



# How Do New Media Promote Health and Wellness Tourism in Southwest China

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## **Author's contribution**

*The sole author designed, analyzed, interpreted and prepared the manuscript.*

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## **ABSTRACT**

This study is aimed at investigating the applications of new media on health and wellness tourism marketing and offer relevant suggestions. Data was collected by depth interview in Sichuan province, southwest China. A total of twelve respondents were conducted. Based on the analysis and discussion, this study found that the meaning respondents perceived of health and wellness tourism is generally in line with the academic definition; respondents who enjoy health and wellness tourism are accustomed to dealing with travel problems through such new media as WeChat and Weibo; the problems of new media in the applications of health and wellness tourism marketing mainly focus on information issues, including the accuracy, reliability, and authenticity of information; and the new media can meet the information needs of respondents with health and wellness tourism.

*Keywords: New media; health and wellness tourism; accuracy; Southwest China.*

## **1. INTRODUCTION**

New media is different from traditional audio-visual broadcasting, newspapers, magazines and

television. The users can receive the information through computers, telephones, mobile phones, televisions and other receiving devices while the information disseminators use digital technology

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to send their picture and audio-visual messages through wired networks, wireless networks and satellites and other channels [1]. Therefore, the pattern of new media mainly includes four main types: mobile media (mobile phone), digital television, network new media and outdoor new media. With the popularity of mobile phones, users can choose their own tools to send and receive audio and video picture archives through the development of digital technology. Moreover, users can better enjoy audio and video television services at home, and it overcome the traditional television signal instability, channel shortage and program limits and other problems. On the development of network technology, users can better watch Internet TV (IPTV, Internet Protocol TV) and read e-magazines, through social media. This social media is used to receive information, interact with others, and even complete transactions. Furthermore, operators can disseminate information to their audiences through new materials, new technologies and new equipment through the development of other new media. Such as the delivery of travel information, news, and related regulatory announcements can be disseminated by the railway stations, air stations, buses, airplanes, high-speed railway, and subway through LCD TVs, video and audio-visual [1].

Therefore, the extensive, opening, and diversified characteristics of the new media and its rapid development, not only has a huge impact on the relevant media industry, but also can promote the management of social the lives. The public has undergone a very significant change. As a result of these changes, the operation of the tourism industry has also been affected. On the supply side, the "Internet Plus" thinking is deeply rooted in people's hearts. The online tourism market is booming, especially WeChat, Weibo, and other emerging media because of real-time, interactive, convenient, and other advantages. It has been widely used in tourism marketing. In this context, the tourism industry is increasingly skilled in using new media to attract tourists, interact with them, and enhance and strengthen relationships. New media has gradually become an important medium for customer relationship management between tourism and tourists. That is to say who can grasp the pulsation direction of new media, and make good use of new media, who will be easier to grasp the source of customers. At the same time, the more and more tourists prefer the use of smart phones, smart terminals and other equipment to obtain flights, attractions, hotels

and other tourist information in the consumer side. And the feedback of satisfaction to tourism products can be directly made, as well as the online payment also can be adopted to book and purchase tickets. WeChat and other new media can be used to share personal travel experience and feelings in the course of travel at anytime, anywhere, freely through mobile phone microblogging and it impact the existing tourism environment.

At present, in the era of the prevalence of new media, tourism is a comprehensive industry, the need for operators and tourists to cooperate with each other to better survive. Under the rapid development of the new media, we have made gratifying achievements, but there are also problems and shortcomings such as poor evaluation and timely treatment. Therefore, it is necessary to combine the actual development problems, make effective guidance and management, make better use of the new media and tourism resources closely combined to create a new tourism state, product form and new consumption patterns. In the case of Health and Wellness Tourism, if operators can make good use of the new media, establish relationships with tourists, develop relations and maintain relationships, they can not only obtain economic benefits for themselves, but also create huge economic and social values, such as employment opportunities, promote consumption and related industry investment and development, to promote the sustainable development of health tourism industry.

However, there are both research on the application of new media, which involve less tourism and less on health tourism. The National Social Science Foundation have been approved in 2020 such as "China's new media art criticism and aesthetic research" [2], "the new media environment of Hong Kong youth national identity research" [3], "study on the new media user search behavior" [4] and "the dynamic impact of youth social networks in the new media age on their smoking behavior" [5], etc.. Respectively, these studies explore the new media in art, journalism and communication, and the application of library intelligence and literature and sociology is lacking in the research on the application of new media in tourism. In addition, the research on health tourism is not also involved in the new media. Therefore, the new media in the applications of health tourism is still a gap while the integration and development mechanism of health tourism industry in

southwest China under the strategy of rural revitalization and the study of the realization path [6] and the mechanism and path study of the innovation and development of health tourism industry under the sharing economy [7] have been studied.

Reflecting on the reasons mentioned above, one of the main tourist groups of health and wellness tourism is long-stay tourism for the elderly ethnic groups, especially retired or retired age groups. By the end of 2019, China's over-65s accounted for 11.4% of the population, and the 60-year-old retirement group reached 18.1% (about 253 million people) and has entered the aging society [8]. The demand for health tourism will only grow even more. If we can explore the application of new media in health tourism, and put forward corresponding suggestions, it can not only alleviate the needs of retired people health tourism, but also meet the needs of industrial management, and conducive to the sustainable development of industry. Based on this, the purpose of this study is to explore the application of new media in health tourism and put forward corresponding suggestions.

Based on the research objectives, the depth interview method was employed by this study. It was taken at Sichuan province, southwest China and respondents were conducted by purpose sampling at Chengdu, east Sichuan, west Sichuan, and south Sichuan based on our study objective and criterion in terms of sex and age. Finally, a total of twelve respondents were successfully conducted. Moreover, this study adapted content analysis for dealing the data collected step by step. Firstly, the coding was made and delivered to the researchers after the interview texts were received and provided by the surveyors. Then, the key words of those texts for each respondent were extracted by two researchers to confirm the reliabilities. Thirdly, the union set and the difference were confirmed their means again by those two researchers. Finally, the explanations of those key words were presented and the discussion was made.

## **2. LITERATURE REVIEW**

### **2.1 The Basic Concept of New Media**

The new media is a generalization, and there is still no complete definition. The research points out that the new media is the general name of all new forms and means of communication [9] of

synthetic information and entertainment services such as voice data, audio, online games, distance education, video, audio, etc. through wireless communication network, broadband LAN, satellite and Internet, and through mobile phones, computers and televisions as the final output terminals; , Weibo, WeChat Public Number, Service Number and other platform channels to publish information, provide services, and establish a good communication platform [10]. According to the description of scholars, we can find that the new media system information communicators use new technology (wireless communication network, broadband LAN, satellite, and Internet), through new media (mobile phones, telephones, computers, televisions, etc.) or new materials (e.g., LCD TVs), the multi-information and data (text, pictures, video, video, etc.) to the target audience, to achieve its communication purposes of a kind of communication pattern.

In this form of communication, it has the characteristics of faster transmission speed, large capacity, wide range, digitalization, personalization, interactivity, real-time [9-14]. For example, traditionally operators want to attract tourists by posting advertisements on their websites or in various outlets through travel agencies and organizing groups through travel agencies. Would-be potential tourists travel in groups by engaging with travel agents. However, under the new media, operators can not only use existing ways to solicit business, but also develop relations with tourists through the new media. Such as the establishment of their own WeChat public number, through the existing blog promotion and send information, or join the online group buying platform, online shopping platform, etc., can be their own health tourism products and services to the market, increase market visibility. Compared with the traditional travel agency access, everything depends on the travel agency, by the travel agency to arrange and explain the problem, the new media scope, speed, interaction, and other characteristics are more traditional, and can more efficiently meet the needs of customers, to propose satisfactory response and solutions.

The new media has its characteristics and advantages, and there are some problems. The study points out that the new media mainly has management system problems, industry talent problems, information problems and quality problems of netizens [12-16]. For example, Ye and Deng [15,16] believe that the new media system is not good, the management mechanism

is not flexible, and the lack of management personnel is its development problem. Guo [10] believes that the number of Internet users in China has increased rapidly, but the network coverage is uneven; Liu [12] believes that the large number and quality of Internet users is large and uneven, and the number of false information is the main problem of the new media. In the application of health tourism, government departments may have to consider the new media management mechanism, industry operators may pay attention to the new media information processing technology and talent training programs. If these problems can be properly handled, the new media will still have positive benefits for health tourism.

Finally, the applications of the new media in the tourism industry, the study points out that it has the characteristics and advantages of wide range of communication, no geographical restrictions, strong interaction, more targeted delivery, monitorable effect, flexible delivery and low cost, strong senses and so on [14]. However, the wide range of dissemination, regardless of geographical constraints, is sometimes an advantage and a disadvantage. Intuitively can attract a lot of tourists to come to spend, the real situation may be that their needs and preferences are different and very different, will make the operators tried to deal with; In addition, flexible delivery and low cost can also be a double-edged approach. The flexible delivery means that the content and mode of delivery should be adjusted and changed at any time, implying that the operators need more human capital investment, higher management costs and post-system costs. Under such circumstances, these costs are not affordable to every health care industry, nor are these processing techniques and capabilities those of every family. Therefore, the new media to be fully applicable to health tourism, there are still difficulties and challenges in its application.

## **2.2 The Basic Concept of Health and Wellness Tourism**

Health and wellness tourism and related medical services have become an important topic in any healthcare discussion around the world, representing an integral part of a modern, globalized society [17]. The study points out that under the situation of economic development and old age society, people's pursuit of quality of life and health tourism activities [18]. Abroad, the concepts come from medical tourism, health tourism, health tourism and wellness tourism.

Despite the increasing globalization of the tourism industry, scholars have different views on its definition. For example, Goodrich and Goodrich [19] emphasized that health tourism is a form of tourism that maintains and enhances physical and mental health; Considers health tourism to be all forms of health-related tourism, including health tourism and health care, general medical services, dental tourism, etc. [20]. According to the National Tourism Administration issued in January 2016 the National Health Tourism Demonstration Base Standard (LB/T0512016), which defines Health and Wellness Tourism as "the sum of tourism activities carried out by means of physical fitness, nutritious diet, physical fitness, and closeness to nature," which defines Health and Wellness Tourism as "the sum of tourism activities carried out by means of physical, mental and spiritual harmony." According to this, this study defines health tourism as "the activities of citizens who, in order to achieve physical, mental and spiritual health, leave their daily life to travel to health tourism destinations and engage in activities that interact or integrate with the humanities and natural environment, including leisure, recreation, meditation, visits, study, sports, meals and accommodation."

Under this concept, such as the age group to explore its participation motivation, health tourism participants cover the senior, middle-aged and middle-aged and adolescent levels, with different motivation to participate. For example, the youth level of health tourism participants can pursue physical and mental health, to health tourism destinations to engage in mountain climbing, hiking, tracing, and other physical activities. Middle-life participants can participate in wellness tours based on medical motivation, such as treatment, visiting friends and family, exploring new places and cultures and receiving treatment, realizing their dreams and receiving treatment [21]. Middle-income nationals can also take part in wellness tours based on wellness and wellness motivation, such as spirituality, relaxation, freeing themselves from daily life and stress and increasing sensory awareness and responsibility for their own health [22]; Older people can participate in wellness tours based on spiritual themes (spiritual motivation), including self-renewal, relaxation, greater physical and mental flexibility, freeing myself from stress in a busy life, helping me achieve a sense of balance and harmony with nature [23] or health tourism based on medical motivation.

In addition, scholars have performed more researches on health tourism, such as from the economic perspective to explore the main source markets of the United States health tourism consumer spending [24], the results of the study found that in the long term, several major tourism markets have a positive impact on the overall health tourism expenditure growth, individual tourism market short-term changes (boom or bust) almost negative impact on overall health tourism expenditure. Therefore, as far as the United States is concerned, Health Tourism should give priority to the development of Israel, Australia, Spain, the United Kingdom, the Netherlands, France, and other source markets in terms of market segmentation. Secondly, studies exploring tourism motivations from health tourism destinations have found that the motivations for participation in Polish spa tourism include market-called motivations such as treatment, prevention, and tourism, with the main consumer groups being those seeking treatment, health, and healers, and those in tourism, treatment and health care [20]. Consumer research in Poland shows that the largest number of people seeking treatment are the most demanding group of consumers, mainly the elderly and sick, and that women are just older than men. In most cases, they pay for their accommodation with their own money and tend to expect the highest level of service. In addition, from the health tourism destination residents and businesses on the value of tourism resources survey results show interesting phenomena, the businessmen and residents interviewed on the formation of the value of health tourism resources have cognitive differences, merchants think that "healthy livability" is the ultimate value, residents think that "enjoy life" is the ultimate value [18]. The study also pointed out that the development of health tourism destinations mainly includes three aspects, such as the attractiveness of health tourism, the infrastructure and service guarantee of health tourism and the value of health tourism. In the light of the above, health tourism destinations require sustainable development, in addition to investing in research to explore the consumption situation of the source market, but also to explore their motivation to participate in tourism, do a good job in market segmentation, and tourism infrastructure and service security is extremely important, are to ensure the attractiveness and value of health tourism basic requirements.

### 3. RESULT

#### 3.1 Basic Information of Respondents

The basic data of the respondents are organized as Table 1. Of these, 6 are men and women, 4 are of senior age, middle age and lower age, are mainly below secondary school (6), 5 are in college (including university) and 1 is in university, and in occupation, are retired ethnic groups (including freelancing) 5 Mostly human, 3 students, 1 farmer, 3 private enterprises, in the average monthly income, 3000 yuan (RMB) 7 people in the majority, 3001-to-6000-yuan 2 people, 6001 to 8000 yuan 1 person, 8001 yuan or more 2 people. Basically, the gender balance of the respondents, spanning all age groups and covering all levels of education, reflects the existing maternal distribution characteristics.

#### 3.2 Results of the Interview

- How often do you travel in a year? Which type of travel do you usually choose?

From Table 2, it can be found that in the complete answer of the respondents, the frequency of visits by the respondents 2 times below 7 times, 3 times more than 3 people, no travel experience and not fixed travel 1 person each. Overall, respondents returned to travel on average once every six months. In terms of travel mode, the number of self-driving tours and free travel 8 times, by car, car (high-speed rail) 3 times, basically respondents tend to drive with family and friends travel.

- What kind of tourism do you think health and wellness tourism?

Respondents' cognition of the significance of health tourism, such as Table 3, can be found that respondents' awareness of health tourism is more meta, after taking keywords a total of 15 times, including promoting health (6 times), long living (2 times), reducing stress or releasing stress (2 times), old age (2 times), mental health (2 people), bodybuilding (1 time). Respondents' views on the significance of health tourism mainly show their motivation and purpose from the point of view of character, which in principle is consistent with the theoretical definition of health tourism.

- If you want to travel, what kinds of tools will you use to query travel related matters?

The respondents' preference for new media tools is arranged as Table 4, and a total of 32 keywords are retrieved, including mobile phone (12 times), WeChat 5 times, Weibo 4 times, Xiecheng 4 times, Baidu 2 times, Meituan 1 time, Flying Pig 1-time, Little Red Book 1 time, Beidou navigation 1 time, asking relatives 1 time. According to these data, more than 90% of respondents rely on mobile phones to inquire about travel events. Surprisingly, respondents' perception of new media seems to be limited to mobile phones and their applications. There is a lack of cognition and travel application of digital TV, new network media and outdoor new media. Secondly, the interviewees preferred to use a software application and separated from Weibo by WeChat. The results basically accord with the current situation of Chinese consumers, confirming that WeChat and Weibo are the two traditional new media tool platforms for Chinese consumers.

- If the health and wellness tourism industry want to spread information through the new media (i.e. platform, WeChat, Weibo, QQ, SMS, phone, etc.), what problems do you think there will be?

The problems faced in the applications of new media marketing are summarized in Table 5. A total of 19 keywords are extracted, including accuracy 4 times, garbage (advertising)4 times, credibility 3 times, authenticity 2 times, information quality 1 time, real-time 1 time, information application 1 time, information transparency 1 time, interaction 1 time, information disclosure 1 time. It can be found from these data that the interviewees are more concerned about the accuracy and reliability of the information. If the industry wants to use new media tools to send information, it should provide

specific and credible data to meet the needs of the information recipients. Instead of the same set of information, spread to the public in different needs. Secondly, one of the characteristics of the new media is real-time and interaction. When using the new media, the industry should confirm the information in real time and respond to the feedback of the recipient.

- If you want to participate in health and wellness tourism, what kinds of information for new media do you need?

Respondents wanted to obtain information from the new media as shown in Table 6, a total of 39 key words, including product introduction 6 times, food and accommodation 6 times, safety 6 times, transportation 5 times, preferential programs 3 times, environment 2 times, facilities 2 times, activities 2 times, price 2 times, service 2 times, reference comment 1 time, word of mouth 1 time and consumption 1 time. Combined with the above key words, it can be found that the interviewees' information needs for the new media of Health and wellness tourism are mainly focused on products, accommodation, transportation, and safety profiles, followed by preferential schemes, prices and other matters.

#### 4. DISCUSSION

First, the interviewees' cognition of the significance of healthy tourism is roughly in line with the definition of academic circles. Health tourism focuses on physical and mental health promotion, can meet the needs of tourists of different ages. Existing studies have also shown that health tourism destinations with different themes can attract tourists with different needs,

**Table 1. Basic information for respondents**

Items	Frequency	Items	Frequency
Gender		Occupational	
Man	6	Students	3
Woman	6	Famer	1
Age(years old)		Private enterprises	3
<30	4	Retirement (including free employment)	5
31-50	4	Average monthly income(RMB)	
>50	4	<3000	7
Education level		3001-6000	2
Junior high school or less	3	6001-8000	1
College	5	>8001	2
University or above	1		

Source: This study

**Table 2. Frequency and type of travel for respondents**

Frequency	Outing form
·2-3 times	·Go out in a car with your little buddy
·Twice a year	·Choose by car, car, etc.
·3-5 times	·Generally is a short distance around the self-drive tour, there are subways, public transport, will choose personal travel, will not choose to follow the group.
·10 or so times	·Self-drive tour or car ride.
·2-3 times	·Trains, high-speed trains, etc., will choose personal line.
·About once	·Self-drive tour, with family.
·Twice a year	·I prefer to choose a free-flowing way.
·2-3 times a year	·I would prefer to be able to self-drive tour, but because other objective originally cannot achieve self-driving tour, so will choose free travel.
·No travel experience	·
·2-3 times a year	·Generally choose to travel freely, and family travel together.
·At least 3-4 times a year	·Short-distance I generally choose to self-drive tour, domestic I will not choose to travel with the group, generally with family, friends travel together
·There are no fixed times a year	

Source: This study

**Table 3. The significance of health and wellness tourism**

The significance of health and wellness tourism
● Live in a place for a long time and bring the old man with him.
● Cultivate the mind, care for the environment, so that people's mind and body Cultivate tourism.
● Promote healthy tourism, because modern people's life and pressure of work is great, the environment is not very good. In my understanding, health tourism should conclude the fresh air, quiet environment, and away from the city. But traffic should be more convenient, can relax mood, adjust mentality, reduce pressure and other aspects.
● I think health tourism is a travel which is mainly to promote health, release pressure, make people feel better.
● According to my understanding, it is a long-term and/or travel living with a good environment.
● Promote health tourism.
● Promote health tourism.
● I think this is a form of tourism chosen by retired people, and this way of tourism can promote the physical and mental health of the elderly.
● A good way to travel and a way to promote health.
● I think it's a way to promote health.
● Kang Yang tourism has not been contacted now and I have no idea
● I think health tourism is a form of raising the body and making the body healthier.

Source: This study

**Table 4. Respondents' preference for new media**

<b>Respondents' preference for new media</b>
<ul style="list-style-type: none"> <li>● Search for some travel strategies on Weibo via mobile phone.</li> <li>● Mobile phone WeChat, Weibo, Meituan, Xiecheng.</li> <li>● First choice must be mobile phone, now it is everyone's necessary information tools, usually through Baidu and other early strategy, there are other APP of food, drink and play recommendations, mainly through the Internet.</li> <li>● Basically, are using mobile phone app, carry Cheng, fly pig and so on.</li> <li>● Will be through mobile phones, Baidu map, Beidou navigation, Xiecheng and other inquiries.</li> <li>● Through mobile phone inquiries, search tourist attractions, ask relatives and so on.</li> <li>● Some APP, such as Weibo, WeChat, shake sound, I will find travel strategy in these app from the media, or in the travel software direct query, such as Xiecheng app..2</li> <li>● I will choose to use mobile phone and Internet information to search for news, such as Weibo, WeChat, Little Red Book on the search for travel strategy, and then adjust according to their actual situation.</li> <li>● Will be through the network platform, on the mobile phone through WeChat and other inquiries, can book tickets on the mobile phone, direct contact and so on.</li> <li>● I usually understand through the travel software on my mobile phone.</li> <li>● Use mobile phone to query online, use WeChat public number, other software in mobile phone to query.</li> <li>● We just choose the way to form a group, we have a group, send a message inside, there will be different tourist routes, just as you want to go to that place, you can travel with the group.</li> </ul>

*Source: This study*

**Table 5. Problems of new media in the application of health and wellness tourism marketing**

<b>Respondents' answers</b>
<ul style="list-style-type: none"> <li>● Credibility, now some network celebrities may be doing some gimmicks, a lot of praise is artificially brushed out.</li> <li>● Information repetition, information quality, accuracy, credibility, interaction, real-time, information applicable to the crowd.</li> <li>● Real-time and accuracy are good, the key is more spam.</li> <li>● Credibility and authenticity, some propaganda and reality are quite different.</li> <li>● Basically, have not encountered false information, accuracy is OK, other aspects also become.</li> <li>● Many advertisements cannot distinguish accurate information.</li> <li>● I would think it was junk information and my personal information was leaked.</li> <li>● If it was sent to me as a text message, I would think it was spam and would delete it immediately. But if it's push information on the Internet, I'll browse it.</li> <li>● I think this kind of information is a means of propaganda, which provides conditions for ordinary people who want to travel. I am not disgusted with this kind of information and can be accepted.</li> <li>● I personally think that in this way I will feel that it is junk information, now this information transparent society, through this way to promote, is likely to be a means of fraud.</li> <li>● I have not received such information, so it is not very clear.</li> <li>● Still don't want to receive this type of text message. If you have already reported the regiment and are about to leave, the travel agency can send information on the relevant matters for attention. Real information is OK.</li> </ul>

*Source: This study*

**Table 6. Respondents' needs for new media while traveling**

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<b>Respondents' answers</b>
<ul style="list-style-type: none"><li>● Transportation, accommodation, safety, what activities can be carried out.</li><li>● product introduction, preferential programs, transportation, accommodation, facilities, activities.</li><li>● All have, are in the scope of consideration and so on, first through the web page to do a basic general understanding, will refer to comments, travel talent and so on, word of mouth is I consider a relatively high point of view, most of the time I will choose a better word of mouth.</li><li>● Mainly depends on the environment, as well as food, clothing, housing, and transportation consumption.</li><li>● There is transportation, accommodation, convenience, safety, product introduction will also choose to consider, where to buy souvenirs more favorable, as well as hotel prices, service, facilities and so on.</li><li>● accommodation, price, service, etc.</li><li>● I personally do not like push information, more like to find their own relevant information. If it is their own search, I will pay more attention to product introduction, to understand whether the product meets my travel needs.</li><li>● I would like to get some information about the product introduction, to understand whether this travel product is suitable for me, transportation and accommodation is also more important to me.</li><li>● I attach more importance to preferential schemes. At the same time, I also think that the most important thing to travel is safety, safety is always the first.</li><li>● I pay more attention to safety, no matter where, what, safety is the first.</li><li>● hope to get real and reliable information. The specific information has not been considered.</li><li>● The first point must be convenient to travel, to obtain traffic information, the second is that accommodation is also very important, the third is environmental information.</li></ul>

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*Source: This study*

such as hot spring theme health tourism destinations can attract tourists with leisure and relaxation needs, prevention needs and medical needs, and meet their tourism, treatment, and health motivation [20]. Therefore, the industry should focus on its own market positioning and target marketing, so that potential tourists know what their needs, which health tourism destination (which type of industry) can be satisfied. For the new media in the application of health tourism marketing, operators should strengthen this communication, that is, through the new media to strengthen their own market positioning.

Secondly, in the use preference of new media tools, the analysis results are roughly consistent with the current situation. This means that potential tourists are used to dealing with travel problems through WeChat and Weibo. In this case, health tourism destination managers and operators should make good use of these tool platforms for destination marketing management. In addition, the results of this analysis also provide alternative thinking. When managers and operators of health tourism destinations engage in marketing activities in other new media (such as wireless TV advertisements, bus TV advertisements, street lantern advertisements, etc.), their effectiveness should be carefully evaluated; or tourists should pay attention to these new media marketing activities before orderly guidance.

Third, the problems of new media in the application of Health and wellness tourism marketing are still the accuracy, reliability, and authenticity of information. Compared with the literature dissemination faster, large capacity, wide range, digital, personalized, interactive, real-time characteristics [9,10,11,12,13,14]. The findings of this study mainly focus on information, and the analysis results can make up for the lack of existing literature. The results show that the new media in the application of health tourism marketing may be divided into stages and target audience objects, so that the audience can perceive this information reliably and accurately, can be believed. For example, when the popularity of new Health and wellness tourist destination is not high, sending cell messages through mobile phones is likely to be classified as spam by recipients. Therefore, this stage seems to be more suitable for giving priority to the use of mass media and public reports, and then transmitting information through groups, which may have better promotion and advertising

effect.

Fourth, new media can meet the information needs of tourists. The results show that the focus is on products, accommodation, transportation, and safety profiles [22]. Satisfying recreation motivation compared with literature health tourism, Mental motivation [23], treatment, prevention, and tourism motivation [20] etc. The findings of this study show that new media can meet the needs of health tourism in product, accommodation, transportation and other search and trading functions. This shows that the needs of the interviewees are focused on these aspects, and at the present stage, the new media should be used in the marketing of health care tourism, and must do better in product introduction, accommodation, transportation, and safety profile to meet the basic needs of potential tourists. In addition, this information also implies that when using new media to market healthy tourism destinations or product services, there is still room for improvement in destination brands, pricing strategies, marketing channel guidance strategies and promotion strategies. For example, compared with Sichuan's top ten tourist attractions brand awareness, no respondents responded to the health tourism destination brand, in addition to health tourism is a new type of tourism. It is likely that the destination brand is relatively poorly known, and the brand image may still be affected in the construction. Therefore, as far as the application of new media in Health and wellness tourism marketing is concerned, destination managers and operators should focus more on the matching of the overall marketing mix of Health and wellness tourism destinations. Through the power of new media, achieve the marketing goals of destination managers and operators.

## 5. CONCLUSION

The main purpose of this study is to explore the applications of new media in health tourism marketing and offer relevant suggestions. Based on the above analysis and discussion, the following conclusions are obtained:

- The respondents' cognition of the meaning of health and wellness tourism is generally in line with the academic definition. Health and wellness tourism focuses on physical and mental health promotion, can meet the needs of tourists of different ages.
- In terms of preference for the use of new media tools, respondents who enjoy health

and wellness tourism are accustomed to dealing with travel problems through such tools as WeChat and Weibo.

- The problems of new media in the applications of health and wellness tourism marketing mainly focus on information issues, including the accuracy, reliability, and authenticity of information.
- The new media can meet the information needs of respondents with health and wellness tourism, and the analysis results show that the focus is on products, accommodation, transportation, and safety profiles. There are still more disadvantages for the improvement in destination brand, pricing strategy, marketing channel guidance strategy and promotion strategy.

Furthermore, there are some limitations raised. For example, the number of people surveyed by this study only rely on 12 samples and it means the conclusions can be adapted while the users should apply them much more carefully. Thus, future research can survey one more places and get more samples to make it more acceptable than this study. Moreover, this study only investigated the number of potential tourists to southwest China while there are tens of millions in China and the culture and situation could be different among the regions and countries of the world. This implies future research can make a comparison of different culture while discusses this issue. More specifically, this study is an exploratory qualitative study. Future study can develop quantitative ones to verify the antecedents and consequents of the nature of health and wellness tourism. This would be beneficial to the sustainability for industry health and wellness tourism.

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### CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

### COMPETING INTERESTS

Author has declared that no competing interests exist.

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