

Development Evaluation and System Research of China's Health and Wellness Industry

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Abstract: With the increase of life expectancy in China, the health and wellness industry has also experienced rapid development, playing an important role in promoting the development of a healthy China. This article first reviews the development process of China's health and wellness industry, and Continuing to study China's health and wellness industry system. Finally, an evaluation and system for the development of China's health and wellness industry was constructed in five aspects: health tourism, medical wellness, cultural wellness, sports wellness, and smart wellness, and research prospects were proposed for the future development of the health and wellness industry.

Keywords: Health and Wellness Industry; Development Evaluation; System Research

1. Introduction

Since the establishment of the People's Republic of China, the average life expectancy has significantly increased, while infant and maternal mortality rates have significantly decreased. The health level of Chinese citizens has achieved a leapfrog improvement. However, with the acceleration of China's urbanization process, the increasing trend of population aging and the health problems caused by the outbreak of the COVID-19 epidemic triggered citizens' yearning for quality life, which promoted the urgency of the government and social organizations to develop the health industry system. In terms of policy support, the emergence of the "Healthy China 2030" Plan Outline plays an important role in promoting the development of Healthy China, and the development of the health and wellness industry, as an important way to achieve the development of Healthy China, plays a significant role in enhancing the supply capacity of medical and wellness services in China. At present, China's health and wellness industry is still in the initial

stage of development. Therefore, objectively grasping the development process and system composition of China's health and wellness industry is of great practical significance for formulating regional health and wellness industry development plans tailored to local conditions. Based on the current situation of the health and wellness industry, this article first summarizes the research on the concept of health and wellness industry, forest health and wellness at home and abroad, and summarizes the development status and process of China's health and wellness industry; Secondly, the development system of China's health and wellness industry was studied; Finally, construct a development system for China's health and wellness industry and propose relevant prospects.

2. Literature Review

2.1 Research on the Health and Wellness Industry Abroad

The concept of "health and wellness industry" in foreign countries is correspondingly defined as "health and wellness industry". The concept of the health industry originated from the World Health Organization's definition of health, which states that "health is not only a state of absence of disease and weakness, but also a state of physical, psychological, and social well-being."^[1] Research on the health and wellness industry in foreign countries is mainly reflected in theoretical and practical research on the health industry. At the theoretical research level, Ethan M.J. studied the relationship between health insurance companies and "adverse risks"^[2]. Liu et al. also systematically analyzed the current research status of the forest health industry, and analyzed its safety and effectiveness^[3]. At the practical research level, foreign health tourism has gone through a transition from resource-based healthcare tourism to demand driven compound health lifestyles, while Buzinde and Yarnal have

conducted in-depth research on medical tourism^[4]. Ullah and Nadeem explored Pakistan's health and wellness tourism industry and studied the driving mechanisms of the health and wellness tourism industry under the sharing economy^[5].

2.2 Research on the Health and Wellness Industry in China

2.2.1 Research on the Concept of Health and Wellness Industry

The term "health and wellness industry" originated from the first China Sunshine Health and Wellness Industry Development Forum in 2014, which includes "health and elderly care service industry", related industries such as fitness and wellness industry, tourism and leisure industry, and is an important component of modern service industry. Fang and others have explained the connotation and extension of the health and wellness industry. In a broad sense, the health and wellness industry includes two parts: "industry" and "cause". Based on this, health and wellness products are divided into two categories: guaranteed health and wellness products and improved health and wellness products, which have both public welfare and market characteristics and require the joint efforts of the government and the market^[6]. Furthermore, Huang and others used bibliometric analysis to find that foreign studies on health tourism have continuously extended from early medical tourism to the front and back ends of the industry chain^[7].

2.2.2 Research on the Practice of Health and Wellness Industry

After clarifying the concept of the health and wellness industry, some scholars have conducted relevant practical research on a specific region. Through literature review, it has been found that health and wellness tourism, including forest health and medical health, is the main research direction. The study by He et al. found that the spatial distribution of forest health brand resources in Zhejiang Province is cohesive, with terrain, forest coverage, and water system being natural factors that affect the spatial distribution of forest health brand resources in Zhejiang Province, while socio-economic foundation, transportation accessibility, and correlation with central cities are human factors that affect the spatial distribution of forest health brand resources^[8]. That is to say, in addition to the joint efforts of the government and the market,

the development of the health and wellness industry also needs to strengthen top-level design, designate "one district, one policy" based on regional differences, and ensure that different provinces or economic zones have "policies to follow" and "policies to implement". Li et al. used the SBM Malmquist model, exploratory spatiotemporal data analysis method, and geographic detector model to dynamically evaluate the efficiency of health care and healthcare. The output indicators include resource allocation indicators (number of medical institutions, number of doctors, number of beds) and medical service capacity indicators (total number of diagnosed and treated patients, number of discharged patients, bed utilization rate), and added indicators of resident health level (infant mortality rate and maternal mortality rate)^[9].

2.2.3 Research Review

From the above literature, it can be seen that currently, the existing literature in China mainly focuses on the concept of the health and wellness industry, specific aspects of health and wellness tourism, and lacks systematic research and system construction on the health and wellness industry. In other words, there is currently a phenomenon of "biased science" in the development of China's health and wellness industry, and the overall driving force is lacking. It is necessary to further explore the growth points of different health and wellness industry development models.

3. Research on the Development of Health and Wellness Industry System

With the rapid development of econometric models and the further deepening of scholars' understanding of the health and wellness industry, research on the overall system of the health and wellness industry has emerged. Lan et al. used the entropy weight method to measure the development level and regional differences of China's health and wellness industry by constructing a comprehensive evaluation system of medical health and wellness, cultural health and wellness, sports health and wellness, digital health and wellness, and wellness tourism. The results showed that the comprehensive index of health and wellness industry development showed an upward trend, with the medical health and wellness industry developing the best, the digital health and wellness industry having a large development space, and Guangdong's

health and wellness industry having the highest level of development^[10]. In addition, scholars have evaluated the development of the health and wellness industry in 137 prefecture level administrative regions based on the AMI evaluation model from three aspects: urban health and wellness attractiveness, urban health and wellness industry management capabilities, and urban health and wellness industry influence^[11]. Therefore, the regional health and wellness industry is bound to have characteristics of publicness, differentiation, ecology, and humanity^[12]. So, it is not only necessary to pay attention to the overall promotion of China's health and wellness industry system, but also to focus on the development of regional characteristic health and wellness models.

4. System Construction of the Health and Wellness Industry

Through literature review and analysis, this article constructs a development system for China's health and wellness industry, which can be divided into five aspects: health and wellness tourism, medical health and wellness, cultural health and wellness, sports health and wellness, and smart health and wellness. The specific indicator construction is shown in Figure 1.



Figure 1. Development System of China's Health and Wellness Industry

Through the indicator system, it can be seen that there is currently more research on the first four health and wellness models in China, but there are no relevant quantitative indicators for the development of smart health and wellness. Therefore, this article only uses the Baidu search index for smart health and wellness keywords to represent it. With the advancement of technology,

the production and use of smart health products, including artificial intelligence home health robots, will have enormous potential and development space. Therefore, the development of future smart healthcare models should be analyzed based on micro market demand and macro operational mechanisms^[13], in order to achieve the development path of "Smart Health Care - Health Care Industry - Healthy China".

5 Conclusion

5.1 Anatomy of Sparrows - Extracting Typical Cases of Regional Health and Wellness Industry

As an industrial system, the health and wellness industry must have a full life cycle of the industry. From a theoretical perspective, it is necessary to fully draw on theoretical methods such as comparative advantage theory and resource endowment theory in industrial economics and public economics to study the development of regional characteristic health and wellness industries. Only by fully understanding and comprehending the phased characteristics of the development of a certain industry can we promote the development of the health and wellness industry in various fields across the country.

5.2 Government Enterprise Linkage - Optimizing the Allocation of Regional Health and Wellness Industry Resources

Although health and wellness industry projects can generate positive externalities, due to the large investment and long return cycles of most health and wellness industry projects, it is difficult for social capital to intervene. Therefore, the government should adopt policies such as financial subsidies, preferential taxation, and talent introduction to safeguard the health and wellness industry projects. Firstly, the government can formulate relevant policies to support and guide enterprises to invest in the health and wellness industry, including tax incentives, financial support, land policies, etc., providing a good policy environment and stimulating the enthusiasm of enterprises. Secondly, the government can formulate development plans and layouts for the health and wellness industry, guide enterprises to choose reasonable development directions and locations, avoid excessive concentration or waste of resources, and achieve optimal allocation of

resources; The government can cooperate with enterprises to jointly invest in the construction of health and wellness industrial parks, health towns, and other projects, achieve resource co construction and sharing, and enhance industrial agglomeration and competitiveness. Thirdly, the government can organize training programs, strengthen the cultivation of talents in the health and wellness industry, introduce and cultivate relevant professional talents, and meet the talent needs of industrial development. Fourthly, the government can cooperate with enterprises to carry out market development and promotion activities for the health and wellness industry. By holding health and wellness cultural festivals, promoting health and wellness tourism, and other activities, the reputation and attractiveness of the regional health and wellness industry can be enhanced. Fifthly, the government can strengthen the supervision of the health and wellness industry, protect consumer rights, and maintain the order and environment of the healthy development of the industry. At the same time, enterprises should actively leverage their own advantages, especially high-tech enterprises should fully utilize technologies such as big data, cloud computing, and blockchain to empower the health and wellness industry to develop towards the path of smart health and wellness industry.

5.3 Industrial Integration - Stimulating New Forms of Health and Wellness Industry Development

The health and wellness industry is an integrated development model where multiple industries complement and overlap with each other. The health and wellness industry cooperates with the catering industry to launch health and wellness catering services, providing nutritious meals that meet health needs, and attracting more consumers to pay attention to healthy lifestyles; Combining the health and wellness industry with the tourism industry, providing specially designed health and wellness tourism routes and services, including fitness, yoga, meditation and other projects, to meet people's needs for health and leisure; Collaborating with medical institutions, the health and wellness industry provides traditional Chinese medicine therapy and wellness services, combining traditional Chinese medicine therapy with modern medical knowledge to provide personalized health management solutions; The integration of the

health and wellness industry and digital technology can leverage digital technology to develop health management software, intelligent fitness equipment, and other products, enhance the technological content of health and wellness services, and provide more intelligent and convenient health management solutions. By integrating with other industries, the health and wellness industry can expand its market, innovate services, meet people's growing health needs, promote the development and progress of the health and wellness industry, and stimulate its development to a higher form.

Acknowledgements

2023 Campus level Scientific Research Project of Shaanxi University of International Trade&Commerce, "Research on the High Quality Development Path of Shaanxi Province's Health and Wellness Industry under the New Normal" (SMXY202302)

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