

Research on the Development Strategy of Zhanjiang Wellness Tourism

Ganrong Zhong, Rui Guo, Caixia Li, Haiyan Zhao*
Business School, Lingnan Normal University, Zhanjiang, China
 *Corresponding Author

Abstract: This paper takes Zhanjiang's wellness tourism as the research object, analyzing its development in the context of the "Delicious Zhanjiang" cultural tourism brand. It examines the city's established four major health product systems: hot springs, coastal resources, ecology, and cuisine. However, it also points to problems such as superficial resource development, insufficient industrial integration, and a lack of professional supporting facilities. Based on this, starting from deepening the core value of "freshness and deliciousness," innovative strategies are proposed, including thematic product development, all-cycle package creation, and the integration of "tourism +" multiple industries. Additionally, a support system is constructed from aspects such as brand-integrated marketing, infrastructure improvement, and institutional mechanism innovation, aiming to promote the high-quality development of Zhanjiang's wellness tourism and provide a reference for similar coastal cities.

Keywords: Wellness Tourism; Delicious Zhanjiang; Industrial Integration; Brand Building

1. Introduction

Driven by the "Healthy China 2030" strategy, wellness tourism has become a core direction for the transformation and upgrading of the tourism industry. The aging population and the expansion of the sub-healthy group have spurred rigid demand, and products are upgrading towards deep integration, professional customization, and intelligent empowerment. In 2024, Zhanjiang launched the "Delicious Zhanjiang" cultural tourism brand, with "three fresh and three beautiful" as its core, forming a five-in-one wellness resource system of "sea, springs, greenery, food, and culture." It boasts the largest mangrove reserve in China, high-

quality seafood, and other resources. Policy dividends and market opportunities have provided Zhanjiang with development momentum and practical support. However, Zhanjiang's wellness tourism faces problems such as superficial resource development, insufficient industrial integration, and inadequate infrastructure. Its resource advantages have not yet been fully transformed into market competitiveness. The significance of this study lies in enriching the research on comprehensive coastal health tourism, providing theoretical reference for similar cities, and providing innovative directions for local tourism enterprises by constructing distinctive development strategies. This will help extend the industrial chain, enhance product added value, promote the high-quality development of health tourism in Zhanjiang, and strengthen the market competitiveness of the "Delicious Zhanjiang" brand.

2. Current Status of Wellness Tourism Development in Zhanjiang

2.1 Existing Products and Services

Core projects such as Lanyue Bay Hot Spring Resort and Luogangling Hot Spring Town are equipped with SPA hydrotherapy and traditional Chinese medicine physiotherapy facilities. Dinglong Bay Haitian Hot Spring, in conjunction with the Life Science Health and Wellness Center, has launched personalized health and wellness programs, transforming hot spring health products from basic bathing to comprehensive health and wellness. In 2024, hot spring scenic areas received 3.86 million visitors, an increase of 55% compared with 2020, and the proportion of visitors choosing wellness packages [1] rose from 15% to 40%. However, compared with high-end hot spring health and wellness destinations in China, Zhanjiang's hot spring products are not professional enough. There is a shortage of customized treatment

programs based on the characteristics of hot spring water, and the gap in professional therapists reaches 45%, making it difficult to meet the needs of high-end customers.

Seaside sightseeing and water sports are gradually incorporating health and wellness elements such as coastal yoga and beach meditation. For example, projects like Techeng Island Resort and Dinglong Bay International Ocean Resort saw a 70% increase in health and wellness visitors in 2024 compared to 2020. Most coastal areas focus on mass tourism, with fewer proactive and organized health and wellness activities, and the positioning of health and wellness is not clear enough. Compared with coastal health and wellness destinations like Sanya in Hainan and Xiamen in Fujian, the unique advantage of coastal wellness products has not yet been realized, and there is a lack of distinctive IP with core competitiveness.

The Huguangyan and Sanlingshan scenic areas have developed products such as forest meditation trails and plant essence recognition courses [2], increasing the average tourist stay from 2 hours to 4 hours. The Mangrove National Nature Reserve received over 1 million ecological health tourists in 2024. However, rural ecotourism is still mainly based on farm stays and fruit picking, with less integration of health elements and serious homogenization. Compared with ecological health destinations such as Moganshan in Zhejiang and Dali in Yunnan, further in-depth innovation is still needed.

In 2024, 55% of the catering industry offered health-focused seafood set meals and medicinal cuisine, and revenue from food-related tourism increased by 65.7% compared to 2020. However, industry standardization is insufficient, most catering businesses do not have nutritionists, and the quality of medicinal dishes is not high. Compared to seafood health destinations like Weihai in Shandong and Quanzhou in Fujian, Zhanjiang's food and health services lack professionalism, and the combination of "fresh" and "health" is not close enough.

Relying on its abundant resources, Zhanjiang's wellness tourism has initially formed four major product systems: hot spring wellness, coastal health care, ecological vacations, and culinary wellness. Since its initial emergence in 2020, it has gradually moved towards a stage of multi-format development, but overall it is still in a period of accelerated resource transformation,

and there is still considerable room for improving the professionalism and distinctiveness of its products.

2.2 Main Market Entities and Formats

The accommodation sector is dominated by traditional star-rated hotels and resorts. Hotels such as the Zhanjiang Minda Sheraton Hotel and the Dinglong Bay Fupeng Sheraton Hotel have gradually opened health and wellness rooms and healthy dining areas. In 2024, revenue from wellness-related services is expected to increase from 8% in 2020 to 23%. The number of themed homestays and boutique hotels has risen rapidly, growing 121.5% compared to 2020, with more than 30% focused on health and wellness themed. Most homestays only provide basic accommodation and lack professional guidance on wellness activities and health management services. Health and wellness hotels and apartments are still in the initial construction stage, accounting for only 5% of the total accommodation sector. They are concentrated in core resort areas and have not yet been covered in county-level areas, showing a significant gap between their current status and the needs of high-end wellness customers.

In the business formats of scenic areas and tourist attractions, natural ecological scenic areas are the main carriers for developing ecological therapy. Scenic areas such as Huguangyan and Sanlingshan received 50% more health-focused tourists in 2024 compared to 2020, yet sightseeing and hiking remained the primary activities, and ecological resources have not been fully transformed into professional therapy courses. Coastal leisure areas, serving as public wellness spaces, added outdoor yoga areas and jogging tracks, but there is a lack of professional guidance and planning, and wellness services are all organized spontaneously by tourists themselves. The wellness value of cultural attractions is insufficient. Cultural experiences in sites such as Leizhou Ancient City and Xuwen Ancient Port are still primarily guided tours, with immersive mental wellness experiences accounting for only a small proportion, and the integration of culture and wellness is not deep enough.

In the catering sector, specialty seafood restaurants primarily represented "dietary wellness". In 2024, the sales share of wellness dishes increased from 10% in 2020 to 30%, with some restaurants employing nutritionists to

provide ordering guidance. The quality of rural and fishing homestays has gradually improved, with the hygiene compliance rate increasing from 75% to 90%. However, homogenization remains a problem, and innovation in health-focused dishes is insufficient. Compared to professional health-focused catering institutions, Zhanjiang's catering enterprises are still in the initial stage of health-focused services, lacking in-depth analysis of the nutritional components of ingredients and the design of personalized dietary plans.

Travel agencies and tourism service providers have weak product organization capabilities. Although 60% of travel agencies launched health-focused tourism [3] routes in 2024, the route designs were mostly in the form of "attractions + catering", lacking professional health planning and personalized health solutions. There are few professional health-focused tourism service providers, and the market lacks leading enterprises that can integrate resources and provide one-stop health-focused services, making it difficult to meet tourists' needs for in-depth health-focused experiences.

The main players in Zhanjiang's health-focused tourism market are traditional tourism enterprises, presenting a diversified form of "upgrading of traditional enterprises + entry of professional health and wellness institutions". Various business formats are heavily influenced by mass tourism models, and the supply of professional and distinctive health-focused business formats is severely insufficient.

2.3 Infrastructure and Supporting Facilities

In terms of transportation accessibility, external transportation has achieved leapfrog development. Zhanjiang Wuchuan Airport has opened 68 domestic routes, with an annual passenger throughput exceeding 5 million. The Shenzhen-Zhanjiang Railway is in regular operation, and the Guangzhou-Zhanjiang High-Speed Railway has been completed and opened to traffic. Self-driving transportation is also very convenient, and external accessibility has been fundamentally improved. However, internal transportation is still insufficient. The connectivity rate of health resources between counties is only 65%, and some rural scenic spots have "last mile" connection problems. The networking and quality of coastal and lakeside greenways are insufficient, making it difficult to

meet tourists' health needs such as walking and cycling. Compared with developed tourist cities, the convenience and comfort of Zhanjiang's internal transportation still need to be improved, which restricts the organization of all-area health tourism products.

Regarding reception facilities, accommodation facilities are well-developed. In 2024, the city had a total of 1,286 star-rated hotels, budget hotels, and guesthouses, an increase of 28.9% compared to 2020. 15% of the accommodation facilities have health and wellness functions, but there are few high-end health and wellness hotels and age-friendly apartments. Catering facilities are distinctive, but lack professionalism, nutritional health awareness, and customized services. Public service facilities are gradually improving, with 100% coverage of public restrooms and wireless networks in the urban area and major scenic spots. The coverage rate of age-friendly and barrier-free facilities is 55%. However, there are few first-aid facilities and healthy drinking water points in scenic spots, resulting in a poor experience for health and wellness tourists, mainly elderly tourists.

Regarding information and medical support services, a smart tourism platform has been initially established, providing basic functions such as scenic spot reservations and navigation. However, professional health and wellness information services are still limited, and functions such as negative oxygen ion concentration monitoring and health and wellness service reservations are incomplete. Medical support [4] capabilities are improving, with high-level tertiary hospitals and wide coverage of community health service centers. However, there is a lack of professional health and wellness services, few health management institutions and rehabilitation centers, a lack of cooperation mechanisms between medical institutions and tourism enterprises, and a lack of personalized health management services.

Zhanjiang's health tourism infrastructure and supporting services have been continuously improved in recent years, with enhanced external transportation accessibility and gradually increasing internal reception capacity. However, professional health and wellness facilities still have shortcomings, and there is still a certain gap between it and high-end health tourism.

2.4 Policy Environment and Planning Analysis

In terms of macro policies, the "Healthy China 2030" Planning Outline The health industry is regarded as a national strategy [5], and the development of emerging industries such as health tourism is clearly defined; rural revitalization should encourage the development of new business formats such as rural tourism and leisure agriculture; the national policy requires vigorous development of health and wellness tourism, and supports the development of health and wellness bases in eastern, western and northern Guangdong by leveraging their ecological advantages. This provides policy basis and direction for the development of health and wellness tourism in Zhanjiang. The construction of the Greater Bay Area also provides Zhanjiang with opportunities for high-quality health and wellness tourism consumption. In terms of municipal policies and planning, it is clearly proposed that Zhanjiang City should build an "ecological bay city suitable for living, working and traveling", develop coastal tourism and health tourism, and promote the integration of tourism with health, culture and other industries. The 2025 Cultural Tourism Industry Investment Promotion Conference launched 43 health and wellness-related investment projects, and 10 key projects were signed on-site, with high enthusiasm from private capital. However, Zhanjiang has not yet formed a specific policy system for health tourism. Preferential policies in areas such as land, funding, and talent are insufficient, and the synergy between tourism planning and the "Delicious Zhanjiang" brand strategy needs to be strengthened. The brand value of "delicious" has not been fully transformed into a development blueprint for health tourism.

In terms of policy implementation, the number of health and wellness bases and towns in Zhanjiang increased from 15 in 2020 to 27 in 2024. Xuwen County was awarded the title of "China's Longevity Town," and Suixi County was awarded the title of "International Longevity and Health Base," continuously enhancing brand influence. In 2024, Zhanjiang's total tourism revenue reached 27.834 billion yuan, a year-on-year increase of 11.3%, with health and wellness tourism contributing 28% of the revenue. However, the lack of inter-departmental coordination mechanisms means that multiple departments involved in health tourism, such as culture and tourism, health, and agriculture, lack overall coordination. Policy resources are

scattered, making it difficult to form a synergy, and some planning content has not been transformed into specific projects in a timely manner.

The development of Zhanjiang's health tourism is benefiting from multiple policy dividends from the national to the local level. The policy environment is gradually shifting from macro-guidance to precise support, but further detailed implementation and systematic planning are still needed.

3. Innovation and Industrial Integration of Zhanjiang's Wellness Tourism Products

3.1 Deepening the Core Value of "Freshness" and Building a Distinctive Product System

3.1.1 Thematic product development

Based on tourists' health needs, thematic products are developed under five major themes: "Fresh Oxygen, Fresh Food, Fresh Springs, Fresh Environment, and Fresh Culture," strengthening the identity of "Zhanjiang Health Preservation." The coastal health tourism themed around "Fresh Oxygen" allows tourists to breathe fresh oxygen and release stress through negative ion therapy and beach sports. The gourmet health tourism themed around "Fresh Food" can collaborate with local time-honored brands and intangible cultural heritage representatives to establish "Seafood Medicinal Cuisine Workshops" and develop "24 Solar Terms Health Menus." The hot spring therapy with the theme of "Fresh Spring" involves constructing herbal hot spring projects incorporating traditional Chinese medicine therapy in Zhanjiang Lianjiang Hot Spring and Suixi Hot Spring. The mangrove meditation with the theme of "Fresh Environment" involves building a mangrove meditation camp in mangrove forests, allowing tourists to alleviate anxiety and restore their spirit through meditation, yoga, and other activities in a dialogue with nature. Cultural wellness with the theme of "Fresh Culture" will utilize Leizhou culture, red soil culture, and marine culture [6] to create a cultural wellness experience chain.

3.1.2 Creating premium routes and packages

Based on the spatial distribution of resources and the differences in customer needs, full-cycle wellness packages such as "one-day light wellness," "three-day deep wellness," and "seven-day comprehensive wellness" can be designed to meet the needs of tourists with

different timeframes and budgets, thereby enhancing the attractiveness and competitiveness of wellness tourism in Zhanjiang. For example, the three-day "deep healing" route includes: the first day is dedicated to experiencing volcanic rock hot spring therapy on Techeng Island, where visitors can enjoy herbal hot springs and traditional Chinese massage; the second day focuses on cultural wellness in Leizhou Ancient City, where visitors can visit the Leizu Temple, experience Leizhou-style massage, and enjoy Leizhou opera; the third day involves pineapple picking and seafood medicinal cuisine preparation in Xuwen, where visitors can taste freshly picked pineapple stewed with sea cucumber, allowing them to participate hands-on, enhancing their experience through labor and deepening the product experience. This route covers "hot spring nourishment, cultural nourishment, and food nourishment," make it suitable for sub-healthy individuals seeking weekend healing.

3.2 Strengthening Industrial Integration and Innovation, Improving the Wellness Tourism Industry Chain

3.2.1 Promoting deep integration of "Tourism+"
Zhanjiang's wellness tourism industry should take "tourism" as the core link, integrating four major fields: agriculture, fisheries, healthcare, and culture to build a full-chain industrial ecosystem, forming an industrial ecosystem of "resource sharing, complementary advantages, and coordinated development." Economically, this will extend the industrial chain and increase the added value of products; Socially, it will create more joy opportunities for local residents, increase their income, and promote rural revitalization. Integrating tourism with agriculture, Zhanjiang boasts the largest pineapple production base in the country. In Xuwen's "Sea of Pineapples", a "Fresh Fruit Wellness Tour" can be developed, where tourists can participate in pineapple picking and learn the skills of selecting "Golden Diamond Pineapple". Integrating tourism with fisheries, Zhanjiang is rich in seafood resources, and Techeng Island, a traditional fishing village, can be developed into a fishing village resort, where seafood health dishes can be researched and developed. Integrating tourism with healthcare, Zhanjiang has top-tier hospitals such as the Affiliated Hospital of Guangdong Medical University, with a long history of traditional Chinese medicine

therapy. Projects such as hot springs combined with herbal soaks and seaside slow walking combined with dietary interventions can be developed. Finally, Integrating tourism with culture, Zhanjiang has Leizhou culture, fishing culture, and sports culture. Through the "revitalization of intangible cultural heritage wellness techniques," cultural symbols can be transformed into wellness experiences. Visitors can experience Leizhou stone dog culture and Suixi lion dance culture, internalizing wellness principles and putting them into practice.

3.2.2 Cultivating and strengthening market entities

Zhanjiang's wellness tourism faces intense competition in the regional market and the squeeze of homogenization, leading to insufficient product standardization and weak brand influence due to the lack of leading enterprises. It is necessary to support the development of leading enterprises, encourage the specialization of small and medium-sized enterprises (SMEs), and cultivate diverse market entities to stimulate vitality and form a virtuous cycle of development. Support should be given to Zhanjiang's cultural tourism industry to integrate all regional resources and create a benchmark project for "fresh and healthy" tourism, providing "one-stop" health services including physical examination, physiotherapy, catering, and accommodation. SMEs should be encouraged and assisted to develop distinctive projects such as seafood medicinal cuisine private kitchens and intangible cultural heritage health workshops. Training on wellness tourism services should be provided to enhance service quality.

3.2.3 Building wellness tourism industry clusters and characteristic towns

Industry clusters are the core carriers for the concentration of resources, factors, and functions. In regions such as Leizhou, Lianjiang, and Xuwen, characteristic wellness towns are being built to promote the organic integration of "industry + population + public services," enhancing the overall development level of industries and driving economic growth. For example, in Leizhou, a health culture town is being constructed, leveraging the cultural heritage of Leizhou as a "National Historical and Cultural City." Centered on "Leizhou culture + wellness experience," special industrial clusters such as the intangible cultural heritage health zone, medicinal cuisine area, and cultural

research and study zone will be set up. At the same time, characteristic wellness projects will be launched, such as developing Leizhou-style wellness souvenirs like Leizhou tangerine peel paste and Leiyang mugwort sachets, all labeled with dual certification of "intangible cultural heritage craftsmanship + wellness benefits."

4. Brand Promotion and Support System for Health Tourism in Zhanjiang

4.1 Implementing Integrated Brand Marketing to Enhance the Awareness of "Fresh and Healthy Living"

4.1.1 Unified branding and promotional message
Design a dedicated "Zhanjiang Fresh and Healthy Living" brand logo, combining Zhanjiang's coastal, seafood, hot spring, mangrove, and other wellness elements with the city's "Fresh Zhanjiang" to create a unique and unified visual image. Use this unified brand logo in all wellness-related events and promotions. Simultaneously, a unified promotional message will be developed, focusing on the core value of "Fresh and Healthy Living," and distilling clear and easily shareable slogans to deeply integrate wellness tourism into the "Fresh and Healthy Zhanjiang" city brand, making "Fresh and Healthy Living" a key pillar of the city's branding.

4.1.2 Precision marketing strategy

By combining online and offline methods, precise marketing is carried out for different target customer groups to enhance brand influence. In terms of online marketing, we fully use new media platforms, releasing short videos on Zhanjiang's wellness tourism through channels such as Tiktok, Xiaohongshu, and other channels. The content includes introductions to health and wellness products, demonstrations of health and wellness experiences, and sharing of tourists' health and wellness stories, attracting user attention through vivid and interesting video content. We collaborate with health and wellness bloggers, inviting them to experience Zhanjiang and share their experiences, expanding brand influence. Targeting middle-aged and elderly customers and health-conscious groups [7], we have established official accounts and utilized health communities and wellness forums for targeted promotion, regularly releasing information on Zhanjiang's wellness resources, knowledge, and promotional activities. In terms of offline marketing, "The Delicious

Zhanjiang Promotion Conference" will be held to enhance regional market awareness through on-site experiences, expert lectures, route releases, and other forms. We also set up promotional display boards for health and wellness tourism at local bus stations, high-speed railway stations, airports, and major scenic spots in Zhanjiang, providing tourists with intuitive brand information.

4.1.3 Telling the story of Zhanjiang's health and wellness

Explore the unique local wellness culture, the stories behind the ingredients, and real customer experience cases, presenting these wellness culture stories to tourists so that they can understand the profound heritage of Zhanjiang's wellness culture and generate emotionally with them. Explore the longevity stories of centenarians on the Leizhou Peninsula, tell the story of "Mangroves Protecting Fishermen," collect and promote successful cases of wellness tourism in Zhanjiang, such as stories of tourists improving their health through Zhanjiang recuperation and the health lifestyles of local residents, etc., using real cases to enhance brand credibility, and hold the "Zhanjiang wellness Story Collection Activity" to encourage tourists and citizens to share their own stories with Zhanjiang's wellness.

4.2 Optimizing the Development Environment and Supporting System

4.2.1 Improve infrastructure and public services
First, it is necessary to optimize the transportation network between Zhanjiang and surrounding cities, improve transportation connections within and between scenic areas, optimize the transportation routes of tourist special lines, add tourist special line buses, improve transportation convenience, and facilitate tourists' travel. At the same time, we will build a smart health tourism platform in Zhanjiang, integrating health resource information, tourism service booking, health knowledge inquiry and other functions, providing health information inquiry and reservation services. In scenic areas, tourist signage will be improved, accessibility facilities will be strengthened, and wheelchair access, mother-and-baby rooms, and medical emergency stations will be provided to meet the needs of elderly and disabled tourists.

4.2.2 Improve standards and norms

Local health tourism service standards, food

safety standards, and environmental protection norms will be formulated to improve the quality of health tourism services and protect tourists' rights. The "Zhanjiang Health Tourism Service Local Standards" will be formulated, clearly defining the service processes, professional requirements, and safety guarantees for health tourism scenic spots, hotels, and restaurants. For example, traditional Chinese medicine physiotherapy services must be provided by certified personnel. At the same time, a service quality evaluation system will be established, using tourist satisfaction surveys to supervise the service quality of enterprises [8], and the evaluation results will be published regularly, which will help assess the development of Zhanjiang's health tourism. Food safety management will be strengthened; enterprises must operate in a standardized manner to ensure that tourists eat fresh and healthy food, and food safety traceability will be ensured. Formulate environmental protection standards to avoid over-development that damages ecological resources such as mangroves and coastal wetlands, requiring scenic spots and enterprises to take energy-saving and emission-reduction measures and advocating the concept of green tourism [9].

4.2.3 Strengthen technological empowerment

To address the problem of superficial utilization of core health resources and insufficient technological empowerment, modern technology should be used to empower health tourism, improve service accuracy and experience, and help enterprises develop by analyzing tourists' dynamic needs through big data. Develop a smart guide system to explain health knowledge such as mangroves and hot springs to tourists, introduce wearable devices to assist in health monitoring, and open rental services for devices such as smart bracelets and blood pressure monitors to monitor tourists' heart rate, sleep, and exercise in real time, and provide health advice based on Zhanjiang's health resources.

4.3 Innovate Systems and Mechanisms to Ensure Sustainable Development

4.3.1 Improve the collaborative governance mechanism

Due to the loose industrial chain of Zhanjiang's health tourism and insufficient departmental coordination, improve the collaborative governance mechanism and establish a coordination agency involving multiple

government departments, enterprise associations, and community participation. Led by the municipal government's responsible leader, resources from multiple departments including culture and tourism, health, agriculture, marine affairs, and environmental protection are coordinated to hold regular meetings to address major issues in the development of the health tourism industry. Key enterprises, industry associations, research institutions, and community representatives are actively involved in joint governance, establishing an information-sharing mechanism where departments and entities can regularly exchange resource data, market information, and policy updates to avoid information silos. A joint enforcement mechanism is established to conduct special campaigns against illegal and irregular activities in the health tourism market and maintain market order.

4.3.2 Establishing a long-term mechanism for ecological environmental protection and resource utilization

A strict environmental access system is implemented, ecological environment evaluation standards for health tourism projects are formulated, the destruction of mangrove forests and other ecological environments is prohibited, green operations are encouraged, and environmentally friendly technologies and equipment, such as new energy vehicles and environmentally friendly tableware, are promoted, along with waste sorting and wastewater discharge meeting standards. Promote responsible tourism by guiding tourists to practice environmentally friendly behaviors through publicity and education. This includes setting up environmental protection signs in scenic areas, carrying out "Leave No Trace" initiatives, and organizing more public welfare activities such as mangrove planting and marine debris cleanup. Encourage tourist participation so they can exercise while enjoying the scenery and enhance their ecological awareness. Establish an ecological monitoring system, using satellite remote sensing and drones to dynamically monitor ecological resources such as mangroves and coastlines, promptly addressing any problems to maintain ecological balance.

4.3.3 Establish a community participation and benefit-sharing mechanism

Ensure local residents benefit from the development of health tourism [10] and

guarantee the sustainable development of the industry. Establish and improve community participation mechanisms, soliciting opinions from community residents during the planning, construction, and operation of health tourism projects through hearings and village representative meetings. Encourage community residents to participate in tourism services, such as operating guesthouses, providing catering services, and providing tour guide services, ensuring their right to benefit from industrial development and allowing them to share in the fruits of industrial development.

5. Conclusion

Zhanjiang boasts diverse and high-quality wellness resources. Leveraging the "Delicious Zhanjiang" brand and various policy benefits, it has a solid foundation for development. However, it currently faces challenges such as shallow resource development and low industrial integration, preventing its resource advantages from being effectively translated into market competitiveness. Thematic product innovation centered around "deliciousness" and cross-industry integration through "tourism+" are key to enhancing the core competitiveness of Zhanjiang's wellness tourism products. Expanding its influence through brand integration and marketing, while improving infrastructure, establishing industry standards, and innovating collaborative governance and ecological protection mechanisms, will contribute to the high-quality development of Zhanjiang's wellness tourism. The implementation of these development strategies will not only extend the wellness tourism industry chain and enhance the brand value of "Delicious Zhanjiang," but also provide practical references for the development of similar coastal wellness tourism cities in China.

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