

The Development Status and Improvement Strategies of Chinese Rural Wellness Tourism Based on Social Psychology



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Abstract: China has a vast territory, and the vast rural areas have very rich tourism resources. Rural health tourism not only effectively promotes the development of the rural economy, but also aims at the problems existing in the development of rural health vacation tourism. However, only on the basis of the rational development of natural tourism resources can we better meet the needs of consumers.

Social psychology can guide social groups to make rational use of natural resources and green consumption through various forms, and reasonably develop rural recuperation and vacation tourism. From the perspective of social psychology, this paper discusses whether people can effectively and reasonably use natural resources, green consumption and reasonable development of resources.

Take market development as the important guidance and government policy support as the important support, give play to the core role of health culture resources, promote the in-depth integration of rural tourism resources, and escort the healthy and sustainable development of rural medical care and holiday tourism.

Keywords: social psychology; rural tourism; resource development; environmental protection

1. Introduction

With the development of the economy, the disposable income of Chinese residents has increased significantly, and the pace of life is faster and faster (Zhu, Wang, & Sun, 2020). With the acceleration of urbanization and the continuous improvement of people's health concept, rural health vacation tourism came into being as new economic support (Wang, Geng, & School, 2020). On the one hand, affected by the traditional concept of health preservation, retired middle-aged and elderly people have enough funds and costs to carry out rural health tourism (Hui, 2020); On the other hand, with the acceleration of urbanization, the natural environment of the city has been destroyed. Many people want to get close to nature only through rural tourism (Zhang, Yang, Chen, Liu, & Hu, 2021). Under this background, China's rural tourism industry has greatly developed and quickly become the main economic pillar of some areas rich in tourism resources (Liu, 2020). At present, China's rural vacation tourism has just started, so there are still many problems in the development process. For

example, the uncivilized behaviour of tourists leads to environmental pollution, the excessive development of developers leads to the destruction of the natural environment, the scenic spot managers lack management experience, the management system is imperfect, etc (Naderi, Vosta, Ebrahimi, & Jalilvand, 2019). The development of tourism resources will lead to the rapid consumption of natural resources and tourism resources, which is not in line with the basic national policy of sustainable development advocated by China (Leong et al., 2019). Only on the basis of rational development of natural tourism resources can the rural health and vacation tourism industry get long-term development. Social psychology can guide social groups to make rational use of natural resources and green consumption through various forms (An & Alarcón, 2021). Based on social psychology, this paper discusses the sustainable development of the rural tourism industry and puts forward the corresponding improvement strategies.

2. Rural Tourism Based on Sustainable Development Theory

2.1 Ecological Economy Theory (EEC)

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Eco economic theory (J. Li, Bai, & Alatalo, 2020) refers to the coordinated development between social economy, natural resources and natural environment; It also refers to the coordinated development of human development and ecological needs, ecological environment and ecological economic benefits. The core idea of ecological economic theory is to advocate the harmonious development of the economy and ecological environment (Cheng & Xu, 2021). The theory of circular economy is closely related to the rise of environmental protection consciousness. The theory guides production activities according to the law of ecological development, so as to realize the recycling of economic resources and protect the natural environment to the greatest extent. The circular economy was first put forward by American economist Polding. It is an economic development model with the basic characteristics of resource conservation and recycling, which coexists harmoniously with the environment, also known as a resource circular economy. This idea sprouted and was born in the 1960s. The main components of a circular economy include three factors: economic development, social progress and ecological environment. It advocates that while developing the economy, we should also protect the ecological environment, support recycling and finally achieve sustainable development (T. Li, Li, & Liu, 2021).

The formulation of a rural tourism development strategy based on cycle theory can ensure the efficient and recyclable utilization of tourism resources and natural resources, form a more reasonable consumption mode and tourism mode, and then ensure the sustainable development of rural tourism.

2.2 Tourism Destination Life Cycle Theory

The tourism destination life cycle is a theory that describes the evolution process of a tourism destination. Since the 1970s, foreign researchers have put forward several development laws and evolution models in the study of tourism destination-related content, but Butler's life cycle theory is the most widely noticed and applied by scholars. Therefore, this paper is based on Butler's (1980) tourism destination life cycle theory and selects indicators for stage division in combination with stakeholder-related theory. Based on the concept of the product cycle, Butler puts forward six stages of the evolution and development of the tourism destination life cycle, including exploration, participation, development, stability, stagnation, decline and recovery. Specifically, problems such as improper market positioning of rural tourism, vicious competition in the tourism market, uneven tourism products, and uncivilized behaviour of individual tourists or local residents will accelerate the above cycle. Therefore, local

managers need to pay attention to it all the time and better develop tourism projects based on the guidance of tourism destination life cycle theory.

The life cycle of rural tourism is related to the income of local residents and the development of local GDP. Therefore, the local government should reasonably formulate the rural tourism development strategy according to the tourism destination life cycle theory and the main factors in different development stages.

2.3 Tourism Preference

There is no special definition of the concept of "tourism preference" in foreign academic circles, while domestic scholars have given different definitions of "tourism preference" according to different research contents and methods. A literature search found that the commonly used definitions used in many domestic tourism psychology textbooks are mainly reflected in tourism targets, that is, You (You, 2003) believes that tourism preference is people's psychological tendency toward a certain tourism target, This tendency is based on the evaluation and cognition of the target object; Li and others (X. Li, 2006) believe that tourism preference refers to the psychological tendency of potential or real tourists with emotional and intentional factors dominated by cognitive factors towards a certain tourism destination or tourism product; Yu and Lu (Yu & Lu, 2008) believe that tourism preference is the psychological tendency of tourists in the six elements of tourism, such as food, housing, transportation, tourism, shopping and entertainment.

3. Questionnaire Based on Social Psychology

3.1 Research Objective and Investigation Method

Social psychology can guide social groups to make rational use of natural resources and green consumption through various forms, which is in line with the concept of sustainable development (Qiang, Liu, & Liu, 2020). Therefore, the research is based on social psychology and sustainable development theory to formulate a questionnaire, mainly from three aspects: whether people can effectively and reasonably use natural resources, green consumption and rational development of resources. Interview 10 rural tourism developers and 50 tourists to understand the development status, existing problems and specific rectifying suggestions for rural health vacation tourism. The visit time is about 15-25 minutes. Finally, the feelings of tourists and residents on the impact of rural tourism on the local tourism environment are counted, as shown in Table 1.

Table 1 Feelings about the impact of rural tourism on local tourism environment (multiple choices).

Impact type	Project	Existing problems	Frequency (N=60)	Effective percentage (%)
Positive Impact	1	Infrastructure improved	30	50
	2	Improvement of residents' awareness of environmental protection	40	67
	3	Facilities such as toilets and garbage stations have become better	32	53
	4	The village looks better	50	83
Negative Effect	1	Increased noise	42	70
	2	The natural environment is destroyed	35	58
	3	Tourism garbage increases	31	52
	4	Decline of natural environment quality	54	90

According to the interview results, three factors are extracted, namely "natural resources", "green consumption" and "exploit resources". In order to further ensure the authenticity of the questionnaire results, the questionnaire scores were optimized. In the subjective evaluation of travellers using the Eysenck Personality Questionnaire and symptom checklist, the score obtained by Eysenck Personality Questionnaire is the rough score. In order to ensure its research value, it is necessary to convert the rough score into the standard score and standard T score, as shown in equation (1).

$$T = 50 + \frac{10(X - M)}{SD} \quad (1)$$

In equation (1), X represents the rough score of a traveler in the Eysenck Personality Questionnaire self-assessment, M represents the average score of all travelers, SD represents the standard deviation of all travelers' questionnaire scores, 50 in equation (1) represents the mean set for research convenience, and 10 is the standard deviation set.

3.2 Data Processing

In order to facilitate the calculation, the impact of various factors on the sustainable development of rural tourism is quantified. Use 0 to 4 levels to quantify the impact value of specific factors. 0 means irrelevant, 1 means slight impact, 2 means general impact, 3 means obvious impact, and 4 means complete impact. In order to avoid the influence of the subjective factors of the respondents on the results of the questionnaire, the influence values of each factor adopt the mean value and are rounded.

4. Influencing Factors of Rural Tourism Development

4.1 Factor Analysis of Questionnaire Survey

KMO test and significance level analysis were conducted on the extracted factors to test the effectiveness of the three factors, and then to test the authenticity and

reliability of the questionnaire, as shown in Table 2.

Table 2 Factor test results

Kaiser-Meyer-Olkin measurement sampling applicability		.709
Bartlett's spherical test	Approximate chi square	1238.481
	df	56
	Significance	.000

As shown in Table 3, the applicability test result of the three factors is KMO = 0.709, df = 56, and the significance test result is P = 0.000. The above results show that the KMO test and significance test of the three factors are excellent and have high reliability.

4.2 Analysis of Questionnaire Survey Results

Natural resources, green consumption and resource development can have a great impact on the development of rural tourism (Pan, Wang, & Ryan, 2021). Count the scores of various factors given by tourists from the perspective of social psychology, and count and calculate the results of the questionnaire, as shown in Figure 1.

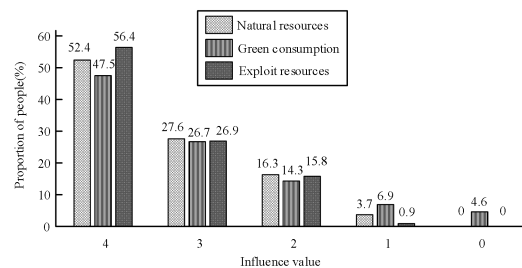


Figure 1 Questionnaire survey results

As can be seen from Figure 1, 52.4%, 47.5% and 56.4% of tourists scored 4 points for "natural resources", "green consumption" and "exploit resources" respectively; Those who gave 3 points accounted for 27.6%, 26.7% and

26.9% respectively. After calculation, the scores of the three factors are 4.

The results of this survey use 0 to 4 levels to quantify the influence values of specific factors. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence, and 4 means full influence. The obtained statistical table is shown in Table 3.

Table 3 Influence of social psychology on the development of rural health preserving vacation tourism

Factor	Natural resources	Green consumption	Exploit resources
Economy	4	4	4

5. Conclusion

China's rural vacation tourism has just started, so there are still many problems in the development process. Based on the theory of social psychology and sustainable development, this paper designs a questionnaire for the existing problems in the development of the rural tourism industry and gives improvement strategies based on the questionnaire results. The results show that the applicability test result of the three factors is $KMO = 0.709$, $DF = 56$, and the significance test result is $p = 0.000$. In the results of the questionnaire, the scores of the three factors are all 4. Therefore, when developing rural tourism, developers should consider the harmonious development of the economy and ecological environment and avoid only developing the economy and ignoring environmental protection. In addition, tourists should also pay attention to civilized tourism and not litter or damage the environment. Local residents should pay attention to the protection of natural resources to avoid excessive consumption of resources.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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