

Research Article

Research on the Development of Eco-Health Tourism Products Based on IPA Model in Internet Plus

Shuyi Tang 

School of Humanities and Education, Xijing University, Xi'an, Shaanxi 710123, China

Correspondence should be addressed to Shuyi Tang; 20160175@xijing.edu.cn

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Although China has a profound history of health culture, the development of health tourism started late. At present, there are few kinds of eco-health tourism products, and the quality is not high. Under the background of “Internet Plus,” based on IPA model, this study focuses on the development of eco-health tourism products and studies the tourists’ satisfaction with health tourism products from the perspective of tourists. According to the changing characteristics of tourism consumption market demand, the core of eco-tourism product upgrading is to develop ecology and show characteristics as the direction of eco-tourism product design. Coordinate the development of tourism resources with the restoration and construction of ecological environment and eco-tourism activities. Taking the optimization of the eco-tourism product system as the overall goal, the eco-tourism product system is optimized and designed in an all-round way by using theme diversification and spatial level diversification. And combine the essence of Chinese traditional health culture with modern science and technology culture and develop health tourism from the perspective of combination of tradition and modernity. It is conducive to promote the better development of ecological health tourism in China.

1. Introduction

With the arrival of the era of “Internet Plus Tourism” and the increasing demand of the whole people for tourism, tourism has become an indispensable way of life for people, and the forms of tourism are constantly becoming diversified [1]. More and more tourists make travel plans, book travel services, and share their travel experiences through the Internet. However, the development of eco-health tourism products has become the focus of current tourism research [2]. With the acceleration of the aging process of population and the increasingly severe subhealth problem of people, people’s demand for health care is increasing. Health tourism, as a special form of tourism, is occupying the market with a rapid development trend, and it is strongly supported by national policies [3]. Health-preserving tourism, as a multifunctional tourism mode integrating recuperation, leisure, health care, and vacation, not only meets the tourism needs of modern people but also brings good news to tourists’ health, which is favored by more and more tourists [4]. Health tourism, as a new tourism format, is the

product of tourism development to a certain stage. Throughout the study of health tourism at home and abroad, the theory of health tourism is not systematic enough, and health tourism is confused with health tourism [5]. The development and management subjects of health tourism in China still lack comprehensive and in-depth understanding of the nature, development mode, and operation mechanism of health tourism [6]. Although China’s health culture has a profound historical accumulation, such as Chinese medicine health preserving, Buddhist health preserving, Taoist health preserving, and other theories and folk inheritance of health-preserving customs, the development of health-preserving tourism started late and lagged far behind other countries. Health tourism development follows the general rules of tourism development, but as a new type of tourism with outstanding health, it has its uniqueness and differences [7].

In recent years, the upsurge of tourism and leisure is quietly rising, people’s requirements for tourism are constantly improving, and leisure tourism products are increasingly rich and colorful [8]. The rapid economic development has

promoted the modernization process and improved people's living standards, but at the same time, it is accompanied by many problems such as environmental pollution, traffic congestion, housing shortage, rising prices, and job competition [9]. People's living pressure has doubled, which has led to the phenomenon of "overdraft" of body and mind and subhealth status [10]. With the continuous improvement of people's living standards, the disposable income of residents has increased, and their leisure time has gradually increased. Health care has become an important demand of widespread concern. Eco-tourism products mainly refer to tourism products with high ornamental value, which take eco-tourism resources as tourism attractions and realize the optimal combination of environment, the virtuous circle of material energy, and the coordinated development of economy and society according to ecological objectives and requirements [11]. International health tourism is developing in full swing, but China has not caught up with the pace of progress. People are pursuing health, and the demand for health-preserving leisure and health physiotherapy products is gradually strengthened. Health-preserving and health care industry also emerges as the times require and develops rapidly. At present, health clubs, health therapy clubs, health houses, and health centers have sprung up in major cities [12]. With the development of eco-tourism becoming a major trend of international tourism, in the process of commercialization and marketization of tourism resources, scholars of planning disciplines and suppliers and operators of tourism products have a new understanding and significant change in the importance of market research, which reflects the change of tourism destination development from resource-oriented to market-oriented and product-oriented. Under the background of Internet Plus, this paper makes an in-depth study on the development of eco-health tourism products based on IPA model.

Under the global influence of the concept of sustainable development, the emergence of Lohas, the increase of the proportion of aging population and subhealth population, and the spread of worldwide diseases have promoted the rapid development of health tourism into an important global phenomenon in the 21st century [13]. At present, as far as the development of health tourism is concerned, some provinces have taken "health tourism" as the theme orientation of tourism development, and some scenic spots or travel agencies have begun to provide some health-related tourism products. Although China has a profound history of health culture, the development of health tourism started late [14]. The in-depth development of eco-tourism products and the optimization of tourism product system are the important links of connecting links in the development of tourist destinations or scenic spots and also the premise of tourism product planning and marketing. It will directly affect the survival and development of tourist destinations or scenic spots [15]. Under the background of "Internet Plus," this topic is based on IPA model, with the theme of eco-health tourism product development, and discusses the connotation of health, health tourism, and related concepts. And from the perspective of tourists, study their satisfaction with health tourism products. Through the comparison of

evaluation methods of satisfaction, IPA model is determined as the evaluation method of satisfaction of this subject and through literature research, questionnaire presurvey, in-depth interviews, and other methods to determine the influencing factors of health tourism product satisfaction. According to the advantages, disadvantages, opportunities, and challenges of regional health tourism development, the development plan of health tourism products is put forward, in order to promote the better development of ecological health tourism in China.

2. Related Work

Literature [16] points out that social transformation, environmental pollution, and fierce competition have led to the subhealth of most people in the world today. People's maladjustment and the occurrence of many modern diseases provide great development space for health tourism. Literature [17] discusses the development strategy of forest health tourism. It believes that the development of forest health tourism should adhere to the principle of ecological priority, scientifically and rationally develop and utilize forest resources, and implement diversified product development strategies. Create the brand image of forest health resort, improve the quality of tourism service, and introduce time-share mode. Literature [18] holds that the development of eco-health tourism should adhere to the principles of environmental conservation and sustainable development, the aesthetic principle of "harmony between man and nature," and the principle of community participation. Literature [19] makes SWTO analysis on the development of hot spring health tourism in a certain place and puts forward that the hot spring products should be upgraded according to market demand, positioning the image of hot spring products based on the market. Around the theme, enrich the wet spring tourism products. Create a leisure and health atmosphere for hot spring products. Literature [20] classifies health tourists in mainland China into two types: middle-aged tourists and elderly tourists. Middle-aged people need health care, and old people need to spend their old age through health care, which makes health tourism have a huge potential market. Literature [21], based on IPA model, studies the satisfaction degree of tourists to health tourism products and supplements the theoretical system of health tourism. Put forward the development strategy of health tourism. Literature [22] holds that health tourism is a form of experience tourism that embodies the unity of heaven and man and integrates health culture, health industry, and eco-tourism methods. It is an integrated tourism of health culture, science, and nature. Literature [23] combined with the concept of tourism and the motivation of health-preserving tourism defines health-preserving culture as "leaving one's original place of residence to go to a tourist destination with health-preserving resources for health-preserving tourism activities." Literature [24] holds that the real health tourism started late in China, and the research on health tourism is relatively lagging behind. At present, the practical development and theoretical research of health tourism are still in the primary stage. Literature [25], based

on IPA model, discusses the scientific, orderly, healthy, and stable development of tourist resorts from the perspective of improving tourists' satisfaction.

Based on the in-depth study of relevant literature, this paper finds that although China has abundant health tourism resources, the development of resources is rather slow and sluggish. In view of the current development situation of ecological health tourism in China, this paper studies the development of ecological health tourism products based on IPA model under the background of "Internet Plus." This paper discusses the connotation of health preservation and health preservation tourism and the discrimination of related concepts of health preservation tourism. Accurately define the definition and nature of health tourism, health tourism characteristics, health tourism market, health tourism resources, etc., improve the concept system of health tourism, and focus on analyzing the basic theoretical issues of health tourism product development. And from the data analysis results, it finds out the problems existing in the development status of health tourism products and puts forward the strategies of continuous improvement, key improvement, active expansion, and moderate regulation according to the seriousness and urgency of the problems. It is expected that it can be used as a reference for the development and research of health tourism in China.

3. Methodology

3.1. Eco-Health Tourism Products. Tourism products are material and nonmaterial services that meet the cultural and life needs of tourists in the spiritual process of tourism activities. This means that tourists pay a certain amount of money, time, and energy to get a special experience [26]. Health-preserving tourism is one of the most promising and environmentally friendly tourism products in the world. Its core concept is to achieve the purpose of leisure and health preservation by carrying out various health preservation activities in places with beautiful natural scenery and good ecological environment. It is an organic combination of eco-tourism and health-preserving tourism. The development of health-preserving eco-tourism products should be based on the evaluation of tourism resources. Without the evaluation of tourism resources, it is impossible to promote the development. We generally understand tourism resources as various factors and things in nature and human society that can attract tourists and generate a series of benefits such as economic benefits, environmental benefits, and social benefits through tourism development and utilization.

Health tourism first lies in the environment. Beautiful natural environment and ecological environment are the basis for the existence and development of tourism. Eco-tourism breaks through the traditional mass tourism with its brand-new face and is increasingly favored by the public. Eco-tourism is different from other special tourism, it needs special health activities, and it is very demanding on the environment [27]. At present, the popular health tourism projects include forest bath health-preserving method, fog bath health-preserving method, ecological warm soup bath

method, ecological sunshine bath method, forest running bath method, folk health-preserving method, and dietotherapy health-preserving method. The evaluation of tourism resources should be based on the concern of different combination characteristics of tourism resources in different places and the resulting differences in quality and quantity in different regions, which in turn leads to the differences in tourism attraction. Eco-tourism products are tourism products with high value for tourists to understand, appreciate, and enjoy the natural ecology and regional culture on the premise of using eco-tourism resources and not destroying the integrity of the ecosystem. It emphasizes the interdependence between man and nature. Health tourism products include core tourism products and noncore tourism products, while core tourism products include core domains, key domains, and supporting domains, which together constitute the core part of combined tourism products, as shown in Figure 1.

In terms of eco-tourism demand, eco-tourism products are eco-tourism experiences in which eco-tourists spend a certain amount of money, time, and energy to satisfy their material and spiritual emotions. Eco-tourism products belong to the overall concept of a systematic eco-tourism product, which is a combination of tangible material-based eco-tourism resources and intangible services. When evaluating tourism resources, we should first determine the spatial structure, type characteristics, quality and quantity grades, development conditions, and development potential of tourism resources within a certain geographical range. Therefore, the value of developing the corresponding tourism resources and its development sequence can be clearly defined, so the construction goal and direction can be defined. Evaluating tourism resources is the forerunner of tourism product development. Satisfaction rate and satisfaction are two levels that indicate the evaluation subject. "Satisfaction rate" refers to the percentage of customers who express satisfaction among a certain number of target customers and is a method used to measure the degree of customer satisfaction. The main purpose of health tourism development is to meet the greatest demand of consumers in the market, utilize and integrate various resources reasonably and effectively according to local resource characteristics, and develop health tourism products with local characteristics and marketable market.

In the process of tourism, tourists' consumption demand is mainly controlled by emotions rather than rational logical thinking, so the experience demand in the era of experience economy has undoubtedly been revealed in the tourism industry. At present, people's tourism activities are no longer satisfied with the traditional landscape sightseeing, leisure, and shopping; instead, they are pursuing the tourism experience of physical and mental pleasure. Tourism motivation is the internal driving force for people to travel. Tourism market consists of four parts: tourism motivation, tourism purchasing power, tourists, and tourism purchasing rights. For eco-health tourism, its tourism motivation is mainly the following aspects. ① Lifestyle experience: that is, to experience a new way of life in the original ecological environment. ② Medical treatment: that is, try to treat various

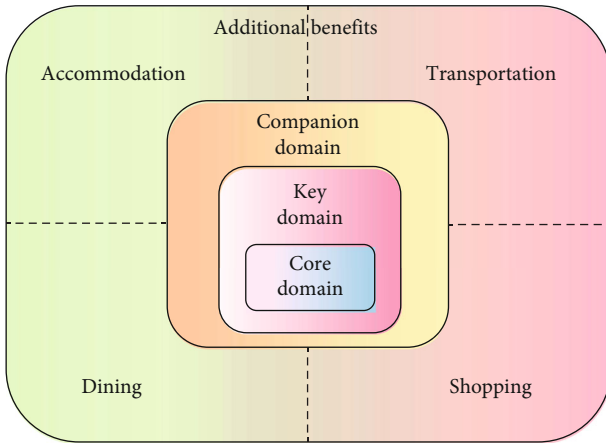


FIGURE 1: Health tourism product system.

diseases in a high-quality ecological environment. ③ Cultivate one's morality: that is, to seek a simple lifestyle and a relatively slow pace of life through tourism, so as to achieve the purpose of soothing body and mind. ④ Keep fit: that is, to carry out health care activities in an ideal ecological environment, so as to achieve the purpose of nourishing essence and strengthening vitality. ⑤ Repair and health care: that is, escape from the urban environment polluted by air, water, and noise and seek to repair the environment. ⑥ Prolong life: in the high-quality natural environment, longevity can be achieved through health-preserving activities. ⑦ Health culture experience: that is, the pursuit of five thousand years of Chinese health culture.

The local eco-tourism products are determined by the overlapping tourism elements of the existing regional ecosystem diversity tourism eco-environment. The tourism resource system is well preserved, and the ecological environment features are obviously concentrated and typical; all of which have regional and local characteristics and are more influential and attractive. Based on the evaluation of tourism resources, it is also necessary to explore whether the corresponding tourism resources have a tourism market. Tourism resources without tourism market cannot produce the necessary social and economic value even if they are beautiful, simple, and old-fashioned. Tourism market is often understood as a community of exchange phenomena and exchange relationships that are generated by converting the commodity value of tourism products into use value. It is linked by the economic interests of tourism destinations, tourists, and various middlemen. The tourism analysis model is shown in Figure 2.

In the process of health tourism development, firstly, we should select some areas with better development conditions, such as resource endowment, location conditions, tourist market, and regional economy. After these, health tourism forms the brand effect and the growth point forms the scale; it will be expanded along relevant traffic routes or tourist routes and finally form the appearance of network development. The development of ecological environment and local ecology and culture is a long-term sustainable development, which makes the tourism products have eco-

logical diversity. Only diversity can enrich tourism activities to meet diversified eco-tourism needs and enhance the vitality and attraction of eco-tourism. The diversity of products is not only the embodiment of a deep-seated eco-tourism development but also a deep-seated management achievement. The core idea embodied in health-preserving tourist attractions is to dig deep into the health-preserving cultural connotation and provide leisure-experience-oriented tourism products that are suitable for the health-preserving theme. There are more and more tourism consumers with special needs of experience. We can take this as a breakthrough and innovation point to build the market of health tourism so that the developed products can go deep into the market and tourists' psychology.

Eco-tourism products emphasize the symbiotic relationship between man and nature, return to nature, protect natural resources, natural ecological environment, and promote the sustainable development of regional social economy. And seek appropriate profits and the maintenance of environmental resources. Broadly speaking, the theory of eco-tourism and the theory of sustainable development are in the same line, but tourism is closely related to the natural environment and has certain particularity with other industries, so natural resources need not only protection but also shaping. Applying sustainable development to the research of eco-tourism product system is to integrate tourism with nature, culture, and human living environment in the process of the combination of eco-tourism products. It emphasizes the sustainable utilization of tourism eco-tourism resources as the premise, and through protecting and improving the natural environment on which tourism depends and creating a good social environment, it can achieve the goals of providing tourists with high-quality natural and cultural tour experiences, providing employment opportunities for tourist destinations and residents, and improving the living quality. It can be said that tourism is the means of keeping fit, and keeping fit is the purpose of tourism. On the one hand, tourism is a fashionable and healthy way of life for people to get in touch with nature and feel its rich connotation. It not only satisfies curiosity and increases knowledge but also promotes physical and mental health. It is an important means to keep fit. On the other hand, with the improvement of people's living standards, tourism activities are also developing in the direction of health and happiness, in order to reflect the purpose of keeping fit.

3.2. Development of Eco-Health Tourism Products Based on IPA Model. The most basic starting point of developing eco-tourism is to protect the environment and maximize economic benefits. In view of this, we should follow the ecological law in the process of developing ecological health tourism, which is embodied in following the basic law of "ecological capacity." Strengthen the ecological construction of health environment. Creating a comfortable and leisurely ecological environment is an inevitable requirement for the construction of ecological health tourism destination. It is necessary to realize the integration of elements of health tourism resources. Only by industrializing many health

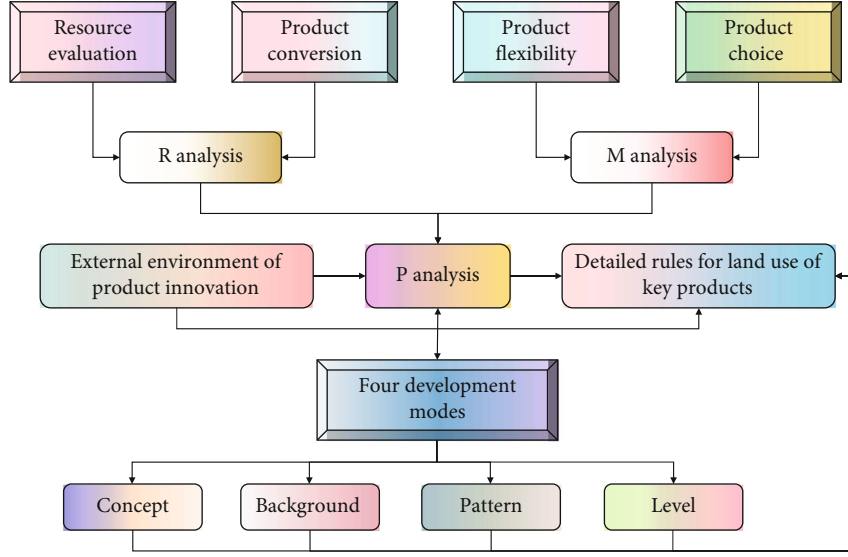


FIGURE 2: Tourism product analysis model.

resources in different industries, departments, and fields on the basis of screening, grafting, or integration can a new competitive tourism product be bred. Through the research, we can find that the tourism complex has three characteristics. ① Tourism complex has clear spatial boundaries. ② Multiple functions of tourism complex meet tourists' needs. ③ Tourism complex is a highly complex of various service elements, not the superposition of simple functions. Actually, the tourism complex is a tourism industry cluster area, which is the cluster of major industries, projects, functions, elements, and brands related to tourism and thus the cluster of derived demand.

The whole tourist network is a directed network. If there are n tourist nodes, then theoretically the maximum number of possible relationships is $n(n - 1)$, assuming that the actual number of contacts is m , then the density of tourist flow network can be expressed as follows:

$$D = \frac{m}{n(n - 1)}. \quad (1)$$

Tourism resources are the basis of the existence of tourism, and their quantity and quality greatly affect the future development of regional tourism. The attraction of tourism is mainly determined by the quality and nature of tourism resources. Tourism resources determine the attraction of regional tourism and the behavior level of tourism activities. Similarly, the development of health tourism cannot be separated from health tourism resources. The design of health-preserving eco-tourism products should emphasize the natural beauty of the destination environment, coordinate with the local ecological environment, and try to avoid the traces of artificial carving. Adjust measures to local conditions, highlight the characteristics of local environment, and strive to realize the overall atmosphere of harmony between man and nature in traditional Chinese aesthetics. We should firmly grasp some principles of developing eco-health tourism products. The development of eco-tourism

products cannot be separated from the support and cooperation of the residents in the tourist destination, so we should firmly grasp the principle of extensive participation of local residents. The development of tourism must be sustainable. Without the adherence to the principle of sustainable development and the belief in harmony between man and nature, ecological health tourism will not be far off. Eco-tourism resources and environment have a range of carrying capacity for tourism development and utilization, beyond which eco-tourism resources and environment will be destroyed. Therefore, the intensity of tourism activities and the number of tourists should be controlled within the carrying capacity of resources and environment.

Service quality model divides service quality into five dimensions, and each dimension is subdivided into several problems. Through the questionnaire, users can score the expected value, actual feeling value, and lowest acceptable value of each question and finally calculate the value of service quality. The calculation formula is

$$S = \sum_{j=1}^5 W_j \sum_{i=1}^{22} (P_i - E_i). \quad (2)$$

The calculation formula of the service performance model is

$$S = \sum_{j=1}^5 W_j \sum_{i=1}^{22} P_i. \quad (3)$$

In the formula, S is the value of service quality; P_i is the score of the i -th factor in customer perception ($i = 1, 2, 3, \dots, 22$). E_i is the score of the i -th factor on customer expectations ($i = 1, 2, 3, \dots, 22$). W_j is the weight of the j th dimension ($j = 1, 2, 3, 4, 5$).

By means of computer technology, large quantities of information data can be collected and quantified, and spatial

visualization of tourists' tourism activities can be expressed by software. It is also a new attempt to explore and analyze the "travel footprint" left by tourists through their travel notes in the process of tourism. Validity refers to the effectiveness of measuring results to achieve correct goals, and validity analysis is to check the rationality of questionnaire design and the rationality of classification of questionnaire evaluation indicators. Validity mainly includes face validity, content validity, and construction validity.

Determine the minimum sample size needed in this study, and finally get the minimum sample size calculation formula for simple random sampling after complicated mathematical deduction:

$$n = \frac{s^2}{\Delta^2} t_a^2 (n - 1). \quad (4)$$

In the formula, n represents the necessary sample size, s^2 represents the sample variance, and Δ represents the maximum allowable error.

Through the literature study of tourist satisfaction in tourist resorts, it is concluded that the formation mechanism of tourist satisfaction in tourist resorts is mainly caused by the difference of expectations. Expectation difference theory holds that tourists compare the perceived performance of this tour with their pretour expectations after the tour is completed, and if they are inconsistent, there will be differences. When the perceived performance of this tour is higher than the original expectation, there will be a positive difference at this time, and tourists will be satisfied with this tour. When the perceived performance of this tour is much lower than the original expectation, there will be negative differences, and tourists will be dissatisfied with this tour. Satisfaction is not only a result of service but also a reason that customers have in the process of enjoying service. It can be said that customer satisfaction is actually a process. Problems in any part of this process will affect customer satisfaction. It can be seen that there are many factors that affect customer satisfaction.

Assuming that the local community is a subgraph G ; if G satisfies the following conditions, then it can be judged as a strong community.

$$d_i^{\text{in}} > d_i^{\text{out}}, \quad (5)$$

where i is an arbitrary node and d is the degree of the node. Every node in a strong community has more internal connections than its external connections. If G satisfies the following conditions, it can be judged as a weak community.

$$\sum_{i \in G} d_i^{\text{in}} > \sum_{i \in G} d_i^{\text{out}}. \quad (6)$$

Among them, the sum of degrees of all internal nodes in G is greater than the sum of degrees of external nodes directly connected to it.

Geographic information system is a computer information system for collecting, storing, managing, processing, searching, analyzing, and expressing geospatial data, which

has a strong spatial information analysis function. In this paper, relevant theories and methods are used to visually describe the structure of tourist flow network, and the analysis results are transformed into intuitive and easy-to-understand graphic language, which makes the analysis deeper. Factor analysis is an important branch of multivariate statistical analysis. By studying the correlation of many variables, we can use a few imaginary variables to represent the main information of the original variables. Tourists' travel motivation is the core for tourism enterprises to fully understand tourists' needs, accurately position and divide the market, timely develop tourism products and projects that meet tourists' needs, and increase market share. When people want to travel, they will meet both subjective and objective conditions. Subjectively, you must have the motivation to travel, and objectively, you must meet the payment conditions and have a certain amount of leisure time and your physical condition allows it. If a person has no subjective motivation to travel, even if the objective conditions are met, he cannot become a tourist. Therefore, it is necessary to explore the subjective conditions that must be possessed in order to truly realize travel. This subjective condition is tourism motivation.

Internal consistency coefficient is suitable for homogeneity test, which can check whether each item in each factor is the same or has similar characteristics. The formula is

$$\alpha = \frac{k}{k-1} \left(1 - \frac{\sum_{i=1}^k \sigma_i^2}{\sigma_\gamma^2} \right), \quad (7)$$

where K is the total number of questions in the questionnaire. σ_i^2 is the within-item variance of the satisfaction score of the i -th evaluation index. σ_γ^2 is the total score variance of the evaluation index. If the α value is greater than 0.7, the reliability is quite high; if it is between 0.7 and 0.35, it is acceptable; and if it is lower than 0.35, the reliability is extremely low. The degree of influence of each index on the evaluation results of tourist satisfaction is tested according to the common degree of evaluation indicators. The common degree of the i -th index is

$$h_i^2 = \sum a_{ij}^2 (i = 1, 2 \dots, P). \quad (8)$$

In the formula, a_{ij} is the element in the i -th row and the j -th column of A . It indicates the degree of dependence of the i th index on the m th common factor. The greater the degree of commonality, the greater the degree of mutual dependence of the indicator on the common factor. Therefore, these composite factors are used to explain the indicator more powerfully. Generally speaking, when the common degree is greater than 0.5, the common factor can explain the evaluation indicators well. If the common degree is relatively small, it can be deleted according to experience.

There are four modes of tourism complex development: ① the development model of tourism complex with entertainment function as its core; ② the development model of tourism complex with the function of leisure and vacation

as its core; ③ the development model of tourism complex with comprehensive shopping function as its core; ④ the development model of tourism complex with exhibition function as its core. The development and management strategies of the four modes can be used for reference in the construction and development of resorts. At the same time, it is necessary to improve the detailed level of health care services. Experience and service of health care are directly related to the reputation and competitiveness of health care tourism destinations. Therefore, experiential service, detailed service, and humanized service are very important. The first motivation for tourists to choose tourist resorts as tourist destinations is to relax their body and mind by taking a leisure vacation, followed by entertainment experience. Tourists' tourism motivation constitutes their expectation of the actual experience of tourism brought by tourist resorts. Tourists' satisfaction is high when tourist resorts can meet their expectations, and it is low when tourist resorts fail to meet most tourists' expectations.

Based on the cognition of the formation mechanism of tourists' satisfaction, different scholars have explained the influencing factors of tourists' satisfaction from different angles. Through comparative analysis of literature, it is found that scholars generally regard the six elements of tourism "eating, living, traveling, shopping, and entertainment" as the influencing factors of tourists' satisfaction. This study adopts the method of attitude measurement to quantify the measurement index. In order to measure tourists' satisfaction and statistical analysis, the Likert five-point scale is adopted in the scale, which consists of five statements: very satisfied, satisfied, average, dissatisfied, and very dissatisfied; five-point Likert scale for measuring expectations before visiting: very important, important, average, unimportant, and very unimportant.

4. Result Analysis and Discussion

According to the purpose and theme of the study, the questionnaire is divided into two parts. The first part is the basic information of respondents. The second part is the importance of respondent-satisfaction survey. According to the index system of health tourism satisfaction evaluation, closed questions are set. In the specific evaluation of health tourism resources, the corresponding scores in the score interval should be given according to the actual situation. Methods according to the different nature and sources of evaluation factors: the scores of each single index can be obtained by expert scoring method, single index evaluation method, and questionnaire survey method. By multiplying the actual scores of individual indicators with their weights and then summing up, the total score of individual health tourism resources is finally obtained. Questionnaire survey generally adopts sampling method, which is simple random sampling. Because tourism often happens in people's daily life and the characteristics of tourist groups are not obvious, the survey of tourist satisfaction in tourist resorts adopts simple random sampling method. The purpose of establishing the evaluation system of health tourism resources is for practice, and the availability of data and the difficulty of

index quantification should be fully considered. It can not only fully reflect the characteristics of health tourism resources but also get it from practice as much as possible, so the system must be practical and operable. Tourist satisfaction in resorts changes with time. Seasonal changes will affect tourists' satisfaction, which has both positive and negative correlations. Weekends and nonweekends will also have an impact on tourists' satisfaction, which is divided into positive correlation and negative correlation as well as seasonal influence. After data analysis, the statistics of travel time distribution in the study area are shown in Figure 3.

It can be seen that the peak of tourism in the study area occurs in February, April, and October. The high peaks are July, August, and December. There are fewer tourists who choose to travel in January, March, and June.

Indicators should objectively reflect the most essential characteristics of health tourism resources, be based on scientific analysis, and reflect the quality level of health tourism resources. Each index must have a clear concept and a clear scientific meaning. There should be internal relations between the indexes and avoid duplication. The characteristics of health products, tourism extension items, accessibility, infrastructure, tourism environment, overall image, price, service, and management are selected as the first-level index factors. There are several secondary index factors under each primary index factor. Then, the importance questionnaire is designed, and the questionnaire presurvey is conducted in tourist resorts. After analyzing the results, the factors with smaller importance scores are eliminated. There are many factors that affect the value of health tourism resources, and we cannot cover them all in the actual theoretical research and development. It is important to grasp the main contradiction and select representative and typical indicators as the key evaluation indicators of health tourism resources. It can reflect the main attributes and characteristics of the health tourism resources and the relationship among the influencing factors, in order to be concise and avoid repetition. According to the description of tourists' travel experience in tourist areas and the attitude preference reflected in the whole travel notes in the online travel samples, tourists' satisfaction with scenic spots, services, and facilities can be divided into five levels: "very satisfied, satisfied, average, dissatisfied, and very dissatisfied." Figure 4 shows the satisfaction of tourists.

In order to determine the minimum sample size needed in this study, the literature was analyzed. It is found that most of the current tourist satisfaction research documents do not explain how to determine the sample size of the survey, but directly explain how much all the samples are distributed, and do not explain how to get the sample size. By checking the sample size of simple random sampling through CNKI, it is found that scholars have done more research from the statistical point of view.

Tourists' ability to travel is closely related to the spatial distance of the destination. Generally speaking, the traveling power decreases with the increase between the tourist source and the destination, that is, the farther the distance between the tourist source and the destination is, the smaller the effective tourism demand is. Test the reliability of the

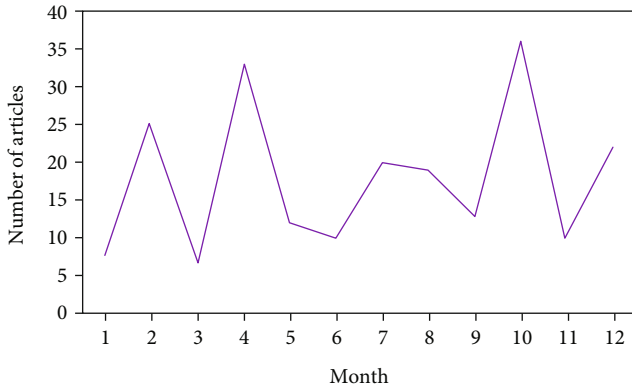


FIGURE 3: Statistical map of travel time distribution in the study area.

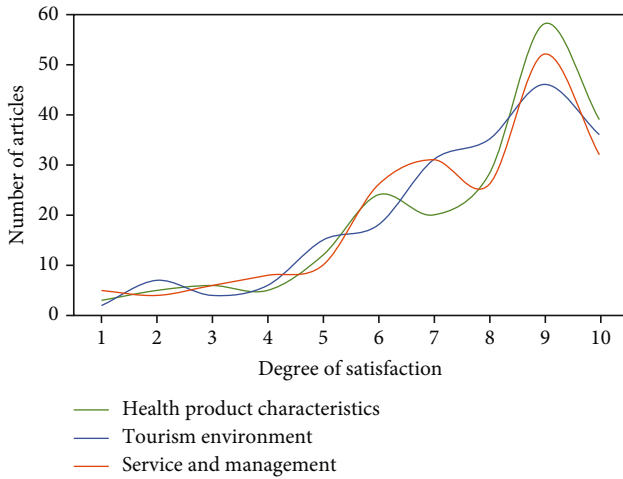


FIGURE 4: Tourist satisfaction.

obtained data. Descriptive analysis is used to make statistics and analysis on the frequency and frequency of demographic characteristics of respondents and variables in travel information. Mean and standard deviation are used to measure the satisfaction and importance of respondents on various influencing factors of health tourism products, and two paired samples *T*-tests are conducted to explore the relationship between them. Finally, the satisfaction of all the influencing factors and the important mean values are mapped to the IPA model matrix diagram in the form of coordinates for IPA model analysis. Through data analysis, the expected value and actual experience value of tourists on the quality of scenic spots are obtained. Visitors' expectations of scenic spots are shown in Figure 5. The actual experience value of tourists to scenic spots is shown in Figure 6.

From the results, it can be seen that there is little difference between tourists' expectation value of landscape and actual experience value, and it is concluded that the method of developing ecological health tourism products in this paper is feasible. After the questionnaire is designed, the number of necessary samples needed in this study is determined. Only when the threshold number of necessary sam-

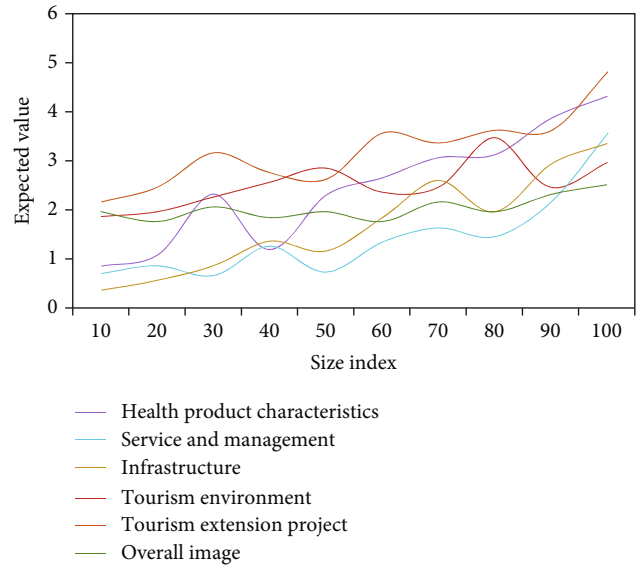


FIGURE 5: Tourists' expectations of scenic spots.

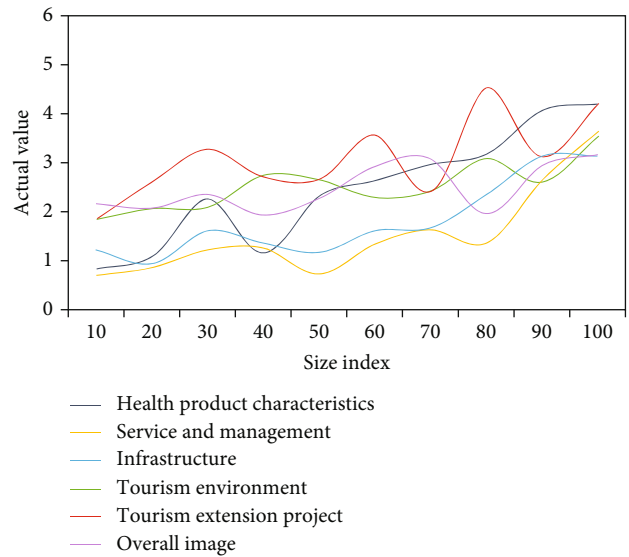


FIGURE 6: Actual experience value of tourists to scenic spots.

ples is met can the questionnaire have credibility and objectivity. According to the scholars' formula for calculating the necessary sample size of simple random sampling and nonrepeated sampling method, the minimum sample size needed for tourist satisfaction research in tourist resorts is obtained. Only when this threshold is exceeded can the research be meaningful. We can verify the validity of the theoretical conception by factor analysis of the questionnaire, analyze the influence degree of each evaluation index on the customer evaluation results, and analyze the rationality of the classification of evaluation indexes in the questionnaire. In this paper, factor analysis method is used to analyze the data collected in the survey. According to the commonness of the evaluation indexes, the degree of influence of each evaluation index on the evaluation results of tourists'

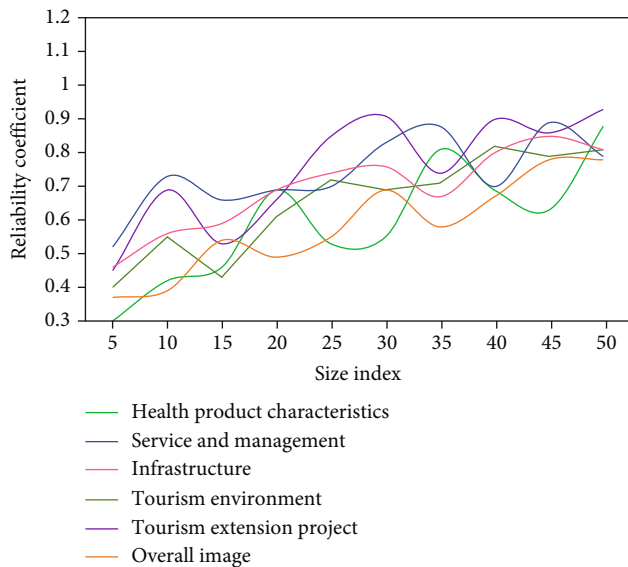


FIGURE 7: Test chart of item level factor reliability.

satisfaction is tested. In terms of reliability, we can test the internal consistency of six factors after factor analysis. The reliability test chart of project level factor is shown in Figure 7.

From the perspective of six factors, the reliability coefficients are all high, which indicates that the internal structure consistency of the evaluation factors of tourist satisfaction in the questionnaire survey is high. With the popularity of the Internet and smart phones, more and more people learn about tourism information through the Internet or mobile network. According to the data analysis, nearly half of the interviewees get tourism information through travel websites, Weibo, and WeChat. Among them, the proportion of respondents who got information through Weibo was the lowest. However, respondents with higher age groups are more likely to get travel information through recommendations from relatives and friends, magazines, and newspapers. In addition, some of the interviewees get travel information through TV broadcasting, outdoor advertising, travel agencies, etc. Developing value subsystem is a necessary condition for transforming health tourism resources into resource-based tourism products. Generally speaking, health tourism resources can only be sold in the market and bought by health tourists after a certain degree of development and transformation into health tourism products. Development conditions directly affect the utilization of the value and function of health tourism resources. Development value evaluation is an indispensable measure of the advantages and disadvantages of health tourism resources in the process of exerting their value and function.

To optimize and upgrade eco-tourism products, we must break the traditional tourism product system with single structure. On the basis of developing mature tourism products, vigorously develop and develop various types of tourism products. Optimizing the product structure can not only meet the tourism demand and solve the contradiction between supply and demand in the tourism market but also

reduce the dependence of products on resources and prolong the life cycle of products. From the data analysis results, the existing problems in the development status of Tangshan wet spring health tourism products are found, which verifies the effectiveness of this method. According to the seriousness and urgency of the problem, the strategies of continuous improvement, key improvement, active expansion, and moderate control are put forward, respectively.

5. Conclusions

In the process of developing tourism products, we must strictly follow the requirements of laws, regulations, and planning, consider the social benefits, economic benefits, and environmental benefits of developing tourism as a whole, and develop in the process of protection and protection in the process of development to achieve a win-win situation. Through the research and collation of literature, this paper sums up the definition of health tourism. Health-preserving tourism is a kind of experience tourism activity based on health-preserving tourism resources, with the theme of health-preserving, the purpose of prolonging life, cultivating one's morality, keeping fit, beauty, and relieving stress.

Under the background of Internet Plus, the IPA model is selected as the evaluation mechanism of this paper. Through literature research and questionnaire preinvestigation, the influencing factors of health tourism satisfaction evaluation are determined, and the tourist satisfaction index system of health tourism products is constructed. Through the IPA model analysis of tourists' satisfaction of health tourism, we can know the actual needs of tourists more clearly, so as to design and develop health tourism products and provide high-quality health tourism services according to the needs. Based on a mature method system, this paper makes a thorough and comprehensive study of tourist satisfaction in tourist resorts, hoping to enrich the theory of tourist satisfaction in tourist resorts and play an important role in future research. Finally, promote the development of health tourism. However, due to the limitation of time and experience, the author's research on literature is not comprehensive enough, and the influencing factors of tourists' satisfaction are very complicated, so further in-depth research is needed. In the follow-up research, the evaluation index system needs to be further explored and improved to make the research results more scientific and convincing.

Data Availability

The labeled dataset used to support the findings of this study are available from the corresponding author upon request.

Conflicts of Interest

The author declares no competing interests.

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