Sustainable
    Competitive Performance: A Case of Emerging Markets from Stakeholder
    Theory Perspective. **Journal of Business Ethics**, 1-19.

Chang Wang, Jinhe Zhang, Xiao Xiao, et al. 2020. Examining the dimensions and
    mechanisms of tourists' environmental behavior: A theory of planned behavior
    approach. **Journal of Cleaner Production**, 273.

Chen Yun. 2015. **Research on the Development of Thailand's Tourism Service
    Industry under the ASEAN Framework**. Harbin: Heilongjiang University.

Dai Ping juan. 2015. **Research on the Evaluation of Tourism Competitiveness of
    Smart Tourism Cities Based on the BP Neural Network**. Gui Lin: Guangxi
    Normal University.

Fan Shui Sheng, Zhu Chao Zhi. 2011. Discussion on the Development of Leisure
    Agriculture Based on Maslow's Hierarchy of Needs Theory. **Chinese
    Agricultural Science Bulletin**, 27(14), 286-290.

Fatima Zahra Barrane, Nelson Oly Ndubisi, Sachin Kamble, et al. 2020. Building trust in
    multi-stakeholder collaborations for new product development in the digital
    transformation era. **Benchmarking: An International Journal**, 28(1), 205-228.

Franky Varah, Mirinchonme Mahongnao, Balaram Pani, et al. 2020.Exploring young
    consumers' intention toward green products: applying an extended theory of
    planned behavior. **Environment, Development and Sustainability**, 1-15.

Gan Lin. 2017. Accelerate the integration of health-preserving tourism and promote the
    development of tourism in Guangxi. **Guangxi Economy**, (3), 1.

Gu rui,Lai qi hang. 2020. An Analysis of the Development of Panzhihua. **Health Culture
    Tourism**, 29-30.

Hörisch Jacob, Schaltegger Stefan, Freeman R. Edward. 2020. Integrating stakeholder
    theory and sustainability accounting: A conceptual synthesis. **Journal of
    Cleaner Production**, 275, 124097.

Huang Da Yong, Chen Fang. 2015. A Summary of Domestic and International Tourism
    Satisfaction Research. **Journal of Chongqing Technology and Business
    University (Social Science Edition)**, (2), 49-55.

Islam Tahir, Islam Rauf, Pitafi Abdul Hameed, et al. 2021.The impact of corporate social responsibility on customer loyalty: The mediating role of corporate reputation, customer satisfaction, and trust. **Sustainable Production and Consumption**, 25, 123-135.

Khan Asadullah, Waris Muhammad, Panigrahi Shrikant, et al. 2021. Improving the Performance of Public Sector Infrastructure Projects: Role of Project Governance and Stakeholder Management. **Journal of Management in Engineering**, 37(2).

KOMSIT KIEANWATANA. 2014. **Research on the Development Elements and Policies of Bangkok's Tourism Industry-Based on the Greater Mekong Sub-regional Railway Network Plan**. Chong qing: Chongqing University.

Kremer, William Kremer, Hammond, Claudia. 2013. **Abraham Maslow and the pyramid that beguiled business**. New York: BBC news magazine.

Kuan-Ying Chen. 2014. **Developing The volunteer tourist's revisit intention model:Taiwan experience**. Chiang Mai: Maejo University.

Li hui fang,Yang xiao zhong,Liu hui. 2017. Research on the Basic Characteristics and Development Model of Health Tourism. **Journal of Wanxi University**, 33(5), 122-127.

Li peng, Zhao Yongming, Ye huiyue. 2020. Differentiation and analysis of related concepts of health tourism and international research progress. **Tourism Forum**, 13(1), 69-81.

Li yongwen, Li yuan, Li Rui. 2021. On health tourism and its industrial development. **Journal of Nanyang Normal University**, (1), 48-53.

Liu Yipeng. 2020. The micro-foundations of global business incubation: Stakeholder engagement and strategic entrepreneurial partnerships. **Technological Forecasting and Social Change**, 161, 120294.

Lv Guan sheng, Zhang wen ju. 2011. Research on Guangxi Medical Tourism Product Positioning and Product Design. **Journal of Nanning Vocational and Technical College**, 16(1), 82-85.

Maslow, A. 1954. **Motivation and personality**. New York: Harper.

Maslow, A. H. 1943. A theory of human motivation. **Psychological Review**, 50(4), 370–96.

Nishanboev Shakhbaz. 2019. **Research on Uzbekistan's Tourism Marketing Strategy Based on 4P Theory**. Xi An: Changan University.

Noppadol Manosuthi, Jin-Soo Lee, Heesup Han.2020. Predicting the revisit intention of volunteer tourists using the merged model between the theory of planned

behavior and norm activation model. **Journal of Travel & Tourism Marketing**, 37(4), 510-532.

Pradeep Kautish, Rajesh Sharma. 2020.Determinants of pro‐environmental behavior and environmentally conscious consumer behavior: An empirical investigation from emerging market. **BUSINESS STRATEGY & DEVELOPMENT**, 3(1), 112-127.

Prayong Kusirisin. 2014. **Service marketing factors affecting wellness SPA visitors' loyalty in Chiang Mai province, Thailand**. Chiang Mai: Maejo University.

Seungwoo John Lee, Hyelin Lina Kim. 2018. Roles of perceived behavioral control and self‐efficacy to volunteer tourists' intended participation via theory of planned behavior. **International Journal of Tourism Research**, 20(2), 182-190.

Shah Syed Ghulam Meran, Sarfraz Muddassar, Ivascu Larisa. 2020. Assessing the interrelationship corporate environmental responsibility, innovative strategies, cognitive and hierarchical CEO: A stakeholder theory perspective. **Corporate Social Responsibility and Environmental Management**, 28(1), 457-473.

Shen Ke. 2015. Research on Xinyang Tea Culture Tourism Marketing Based on 4P Theory. **Journal of Luliang Education College**, (1), 47-48,89.

Tahir Islam, Rauf Islam, Abdul Hameed Pitafi, et al. 2021. The impact of corporate social responsibility on customer loyalty: The mediating role of corporate reputation, customer satisfaction, and trust. **Sustainable Production and Consumption**, 25, 123-135.

Tiantian Tang, Pei Hu. 2021. The effect of commodity promotion strategy based on psychological distance theory on consumer's purchase behavior intention. **International Journal of Electrical Engineering Education**, 58(1), 45-56.

Van Thac Dang, Ninh Nguyen, Simon Pervan. 2020. Retailer corporate social responsibility and consumer citizenship behavior: The mediating roles of perceived consumer effectiveness and consumer trust. **Journal of Retailing and Consumer Services**, 55.

Wang Hao,Li Qing Lei. 2019. Overview of Thailand Tourism Research Based on the literature analysis of CNKI. **Journal of Guangxi Economic Management Cadre College**, (03), 67-75.

Wenjie Huang. 2016. **Research on the evaluation index system of healthy city construction in Chongqing**. Chongqing: Chongqing Medical University.

Wu Ling min. 2018. **Research on the Development of Hot Spring Tourism from the Perspective of "Health Industry" Taking Tangshan Hot Spring in Nanjing as an Example**. Gui Lin: Guilin University of Technology.

Xu Yu Xuan, Fang Min, Luo Wen Chun. 2021. Research on Global Tourism Marketing Strategy Based on 4PS Marketing Theory Taking Shanyang County, Shaanxi Province as an Example. **Rural Economy and Technology**, (5), 107-108,138.

Yang Chang Yu, Chen Qiang, Yang Qiao, Li Shi Jie, Zhu Run Jun, Chen Xi Ping. 2021. Analysis of the Correlation between Tourist Perception and Tourism Environmental Quality from the Perspective of Healthy Tourism. **Journal of Southwest Forestry University (Social Science)**, 5(03), 99-104.

Yaprak Kurtsal, Davide Viaggi. 2020. Exploring Collaboration and Consumer Behavior in Food Community Networks and Constraints Preventing Active Participation: The Case of Turkey. **Sustainability**, 12(8).

Yi, Jai. 2020. Impacts of consumers' beliefs, desires and emotions on their impulse buying behavior: application of an integrated model of belief-desire theory of emotion. **Journal of Hospitality Marketing & Management**, 29(6), 662-681.

Yin Xiao Yin, Li Rui Guang, Li Hong Xia. 2021. Research on the Motive Force and Path of the Integrated Development of Health Tourism Industry and Leisure Sports Industry. **Investment and cooperation**, (06), 49-50.

Yuangang Zhang, Lijuan Wang. 2019. Influence of Sustainable Development by Tourists' Place Emotion: Analysis of the Multiply Mediating Effect of Attitude. **Sustainability**, 11(5).

Yukun Cao; Huang Huang; Kaitao Wu; Yuhang Yang. 2020. **Consumer Planned Behavior Theory and its Application in Luxury Marketing Management**. DaLian: Proceedings of 2020 International Symposium on Frontiers of Economics and Management Science (FEMS 2020).

Zhang Chen Hui, Liu Hui, Xiao Juan, Yu Gan Xiang. 2019. Research on Xinyu Rural Tourism Development Based on Marketing 4P Theory. **Journal of Xinyu University**, 24(06), 14-18.

Zhang jie. 2006. **Research on the Rise and Development Trend of Health Tourism in China A Communication Perspective**. He Fei: University of Science and Technology of China.

Zhang Lan Yue. 2019. **The Enlightenment of Thailand's Medical Tourism Development Model to Yunnan's Medical Tourism**. Kun Ming: Yunnan University of Finance and Economics.

Zhang Lu. 2020. Opportunities and risks of the deep integration of "tourism + health" in the post-epidemic era. **Quality and market**, (4), 66-68.

Zhang Wei Yan. 2011. **Theoretical and Empirical Research on Health Tourism Taking Harbin Sun Island Scenic Spot as an Example**. Harbin: Harbin Normal University.

Zhao Rui. 2018. **Study on the Model of Tourism Development in Thailand**. Kun Ming: Yunnan Normal University.

Zhao Shuai. 2021. Thinking and Exploration on the Development of Healthy Tourism. **Wealth today**, (8), 243-244.

Zhao Qi. 2017. **Research on the Impact of Service Quality and Customer Perceived Value on Customer Loyalty Based on a Survey of Tourist Customers in Qingdao**. Wu Han: Huazhong Agricultural University.

Zhao Xi Yong,Fang Jian Lei,Na Shou Hai,Su Jin Bao. 2020. A Review of Researches on Health Tourism at Home and Abroad. **China Forestry Economy**, (3), 84-88.

Zheng Bi Hong. 2021. The status quo and development countermeasures of Hainan's health tourism industry. **Contemporary tourism**, 19(16), 22-23.

APPENDICES

Questionnaire (English)
Survey on Tourist Satisfaction of Health Tourism in Nanning City, Guangxi

Dear Respondents:

In order to have a more comprehensive understanding of your experience of Nanning's health tourism and your views on the construction of the health tourism industry, and to accumulate experience for the future development of Nanning's health tourism industry, this questionnaire survey is launched to you, hoping to get your feedback Real thoughts and valuable opinions. It will take you about 3 minutes to fill in the questionnaire. Please answer it carefully according to the actual situation. This questionnaire is anonymous and will not disclose your personal information. Thank you for your participation and support!

Liling Pu

Part 1 Demographic Characteristics General Information

1. your gender**:**

    A. male   B. Female

2. your age**:**

A. Under 18 years	B.18-25 years old
C.26-35 years old	D.36-45 years old
E.46-60 years old	F.61 years and above

3. Your education level**:**

A. Junior high school and below	B. High school
C. Junior college	D. regular college
E. Postgraduate	F. PhD student

4. Your personal monthly income**:**

A. Below 2000 yuan	B.2001～3000 yuan
C.3001～5000 yuan	D.5001～8000 yuan
E.8001～10000 yuan	F.10001～20000 yuan
G. More than 20,000 yuan	

5. Your occupation:

    A. Civil servants / Staff of public institutions

    B. Professional skill worker (Such as teachers/doctors/lawyers, etc.)

    C. Service industry personnel (Such as Catering clerk/driver/sales clerk, etc.)

    D. Freelancer (Such as writer/artist/photographer/guide, etc.)

        E. worker (Such as factory workers/construction workers/urban sanitation workers, etc.)

        F. Staff (Personnel engaged in general affairs)

        G. Private business owner

        H. student

        I. housewife

        J. Retirees

        K. others

6.How many times have you visited nanning

        A. The first time   B. The second time

        C. The third time   D. The fourth time

        E. others

7. Who are you traveling with

        A. Family or relatives   B. friend

        C. Tour group   D. personal

8. How did you know about the great health tourist attractions in Nanning

        A.   friend   B.   advertising

        C.   Travel agency   D.   The internet

        E. others

9.Comments and suggestions about you to health tourism in nanning city?

....

....

....

Part 2 This part is some questions about the "Hierarchy of Needs",please tick only one appropriate number that best represents your agreement with statement.

No.	Item	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	You care about the sanitary condition of tourist attractions.	☐	☐	☐	☐	☐
2	You care about the safety of tourist attractions.	☐	☐	☐	☐	☐
3	You know something about health tourism.	☐	☐	☐	☐	☐
4	Your purpose of choosing a health tour is to get close to nature and experience ecological agricultural life.	☐	☐	☐	☐	☐
5	Your purpose of choosing a big health tour is to relax, keep fit and keep healthy.	☐	☐	☐	☐	☐
6	You think health tourism can improve people's demand for quality of life.	☐	☐	☐	☐	☐
7	You think traveling is a way to relax and forget your worries.	☐	☐	☐	☐	☐
8	You like health tourism more than ordinary sightseeing.	☐	☐	☐	☐	☐
9	You think health tourism can relax your tired body better.	☐	☐	☐	☐	☐

Part 3 This part is some questions about the "Concepts of Customer Satisfaction". please tick only one appropriate number that best represents your agreement with statement.

No.	Item	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	You think it is important to have convenient traffic conditions around the health and wellness tourist attraction.	☐	☐	☐	☐	☐
2	You think the basic public facilities in tourist attractions should be complete.	☐	☐	☐	☐	☐
3	You prefer to travel to health-preserving tourist attractions with cultural brands.	☐	☐	☐	☐	☐
4	You are satisfied with the natural landscape of the health and wellness tourist attraction.	☐	☐	☐	☐	☐
5	You are satisfied with the humanistic landscape of the health and wellness tourist attraction.	☐	☐	☐	☐	☐
6	You are willing to purchase health care products and services during the health care travel process.	☐	☐	☐	☐	☐
7	you think the service quality of tourist attractions affects your travel experience.	☐	☐	☐	☐	☐
8	You are satisfied with the service attitude of the staff in the health and wellness tourist attraction.	☐	☐	☐	☐	☐
9	You think health tourism should focus on health care products and health care services.	☐	☐	☐	☐	☐

| 10 | You think health tourism promotion should adopt the "online + offline" advertising model. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 11 | You think that the external publicity of health and wellness tourist attractions is strong. | ☐ | ☐ | ☐ | ☐ | ☐ |

Please state your opinion on the price of health tourist attractions.

No.	Item	High price	fair price	Low price
1	Your opinion on the ticket price of health and wellness tourist attractions.	☐	☐	☐
2	Your opinion on the price of souvenirs in health and wellness tourist attractions.	☐	☐	☐
3	Your opinion on the price of meals in health and wellness tourist attractions.	☐	☐	☐

Part 4 This part is some questions about the "Tourism Behavior",please indicate the extent of your emotion.

No.	Item	agree	Disagree
1	In the future, you will travel to Nanning Health Tourism Scenic Area again.	☐	☐
2	In the future, you recommend relatives and friends to local health tourism.	☐	☐

Questionnaire (Chinese)

广西南宁市大健康旅游游客满意度调查问卷

亲爱的受访者：

您好！为了更全面了解您对南宁市大健康旅游的体验感和对大健康旅游产业建设的看法，为今后南宁市大健康旅游产业发展研究积累经验，特向您展开本次问卷调查，希望得到您的真实想法和宝贵意见。问卷填写会占用您大约3分钟的时间，请您按实际情况认真作答，本次调查问卷采取匿名方式，不会泄露您的个人信息，衷心感谢您的参与和支持！

一、 基本信息

1.性别：

　　　　A.男　　　　　　　　　　B.女

2.您的年龄：

　　　　A.18岁以下　　　　　　　B.18-25岁

　　　　C.26-35岁　　　　　　　　D.36-45岁

　　　　E.46-60岁　　　　　　　　F.61岁及以上

3.您的文化程度是：

　　　　A.初中及以下　　　　　　　B.高中

　　　　C.大专　　　　　　　　　　D.本科

　　　　E.硕士研究生　　　　　　　F.博士研究生

4.您的个人月收入是：

　　　　A.2000元以下　　　　　　　B.2001元～3000元

　　　　B.3001元～5000元　　　　　C.5001元～8000元

　　　　D.8001元～10000元　　　　E.10001元～20000元

　　　　F.20000元以上

5.您从事的职业是:

　　　　A.公务员/事业单位/政府工作人员

　　　　B.专业技术人员（如教师/医生/律师等）

　　　　C.服务业人员（餐饮服务员/司机/售货员等）

　　　　D.自由职业者（如作家/艺术家/摄影师/导游等）

　　　　E.工人（如工厂工人/建筑工人/城市环卫工人等）

　　　　F.职员（从事一般性事务工作的人员）

　　　　G.私营企业主

          H.学生

          I.家庭主妇

          J.离退休人员

          K.其他

6.您是第几次来南宁市旅游

          A.第1次   B.第2次

          C.第3次   D.第4次

          E.其他

7.您是同谁一起出游

          A.家人或亲戚   B.朋友

          C.旅行团   D.个人

8.您通过什么途径了解到南宁市的大健康旅游景区

          A.朋友   B.广告

          C.旅行社   D.网络

          E.其他

二、单选题（请按自己的实际情况做出单项选择）

9.您在意旅游景区的卫生状况？

          A.非常同意   B.比较同意

          C.一般   D.不太同意

          E.非常不同意

10.您在意旅游景区的安全状况？

          A.非常同意   B.比较同意

          C.一般   D.不太同意

          E.非常不同意

11.您对大健康旅游有所了解？

          A.非常同意   B.比较同意

          C.一般   D.不太同意

          E.非常不同意

12.您选择大健康旅游的目的是亲近自然、体验生态农业生活？

          A.非常同意   B.同意

          C.一般   D.不同意

          E.非常不同意

13.您选择大健康旅游的目的是放松心情、康体养生？

          A.非常同意   B.同意

        C.一般   D.不同意

        E.非常不同意

14.您认为健康养生旅游能够提升人民对生活品质的需求？

        A.非常同意   B.同意

        C.一般   D.不同意

        E.非常不同意

15.您认为旅行是一种放松心情和忘记烦恼的方式？

        A.非常同意   B.比较同意

        C.一般   D.不太同意

        E.非常不同意

16.您喜欢健康养生旅游胜过普通观光游？

        A.非常同意   B.比较同意

        C.一般   D.不太同意

        E.非常不同意

17.您认为健康养生旅游能让疲惫的身体得到较好的放松？

        A.非常同意   B.同意

        C.一般   D.不同意

        E.非常不同意

18.您认为健康养生旅游景区周边交通状况便利很重要？

        A.非常同意   B.同意

        C.一般   D.不同意

        E.非常不同意

19.您认为旅游景区的基础公共设施应该齐全？

        A.非常同意   B.比较同意

        C.一般   D.不太同意

        E.非常不同意

20.您更喜欢到具有文化品牌的健康养生旅游景区旅游？

        A.非常同意   B.比较同意

        C.一般   D.不太同意

        E.非常不同意

21.您对健康养生旅游景区的自然景观满意？

        A.非常同意   B.同意

        C.一般   D.不同意

        E.非常不同意

22.您对健康养生旅游景区的人文景观满意？

        A.非常同意   B.同意

C.一般   D.不同意

E.非常不同意

23.您愿意在健康养生旅游过程中购买养生保健产品和服务消费？

      A.非常同意   B.同意

      C.一般   D.不同意

      E.非常不同意

24.您认为旅游景区的服务质量影响您的旅游体验？

      A.非常同意   B.同意

      C.一般   D.不同意

      E.非常不同意

25.您对健康养生旅游景区工作人员服务态度满意？

      A.非常同意   B.同意

      C.一般   D.不同意

      E.非常不同意

26.您对健康养生旅游景区门票价格的看法：

      A.价格偏高   B.价格合适

      C.价格偏低

27.您对健康养生旅游景区纪念品价格的看法：

      A.价格偏高   B.价格合适

      C.价格偏低

28.您对健康养生旅游景区用餐价格的看法：

      A.价格偏高   B.价格合适

      C.价格偏低

29.您认为健康养生旅游应该以养生保健产品和养生服务为主？

      A非常同意   B.同意

      C.一般   D.不同意

      E.非常不同意

30.您认为健康养生旅游宣传应该走"线上+线下"广告的宣传模式？

      A非常同意   B.同意

      C.一般   D.不同意

      E.非常不同意

31.您认为健康养生旅游景区的对外宣传力度大？

      A.非常同意   B.同意

      C.一般   D.不同意

      E.非常不同意

32.未来您再次到南宁大健康旅游景区的可能性：
        A.会   B.不会

33.未来您推荐亲朋好友到本地进行健康养生旅游的可能性：
        A.会   B.不会

三、简答题

34.您认为南宁市大健康旅游建设有哪些需要改进的地方？

....

CURRICULUM VITAE

NAME   Mrs. Liling Pu

DATE OF BIRTH   28 November 1983

EDUCATION   2002 Thai, Guangxi University for Nationalities, Nan Ning,
                        China
                        2019 Tourism management, Maejo University, Chiang Mai,
                        Thailand

WORK EXPERIENCE   2007 Thai teacher, Guangxi University of Foreign
                        Languages, Nan Ning, China