Research on the Evaluation Index System for High Quality Development of Health and Wellness Industry in Shaanxi Province under the New Normal

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Abstract: The trend of aging population is intensifying, and the popularization of sub-health is constantly deepening people's health concepts. The health industry is emerging globally, and its importance in China is also becoming increasingly prominent. Shaanxi Province is a key province in northwest China, which is not only a densely populated area but also a suitable place for living and elderly care. Its health and wellness industry has enormous potential for development. This article combines the current development status of the health and wellness industry in Shaanxi Province, based on policy interpretation and the research results of relevant scholars, constructs an overall target layer with the attractiveness (A), management ability (M), and influence (I) of the health and wellness industry as the main line. Specifically, it includes five key areas including human and cultural environment, and eight levels including infrastructure, natural environment, investment environment, and aging level as the specific operation layer. It mainly covers 40 operational target layers including bread, health and wellness agriculture, health and wellness manufacturing, and health and wellness services. Based on this, a comprehensive evaluation index system for the high-quality development of the health and wellness industry in Shaanxi Province under the new normal is constructed. The aim is to use this index system to intuitively reflect the development of the health and wellness industry in various cities in Shaanxi Province, and promote the development of the health and wellness industry. The development of related industrial chains promotes the optimization and upgrading of economic structure.

Keywords: Health and Wellness Industry; Evaluation Index System; Development Assessment; High Quality Development

1. Introduction

The trend of aging population is intensifying, and sub-health status is becoming more widespread. Health has gradually become a "resource" of life[1]. With the intensification of the aging population trend, the development of the health and wellness industry is crucial for meeting the health needs of the elderly population and the elderly care needs of middle-aged people. There is currently no consensus in the academic community on the definition of the health and wellness industry. The health and wellness industry, as a comprehensive concept, aims to provide products and services that meet people's physical and mental health needs, in order to improve quality of life and promote social well-being. It covers industries and services related to health services, elderly care services, health care, rehabilitation and entertainment, ensuring that elderly people can enjoy a dignified and comfortable life in their later years while maintaining and improving their physical health. In December 2014, the new term "health and wellness industry" was first introduced at the first China Sunshine Health and Wellness Industry Development Forum, aiming to explain the "health and elderly care service industry", which covers related industries such as fitness and wellness, tourism and leisure, and has also become an important component of modern service industry. Li (2015) defined the health and wellness industry as a modern service industry that contributes to people's health and longevity, with high-quality natural environment and excellent natural resources as the premise, as well as comfortable and complete municipal environment and supporting facilities. Its core

functions include sports, health care, leisure, vacation, health preservation, and elderly care[2]. He (2018) defined wellness as three levels of content: "health," "elderly care," and "wellness." He clarified that "wellness" is an activity that takes wellness as a measure and aims for wellness. It is a comprehensive process of improving the "length," "abundance," and "freedom" of life, promoting the behavior of life towards its optimal state[3]. Deng et al. (2024) believes that the health and wellness industry is a comprehensive industry with health and wellness as its core, providing health and wellness products and services to the whole society, and is a multi industry integration industry[4]. Based on this, this study believes that the health industry relies on health preservation and aims to ensure human health. Through various traditional medicine and natural therapies, it provides professional recuperation services for patients in the recovery period of diseases, restoring physical function and improving quality of life. It also helps more healthy groups to enhance their physical fitness and achieve the role of disease prevention. The health and wellness industry is not only related to the health and well-being of everyone, but also an important force in promoting social and economic development and achieving sustainable development goals. After clarifying the concept of the health and wellness industry, it is also crucial to evaluate the high-quality development of the health and wellness industry in Shaanxi Province under the new normal through the evaluation index system. This study aims to construct an evaluation index system for the high-quality development of the health and wellness industry in Shaanxi Province under the new normal, providing a basis for measuring and evaluating the high-quality development of the health and wellness industry. The aim is to promote innovation and application in various aspects of medical technology and the health and wellness industry.

2. The Current Situation and Challenges of the Development of the Health and Wellness Industry in Shaanxi Province under the New Normal

As China's socio-economic transformation enters a new normal, people's pursuit of a healthy life is increasing. As a new type of industry, the health and wellness industry is gradually becoming an important driving force for the transformation and upgrading of China's economic structure. However, the development process of China's health and wellness industry is still in its early stages, with an imbalanced industrial structure and insufficient supply of high-end services. According to the Blue Book of China's Health and Wellness Industry, most health and wellness projects are concentrated in the fields of basic healthcare and rehabilitation, while high-end, personalized, and customized elderly care services are relatively scarce. The policy and regulatory system is not yet perfect, and the market access threshold is high, which restricts the investment of social capital. Due to uneven regional development, there is a significant gap in health facilities between first tier cities and rural areas, and high-quality resources are mainly concentrated in first tier cities, which cannot meet the needs of the whole country. The shortage of talent is a bottleneck that restricts the high-quality development of the health and wellness industry. According to the China Health and Wellness Talent Development Report, there is currently a huge shortage of health and wellness professionals in China, and their professional qualities are uneven, making it difficult to meet the development needs of the industry. Consumer awareness and acceptance of health and wellness services still need to be improved, which poses higher requirements for the promotion and market expansion of the industry.

According to the National Economic and Social Development Statistics Bulletin of Shaanxi Province in the past decade, the proportion of people aged 65 and above has increased from 9.43% in 2013 to 15.23% in 2023, with a difference of 5.8%; The number of people increased from 3.5492 million to 6.02 million, with an increase of 2.4708 million people; The number of employees in the basic pension insurance of enterprises has increased from 8.1219 million in 2021 to 9.1043 million, an increase of 982400 people. From the statistical data, it can be seen that the aging trend of the population in Shaanxi Province is constantly intensifying. The proportion and quantity of the population aged 65 and above are continuously increasing, which means that the social security pressure in Shaanxi Province will gradually increase. At the same time, the growth of the number of employees in enterprise basic pension insurance also indicates that the labor market in Shaanxi Province is constantly expanding, and

more employees have joined the pension insurance system, which helps alleviate some of the pressure on pension security.

Zhang et al. (2015) used entropy weight TOPSIS to evaluate the suitability of elderly care real estate development in 30 second tier cities in China, including Xi'an in Shaanxi. They obtained specific indicator data for the suitability evaluation of elderly care real estate development in 30 second tier cities in China, including Xi'an. Xi'an ranked 23rd in the suitability ranking of elderly care real estate development in 30 second tier cities[5]. Li (2017) used methods such as R-clustering, coefficient of variation, and social network analysis to analyze the suitability of elderly care real estate in 35 large and medium-sized cities, and found that Xi'an is a relatively unsuitable city for development. The reason is that compared to Xi'an, it is more affected by ecological and social environmental factors, as well as ecological and economic environmental factors. The research group of the Chinese Academy of Social Sciences Evaluation and Research (2022) evaluated the development of the health and wellness industry in 137 prefecture level administrative regions in China, and found that one star cities are concentrated in three provinces, including Shaanxi, Heilongjiang, and Gansu, indicating that there is still room for improvement in the development level of the health and wellness industry in Shaanxi Province. The project studied five cities in Shaanxi Province, among which Shangluo City is a one star city; Ankang City and Hanzhong City are two star cities; Xi'an and Yan'an are three-star cities[7]. Lan (2024) used entropy weight method, Gini coefficient method, geographic detector and other methods to analyze the development level of the health and wellness industry in 31 provinces in China. Shaanxi ranked 14th in medical health and wellness, 4th in cultural health and wellness, 26th in sports health and wellness, 18th in digital health and wellness, and 24th in health and wellness tourism; Meanwhile, it can be concluded that the western region, including Shaanxi, is in a backward state[8].

In summary, scholars have conducted more research on Shaanxi Province and individual cities in Shaanxi Province, but have not covered the development situation of all cities in Shaanxi Province; Moreover, compared with other provinces in China, the health and wellness industry in Shaanxi Province has a lot of room for improvement. At the same time, according to relevant statistical data in Shaanxi Province, the intensification of aging has prompted empirical measurement of the development level of the health and wellness industry, which is imperative. Therefore, constructing a reasonable evaluation index system for high-quality development level is helpful for in-depth research on the development status and problems of the health and wellness industry in Shaanxi Province under the new normal. It is of great significance for identifying the pain points of the development of the health and wellness industry and exploring the path of high-quality development. Aiming to provide theoretical support and practical reference for the healthy development of the health and wellness industry in Shaanxi Province and even the whole country through the analysis of these issues.

3. Construction of Evaluation Index System for the Health and Wellness Industry

The construction of the evaluation index system for the health and wellness industry requires three levels of content: the standards and basis for selecting indicators, the division of primary, secondary, and tertiary indicators, and the detailed structure and content of the indicator system. Based on the premise of three levels of content, combined with the existing research results of scholars, the current development status of the health and wellness industry in Shaanxi Province, and the availability of data, we will construct an evaluation index system for the high-quality development of the health and wellness industry in Shaanxi Province under the new normal.

Existing scholars mainly focus on forest wellness, wellness tourism, wellness real estate, and wellness tourism as the main aspects of evaluation index construction and analysis. There is relatively little literature research on the overall development of the wellness industry. At the same time, some scholars have conducted professional reviews on the construction of evaluation indicator systems; The most commonly used method in the evaluation process is Analytic Hierarchy Process. It specifically reflects the achievements of scholars in studying the health and wellness indicator system and evaluation methods. In terms of forest health, Woodall et al. (2010) evaluated the health status of forest resources in the northern

United States by combining forest health indicators[9]. Liu et al. (2024) integrated theories related to industrial competitiveness and established an evaluation index system for provincial forest health and wellness industry from four levels: competitive potential, competitive strength, competitive transformation ability, and competitive support ability. They combined the Entropy TOPSIS model to evaluate and analyze the competitiveness of forest health and wellness industry in various provinces of China[10]. In terms of health and wellness real estate, Dai Juncheng (2011) used methods such as expert consultation, literature analysis, interview survey, and matrix correlation to construct two primary indicators for elderly livability public relations and two special indicators for elderly livability, eight secondary indicators for ecological environment, and 33 tertiary indicators extended from six steps: establishing concepts and principles, constructing indicator frameworks and indicator libraries, selecting indicators, determining indicator weights, constructing indicator systems, and verifying and optimizing indicator systems[11]. Yuan (2013) analyzed the regional differences in the suitability of China's elderly care real estate development from four aspects: population and macroeconomic development level, service industry development level, real estate market maturity, and resident consumption ability[12]. Li et al. (2023) conducted a field investigation on the development status of health and wellness real estate in Hebei Province, and used the AHP analysis method to construct three primary indicators: environmental quality, product quality, and comprehensive management service quality. Seven secondary indicators, including economic environment, and 32 tertiary indicators, including per capita disposable income, were constructed. The comprehensive score of the development quality of health and wellness real estate in Hebei Province was obtained by combining the fuzzy comprehensive evaluation method with this evaluation indicator system[13]. In terms of health and wellness tourism, He (2018) constructed an evaluation index system for health and wellness tourism destinations using four evaluation index selection principles, expert interview method and Delphi method, and obtained four primary indicators: health resources, health facilities, health products, and health environment, 11

secondary indicators including medical health resources, and 33 tertiary indicators including medical rehabilitation institutions[14]. Wang (2024), in the context of rural revitalization, combined with SWOT analysis method, selected 14 indicator layers from internal advantages (four indicators of beautiful natural scenery and abundant ecotourism resources), internal disadvantages (three indicators of poor location conditions restricting tourism development), external opportunities (four indicators of opportunities for western development), and external challenges (three indicators of changing market demand and health tourism), and used AHP to obtain evaluation and analysis conclusions[15]. In terms of the review of the construction of evaluation index system, Wang et al. (2019) analyzed the connotation of the health and wellness industry, research on forest health and wellness index system, research on elderly care real estate index system, and research on other health and wellness model index systems from four levels. Currently, domestic scholars have studied the health and wellness industry index system, but mainly focus on forest health and wellness real estate, and there is not much research on other health and wellness models, especially less suitability evaluation for the development and construction of the entire health and wellness industry[16]. In terms of cultural and tourism health and wellness, Cao et al. (2022) constructed three primary indicators, including the conditions for the occurrence of cultural and tourism health and wellness resources, the social resource conditions for cultural and tourism health and wellness, and the feasibility conditions for cultural and tourism health and wellness development, based on actual investigation and combined with existing research results and expert interview opinions. They also included nine secondary indicators, including the natural environmental conditions for cultural and tourism health and wellness resources, and 25 primary indicators, including environmental quality conditions. Based on the weight results, obtain the impact results of cultural, tourism, health and wellness resources at all levels in Shanxi Province[17]. Sun et al. (2024) used Porter's diamond model to select 6 primary indicators, including tourism production factors, tourism demand conditions, related and supporting industries, tourism enterprise development, government and opportunities, 11

secondary indicators, including human resources, and 23 secondary indicators, including the number of employees in the tourism industry. At the same time, combining grey correlation analysis to study the cultural, tourism, health and wellness industry of resource-based cities in Heilongjiang Province, and draw development suggestions[18].

The criteria and basis for selecting indicators are the primary link in constructing an evaluation indicator system. The construction of the indicator system for the health and wellness Industry is a complex process that requires comprehensive consideration of the multidimensional characteristics and goals of the health and wellness industry. As a comprehensive industry, the health and wellness industry should have an indicator system that covers multiple evaluation dimensions, including economic, cultural, and ecological dimensions. It is also closely related to people's health, elderly care, and even tourism needs. Therefore, when constructing an evaluation index system for the high-quality development of the health and wellness industry in Shaanxi Province under the new normal, it is necessary to start from multiple perspectives to ensure the scientificity, comprehensiveness, and operability

of the index system. There may be differences in the characteristics and development level of the health and wellness industry in different regions. Therefore, when constructing an indicator system, the regional characteristics and actual situation of Shaanxi Province should be taken into consideration. The opinions of the government, enterprises, experts, and the public should be fully listened to, and cooperation should be strengthened to ensure the applicability of the indicator system.

Based on this, based on the current development status of the health and wellness industry in Shaanxi Province, combined with the experience and achievements of evaluation index systems constructed by domestic and foreign scholars, and based on the availability of evaluation index data, a high-quality development evaluation index system for the health and wellness industry in Shaanxi Province under the new normal is constructed as shown in Table 1. Specifically, it includes three first level indicators, including the attractiveness of the health and wellness industry, five second level indicators, including the cultural environment, eight third level indicators, including infrastructure, and 40 fourth level indicators, including per capita park green space area.

Table 1. Construction of Evaluation Index System for High-Quality Development of Health Care Industry in Shaanxi Province under the New Normal

Level 1 indicator (A) Overall target layer	Secondary indicator (B) Key domain layers	Level III index (C) Specific operation layer	Level-4 indicator (D) Operate the target layer
Health industry Attraction (A1)	Cultural environment （B1）	Infrastructure （C1）	Green area per capita (D1)
			Road area per capita (D2)
			Number of urban road lighting lamps (D3)
			Water supply penetration rate (D4)
			Number of mass art galleries and cultural centers (D5)
		Natural environment （C2）	Mean air temperature (D6)
			Annual sunshine hours (D7)
			Annual relative humidity (D8)
			Years of frost-free period (D9)
			Annual precipitation (D10)
			Forest care area (D11)
	Capital environment （B2）	Investment climate （C3）	Growth rate of investment in Health and social work (D12)
			Growth rate of education investment (D13)
			General Public Budget Expenditure (D14)

			Water supplement of artificial ecological environment (D15)
			Growth rate of fixed-asset investment (D16)
			Public Administration, Social Security, and Social Organization (D17)
Health industry Management power (A2)	Demand conditions（B3）	Aging level（C3）	Share of the population over 65 years old in the total population (D18)
			Population of over 65 years old (D19)
		Level of medical facilities（C4）	Number of health facilities (D20)
			Number of sanitary beds (D21)
			Number of health technicians (D22)
			Community Health Services Center (D23)
			Number of community health beds (D24)
		Development level of the service sector（C5）	The Social Welfare Institute (D25)
			Assistance and support institutions for people in extreme poverty (D26)
			Pension apartments and other pension institutions (D27)
			Production per unit area (D28)
	Potential opportunities（B4）	balance of payment structure（C6）	per capita disposable income (D29)
			Per capita household consumption expenditure (D30)
Health industry Influence (A3)	Economic influence（B5）	direct economic benefit（C7）	General public budget revenue (D31)
			Life Insurance Premium income (D32)
			Health Care Consumer Price Classification Index (D33)
			Total profits of industrial enterprises above designated size (D34)
			GDP per capita (D35)
		Drive the economy Transformation effect（C8）	Total profit of the service industry above designated size (D36)
			Income income above quota (D37)
			Room income above quota (D38)
			Commodity consumption income above quota (D39)
			Total domestic product of the tertiary industry (D40)

4. Application Process of Evaluation Index System

In order to achieve the evaluation of the high-quality development level of the health and wellness industry in Shaanxi Province under the new normal, the application process of the indicator system usually includes the following steps.

Firstly, the collection of data and related information. To ensure the accuracy and completeness of data, it is necessary to have a deep understanding of the health and wellness industry in Shaanxi Province in advance, and conduct relevant research to ensure the operability and effectiveness of the evaluation index system design. After clarifying the evaluation objectives of this study, big data technology is used to monitor and analyze the health and wellness industry in real time, collect and organize quantitative and qualitative information related to the evaluation objectives, and provide more timely and accurate data support for industrial development. Secondly, select appropriate evaluation methods and analyze the evaluation results. Select the

appropriate evaluation method based on the evaluation objectives and evaluation indicator system. After comparing various commonly used evaluation methods and continuously learning and drawing on advanced evaluation methods and experiences, this study tends to choose objective evaluation methods, so that the evaluation results are presented in a more objective and accurate manner, so that decision-makers can make decisions based on the evaluation results. And analyze and interpret the evaluation results, identify problems and shortcomings, and propose suggestions for improvement and optimization. Thirdly, the evaluation system and feedback and application of evaluation results. Feedback the evaluation results to relevant departments and personnel, and take corresponding improvement measures based on the evaluation results. Fourthly, regularly optimize the evaluation index system. The application process of the evaluation index system is a cyclical process that requires continuous adjustment and optimization based on actual situations. By regularly evaluating and optimizing the evaluation index system, the health and wellness industry can promptly identify and solve existing problems, dynamically adjust and optimize the evaluation index system according to changes in industrial development and policy orientation, and achieve sustainable development of the health and wellness industry in Shaanxi Province.

5. Conclusion

People's pursuit of a healthy lifestyle is increasing day by day. As an emerging economic growth point, the health and wellness industry has broad development prospects and will make increasingly significant contributions to society. Therefore, the research importance of the health and wellness industry is also highlighted. At the same time, the construction of the evaluation index system for the high-quality development of the health and wellness industry is of great importance to the development of the health and wellness industry in Shaanxi Province. It not only helps to comprehensively and objectively evaluate the current situation and development level of the health and wellness industry in various regions of Shaanxi Province, but also provides scientific basis for policy formulation, resource allocation, and industrial development in various regions. The following is a detailed explanation of the importance of the evaluation

index system for the development of the health and wellness industry, as well as future research directions and the possibility of further research. On the one hand, it is important to establish an evaluation index system for the development of the health and wellness industry. The evaluation index system constructed in this article can comprehensively cover all aspects of the health and wellness industry, including evaluation indicators of service quality, facility conditions, talent team, technological innovation, etc. It provides a comprehensive and objective evaluation system for the process of data analysis, thereby providing objective and accurate evaluation results. The construction and measurement results based on the evaluation index system not only help various cities in Shaanxi Province to clarify their own development advantages and shortcomings in the health and wellness industry, but also serve as an important basis for financial support and project approval decisions, providing guidance for future development directions. Moreover, it can promote governments and relevant institutions in various regions to more accurately formulate health and wellness industry policies, optimize resource allocation, and thereby improve the effectiveness and targeting of health and wellness policies. On the other hand, in future research directions and the possibility of further research, with the continuous development of the health and wellness industry, it is necessary to continuously deepen the research on the evaluation index system for the high-quality development of the health and wellness industry, and continuously improve and update the evaluation index system. In addition, in the future, further in-depth research can be conducted on the inherent laws and characteristics of the health and wellness industry, relying on the expansion of evaluation methods and technologies with intelligent technology, exploring the use of new evaluation methods and technologies to evaluate the development level of the health and wellness industry, exploring the intersection and integration points between different disciplines, strengthening interdisciplinary research, and thus constructing a more reasonable evaluation index system.

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