

A STUDY ON TOURISM ECOLOGY OF HEALING HOT SPRING:
A CASE STUDY OF HEZHOU HOT SPRING



MASTER OF ARTS IN TOURISM MANAGEMENT
(INTERNATIONAL PROGRAM)
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A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)
ACADEMIC ADMINISTRATION AND DEVELOPMENT MAEJO UNIVERSITY
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PU FAN

THIS THESIS HAS BEEN APPROVED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS
IN TOURISM MANAGEMENT (INTERNATIONAL PROGRAM)

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ชื่อเรื่อง	การศึกษานิเวศวิทยาด้านการท่องเที่ยวของน้ำพุร้อนบ่าบัด: กรณีศึกษาของน้ำพุร้อนเหอโจว
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บทคัดย่อ

มีรายงานว่ามียากกว่า 2500 น้ำพุร้อนในประเทศจีน ในขณะที่เดียวกันมีรายงานว่ามากกว่าห้าร้อยแหล่งที่มาของน้ำพุร้อนและบ่อน้ำพุร้อนทั้งเจ็ดพันล้านนักท่องเที่ยวตามสถิติของสำนักงานที่ดินและทรัพยากร 2017 และ 2018 แห่งชาติการท่องเที่ยวสปรายได้มากกว่า 2500 พันล้านดอลลาร์ ในช่วงสองปีที่ผ่านมา ทรัพยากรน้ำพุร้อนและบ่อน้ำพุร้อนในกว้างซีมีข้อดีของการพัฒนาที่ดีราคาไม่แพง การขนส่งที่สะดวกและสิ่งอำนวยความสะดวกที่สมบูรณ์ อย่างไรก็ตาม เนื่องจากการจัดการองค์กรย้อนหลังผลิตภัณฑ์การท่องเที่ยวเดี่ยวผลิตภัณฑ์การท่องเที่ยวที่เป็นเนื้อเดียวกัน บริการการท่องเที่ยวย้อนหลัง ผลิตภัณฑ์สิ่งแวดล้อมที่กว้างขวาง และของเสียที่ร้ายแรงของทรัพยากร นอกจากนี้ยังเป็นพื้นหลังของการศึกษา ดังนั้นการวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ ศึกษาและ วิจัยทิศทางการจัดการน้ำพุร้อนแบบดั้งเดิมจากทิศทางการพัฒนานิเวศวิทยาของน้ำพุร้อนพักพื้น ในเวลาเดียวกันผ่านข้ามเขตแดนพิวชั่นและนวัตกรรมน้ำพุร้อน รวมฟังก์ชันเหล่านี้ เพื่อสร้างเอกลักษณ์ของน้ำพุร้อนนิเวศวิทยาบ่าบัด วิทยานิพนธ์ฉบับนี้มีวัตถุประสงค์เพื่อศึกษาความสัมพันธ์ระหว่างสี่วิธีการวิจัยเชิงคุณภาพและการสังเกตการวิเคราะห์การทำงาน ผลการศึกษาพบว่า ปัจจุบัน บริษัทสปาในช่วงการเปลี่ยนแปลงบริษัทน้ำพุร้อนแบบดั้งเดิมคือการพัฒนาบริการสปาต่างๆ เพื่อให้ครอบคลุมการท่องเที่ยวที่มุ่งเน้นผู้บริโภคจากมุมมองของการวิจัย เนื้อหาหลักของบทความนี้คือ การทำงานของผลิตภัณฑ์การท่องเที่ยว การปฏิรูปธุรกิจ กลยุทธ์ทางธุรกิจและการปฏิรูปการจัดการ ผลการวิจัยส่วนใหญ่รวมถึงการให้พื้นฐานใหม่และทฤษฎีสำหรับบริษัทสปาในภูมิภาค เพื่อส่งเสริมการอัพเกรดอุตสาหกรรมน้ำพุร้อนในกว้างซี มันสามารถให้ข้อมูลอ้างอิงสำหรับการแพทย์เชิงพาณิชย์และส่งเสริมการบูรณาการนวัตกรรมของน้ำพุร้อนการท่องเที่ยวและอุตสาหกรรมทางการแพทย์

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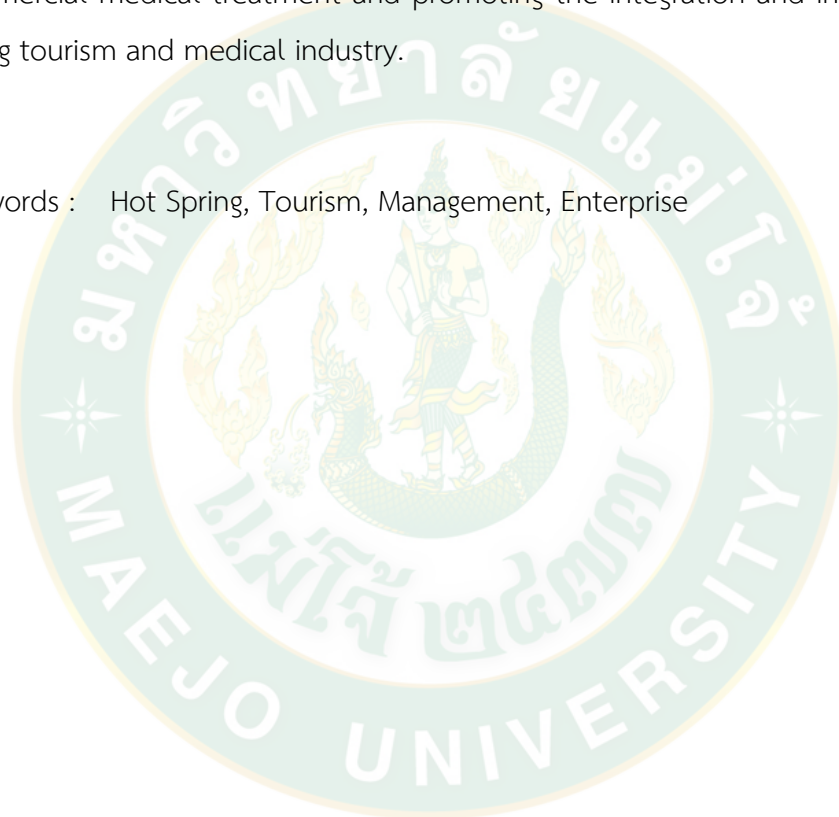
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ABSTRACT

It is reported that there are more than 2500 hot springs in operation in China. Meanwhile, it is reported that there are more than 5000 hot spring resource points and hot spring wells, with a total of 760 million tourists. According to the statistics of the Bureau of land and resources, the national hot spring tourism revenue exceeded 250 billion yuan in 2017 and 2018. Over the past two years, the hot spring resource and hot spring wells in Guangxi have shown the advantages of good development, affordable price, convenient transportation and complete facilities. However, in 2019, due to backward enterprise management, single tourism products, homogenization of tourism products, backward tourism services, extensive product environmental protection measures, serious waste of resources and other problems, the traditional hot spring leisure baths have entered a period of decline. This is also the background of this study. Therefore, the purpose of this study is to explore and study the traditional hot spring management direction from the ecological development direction of convalescent hot spring tourism, and change to the direction of the combination of rehabilitation medicine, health management and tourism vacation. At the same time, through cross-border, integration and innovation, hot springs reintegrate these functions to form a unique hot spring ecological "healing". This paper uses four research methods: investigation, observation, functional analysis and qualitative analysis to carry out relevant research. Through the research, it is found that at present, hot spring enterprises are in the transition period. Traditional hot spring enterprises are carrying

out a variety of hot spring services and comprehensively carrying out tourism services for consumers. From the research content, the main research content of this paper is the function, business reform, business strategy and management reform of tourism products. The research results mainly include that providing new basis and theory for hot spring enterprises in the region and promoting the upgrading of hot spring industry in Guangxi, looking for new economic growth points for Guangxi hot spring enterprises and improving Zhuang ethnic group tourism culture, providing reference for commercial medical treatment and promoting the integration and innovation of hot spring tourism and medical industry.

Keywords : Hot Spring, Tourism, Management, Enterprise



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Pu Fan



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CHAPTER I

INTRODUCTION

Research Problem

In the past two years, the tourists and income of hot springs have shown a downward trend. There are subjective factors of backward management of hot spring enterprises, as well as objective factors such as the epidemic situation and market demand change. The problem to be faced and solved in this paper is how to get rid of the backward management and operation mode of traditional hot spring enterprises, analyze the specific reasons, and formulate new management strategies and implementation measures according to relevant theories, so as to move towards the direction of healing hot spring tourism in style, and change from single hot spring bath function to hot spring bathing, body recuperation, mental health recovery and spirit Multi functional hot spring tourism industry with relaxation and natural scenery appreciation.

Objectives of the Study

1. In this paper combines the changes of domestic market demand for hot spring tourism. Domestic tourists' hot spring vacation has changed from a single hot spring bath as the purpose to a hot spring vacation demand that can get pleasure and relaxation in body and mind, and can have multiple tourism services. This paper intends to explore and study the traditional hot spring management direction in the direction of ecological development of healing hot spring tourism, and change to the direction of combining rehabilitation medicine, health management and tourism vacation. Second, through cross-border, integration and innovation, hot springs will reintegrate these functions to form a unique "healing" of hot spring ecology.

2. Through cross-border, integration and innovation, hot springs reintegrate these functions to form a unique "healing system" of hot spring ecology. Cross-border means that tourists can not only take part in the hot spring resort, but also participate in other health care projects, such as massage, tea drinking, leisure and entertainment activities and so on. Integration means combine the functions of multiple tourism industries to develop new hot spring services. Innovation means that making more consumers experience different health care projects at different stages, which can not only keep the freshness of hot springs, but also raised the incomes for enterprises.

3. On the basis of highlighting the new core functions and main products of hot spring tourism, this paper discusses the hot spring culture with unique regional Zhuang customs in Guangxi. Zhuang culture has a history of thousands of years in China. The innovation of hot spring culture is inseparable from Zhuang culture. We hope that through music, diet, drama, singing and dancing, we can show the depth and charm of Zhuang culture in the hot spring scenic area, and make tourists more satisfied and dependent on the hot spring scenic spot.

Expected of the Results

The first is to provide a new basis and theory for the hot spring enterprises in the region through the "healing system" hot spring tourism ecological research, and promote the industrial upgrading of Guangxi hot spring industry. At present, the hot spring enterprises in Guangxi are all single hot spring service. In this paper, through the study of a variety of services and tourism products into the hot spring tourism, to explore a new way of hot spring tourism. Based on the theory of this paper, enterprises in the area can better formulate new management strategies and implementation measures to promote the realization of healing hot spring tourism. To inject new vitality and development for hot spring enterprises.

The second is to find a new economic growth point for Guangxi hot spring enterprises and improve the tourism culture of Zhuang ethnic group. Zhuang culture has been greatly developed and innovated in tourism industry, including the theme park, theme hotel, Zhuang Xiang Hotel, Zhuang Xiang film, etc. However, there is no substantial combination of Zhuang culture in hot spring tourism in Guangxi. At present, this paper is also a gap between the development of hot springs and the market. It can be said that the integration of Guangxi Zhuang culture into hot spring tourism can greatly enhance the income and long-term attraction of hot spring industry, which is very beneficial to enterprises.

Third, the "healing" hot spring is actually a process of self healing. Psychological treatment and physical and mental rehabilitation can improve the physical and mental state of customers and enhance the attraction of hot spring tourism. Through this cross-border way, it can also provide reference for commercial medical, and promote the integration and innovation of hot spring tourism and health care industry.

Scope of the Study

From the geographical scope of the study, the scope of this paper is mainly in Guangxi, China. Basic geographical situation of Guangxi: Guangxi Zhuang Autonomous Region, referred to as "Gui", is a provincial administrative region of the People's Republic of China, located in South China. Guangxi is bounded by Latitude $20^{\circ} 54' - 26^{\circ} 24'$, between $104^{\circ} 28' - 112^{\circ} 04'$ E. Guangdong Province lies in the East, Beibu Gulf and Hainan Province in the south, Yunnan Province in the west, Hunan and Guizhou provinces in the north, and northern Vietnam in the southwest. Guangxi has a land area of 237600 square kilometers and a sea area of about 40000 square kilometers. Located in the southeast edge of Yunnan Guizhou Plateau in the second step of China's terrain, and in the west of Guangdong and Guangxi hills, the terrain is high in the northwest and low in the southeast, showing a northwest to Southeast tilt. The landform is generally composed of mountain, hill, platform, plain, stone mountain and water surface. Guangxi has a subtropical monsoon climate and a tropical monsoon climate. It straddles the Pearl River, Yangtze River, Red River and coastal four water systems. It can be said that the location, climate, geography and hydrology of Guangxi are superior, which make the natural hot spring resources in Guangxi very rich. The quality of hot springs is also very high.

The main object of this paper is Hezhou hot spring in the northeast of Guangxi. Through the comparison with several large-scale hot springs in Guangxi, this paper aims to show that Hezhou hot spring has realized a new economic growth mode by changing the management and innovating the tourism mode of recuperation hot springs, which provides a reference and demonstration for the development and reform direction of hot springs in Guangxi.

From the scope of study theory, there are many theories related to hot spring, such as geothermal energy, microorganisms, minerals, trace elements, biological science, tourism management, hotel management, tourism management, marketing and so on. This paper is mainly based on tourism management, tourism development and tourism marketing theory to carry out research, to provide new basis and theory

for the hot spring enterprises in the area, and promote the industrial upgrading of Guangxi hot spring industry. In addition, this paper will not introduce and study the current situation and management of Guangxi hot springs from the perspective of geothermal energy, trace elements, minerals and other biological aspects. However, from the theory of tourism management, natural factors such as mineral rich hot springs, excellent water quality and natural geothermal energy will have a significant impact on tourists' choice.

From the study content, the main research content of this paper is the function of tourism products, business reform, business strategy, management transformation.

Limitation of the Study

There may be some possible limitations in this study:

The selection of samples may not be broad enough. In this paper, stratified sampling method is adopted, considering that the study area is limited to Guangxi, and the geographical area with rich hot spring resources is not wide enough. In China, Guizhou, Yunnan, Sichuan and other places are rich in hot spring resources for research, but this paper will not take the hot springs in these regions as the reference object. At the same time, considering a certain degree of contingency, when carrying out the sampling survey, it may not be able to contact some suitable tourists with a lot of hot spring experience.

The method of data collection may limit the results of a comprehensive analysis. At present, data collection mainly relies on literature, questionnaire survey, field investigation and functional analysis. These commonly used methods bring a lot of convenience and convenience to the research. However, it is possible that some problems may not be fully taken into account in the comprehensive analysis of the results. For example, if you find that a question in a questionnaire should be stated with other opinions, or you ignore some important questions and are not included in the questionnaire.

There are some specific groups of data may not be available. If my research involves a questionnaire survey of specific people or organizations, I may encounter the problem of not being able to reach these people. For example, policy makers and senior government officials, who are unable to reach me because of their special status after participating in hot spring tourism, can't get their opinions. Some patients with major diseases may also be inaccessible. For example, patients with major mental

diseases receive rehabilitation treatment in hot springs, which is inaccessible to outsiders. There is also a situation that foreign tourists to the hot spring can not get accurate opinions from foreign tourists because of language communication problems (they can't speak English and Chinese), and foreign tourists may not be able to understand English questionnaires, such as tourists from Russia.

Lack of literature on related topics at home and abroad, when engaged in research, we should use the existing literature at home and abroad as the basis of the research, which can provide a theoretical basis for the research topic. However, due to the differences in research topics, natural environment and humanities, the related literature of hot spring management may be limited. At present, the research of hot springs in foreign countries mainly focuses on the natural energy efficiency of hot springs, such as the role of minerals in hot springs, the management and exploration of geothermal energy in hot springs. The research content of hot springs in Thailand is mainly affected by the development of economy, environment and culture in Japan. Domestic hot spring management research is more and more abundant, but the research theory is more to sum up experience, but not to explore new hot spring management mode.

It can be said that when the research topic related literature is not enough, it may be necessary to develop a new research framework or theory. At this time, the limitation of this paper is also an advantage. Therefore, in this case, the lack of literature in the past can be used as an opportunity for the research blank of hot spring management reform and development, and suggestions for future research direction in related fields can be put forward.

Time is also a limiting factor. Hot spring is a popular tourism project in winter, so when winter comes, hot spring will usher in the peak season. The number of tourists and income in summer are not as good as in winter. The time period studied in this paper is just in winter. So, I can see the operation situation in winter, but the situation in summer, I may not have enough time to study, there may be some objective situation that I can't know. At the same time, because the research time is less than a year, the actual research time of many hot spring scenic spots is less than a month, so the limitation of the research is obvious.

Deviation caused by cultural or personal factors is also a limiting factor. Researchers may have deviations due to their cultural background and personal opinions on specific phenomena, which may affect the rationality of the research. In addition, researchers may only cite data or results that support their own research hypotheses. For example, there are obvious differences in the culture of hot springs

between China and Japan. For example, there are many hot springs in Japan, where people are totally naked and support all people bathing together. China's hot spring habit is relatively shy and advocates wearing bathrobes and swimsuits to soak in hot springs. As far as the researcher is concerned, the research culture is based on Chinese hot spring culture, which may be different from other cultures.

Improve the plan. The sample selection, in addition to the hot spring tourist destination survey, we can also carry out the network survey to get the hot spring tourist group's opinions and feedback. For the problem of lack of literature at home and abroad, we can expand the relevant and similar content of literature learning and research to solve, increase the scope of reference. As for the problem of specific population, because it is really impossible to get the data, in this case, I should fully explain the source of the data and the main population that I am facing when I get the data and the reasons, and ensure that the research results are still valid and reliable. In order to avoid the deviation caused by cultural or personal factors, researchers should check with tutors and relevant scholars whether the data collection process is appropriate.

Operation Definition of Terms

1. Healing hot spring: the term "Healing" originally came from Japan. It is a kind of music that began to be popular in Japan in the late 1990s, but it is not appropriate to say that it is a kind of music, because it does not have any significant musical characteristics in common. At that time, music with slow rhythm and relaxed mood was generally classified into this category. Later, the "Healing" developed into the cartoon industry, novel industry, photography industry and other industries, and was liked and recommended by the younger generation. For the time being, the basic definition of "Healing" is that the rhythm is generally slow, the plot is plain and fresh, there is no absolute evil, there is no so-called service, and generally there are things with a motivational tendency. From the theory of psychology, the things of "Healing" which can heal the wounds in one's mind and repair the defects in one's mind. In this paper, "Healing hot spring" refers to a kind of feeling, a kind of spiritual, physiological and physical enjoyment, and the sublimation of heart, body and soul that tourists get by experiencing hot spring water. The traditional hot spring industry is different from the traditional hot spring industry.

2. Market demand: it refers to the quantity that a certain customer is willing and able to buy a certain commodity or service in a certain area, a certain time, a

certain marketing environment and a certain marketing plan. The traditional market demand of hot spring generally refers to "bath", but now the market demand has greatly increased. The new market demand is that hot spring products can fully meet the needs of individuals and provide various services. This kind of hot spring service is highly praised and welcomed by people, which belongs to high expectation and high value-added products.

3. Cross-border: it refers to the operation from one attribute to another. The subject remains unchanged, and the classification of things' attribute changes. In the era of economic globalization, the cross boundary is more obvious and extensive. Especially in cross-border marketing, various independent industry entities are constantly integrating and infiltrating, creating many new and more powerful economic elements. In this paper, "cross border" refers to the development of a new hot spring tourism system through the integration of rehabilitation medicine, leisure and health care, food culture and other industries. Like a "cross-border" business mode solves the problems of similar products and single service in traditional Chinese hot spring industry.

4. Rehabilitation medicine: it is a new subject and a new concept emerged in the mid-20th century. Rehabilitation medicine, preventive medicine, health care medicine and clinical medicine are also called "four major medicine". It is a medical discipline to eliminate and reduce human dysfunction, make up and reconstruct human functional deficiency, and try to improve all aspects of human function, that is, the prevention, diagnosis, evaluation, treatment, training and treatment of dysfunction. The "rehabilitation medicine" mentioned in this paper refers to the "Healing hot spring" which combines various therapies of rehabilitation medicine to realize the cure and rehabilitation of patients in all aspects.

5. Zhuang culture: the Zhuang ethnic group is a ethnic group in China and a minority with the largest population in China. Zhuang ethnic group originated from the Qin Dynasties and Han Dynasties. Guangxi Zhuang Autonomous Region is the main distribution area of Zhuang ethnic group. After thousands of years of history, Zhuang ethnic group has its own unique ethnic diet, architectural style, ethnic costumes, language, Zhuang medicine, bronze drum, drama, festival and other multicultural.

6. Health care industry: health care industry is a new industry with huge market potential. It involves many production and service fields closely related to human health, such as medical products, health care products, nutritional food, medical devices, health care equipment, leisure and fitness, health management, health consultation and so on.

CHAPTER II

LITERATURE REVIEW

Theory

Tourism development and tourism marketing are the basic theories of this study. This theory mainly involves the investigation and evaluation methods of tourism resources, the characteristics and key points of tourism planning, and the development planning of various tourism areas. At the same time, the theory closely combines the basic knowledge of marketing with the practice of tourism marketing, systematically introduces the analysis of tourism marketing environment, tourism market development, tourism marketing strategic management, marketing strategic characteristics of all walks of life in the tourism industry, tourism marketing strategic management, and introduces the modern emerging tourism network marketing. This study will carry out relevant research based on these theories, and get the corresponding conclusions of tourism management through data analysis and qualitative analysis.

Ecology tourism is one of the main theories in this paper. The term "ecotourism" was first proposed by the World Union for the conservation of nature (IUCN) in 1983. In 1993, the International Ecotourism Association defined it as a tourism activity with the dual responsibility of protecting the natural environment and maintaining the lives of local people. The research site of this paper is Hezhou hot spring, which takes the ecological environment with distinctive Zhuang Township characteristics as the main landscape tourism based on the theory of ecotourism. Such a tourism system must conform to the concept of sustainable development, take the protection of the ecological environment of Hezhou hot spring as the premise, take the coordinated development of man and nature as the criterion, and rely on the good natural ecological environment and unique hot spring ecosystem of Hezhou, adopt an eco-friendly way, carry out ecological experience, ecological education, ecological cognition and obtain psychosomatic pleasure.

Health tourism is one of the important theories of this paper. The rise of health tourism in China is not early. It has been promoted and paid attention to since 2004. Chinese scholar Guo Lufang believes that health tourism is a comprehensive concept. All tourism activities that are beneficial to modern people to eliminate the third state (sub-health state) and improve physical and mental health can be classified as health

tourism. Xia Jiayong, a Chinese scholar, believes that health tourism is a tourism for tourists to participate in tourism activities conducive to physical and mental health in order to alleviate tension, eliminate fatigue, improve physical and mental health and treat mental diseases. Tao Hanjun, a Chinese scholar, believes that health tourism is a tourism with the main purpose of recuperating or treating diseases and improving physical health. Based on the theory of health tourism, Hezhou hot spring needs to combine hot springs to carry out relevant extended health projects in terms of health tourism.

Related Research

In the paper, "holder management of local resources in Obama hot spring areas, Nagasaki perfection, Japan", Japanese scholars Emurayuka and Watanabe Takashi discussed the current situation of local resource stakeholder management in the Obama hot spring area of Nagasaki county, and found that the hot spring operators seldom use geological and historical resources and folk art to develop hot springs. Based on these findings, they made an opinion that local resource management should be reviewed to further develop Obama spa with geological and historical resources and folk art. This case is related to the theory of tourism development. The author believes that this view is highly consistent with this study.

Indonesian scholars Ardiansyah and Yudi found that tourists are not satisfied with Maribaya natural hot spring resort in their study "Alisis kepuasan wistawan terhadap produk wisata di maribaya natural hot spring resort lembang kabupaten bandung barat". Therefore, researchers and managers upgrade and transform the tourism products of malibaya natural hot spring resort by analyzing tourists' satisfaction and opinions, which greatly improves tourists' satisfaction with the existing tourism products of malibaya natural hot spring resort. The new tourism management mode enhances the reliability of scenic spots. This case uses the basic theory of tourism management, tourism development and tourism marketing theory.

In the paper "Research on Evaluation of experience value of hot spring health tourism based on grounded theory - a case study of yujingshan hot spring in Yingkou", Chinese scholar Wang Lihong applied the theory of tourism development and tourism marketing, taking the experience value of hot spring health tourism as the research object. This paper sorts out and defines the related concepts of health care tourism and hot spring health care tourism, reviews and summarizes the experience economy theory, customer value theory and TCM preventive treatment theory, and summarizes

the related literature of health care tourism, hot spring health care tourism and experience value at home and abroad.

The scholar Chung Hsien Lin's paper "effects of cuisine expertise, psychological well-being, and self-health perception on the revisit intention of hot springs tourists". The author carries out the research from three aspects of food experience, mental health and self-health to explore the influence of these factors on hot spring tourists. The content of this article is very close to my article. This research uses the theory of tourism development and tourism marketing.

The paper "From illness to wellness-has thermal spring health tourism reached a new turning point" by Boekstein Mark. He suggested in this paper that this represents a turning point for the thermal spring health tourism product, with the focus changing from using thermal water primarily for the treatment of illnesses, to help already healthy people become even healthier. In the light of current developments, the historical development and geographical distribution of thermal spring tourism are discussed, with new developments highlighted, particularly those involving local communities. It is recommended that developing countries create thermal spring tourism products that combine thermal water resources with location-specific healing methods and remedies, but are extended to encompass surrounding natural and cultural attractions, and where possible, involve and benefit local communities.

Theoretical framework

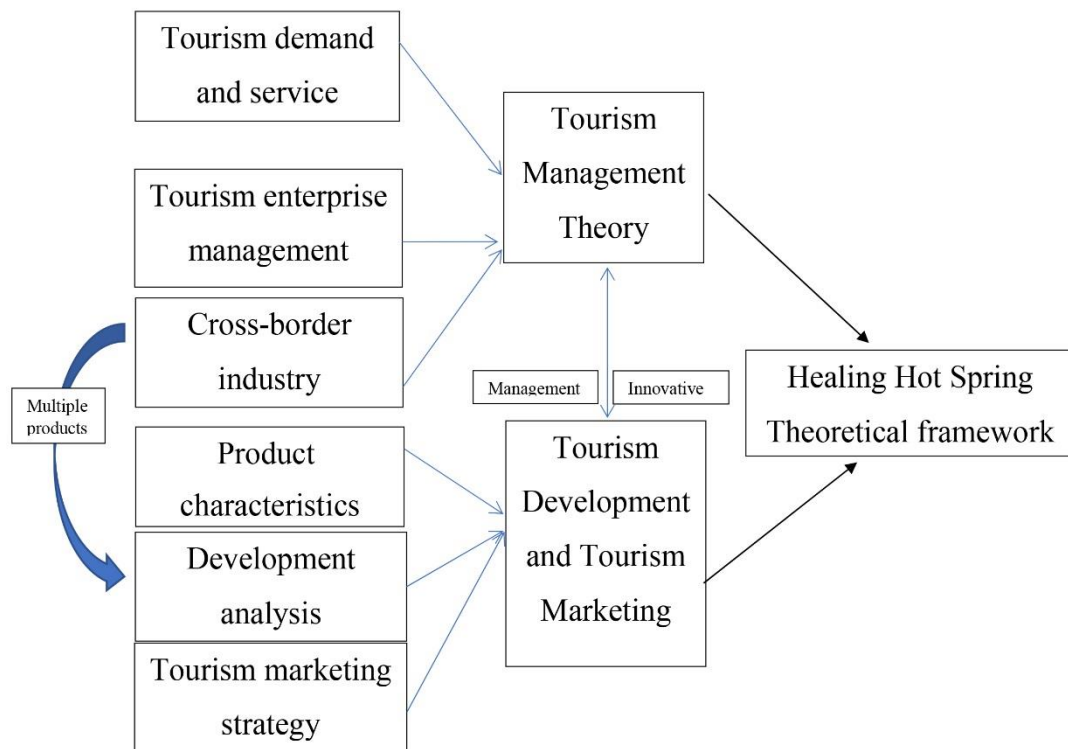


Figure 1 The theoretical framework of the study

Starting from the disadvantages and difficulties of the current traditional hot spring business model, this paper uses the theories of tourism enterprise management (including tourism demand and service, tourism enterprise management, cross-border industry), tourism development and tourism marketing (including market rules, product characteristics, development analysis and marketing strategies), and refers to the relevant papers of China, Japan, Indonesia, the United States and European countries, Combined with the current needs of Chinese market development, Zhuang culture communication, people's high attention to health tourism, mental healing assistance and other aspects, this paper discusses the new business model of hot spring with Zhuang customs in Guangxi.

Conceptual framework

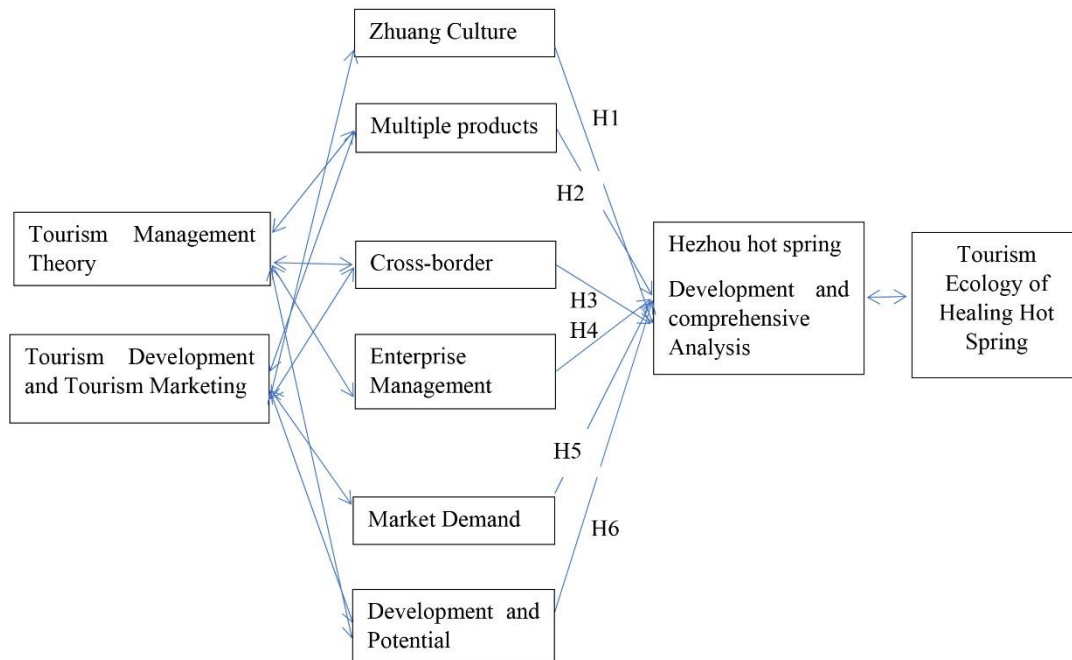


Figure 2 The Conceptual framework of the Study

The first step: Through the research background, research purpose, research content, and domestic and foreign research literature, this paper analyzes how the management problems of traditional hot spring enterprises come into being. It is planned to study from the aspects of enterprise operation, environment, government policy and market demand.

The second step: This paper introduces the basic situation, hardware facilities, tourism service, development, environment, advantages and disadvantages of Hezhou hot spring.

The third step: Six research hypotheses are clarified.

The fourth step: This paper decomposes the research problems into specific concepts, analyzes the relationship between these concepts and other related concepts, and establishes the possible relationship among the emergence, change and solution of problems based on economic theory. Certification and problem analysis practice, to provide suggestions for the development of enterprises.

Research Hypotheses

According to the conceptual framework, this study puts forward six research hypotheses. The reasoning process of the six research hypotheses and the corresponding hypotheses will be described in detail in the following content.

Inference1:

Emerayuka and Watanabe Takashi (2009) believe that hot spring operators seldom use geological and historical resources and folk art to develop hot springs. If we can make full use of geological and historical resources and folk art, then we can further develop hot spring tourism. Based on the above inference, this study will put forward the following hypothesis between hot spring tourism and Zhuang culture:

H1: Healing hot spring tourism should be integrated into Zhuang culture, which can enhance the attraction of Hezhou hot spring.

Inference2:

Scholar Chung Hsien Lin (2016) pointed out that hot spring tourists would evaluate hot springs from the experience of food, mental health and self-health. Many studies also point out that richer tourism services will bring more satisfaction to tourists. This means that if hot spring enterprises can provide more service items and higher service quality, it will create more experience value for tourists. Based on the above inference, this study will put forward the following assumptions between the multiple services, hardware facilities and management level provided by healing hot spring tourism and tourists' satisfaction:

H2: many services, hardware facilities and management levels provided by cure hot spring tourism are positively correlated with tourists' satisfaction.

Inference3:

The experience value of hot spring health tourism has been rising in recent years. Wang Li Hong (2013) believes that health care tourism, hot spring health care tourism, traditional Chinese medicine treatment integration hot spring and other related industries have high economic value. Based on the above inference, this study will put forward the hypothesis between hot spring tourism and cross-border tourism products as follows:

H3: the combination of hot spring tourism and cross-border tourism products can attract more tourists.

Inference4:

Ardiansyah and Yudi (2016) put forward management suggestions to enterprise managers by analyzing tourists' satisfaction and opinions. With the help of analysis and data, enterprise managers upgrade and transform the tourism products, improve the management level, and greatly improve the satisfaction of tourists to the existing tourism products. The new tourism management mode enhances the reliability of scenic spots and attracts more tourists. Based on the above inference, this study will put forward the following assumptions between hot spring tourism and enterprise tourism management:

H4: Healing hot spring tourism can improve the management level and competitiveness of enterprises.

Inference5:

Boekstein mark (2014) pointed out that hot spring tourism has come to a turning point. Hot spring tourism is no longer a bath, but represents a complementary way to health. It is suggested that developing countries should create hot spring tourism products and combine hot water resources with specific treatment and remedial measures. Based on the above inference, this study will put forward the following assumptions between hot spring tourism and market demand:

H5: Healing hot spring tourism can match the market demand.

Inference6:

Boekstein mark and Spencer John (2013) pointed out that the demand for health spa in all regions of the world is growing rapidly. Health hot spring has obvious potential advantages, that is, it has long-term medical auxiliary function. The development of medical and health hot spring tourism products for specific locations can help enterprises open up domestic and foreign markets. Based on the above inference, this study will put forward the following hypotheses between hot spring tourism and development potential.

H6: Healing hot spring tourism has broad development space and market potential.

CHAPTER III

RESEARCH METHODOLOGY

Locale of Study

According to the current types and styles of hot spring enterprises in Guangxi, I plan to visit six hot springs in Nanning, Guilin, Laibin and Hezhou. This paper mainly studies the Hezhou hot spring, the other three areas are only reference and comparison.

Hezhou, GuangXi (Hezhou hot spring): Hezhou hot spring scenic spot is located in Luhua village, Huangtian Town, Hezhou City. It is 16 kilometers away from the urban area, 2 kilometers away from the jade forest scenic spot, and 8 kilometers away from Guposhan National Forest Park, covering an area of 700 mu. The water temperature is 65 °C and the flow rate is 150 t / h. It contains dozens of trace elements and minerals beneficial to human health. Hezhou hot spring scenic spot is surrounded by mountains and rivers, with emerald forests, streams and waterfalls.

Guilin, GuangXi (Longsheng hot spring, Danxia hot spring): Longsheng hot spring is located 32 kilometers northeast of Longsheng County, is 40 minutes' drive from the county. The hot spring comes out from the rock strata 1200 meters deep underground. The water temperature is between 45 °C and 58 °C. The water contains more than ten kinds of beneficial trace elements such as lithium, strontium, iron, zinc and copper.

Guilin Danxia hot spring resort is located in Zhongfeng Township, Ziyuan County, Guilin City, Guangxi Province. It is 6km away from Ziyuan County and 96km away from Guilin city. It takes 70 minutes to drive directly to Guilin airport. The transportation is very convenient. The scenic area is bordered on Hunan Province in the north, national highway 322 is passing by, and provincial road 202 is directly connected to the scenic spot. Its geographical location and transportation are very superior. Danxia hot spring water has a daily output of 2800 tons and a water temperature of 47.5 °C. It is rich in more than 30 kinds of mineral and trace elements beneficial to human health, especially the most beneficial to human body, and the most popular element is sodium bicarbonate.

Nanning, GuangXi (Jiahe City, Jiuqu Bay): Jiahecheng Hot Spring Valley is located in Jiahe City, Nanwu Avenue, Nanning city. It can be reached by car from Nanning International Convention and Exhibition Center within 13 kilometers. The hot spring valley is also connected with the 18 holes Jiahecheng Hot Spring Golf Course of

international championship level. It is a large-scale complex hot spring leisure center integrating hot spring leisure and recuperation, water park, hot spring spa, catering and recreation. The hot spring here comes from the Cambrian strata 1300 meters deep. After more than 12000 years of deep storage, the water is clear and transparent. It contains more than 40 kinds of trace elements and mineral salts, such as metasilicic acid, hydrogen sulfide, carbon dioxide, sodium, potassium, strontium, etc. It is a high-quality metasilicic medical hot mineral spring.

Jiuqu Bay hot spring(Nanning) resort is located in Santang Town, Nanning city. It is located in Jiuquwan farm with beautiful scenery. It is a hot spring resort with hot spring eco-tourism as its main axis, integrating tourism, sightseeing, leisure and entertainment, recreation, hotel, conference, culture, real estate development and other business projects, with strong ethnic customs and local characteristics. Jiuquwan hot spring water contains more than 30 kinds of trace elements and minerals beneficial to human body, such as metasilicic acid, metaboric acid, sulfide, fluorine, radon, etc.

Laibin, GuangXi (Xiangzhou hot spring): Xiangzhou hot spring, formerly known as pushui spring, was once known as "Huachi hot spring". Xiangzhou hot spring, commonly known as "hot water" by local people, is located 7 kilometers away from the eastern suburb of Xiangzhou County. The hot spring water comes from the hot rock hundreds of meters above the ground. The spring water is clear and transparent, and contains more than 20 kinds of trace elements beneficial to human body, such as metasilicic acid, strontium, copper, iron, magnesium, calcium, iodine, barium, etc.

A special case of Hezhou hot spring: The upgrading of hot springs in Hezhou and the establishment of a new tourism system have an impact on the local environment.

1. Impact on natural environment: Due to the lack of in-depth investigation and research, comprehensive scientific demonstration, evaluation and planning, some places that carry out ecotourism are just to accommodate tourists to the maximum extent. They do not hesitate to cut down a large number of forest plants, build roads, hotels, leisure places, etc., resulting in the damage and waste of many non renewable and precious ecotourism resources. With the introduction of a large number of tourists and managers, the probability of forest fire increases greatly, which threatens the survival of plants in ecotourism. The trampling of tourists and the rolling of vehicles make the soil harden and reduce the permeability of the soil, which will affect the development of forest plant seeds.

2. Due to the arrival of tourists, the social culture of tourist destination will be affected imperceptibly. In their research, Alistair Matheson and Geoffrey Wall divide

the social and cultural impact of tourism into three levels: tourists, local residents and the relationship between them. As Hezhou is an autonomous province of ethnic minorities, it has the unique folk customs of Zhuang nationality. In the process of reconstruction and construction of Hezhou hot spring scenic spot, the development of folk culture does not take into account the inheritance of local residents' traditional customs, but blindly develops and innovates, which may cause a small number of local residents' aversion to these developments and lose part of their unique cultural attraction, further sustainable development path will also be affected.

Population and Sampling Procedures

Population

In this study, Hezhou hot spring tourists in Guangxi is selected as the main research object.

Sampling Procedures

This study adopts the method of stratified sampling. According to the investigation of the previous visit and the field observation of the scenic spot, the flow of people in the hot spring is the least in summer and the most in winter. The average daily flow of tourists in the scenic spot every week in the off-season shall not exceed 100 people per day. In the off-season, it is planned to take 10% - 20% of tourists for questionnaire survey every day, and it is planned to take 100 people in the summer of 2020 (July -August). The average daily passenger flow per week in the peak season shall not exceed 400 people per day. In the peak season (October -December), 20% - 30% of tourists are planned to be selected for questionnaire survey every day, and 300 people are planned to be selected in the winter of 2021. A total of 400 people are planned to be surveyed. Through the questionnaire survey in the off-season and peak season, we can understand the views and opinions of these customers on the hot spring, and conduct analysis and statistics to provide a data basis for this study. The survey also includes the demographic characteristics of tourists, such as gender, age, education level, occupation, residence and monthly income, as well as the travel information of tourists, including the number of visits, the choice of travel mode and the access channel of tourism information, for sample analysis.

The data sampling of this study will be divided into two stages:

Pre-investigation stage: through filling in questionnaire (Stratified sampling), on-site consultation and in-depth interview (Interview method), the tourists of Hezhou hot spring resort were pre-investigated. From June 1 to July 15, 2020, the author conducted a pre-survey of 50 tourists in Hezhou hot spring, and conducted in-depth interviews with 15 tourists and 10 local residents. The subjects of different gender, age and social class were selected for pre-survey. Combined with the results of the pre-survey, the questionnaire was revised repeatedly, and the order of the questions and the text narration which were difficult for tourists to understand were adjusted and modified. Finally, the formal questionnaire of the cost study was formed.

Formal survey stage: using the formal questionnaire, 400 tourists in Hezhou hot spring were investigated by stratified sampling. The Research Institute conducted two formal questionnaires. The first survey will be conducted from July 20 to September 20, 2020, and the second survey will be conducted from September 30, 2020 to January 31, 2021. The survey area is Hezhou City, and the survey sites include the public rest area, Villa Inn, catering area, service area, etc. in Hezhou hot spring, the bus stops, restaurants, residents' homes in surrounding villages around Hezhou, and the municipal area where Hezhou hot spring is located. The purpose is to ensure that tourists can participate in the survey in their spare time, so as to decline the rate of refusal to visit. At the same time, it is also to ensure the quality and reliability of the questionnaire after tourists can have a deep understanding of the scenic spots of Hezhou hot spring resort and have a more comprehensive experience of relevant facilities and services. This study plans to distribute 400 questionnaires and collect 380 valid ones. The effective recovery rate is 95%. SPSS is used to analyze the data.

Stratified random sampling

Stratified random sampling is also called Type random sampling. It is a method of randomly sampling samples (individuals) from different layers according to the prescribed proportion from a population which can be divided into different sub populations (or layers). The advantage of this method is that the sample is representative and the sampling error is small. The disadvantage is that sampling procedures are simpler and random sampling is more complicated. Stratified sampling in quantitative survey is an excellent probability sampling method, which is often used in survey. In this study, the stratified method was used. That is, the ratio of the number of samples in each layer to the total number of the layer is equal. $K = n / N$ (k is sampling ratio; n is sample size; n is population). For example, if the sample size is n

= 50 and the population is $n = 500$, then $n / N = 0.1$ is the sample proportion, and the number of samples in each layer is determined according to this proportion.

Steps of selecting stratified sampling method samples:

1. Stratification: according to the age distribution of Hezhou hot spring tourists, they are divided into four levels: 8-17 years old (minors), 18-29 years old (teenagers), 30-45 years old (middle-aged), and over 45 years old (middle-aged and old).

2. Determine the proportion of three levels: 8-17 years old (minors) accounted for 10% (K1); 18-29 years old (teenagers) accounted for 35% (K2); 30-45 years old (middle age) accounted for 35% (K3); 45 years old (middle-aged and elderly) accounted for 20% (K4).

3. Determine the number of individuals to be sampled at each level: $n_1 = K_1 * N = 40$ for 8-17 years old (minors); $n_2 = K_2 * N = 140$ for 18-29 years old (teenagers); $n_3 = K_3 * N = 140$ for 30-45 years old (middle age); $n_4 = K_4 * N = 80$ for over 45 years old (middle-aged and elderly).

Variable of Measurement

This research will adopt the method of questionnaire survey, from the style of Zhuang Township, multiple tourism services, cross-border tourism products, enterprise management, market demand, market potential six aspects of analysis and statistics. The questionnaire is designed to use Likert's scale with five dimensions: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree. As for the degree of consistency, after the completion of data analysis, we can roughly judge: if we get a point between 4.21-5.00, it means that we agree with the argument very much; if we get a point between 3.41-4.20, it means that we agree with the argument; if we get a point between 2.61-3.40, it means that we are neutral with the argument; if we get a point between 1.81-2.60, it means that we disagree with the argument; finally, if they get a point between 1.00-1.80, they strongly disagree with the argument. Next, we will discuss the variable measurement of each concept and the specific items in each concept.

Zhuang culture

In the measurement of Zhuang culture, we summarize several research results, including Chen Chuan & Shengwei Wang (2018), Jeong Jong Tae & Choi man Jin (2011), Kao Yi Fang (2017), Xiaoying Lu & Jijie Fang (2019); Wang Yifang & Lee younhee (2017); ADAMS bodomo (2010). The scale has five dimensions: Zhuang

nationality diet (2 items), Zhuang nationality costume (3 items), Architectural style (2 items), Zhuang nationality language (2 items) and Zhuang nationality program (3 items).

Table 1 Zhuang culture

Dimension	No	Item
Zhuang nationality diet	1	I think I can eat the special food of Zhuang Nationality in the hot spring
	2	I think the authentic food of Zhuang nationality is very attractive to me
Zhuang nationality costume	3	I think the Zhuang clothes I saw in Hezhou hot spring are very nice
	4	I think Zhuang costumes add to the national atmosphere of Hezhou hot spring
	5	I learn about Zhuang's characteristic culture from Zhuang's clothing
Architectural style	6	I think Zhuang style buildings are very beautiful
	7	I think the design of Hezhou hot spring makes people feel comfortable
Zhuang nationality language	8	As far as I know, the Zhuang language has a strong sense of history
	9	I feel Zhuang language are very similar to Thai language
Zhuang Festival	10	I think the bronze drum program of Zhuang nationality are very attractive
	11	The Zhuang song fair I heard are very nice
	12	The Zhuang Festival I saw was very lively

Multiple tourism services

In the measurement of multiple tourism services, we summarize several research results, including Chen Junhua, Zhang Fengxiang, Wu Zhigang (Kennedy) (2013), Xu Ruiliang, An Zhiye (2014), James-Clark-Kennedy, Mark-Cohen (2017) and so on. The scale has five dimensions: restaurant (3 items), cultural landscape (3 items), night life (4 items), meeting and group activity area (2 items), camping (1 item).

Table 2 Multiple tourism services

Dimension	No	Item
Restaurant	1	I think the Chinese food in Hezhou hot spring scenic spot are very delicious
	2	I feel happy and surprised that Hezhou hot spring can provide Western food
	3	I think the food in Hezhou hot spring is very clean
Cultural landscape	4	I think the scenery of Hezhou hot spring are very beautiful
	5	I think the hot spring pools design of Hezhou hot spring are very good
	6	I think the local-style dwelling houses in Hezhou hot spring are very beautiful
Night life	7	I know Hezhou hot spring can also take a bath at night
	8	I found that Hezhou hot spring has a lot of outdoor food in the evening
	9	I think Hezhou hot spring night life are more popular
	10	I see the night lighting design of Hezhou hot spring are very beautiful
Meeting and Group activity area	11	I know Hezhou hot spring can provide all kinds of meetings for 100-300 people
	12	I know that Hezhou hot spring have a team activity venues which can provide CS, team activities and other projects
Camping	13	I know Hezhou hot spring has a separate piece of land to provide camping service which are safety and have a good scenery

Cross-border tourism products

In the measurement of cross-border tourism products, we summarize several research results, including Kudo Yoshihiro, Oyama Jun Ichi, Nishiyama Yasuhiro, Maeda Toyoki and Makino Naoki (2008), Oyama Jun Ichi, Kudo Yoshihiro, Toyoki Maeda and Naoki Makino (2013), Kawamura Koki, Shimasaki Hiroya, Deguchi Akira and Arai Hidenori (2015), Kawamura Koki, Shimasaki Hiroya, Deguchi Akira and Arai Hidenori (2015), Zheng Zhelin, Chen Linfang, Wu Zhimin, Cao Renzhen (2018). The scale has five dimensions: rehabilitation medicine (3 items), leisure fitness (2 items), health preservation (4 items), health equipment (2 items), children's growth paradise (2 items).

Table 3 Cross-border tourism products

Dimension	No	Item
Rehabilitation Medicine Dimension	1	I know that Hezhou hot spring provides special doctors for the convalescent patients
	2	I know that Hezhou hot spring has provided enough medical equipment for convalescent patients
	No	Item
Leisure fitness	3	I know Hezhou hot spring provides a natural training place for convalescent patients
	8	I see a plank road for a walk in Hezhou hot spring
Health preservation	9	I see that Hezhou hot spring has billiards, basketball courts and table tennis courts
	4	I know Hezhou hot spring has prepared nutritious food
	5	I know Hezhou hot spring can provide Zhuang Traditional Chinese medicine service
	6	I know Hezhou hot spring can learn Tai Chi and other health exercises
	7	I know Hezhou hot spring has a good environment and too much anion those are good for human body

Table 3 (continued)

Dimension	No	Item
Health equipment	10	I see that Hezhou hot spring have fitness equipment
	11	I see some fitness instructor in Hezhou hot spring
Children's growth Paradise	12	I see that Hezhou hot spring has a children's area to provide entertainment for children
	13	I see that Hezhou hot spring has special personnel to guard the safety of children

Enterprise management

In the measurement of enterprise management, we summarize several research results, including anonymous (2008), Hui Huifu, Shi Anyang Zeng (2016), Zhao Liguang, Liu Mingju, Zheng Xuelian (2016). The scale has five dimensions: management ability of managers (3 items), hardware facilities (4 items), price level (4 items), feedback (1 item) and volunteer service (2 items).

Table 4 Enterprise management

Dimension	No	Item
Management ability of managers	1	I feel that the management has worked hard for the positive experience of the traveller
	2	I think the overall evaluation of Hezhou hot spring is very good
	3	I think the management level of Hezhou hot spring are much better than before

Table 4 (continued)

Dimension	No	Item
Hardware facilities	4	I see the transportation of Hezhou hot spring are very convenient
	5	I see the facilities of Hezhou hot spring are very expensive
	6	I see that the towel and bath towel in Hezhou hot spring are very clean
	7	I have experience that the residence of Hezhou hot spring is very clean and equipped with daily necessities
	8	I think the ticket price of Hezhou hot spring is medium in Guangxi
	9	I think the consumption price of night life in Hezhou hot spring are not high
	10	I'm glad that Hezhou hot spring doesn't charge extra for scenic spots
Price level	11	I'm very happy that Hezhou hot spring parking is free
	12	I know the staff of Hezhou hot spring will ask and record the opinions and suggestions of tourists
Feedback	13	I know that there are many young and polite college volunteers in Hezhou hot spring
Volunteer service	14	I think Hezhou hot spring have a sense of responsibility to cultivate college students' social experiences

Market demand

In terms of market demand measurement, we summarize several research results, including Lizone Chang and Rian Beise Zee (2013), Jnnji Yamamura (1969), Han Enzhen Piao Zhenglie (2011), Liang Jiakang, Cheng Yihou (2013) and Wang Yingjun, Dai Hezhi (2018). The scale has three dimensions: geographical location (2 items), natural hot spring (1 item) and tourist satisfaction (4 items).

Table 5 Market demand

Dimension	No	Item
Geographical location	1	I think Hezhou hot spring has a superior geographical location. There is no hot spring within 100 kilometers
	2	I know Hezhou hot spring is close to Guangdong, and its market are oriented to Guangxi and Guangdong
Natural hot spring	3	I know Hezhou hot spring is a natural geothermal hot spring, all projects do not use artificial heating. There are no more than 100 pure natural geothermal hot springs in China and no more than 5 in Guangxi.
Tourist satisfaction	4	I feel satisfied to experience the pure natural hot spring in Hezhou hot spring
	5	I think all the services in here are all satisfactory
	6	I feel comfortable with the slow-paced atmosphere of Hezhou hot spring
	7	I think I will come to Hezhou hot spring again

Market potential

In terms of market potential measurement, we summarize several research results, including J-taplah Jr Anthony (2018), Hou Guibao (2019), Wu Xinlei (2018), Karen Ann-B. Gago, Fernando-P. Siligen, Rosana balangue tarriela (2015), Cusumolato, gnrurazizah (2017). The scale has four dimensions: reliability (2 items), innovation ability (3 items), operability (1 item) and sustainable management ability (2 items).

Table 6 Variable of Measurement

Dimension	No	Item
Reliability	1	I think the services of Hezhou hot spring are very reassuring
	2	I think all the services of Hezhou hot spring are professional services
Innovation ability	3	I think many services of Hezhou hot spring are a combination of various services
	4	I think Hezhou make Healing hot spring tourism is the first in Guangxi
Operability	5	I think the management ability of Hezhou hot spring are improved with the change of market demand
	6	I think the services provided by Hezhou hot spring are not technically difficult, but they should be managed carefully
Sustainable management ability	7	I think the services provided by Hezhou hot spring can meet people's needs for a long time
	8	I think the managers of Hezhou hot spring can keep pace with the times and keep up with the changes of the market

Research Instrument

The research variables of healing hot spring tourism include Zhuang culture, multiple tourism services, cross border tourism products, enterprise management, market demand and market potential. Through this study, the six variables are defined and measured.

About "Zhuang culture": for reference and basis, this paper defines Zhuang culture as integrating Guangxi Zhuang culture into hot spring tourism. By displaying Zhuang cultural products and providing services with Zhuang customs, the income and long-term attraction of hot spring industry can be greatly improved. This study lists five dimensions: Zhuang ethnic group diet, huang ethnic group costume, Architectural style, huang ethnic group language, and Zhuang festival. Therefore, 12 items will be measured in this study.

About "Multiple tourism services": in this paper, a variety of tourism services are defined as providing a variety of extensible services that are not only related to hot springs, fully exploring various types of services directly related to hot springs, and enhancing the tourism function of Hezhou hot springs. This study lists five dimensions: restaurant, cultural landscape, night life, meeting and group activity area, camping. Therefore, a total of 13 items will be measured in this study.

About "Cross border tourism products": in this paper, cross border tourism products are defined as services that are not directly related to hot springs. Combined with market demand and innovative development concept, some products of other industries are combined with hot spring tourism to improve the quality of tourism. Cross border tourism products this study lists five dimensions: rehabilitation medicine, leisure fitness, health preservation, health equipment, children's growth paradise. Therefore, 13 items will be measured in this study.

About "enterprise management": This paper defines enterprise management as the tourism enterprise management that can flexibly respond to market demand and actively change the backward management mode. This study lists five dimensions: management ability of managers, hardware facilities, price level, feedback and volunteer service. Therefore, 14 items will be measured in this study.

About "Market demand": This paper defines the market demand as the change and adjustment of hot spring tourism market in Guangxi, and the market evaluation of Hezhou hot spring. This study enumerates three dimensions: geographical location, natural hot springs and tourist satisfaction. Therefore, in this project, a total of 7 projects will be measured in this study.

About "Market potential": This paper defines the market potential as the potential and advantages of Hezhou hot spring tourism system in domestic hot spring market. This study lists four dimensions: reliability, innovation ability, operability and sustainable operation ability. Therefore, this project research, a total of 8 projects will be measured in this study.

Testing of the Instrument

In order to ensure the validity and reliability of the questionnaire, a pre survey will be conducted before the test. For the pre survey stage, this study plans to adopt the Step-by-step Correction Method: for the initially completed survey index system, we can first try it in a small range, obtain small sample data through the trial process, analyze the reliability of the index system, find that the description of the index system is not accurate, easy to cause misunderstanding or the coverage is not perfect, and then revise the survey index system. In particular, the behavior of pre investigation will not be informed to the respondents, nor to the management of Hezhou hot spring. The focus of the pre survey is to check whether the content of the questionnaire is wrong, whether the order of the questions is reasonable, and whether the text description is difficult to understand. The target of the pre survey is 50 people. Among them, there are 15 tourists (aged 20-40) and 10 local residents. In addition to the questionnaire survey, the researchers will conduct in-depth interviews with these people.

At the end of the formal survey stage, the reliability and validity of the questionnaire will be tested. For the data obtained from the survey, this study plans to use the Repeated Test Method: the same questionnaire, the same group of respondents in the same situation as far as possible, two measurements at different times. The distance between the two measurements is usually within two to four weeks. The reliability of the scale was evaluated by correlation analysis or significance test. Considering the convenience of sampling, the subjects of repeated test are: 5 college student volunteers, 10 local residents, 10 students in Hezhou College and 25 local residents of Hezhou City. Besides, all students and residents are sure to have been to Hezhou hot spring at least once. A total of 50 people participated in the test. Using the same questionnaire, through two or three measurements, the correlation coefficient between several measurements was checked if the correlation coefficient is very high, the reliability of the survey data is relatively high; otherwise, the reliability of the survey data is not high. After the beginning of the formal investigation phase, it

will be temporarily decided whether to use Bartlett spherical test and KMO test according to the actual investigation situation and the schedule of researchers. Because the use of these two methods to test and check the coverage and scientificity of the research index system, can improve the validity.

Data Gathering

Data collection refers to the collection of relevant data according to the needs of the system itself and users (Su Dong Shui, 2010). To be clear, this study collects data to test the effectiveness and potential of hot spring tourism. The data collection plan in this study will include the following activities:

1. Clear the purpose of the investigation and determine the object of investigation.
2. Choose the right way of investigation.
3. Carry out investigation activities and collect data. At the same time, we will pay attention to the representativeness and universality of the sample.
4. SPSS is planned to be used for data analysis.
5. Analyze the data and draw a conclusion.

Analysis of Data

In terms of data analysis, this study uses the social science statistical software package (SPSS) to analyze. The data analysis methods are PEST analysis, descriptive analysis and Structural Equation Modeling.

1. PEST Analysis

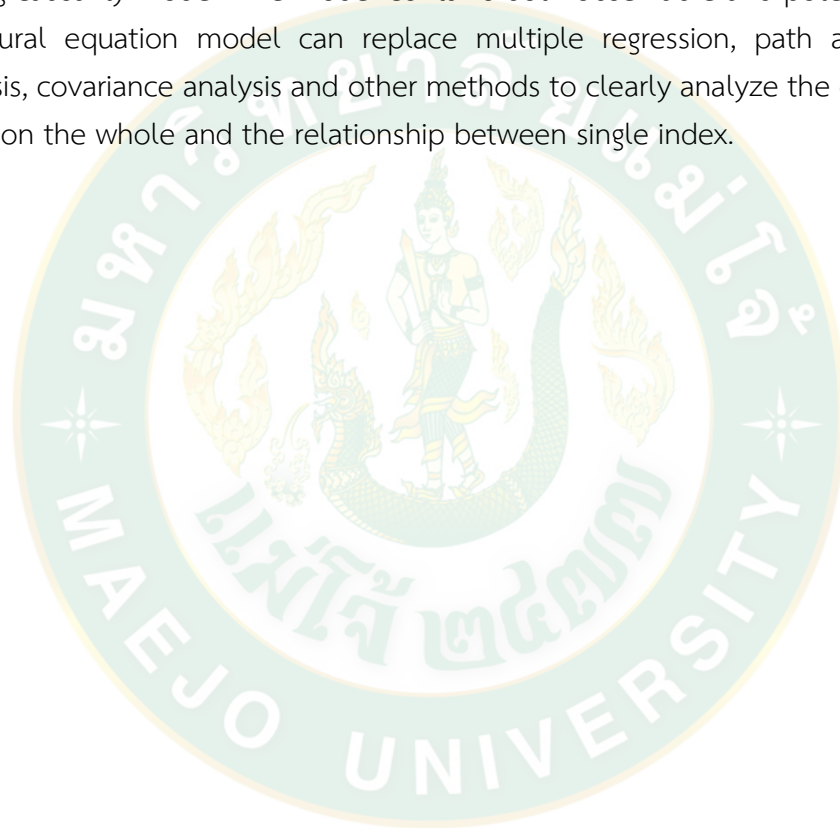
PEST analysis refers to the analysis of macro environment. P is politics. E is economy. S is society. T is technology. When analyzing the background of an enterprise group, it is usually through these four factors to analyze the situation faced by the enterprise group. Political aspects refer to political system, government policies, national industrial policies, relevant laws and regulations, etc. Economic aspects refer to economic development level, scale, growth rate, government revenue and expenditure, inflation rate, etc. Social aspects refer to population, values, moral level, etc. Technology refers to breakthrough progress in high and new technology, process technology and basic research.

2. Descriptive Analysis

Descriptive analysis is to analyze the characteristics of a group of data, in order to describe the characteristics of the measurement sample and the characteristics of the population. There are many items of descriptive statistical analysis, such as mean, standard deviation, median, frequency distribution, normal or skew degree and so on. These analyses are the basis of complex statistical analysis.

3. Structural Equation Modeling

Structural equation modeling (SEM) is a method of establishing, estimating and testing causality model. The model contains both observable and potential variables. Structural equation model can replace multiple regression, path analysis, factor analysis, covariance analysis and other methods to clearly analyze the effect of single index on the whole and the relationship between single index.



CHAPTER IV

RESULT

Analysis of satisfaction status in different age groups: the age groups were divided into four groups, including 8-17 years old as the youth group, 18-29 years old as the youth group, 30-45 years old as the middle-aged group, and over 45 years old as the elderly group. The analysis of variance is used to determine which age group has the highest score in different dimensions, so as to understand the satisfaction of each dimension in different age groups.

Zhuang Culture

The results showed that the satisfaction score of Zhuang culture among different age groups was statistically significant ($P < 0.05$), and the satisfaction score of middle-aged group was the highest, while that of young group was the lowest, Therefore, it can be considered that the middle-aged group is the most satisfied in the dimension of Zhuang culture.

Table 7 Analysis on the score of cultural satisfaction of Zhuang ethnic group in different age groups

Age	Number of cases	Average value	Standard deviation	Minimum	Maximum	F	P
Junior Group (8-17 years old)	46	2.6667	0.13147	2.42	2.92		
Youth group (18-29 years old)	96	1.8620	0.33679	1.00	2.42		
Middle -aged group (30-45 years old)	214	4.2734	0.34897	3.25	5.00	1459.87	0.000
Elderly group (45+years old)	44	3.0587	0.10568	2.92	3.25		

Multiple products

The results show that the scores of satisfaction of various tourism services among different age groups are statistically significant ($P < 0.05$), and the satisfaction of middle-aged group is the highest, while the satisfaction of young group is the lowest, Therefore, it can be considered that the middle-aged group is the most satisfied among various tourism service dimensions.

Table 8 An analysis of the satisfaction scores of different age groups in various tourism services

Age	Number of cases	Average value	Standard deviation	Minimum	Maximum	F	P
Junior Group (8-17 years old)	46	3.3311	0.76286	1.69	4.46		
Youth group (18-29 years old)	96	2.0176	0.68462	1.00	3.92		
Middle-aged group (30-45 years old)	214	4.2948	0.33674	2.85	5.00	385.482	0.000
Elderly group (45+years old)	44	3.2850	0.75798	1.77	4.15		

Cross-border

The results showed that the satisfaction score of different age groups was statistically significant ($P < 0.05$), and the satisfaction score of middle-aged group was the highest, while the satisfaction score of young group was the lowest. The middle-aged group was the most satisfied.

Table 9 An analysis of the satisfaction scores of different age groups in various tourism services

Age	Number of cases	Average value	Standard deviation	Minimum	Maximum	F	P
Junior Group (8-17 years old)	46	3.2642	0.76643	1.85	4.85		
Youth group (18-29 years old)	96	2.0962	0.88793	1.00	4.62		
Middle -aged group (30-45 years old)	214	4.1139	0.33829	2.69	4.77	251.364	0.000
Elderly group (45+years old)	44	3.1941	0.65597	1.62	4.69		

Enterprise Management

The analysis of variance was used to determine the degree of satisfaction of different age groups on enterprise management ability. The results showed that the score of satisfaction of enterprise management ability among different age groups was not statistically significant ($P > 0.05$).

Table 10 Analysis on the score of satisfaction of enterprise management ability of different age groups

Age	Number of cases	Average value	Standard deviation	Minimum	Maximum	F	P
Junior Group (8-17 years old)	46	3.0637	0.54278	2.29	4.43		
Youth group (18-29 years old)	96	2.9115	0.71727	1.71	3.93		
Middle -aged group (30-45 years old)	214	3.8675	0.73097	2.36	5.00	52.416	0.160
Elderly group (45+years old)	44	3.1607	0.57765	2.29	4.43		

Market Demand

The analysis of variance was used to determine the satisfaction of different age groups on market demand. The results showed that the satisfaction score of different age groups on market demand was statistically significant ($P < 0.05$), but the satisfaction score of young group was the highest, while the satisfaction score of middle-aged group was the lowest. The youth group was the most satisfied.

Table 11 Analysis on the score of market demand satisfaction of different age groups

Age	Number of cases	Average value	Standard deviation	Minimum	Maximum	F	P
Junior Group (8-17 years old)	46	3.7298	0.99852	2.29	5.00		
Youth group (18-29 years old)	96	3.8527	1.22898	1.71	5.00		
Middle -aged group (30-45 years old)	214	3.5227	1.28665	1.00	5.00	1.734	0.160
Elderly group (45+years old)	44	3.6396	0.98854	2.29	5.00		

Market potential

The results show that the satisfaction degree of market potential among different age groups is statistically significant ($P < 0.05$), but the satisfaction degree of young group is the highest, while the satisfaction degree of middle-aged group is the lowest. The youth group was the most satisfied.

Table 12 Analysis on the score of market demand satisfaction of different age groups

Age	Number of cases	Average value	Standard deviation	Minimum	Maximum	F	P
Junior Group (8-17 years old)	46	4.0000	1.02619	2.29	5.00		
Youth group (18-29 years old)	96	4.0342	1.10496	2.14	5.00		
Middle -aged group (30-45 years old)	214	3.6789	1.16115	1.57	5.00	2.709	0.045
Elderly group (45+years old)	44	3.8669	1.06655	2.29	5.00		

Analysis summary

So, in the analysis of the dimensions of different age groups, it is found that there are statistical differences in Zhuang culture, a variety of tourism services, cross-border style, market demand and market potential among different age groups, but there is no statistical difference in enterprise management ability.

Among the five dimensions with statistical differences, the middle-aged group scored the highest in the three dimensions of Zhuang culture, multiple tourism services and cross-border style, that is, the middle-aged group was the most satisfied. In the two dimensions of market demand and market potential, the youth group has the highest score of satisfaction, that is, the youth group is the most satisfied.

The overall satisfaction score was 3.54. From the six dimensions, the score of Zhuang culture is (3.38 ± 1.07) , multiple tourism services are (3.53 ± 1.08) , cross-border style is (3.43 ± 1.02) , enterprise management ability is (3.47 ± 0.82) , market demand is (3.64 ± 1.22) , and market potential is (3.82 ± 1.13) . From the score of each index, the score of market potential dimension is the highest (3.82), and the score of Zhuang culture is the lowest (3.38).

Therefore, we are the most satisfied with the dimension of market potential, but less satisfied with the dimension of Zhuang culture.

Table 13 Analysis summary

Item	Number of cases	Minimum	Maximum	Average value	Standard deviation
Zhuang culture	400	1.00	5.00	3.38	1.07
Multiple products	400	1.00	5.00	3.53	1.08
Cross-border	400	1.00	4.85	3.43	1.02
Enterprise management	400	1.71	5.00	3.47	0.82
Market demand	400	1.00	5.00	3.64	1.22
Market potential	400	1.57	5.00	3.82	1.13
Total	400	1.84	4.95	3.54	0.71

Therefore, we can analyze the above data. Hezhou hot spring should pay attention to two aspects in planning and operation:

First, market potential and market demand, and these two projects should be closer to the young people. This may be one of the directions that Hezhou hot spring

managers need to change. Young people are the main force of market consumption, can activate the market and bring enough popularity to the scenic spots. From the analysis data, young people have a general recognition of the development and recognition of Hezhou hot spring, but they have certain expectations. Hezhou hot spring should provide more targeted services and hot spring projects for young people in the future.

Second, Zhuang culture, multi-tourism services and cross-border styles should be closer to middle-aged people. From the data analysis, we can see that middle-aged people have the highest recognition of Hezhou hot spring, and also the age group with the largest number of participants. From the survey results, middle-aged people are eager for more Zhuang elements, multiple tourism services and experiences, and can participate in more tourism projects. These factors can increase the middle-aged people's stickiness and trust in Hezhou hot spring.

Third, enterprise management ability. From the data analysis and summary, the tourists' evaluation of the enterprise management ability is in the middle, which indicates that the tourists' evaluation is more pertinent, with advantages and disadvantages, which needs the attention of enterprise managers. Hezhou hot spring managers should take the initiative to understand the opinions and problems from tourists, analyze the shortcomings, and arrange the corresponding for people to solve the problems. Hezhou hot spring managers should broaden their horizons and vision, learn from better hot spring scenic spots, and improve their management ability. To cultivate the professional skills of employees, improve the ability of employees, and then enhance the management ability and creativity of Hezhou hot spring, increase the market recognition.

CHAPTER V

CONCLUSION AND SUGGESTIONS

Current development

Hezhou hot spring company has a registered capital of 41 million yuan. Its main business scope is geothermal open-pit mining, tourism development, hot spring health care, accommodation, catering, etc. Hezhou hot spring leisure resort is located in Luhua village, Huangtian Town, Hezhou City, Guangxi Province, covering an area of about 600 mu. It is a famous leisure resort in South China. The scenic spot is rich in geothermal resources. It is 9km away from Guposhan National Forest Park and 2km away from yushilin scenic area. The hot spring water exploitation volume is 377t / D, and the water temperature reaches 60 °C all the year round. There are 8 soup pools of high, medium and low temperature (ice spring) in the hot spring area. The hot springs flow continuously, and the water quality is clear and natural. Hot spring water is rich in radon, metasilicic acid, fluoride, sulfur, iron, zinc, manganese and other 38 minerals, which is beneficial to human body.

The scenic spot has 8 unique wooden house courtyards with independent soup pool, 4 VIP rooms with independent soup pool. There are 2 lily courtyards with independent soup pool, 1 independent villa and 9 bird's Nest Hotel. Hezhou Hot Spring Forest Resort is a four-star hotel (88 guest rooms). It also has a hot spring restaurant which can accommodate more than 200 people and a meeting room which can accommodate 100 people. It integrates food, accommodation, leisure, health and health. It is an ideal meeting and leisure resort.

Advantage in competition

First, radon gas hot spring is mainly promoted: it refers to the spring water with radon element. Radon is not combined with other elements. It is soluble in water, but also in oil and fat. Its mass is heavier than that of air. The higher the water temperature is, the lower its solubility is. It is easy to escape from water and disperse in air. In medical treatment, there are bath therapy, drink therapy and absorption therapy. Scientific research has proved that radon spring bathing therapy is effective in treating hypertension, coronary heart disease, arteritis obliterans, myocarditis, chronic arthritis, peripheral neuritis, spinal radicular neuritis, sciatica, various kinds of paralysis, gout,

diabetes, chronic annexitis, climacteric syndrome, infertility, psoriasis, chronic eczema, neurodermatitis, etc. Allergic dermatitis has certain curative effect. Some experts also believe that radon has a special effect on weight loss. It has a special effect.

When people bathe in radon spring, radon can directly act on the skin, inhale into the respiratory tract, and enter the human body through its own metamorphosis, ionization and radiation. When people bathe in radon hot springs and inhale a small amount of radon, it can increase the excitability of peripheral nerves. When inhaling a large amount of radon, it will reduce the peripheral nerve excitability, enhance sleep and relieve pain. Radon has a special reaction when it adheres to the skin. At the beginning, it can cause vasospasm, whiten the skin, reduce and contract the number of capillaries, and reduce the congestion of the skin. After a certain period of time, the blood vessels dilate and regulate the blood pressure. When radon degenerates and radiates a little to human body, the metabolism of enzymes, carbohydrates, nitrogen and fat increases. At the same time, it can slow down the heart beat, slow down the pulse, enhance the cardiac output and output, and alleviate the cardiovascular disorders. Radon hot spring bath can also make the body's immune function first and then enhance, which has a good impact on endocrine function and women's ovarian function and menstrual cycle.

Radon is more flexible and easy to be accepted by human body. It not only has anti-inflammatory, sedative, analgesic, desensitization, treatment of psoriasis and other functions, but also has great significance for people's healthy growth, eugenics, disease prevention and rehabilitation.

Second, the demand for hot spring water quality is higher: in the 1980s-1990s, people went to hot springs purely for physical recuperation, which undoubtedly requires hot spring water to have appropriate curative effect on some diseases. After the 1990s, hot spring tourism gradually opened to the public, and the public tourists can experience the hot springs that once only noble can experience. Now, with the development of hot springs, the competition between hot springs is becoming more and more fierce, and the developers pay more attention to hot spring products to meet the growing needs of people. Now with the continuous maturity of hot spring tourists, tourists put forward higher requirements for hot spring water quality. While strengthening the management of hot spring, Hezhou hot spring also introduces advanced water purification equipment and employs professional talents to monitor the hot spring water quality all day to ensure higher water quality.

Third, more attention should be paid to the hot spring culture in Zhuang township: in terms of market demand, the young generation's demand for hot springs

is also increasing, not only for hot springs, but also for spiritual desire. From the change of Hezhou hot spring, reflected in the hot spring tourism is to put forward the cultural requirements of hot spring bath. In the past, as long as the bath was in the hot spring pool, it was hot spring bath. Now, hot spring tourists hope to know the source of hot spring and the customs of Zhuang nationality. Now the managers of Hezhou hot spring also see this point, and show the Zhuang culture to customers with exquisite service and style design, so as to enhance customers' sense of belonging and identity. At the same time, the management believes that when bathing in hot springs, different bathing methods are also the embodiment of bathing culture. For example, the popular "seasoned hot spring" now combines bath with health preservation, integrating the efficacy of hot spring water with that of herbs. In the bath process of Hezhou hot spring, the preparation before bath, the selection and sequence of the soup pool, the conditioning after bathing and the diet are all very particular, which make the hot spring bathing into an elegant art experiencing health and feeling culture.

Fourth, the diversity of tourism experience: in terms of tourism function, hot spring attractions and enterprises have added hot spring treatment, health care, leisure, conference, camping and other services to provide multi-functional comprehensive experience based on the hot spring service. On the one hand, tourists go to hot springs for the needs of health, health preservation and relaxation. Therefore, Hezhou hot springs provide diversified service products of health preservation and health products. On the other hand, the time for tourists to really soak in hot springs is 1-2 hours, so the diversification of entertainment products is also very important. In addition, catering, conference, group building and so on are all important attraction factors.

Disadvantages of development

First of all, capital investment is insufficient. According to the planning of Hezhou hot spring, to build a hot spring scenic spot with complete facilities, it needs to invest hundreds of millions of yuan, including all kinds of infrastructure, construction costs, management and operation costs, human resources costs, publicity funds, evaluation costs, etc. At present, Hezhou hot spring development funds mainly come from the parent company and Hezhou municipal government. Hezhou hot spring can rely on little external capital, and the fund allocation time is long, resulting in the shortage of funds will limit the thinking of managers, delay the planning, construction and renewal of the scenic spot, which is not conducive to the construction and upgrading of the scenic spot.

Secondly, there are many services, but the overall service quality is still not enough. Hezhou hot spring tourism service has achieved multi types of collaborative development, but the service level and quality has not been significantly improved. The expansion of service scope also brings new problems, that is, the new staff of the department are lack of experience and enthusiasm in their work. They just finish the work simply. They don't pay attention to the details and the needs of tourists and they don't cultivate long-term thinking, which leads to the service quality can't keep up with the needs of tourists. The service quality can not keep up with the market demand, which is a very dangerous situation. Although the tourism products are fresh, the customer stickiness and service level are insufficient, which greatly reduces the tourist satisfaction and leads to the decline of tourists' confidence in Hezhou hot spring tourism products.

Moreover, the landscape design of the scenic spot still needs to be strengthened. From the questionnaire survey, although Hezhou hot spring has made a new planning and design for the scenic spot, the tourists' satisfaction with Zhuang folk customs is not higher than that of a variety of services, indicating that although the design style has a certain scale, it does not let tourists feel the cultural heritage of Zhuang.

Fourth, the national popularity is not high. There are many well-known hot spring resorts in China, such as Tangshan hot spring resort in Nanjing, 99 Li scenic spot in Luoji, Zhuhai Royal hot spring, Zhongshan Hot Spring in Guangdong, Ninghai forest hot spring resort in Zhejiang, and Beiguo hot spring health and leisure Square in Daqing. At present, Hezhou hot spring resort is in the stage of change and adjustment. It has a certain popularity and recognition in Guangxi and the south of Guangdong. However, compared with the same nature of hot spring resort in the whole country, its popularity is not too high. Therefore, Hezhou hot spring is facing a prominent problem in publicity.

Fifth, internal management needs to be improved. It can be said that the insufficient internal management of Hezhou hot spring in the stage of change and adjustment is a prominent problem, which is mainly manifested in the following problems: the educational background of management personnel is not high, the management level is limited, the management training is stagnant, the division of labor of departments is insufficient, and the input of human resources is not high. Therefore, it is not enough for Hezhou hot spring to attract tourists with cheap hot spring expenses. The key to its long-term survival is the internal management and external publicity and marketing of hot spring resort. Therefore, the lack of management level has become a disadvantage and needs to be improved.

Market situation of main competitors

Jiahe city (Nanning)

Jiahecity hot spring is a magnificent world top living feast that jiahe group, together with Shanghai Tong Ji, British Atkins, American G. N and other world top masters, has personally planned. Jiahecheng hot spring is located on Nanwu Avenue in the northeast of Nanning City, 12 kilometers away from the center of Nanning City, covering an area of 40000 square kilometers, with a total investment of more than 9 billion yuan and a planned construction area of 4 million square meters. Jiahecheng hot spring takes the planning route of "hot spring and real estate", with an urban population of 60000-80000. It is a large noble ecological Hot Spring Golf water city integrating hot spring vacation, real estate development, leisure and sports as well as work and life. It is an important multi compound project in China. Since the ground breaking in 2004, a world-class masterpiece of top human settlements has emerged day by day. Jiahecheng world-class Hot Spring Valley, the main supporting project of jiahecheng, was officially opened in January 2006. The project is listed as a key tourism project of Nanning city. It is a leisure and entertainment paradise integrating health preservation, leisure, entertainment, fitness, physiotherapy, catering, accommodation and shopping. Jiahecheng's another important supporting project is that the international championship level 18 hole golf course was officially opened in the second half of 2006. At the same time, Jiahe city also has more than 1000 mu of natural lake water system, more than 20 kilometers of water shoreline and more than 1000 mu of original ecological orchard.

Jiahecheng hot spring scenic spot is rated as national AAAA scenic spot. Jiahe city scenic area is a key tourism project in the autonomous region. The scenic area takes the unique natural resources as the theme, follows the people-oriented core, forms the harmonious community which maintains the ecology and returns to the nature. Jiahe city scenic area has created a comprehensive experiential vacation environment with great residential value, sports, leisure, tourism, business services, ecological agriculture, etc, and won the national AAAA tourist attraction in October 2006.

Jiahe city has a hot spring valley resort. There is always a close relationship between man and nature. The hot spring, which is dug in the depth of 1000 meters, is the most noble gift of Jiahe city to the people of the world. Jiahecheng Hot Spring Valley integrates health preservation, leisure, entertainment, fitness, physical therapy, catering, conference, accommodation and shopping. It is the largest, most complete

and highest grade large-scale comprehensive hot spring leisure paradise in China. A sports and leisure park is also built inside the hot spring valley. Jiahecheng sports leisure park is one of the main sub scenic spots of jiahecheng national AAAA scenic spot. In the sports leisure park, owners can not only enjoy the leisure life abroad, but also enjoy the leisure of nature. Leisure park is also equipped with tennis courts, badminton courts and fitness facilities, so that owners can experience the sports of life.

Jiuqu Bay (Nanning)

Jiuquwan hot spring resort is located in Santang Town, Nanning City, located in the beautiful Jiuquwan farm. It is a hot spring resort with strong ethnic customs and local characteristics, which takes hot spring eco-tourism as the main axis, integrates tourism, sightseeing, leisure and entertainment, health and recuperation, hotel, conference, culture, real estate development and other business projects. Jiuquwan hot spring water contains more than 30 kinds of trace elements and minerals beneficial to human body, such as metasilicic acid, metaboric acid, sulfide, fluorine, radon and so on. It is a rare kind of sodium bicarbonate warm water and fluorine medical hot water containing radon and metasilicic acid. Since its formal operation, it has been unanimously affirmed and praised by the majority of guests at home and abroad, and highly praised the hot spring water quality and the rich Guangxi minority culture of the resort. Although the hot spring resources of Jiuquwan hot spring resort in Nanning city are unique, its popularity is not high enough. At present, the most urgent problem to be solved is to integrate the advantages of marketing packaging of hot spring tourism products, improve the popularity and influence in the whole province's national hot spring product market, and cultivate, develop and expand its tourism market.

Jiuquwan hot spring resort is located in the suburb of Nanning City, 12 kilometers away from the center of Nanning City, with convenient transportation. The resort provides the society with high-grade hot spring recuperation, ecological vacation, fashion entertainment and tourism products, which constitutes the six elements of "food, housing, transportation, tourism, shopping and entertainment" tourism in Jiuquwan resort, and contains the content of hot spring. It has a higher level of taste and attraction than the general leisure resort. At the same time, the resort is backed by Nanning, the capital of Guangxi. Compared with other cities in Guangxi, the soft environment such as investment policy has indisputable advantages.

Longsheng hot spring (Guilin)

Longsheng hot spring is located 34 kilometers east of Longsheng County, near the ailing stream, so it is also called ailing hot spring. It gushes out from the rock strata at the depth of 1200 meters underground. There are 16 hot springs with water temperature of 54 ~ 58 °C and total flow of 528.7 tons / day. The spring mouth is surrounded by lush trees and fresh air, which is very suitable for developing into a health care and recuperation, leisure and holiday resort. In the tourist area, there are Longsheng hot spring, yanmenxia drifting, baimianyaozhai and other scenic spots. There are three foreign-related hotels, including hot spring hotel, Longquan villa and VIP building. In addition, there are dozens of medium and low-grade hotels and restaurants, with 1500 beds. The total investment is 66 million yuan, and the annual reception capacity is 500000 person times. In the past three years, the annual average number of tourists has exceeded 400000. In 1994, it was rated as a provincial tourist resort, in 1995 it was rated as a National Forest Park, and in 2001 it was rated as one of the first national AAA tourist areas. It has the reputation of "the first spring in South China" and "heaven and earth".

The key to give full play to the advantages of Longsheng hot spring scenic spot is to do a good job in planning and construction. The most prominent feature of Longsheng hot spring scenic spot is that the ecosystem remains intact and the types of tourism resources are diverse. The natural ecosystem is often very fragile in front of human beings. A variety of tourism resources are mediocre due to improper planning. Therefore, in order to maximize the potential advantages of Longsheng hot spring, we must do a good job in the planning and construction of the scenic spot. At present, Longsheng hot spring scenic spot has a rest and recuperation area, a scenic spot, a drifting exploration area, a Yao village style area and a living area. It also pays attention to the development and protection, increases conference functions and amusement projects, and improves infrastructure. The scenic area has strengthened the construction of tourist roads, implemented the transformation of hot spring baths, and strove to upgrade and increase benefits. At the same time, we should excavate and sort out the national customs and culture, further process them, strengthen the construction of tourism culture, highlight the national characteristics, and form a good tourism culture atmosphere.

Opportunities and threats

Tourists have more and more urgent requirements for physical and mental health. As a modern healthy leisure way, hot spring undoubtedly has a broad market. The hot spring tourism in Hezhou hot spring tourism resort can meet the needs of people to achieve the purposes of "regulating body and mind", "relieving fatigue", "eliminating diseases" and "beauty" by means of "soaking in soup". In recent years, people pay more and more attention to hot spring tourism culture. In addition to the traditional bath culture, Hezhou hot spring also has a variety of strong cultural atmosphere, such as Zhuang culture, medical culture, beauty culture, art culture, historical culture, etc, which are skillfully combined with hot spring tourism. Jiuqu Bay's non stick hot spring culture plays an important role in its promotion. Nowadays, as the leading province of ASEAN "10 + 1", Guangxi has great development potential for the ten ASEAN countries. Its future tourism development momentum will be better and better. Nowadays, Hezhou hot spring has become another highlight to attract guests at home and abroad.

However, hot spring tourism is becoming more and more popular in today's society. Hot spring consumer products in major provinces and cities of our country "update" and "emerge in an endless stream". For example, famous hot spring resorts in China include: Nanjing Tangshan hot spring resort, Sichuan Luoji Jiuli scenic spot, Zhuhai Royal hot spring, Guangdong Zhongshan Hot Spring, Zhejiang Ninghai forest hot spring resort Daqing Beiguo hot spring health leisure square, hot spring consumer products are almost everywhere in China. The hot spring of Hezhou hot spring tourist resort is only one of the many hot spring tourist areas in the country, so we have to say that the hot spring tourism products of Hezhou hot spring tourist resort are facing fierce competition in general public market and hot spring market.

Future development

At present, the business situation has improved, and the new tourism management system has been proved to be effective. In the next 3-5 years, Hezhou hot spring will be upgraded to make it more competitive within and outside the region. Personally, the main development directions are as follows:

First, increase capital investment in various aspects. Compared with competitors in the same industry, the capital investment of Hezhou hot spring can only be regarded as medium, with little capital advantage.

Second, study and explore the new functional zoning of the scenic spot, integrate the existing functions, and form a new scenic spot tourism function system.

Third, improve the infrastructure and strengthen the promotion and renewal of cross-border tourism services, so as to meet the market demand and expand the market potential of the scenic spot.

Zhuang culture

The integration of hot spring tourism and Zhuang culture is one of the main routes of the external landscape of Hezhou hot spring. From the research results, tourists of all ages are interested in the Zhuang culture in the hot spring scenic spot, and have high expectations for the Zhuang culture. At this stage, Hezhou hot spring has made slow progress in the development of Zhuang culture and the integration of hot spring tourism, lacking greater creativity and creation. Most services have too many similarities and too few unique customs and cultures compared with competitors in the same province. This requires that next, the scenic spot managers can deeply explore the Zhuang township culture, open up their thinking, and better integrate the hot spring tourism with the Zhuang culture. The author believes that the focus of integration should be on the diet, clothing and festivals of Zhuang township.

Multiple products

In the hot spring scenic spot, a variety of tourism products can bring the biggest potential advantage to the scenic spot, which is to increase the stickiness and travel time of tourists, and expand the beneficiary groups at the same time. A variety of products of Hezhou hot spring are well developed, such as camping tourism, healing hot spring, Hezhou souvenirs and other characteristic projects have been carried out effectively. Of course, there are also some deficiencies. At present, the scenic spot is limited by subjective and objective conditions and has not really been able to give full play to its advantages. Subjectively, at present, both health tourism and ecotourism are in the primary stage, and they have not been able to deeply tap the potential of the two tourism modes. Objectively speaking, the surrounding scenery is beautiful, with mountains and water. However, due to the difficulty of land acquisition and financing in all aspects, more tourism products cannot be developed in time and effectively.

Cross-border

Cross-border style is one of the growth points of Hezhou hot spring development in the future. The research results show that cross-border tourism projects are an important marketing means to attract young people, and the cross-border projects in Hezhou hot spring are basically highly praised by young people. At present, there are few cross-border projects in the hot spring, mainly focusing on the functions of group construction and conference of the company. In the future, it will be built into a comprehensive large-scale hot spring integrating multiple cross-border styles such as convalescence, rehabilitation, group construction, fun, mountaineering, camping and forest tourism.

Enterprise management

The enterprise management ability of Hezhou hot spring will directly determine the operation of the whole scenic spot. From the results of the questionnaire, tourists' evaluation of the scenic spot management is medium, which shows that the scenic spot management ability still needs to be improved. Combined with the research content of this paper, the managers of scenic spots should continue and continue to study the market dynamics. The management personnel of the scenic spot should continue to innovate tourism projects in combination with the market demand, so as to attract more tourists and increase the popularity and recognition of the scenic spot.

Market demand

Compared with the well-known hot spring scenic spots in China, Hezhou hot spring does not control the market demand very well. At present, Hezhou hot spring is a well-known scenic spot at the regional level. It is famous in Guangxi, but it is not the top hot spring tourism. Therefore, market demand should be the focus of scenic spot managers in the future. At present, health tourism and eco-tourism have been popularized and deeply tolerant in China. At the same time, new economic growth points such as "online" tourism, "live" tourism and "online Red" scenic spots have become major concerns in the market in recent years. These new market changes need the attention and promotion of scenic spot managers to keep pace with the times.

Market potential

Developing market potential is the focus of this study. The top priority of enterprise managers is to tap and operate the potential of Hezhou hot spring.

Combined with the above points, managers should integrate the five plates of Zhuang culture, multiple services, cross-border tourism, internal management and market demand to further develop the potential of Hezhou hot spring. From the research results, tourists are still optimistic about the potential of Hezhou hot spring, which shows that the current efforts to actively change the management mode of Hezhou hot spring have achieved phased results. In the next step, we should reasonably develop more tourism projects and resources on the premise of protecting the environment and expand the operating benefits of enterprises.

Recommendation

Capital investment

More funds and funds will be spent to build a hot spring leisure and health complex, a large hot spring tourist resort and a national 5A scenic spot. The hot spring in Hezhou will be repositioned, planned and constructed. The development mode of "hot spring town + landscape real estate" will be implemented with the goal of "becoming the most characteristic hot spring leisure resort in Asia" and "striving to reach the 5a and 5-star standards". The project plans to invest 1.3-1.5 billion yuan to build a large hot spring resort with comprehensive format and high quality.

Construction of functional areas

In the functional planning of the new tourist resort, the planning and construction of Hezhou hot spring town will follow the principles of ecological priority, adjust measures to local conditions, quality assurance and strong operability, and build three functional areas of "hot spring leisure resort, hot spring landscape real estate area and hot spring leisure commercial water block".

Scenic area facilities construction

The construction scale and main construction content of the project are large outdoor hot spring pool group, boundless swimming pool, various functional projects, indoor hot spring pool group, various water playing projects, large scale hot spring water theme park, Hakka Round House type large Resort Hotel (including Chinese and Western SPA), Mountain View Resort Villas and property rights, time-sharing resort hotels, hot spring landscape properties and apartments, large scale water landscape commercial district, rehabilitation center, landscape construction of the resort, the

construction of smart scenic spots, parking lot, pipe network and other infrastructure and greening.

Strengthen the construction of Zhuang rural customs

Combined with the characteristics of Zhuang traditional diet, to create a characteristic tourism hotel catering product system: as a part of Guangxi's unique tourism and cultural resources, Zhuang diet has a strong attraction to tourists at home and abroad. Therefore, it is necessary to deeply excavate and utilize the traditional food culture of Zhuang nationality, protect and inherit the traditional food culture of Zhuang nationality, establish the original national food tourism brand of Guangxi, and enhance the tourism attraction. I think the main measures are as follows:

First, design the special dishes of Zhuang nationality to highlight the flavor of Guangxi. To provide tourism packages, you can also design a buffet with Zhuang characteristics, and use local food materials for processing from the perspective of nutrition, while providing drinks with Guangxi characteristics.

Second, combine the taste of food with the experience of culture, inherit the traditional wedding customs of Zhuang nationality, and design the wedding banquet products with Zhuang characteristics. Zhuang nationality has its own unique wedding ceremony and food customs, which are very attractive to tourists. However, under the impact of foreign culture, the characteristic wedding customs in many areas are gradually disappearing. In order to better protect and inherit the wedding food customs of Zhuang nationality, we can combine the modern wedding business philosophy to carry out design innovation and inherit the traditional wedding food customs of Zhuang nationality, in order to meet the needs of ethnic cultural tourists for innovation and difference, the wedding banquet products based on Zhuang traditional diet culture elements are designed.

The use of Zhuang traditional food culture elements to create Zhuang characteristics dining environment and atmosphere. For tourists, the food and beverage products themselves are important, but the dining environment full of characteristics and reflecting the local cultural scene can more affect the dining experience. Therefore, in the design and application of catering products with Zhuang traditional food culture elements, we can use wooden wind drum car and water wheel to create the living scene of Zhuang people's threshing and drying rice; The catering service box shall be named after the local place name or personal name of Zhuang

nationality; Refine the Zhuang meal: the diet with characteristics and Zhuang brocade pattern, create national style food to create dining environment and atmosphere, make the tourists experience more full.

Strengthen the change of Zhuang Traditional Costume function in scenic area. The traditional clothing of the Zhuang Nationality in Heiyi is not only the spiritual link to maintain the national survival, but also an important symbol to distinguish the Zhuang Nationality in Heiyi from other nationalities. It not only reflects the uniqueness of the Zhuang Nationality in Heiyi, but also the symbol of the ethnic group and the national spirit. On the one hand, only in the tourism and cultural activities, people will wear black Zhuang costumes to provide tourists with the display of costume culture, so as to obtain certain benefits for the scenic spot. On the other hand, the practical function of traditional costumes in scenic spots should strengthen the design and application scope. Under the background of the continuous development of hot spring industry and the integration of Zhuang culture and hot spring culture, Zhuang costumes in the scenic area should be able to meet people's desire to experience a comfortable, time-saving and simple experience when entering Zhuang culture.

Reconstruct the design and application of Zhuang Festival Culture: vigorously promote the development process of Zhuang March 3 Festival from traditional spontaneous festival folk custom to hot spring culture brand, that is, the modernization process of traditional March 3. In this process, according to the needs of the state and Guangxi local modern governance, Zhuang March 3, as a kind of traditional cultural resources, has been fully exploited and utilized, and has been endowed with new era missions and values such as "national cultural brand", "national festival brand" and "Guangxi Tourism National festival activity brand". The essence of branding process is the integration of hot spring cultural characteristics, hot spring cultural upgrading and values into the traditional culture. These ways of integration include Zhuang architectural design, Zhuang dialect communication and experience, bronze drum dance, Zhuang Folk Song club, national unity and so on. Because these elements are an important part of the national and local modern governance system, the combination of these elements with the modern governance elements makes the Zhuang people's March 3 obtain the connotation of modern governance, "Zhuang people's March 3" has become a distinctive characteristic activity with the characteristics of the times and openness in Hezhou hot spring.

Improve the quality of tourism service

First, improve the comprehensive skills of service personnel to avoid the problems of lack of hot spring knowledge, lack of hot spring professional knowledge and low hot spring management experience. The level of tourist satisfaction not only depends on the service attitude and skills of service staff, but also on the tourist service perception, that is, the combination of knowledge, skills, attitude and quality. Therefore, the resort should do a good job in training its employees regularly (including not only the training of service skills, but also the training of hot spring knowledge). To achieve a variety of assessment methods, in order to urge the service staff to achieve standardized service behavior.

Second, improve the interpretation and introduction system of hot spring tourism to enhance the hot spring experience of tourists. Tourism interpretation system is a system that makes the specific information related to tourism spread and reach the information receivers by using one or several media and expressions, helps the information receivers understand the nature and characteristics of related things, and achieves the basic purpose of service and education. It can provide tour guides and information services for tourists, fully display the types, characteristics, aesthetic characteristics and recreational development value of tourism resources, improve the cultural taste and attraction of Hezhou hot spring tourism resources, meet the spiritual needs of tourists, and enrich tourists' knowledge of nature, environment, society and history and culture; It can help people understand the ecological value, environmental value and recreational value of natural resources, and it is an effective means of tourist management. The tourism interpretation system of Hezhou hot spring should make it clear that the object of interpretation is hot spring. We should strengthen the excavation and refinement of hot spring knowledge such as Hezhou hot spring culture, hot spring characteristics and hot spring health preservation, and integrate them into the interpretation media such as signboard, tour guide interpretation, voice system interpretation, multimedia promotional videos and prints, so that tourists can fully understand hot spring, understand hot spring, appreciate hot spring, and so on Experience hot spring, and then form a positive awareness of hot spring protection and consciously carry out action.

Research on cross-border development mode

First, establish a forest health care model: a forest health care base with tea garden as its characteristics, based on tea garden, build a fitness trail, fitness and yoga cultural corridor, Tai Chi square, elderly entertainment center, agricultural experience area, tea ceremony performance area, tea garden guzheng workshop, etc., with forest convalescence tour, yoga fitness tour, wedding dress appointment tour, science research tour, etc. as its characteristics; Charming Guizhou tea is characterized by tea garden sightseeing, ecological health care, natural education, zinc selenium tea culture + TCM health care.

Second, the establishment of dynamic hot spring health care model, the main body of which is forest hot spring, can well combine the effects of forest health care and hot spring recuperation. Relying on the unique hot spring resources, forest resources and spring water resources in the scenic area, the model has planned and constructed Hot Spring Hotel, hot spring area, health care center, fitness square facilities and recreation service facilities, etc., with the characteristics of hot spring health, forest recuperation and summer vacation. The main health care activities include hot spring, forest spa, forest walk, water and so on.

Thirdly, landform rehabilitation model, the main body is mountain karst landform, which is divided into karst plateau area and canyon area. Karst landscape is complex and diverse, with high value of tourism, experience, exploration, scientific research and education. Hezhou hot spring makes full use of the complete elements of forest, water, mountain and cave in karst landforms, and is characterized by tourism, exploration, leisure, health preservation and popular science education. The main rehabilitation activities include outdoor exploration, camping, rafting, swimming, rock climbing, sightseeing, hiking, swimming, nature education, etc.

Enterprise management ability

First, actively cultivate the sense of reorganization and establish advanced management concepts: enterprise managers need to innovate the management and development system, formulate scientific strategic development plans, clarify scientific and reasonable reorganization awareness and objectives, analyze the factors affecting the core competitiveness, and establish advanced management concepts, so as to promote the healthy and stable development of enterprises. Enterprises need to pay more attention to the selection and cultivation of talents, and implement the core

principle of people-oriented, specifically from the following aspects: improve the scientific and reasonable system. Enterprises need to uphold the core concept of people-oriented, to improve the system to reflect the incentive and care for employees. Through the formation of a code of conduct, so that employees in all positions can carry out self-management, and cultivate and motivate the innovative spirit of employees. Create a perfect humanized environment. Enterprise managers need to form a good sense of management, optimize the working atmosphere, and keep up with the development of the times. In order to occupy the dominant position of technology in the market, we should actively implement technological innovation and development programs, take technology as the core, focus more on technology R & D activities, and invest sufficient R & D funds.

Second, establish the awareness of high-quality hot spring brand building and cultivate excellent corporate culture: enterprises should establish a good awareness of brand building and keep consistent with the promotion of the core competitiveness of enterprises, so as to ensure that relevant personnel can fully understand the technical content of the brand, continuously increase R & D funds, promote product development and innovation activities, and occupy a larger market share, Build your own brand. At the same time, it is necessary to create a good corporate cultural environment, establish the awareness of every department staff in times of safety, do a good job in risk prevention, and perform their basic functions, so as to continuously forge ahead in the fierce market environment. On this basis, more actively promote the construction of corporate culture. Enterprises should publicize their culture with the help of scientific and reasonable management methods. Enterprises not only need to pay attention to the image of the enterprise, but also need to unify the thinking of employees and enhance the awareness of corporate culture. Finally, to gradually establish a long-term strategic layout, enterprises need to take cultural construction as the core content of the long-term strategic layout. From the perspective of medium and long-term development, we should fully consider the corporate culture construction, clarify the direction of cultural development, and promote the construction of corporate culture software.

Third, build a scientific incentive mechanism to improve the level of human resource management: through the construction of a scientific incentive mechanism, enterprises can effectively stimulate the enthusiasm of employees and stimulate their innovation ability. Enterprises should implement position incentive, goal incentive and

salary incentive to ensure that emotional incentive is in place. At the same time, the enterprise should create a good working environment for employees. The comprehensive quality of employees and scientific decision-making will determine the core competitiveness of the enterprise. Taking scientific incentive mechanism as the core can improve the level and efficiency of human resource management. At the same time, we should build a high-quality team. Enterprises should be more active with the help of internal training, external mining, to obtain more high-quality talents, and significantly improve the efficiency of human resource management. However, only by means of tapping external talents cannot effectively stimulate the work enthusiasm of internal staff, but also affect the stability of the human structure. Therefore, enterprises should actively create conditions, cultivate the relevant skills of internal personnel, ensure that they master more professional knowledge and cultivate the sense of belonging of employees. In this way, can significantly improve the comprehensive quality of employees, and ensure the stability of human resources.



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Questionnaire

Dear respondents,

The focus of this questionnaire survey is to understand the satisfaction of the new tourism management mode of Hezhou hot spring, and then analyze the current situation and development of Hezhou hot spring. The results of this study will provide reference for the development of hot spring tourism in Guangxi. Please accept my thanks for taking the time to fill in this questionnaire. The information provided by all respondents will be used for this study only and will be kept strictly confidential.

Yours truly,

Mr.Pu Fan

Maejo University, Chiang Mai Thailand

Part I Respondents Information

1. Gender: male female
2. Age: 8-17 years old 18-29 years old
 30-45 years old above 45 years old
3. Education level: secondary school or below Junior College
 Undergraduate Graduate
 Doctor
4. Occupation: Student National public servant
 Private worker Soldier
 Other occupation
5. Residence: Guangxi city Guangxi Village
 Cities outside Guangxi Village outside Guangxi
 Foreign
6. Monthly income: 2000 yuan and below 2000-3500 yuan
 3500-5000 yuan 5000-6500 yuan
 6500 yuan and above
7. Number of visits: First visit Second visit
 Third visit Fourth visit
 Fifth visit and above

Part II

Please fill in the second part, about Hezhou hot spring new tourism ecology mode satisfaction evaluation, please fill in the second part of the questionnaire about tourist satisfaction. This questionnaire consists of six parts: Zhuang Township, Multiple tourism services, Cross-border tourism products, Enterprise management, Market demand, Market potential. Each part has corresponding problems. Please evaluate according to your actual experience. The questionnaire is designed to use Likert's s scale with five dimensions: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree.

No	Item-Zhuang Township	5	4	3	2	1
1	I think I can eat the special food of Zhuang Nationality in the hot spring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I think the authentic food of Zhuang nationality is very attractive to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I think the Zhuang clothes I saw in Hezhou hot spring are very nice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I think Zhuang costumes add to the national atmosphere of Hezhou hot spring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I learn about Zhuang's characteristic culture from Zhuang's clothing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I think Zhuang style buildings are very beautiful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I think the design of Hezhou hot spring makes people feel comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	As far as I know, the Zhuang language has a strong sense of history	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I feel Zhuang language are very similar to Thai language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	I think the bronze drum program of Zhuang nationality are very attractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	The Zhuang song fair I heard are very nice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	The Zhuang Festival I saw was very lively	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	I think the Chinese food in Hezhou hot spring scenic spot are very delicious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

No	Item-Multiple tourism services	5	4	3	2	1
14	I feel happy and surprised that Hezhou hot spring can provide Western food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	I think the food in Hezhou hot spring is very clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	I think the scenery of Hezhou hot spring are very beautiful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	I think the hot spring pools design of Hezhou hot spring are very good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	I think the local-style dwelling houses in Hezhou hot spring are very beautiful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	I know Hezhou hot spring can also take a bath at night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	I found that Hezhou hot spring has a lot of outdoor food in the evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	I think Hezhou hot spring night life are more popular	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	I see the night lighting design of Hezhou hot spring are very beautiful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	I know Hezhou hot spring can provide all kinds of meetings for 100-300 people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	I know that Hezhou hot spring have a team activity venues which can provide CS, team activities and other projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	I know Hezhou hot spring has a separate piece of land to provide camping service which are safety and have a good scenery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	I know that Hezhou hot spring provides special doctors for the convalescent patients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	I know that Hezhou hot spring has provided enough medical equipment for convalescent patients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28	I know Hezhou hot spring provides a natural training place for convalescent patients	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

No	Item-Cross-border	5	4	3	2	1
29	I see a plank road for a walk in Hezhou hot spring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30	I see that Hezhou hot spring has billiards, basketball courts and table tennis courts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31	I know Hezhou hot spring has prepared nutritious food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32	I know Hezhou hot spring can provide Zhuang Traditional Chinese medicine service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33	I know Hezhou hot spring can learn Tai Chi and other health exercises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34	I know Hezhou hot spring has a good environment and too much anion those are good for human body	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35	I see that Hezhou hot spring have fitness equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36	I see some fitness instructor in Hezhou hot spring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37	I see that Hezhou hot spring has a children's area to provide entertainment for children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38	I see that Hezhou hot spring has special personnel to guard the safety of children	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39	I feel that the management has worked hard for the positive experience of the traveller	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40	I think the overall evaluation of Hezhou hot spring is very good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41	I think the management level of Hezhou hot spring are much better than before	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42	I see the transportation of Hezhou hot spring are very convenient	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43	I see the facilities of Hezhou hot spring are very expensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
44	I see that the towel and bath towel in Hezhou hot spring are very clean	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

No	Item-Enterprise management	5	4	3	2	1
45	I have experience that the residence of Hezhou hot spring is very clean and equipped with daily necessities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46	I think the ticket price of Hezhou hot spring is medium in Guangxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
47	I think the consumption price of night life in Hezhou hot spring are not high	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48	I'm glad that Hezhou hot spring doesn't charge extra for scenic spots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49	I'm very happy that Hezhou hot spring parking is free	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50	I know the staff of Hezhou hot spring will ask and record the opinions and suggestions of tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
51	I know that there are many young and polite college volunteers in Hezhou hot spring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
52	I think Hezhou hot spring have a sense of responsibility to cultivate college students' social experiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
53	I think Hezhou hot spring has a superior geographical location. There is no hot spring within 100 kilometers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
54	I know Hezhou hot spring is close to Guangdong, and its market are oriented to Guangxi and Guangdong	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55	I know Hezhou hot spring is a natural geothermal hot spring, all projects do not use artificial heating. There are no more than 100 pure natural geothermal hot springs in China and no more than 5 in Guangxi.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
56	I feel satisfied to experience the pure natural hot spring in Hezhou hot spring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
57	I think all the services in here are all satisfactory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

No	Item-Market demand	5	4	3	2	1
58	I feel comfortable with the slow-paced atmosphere of Hezhou hot spring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
59	I think I will come to Hezhou hot spring again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60	I think the services of Hezhou hot spring are very reassuring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
61	I think all the services of Hezhou hot spring are professional services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
62	I think many services of Hezhou hot spring are a combination of various services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
62	I think Hezhou make Healing hot spring tourism is the first in Guangxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
63	I think the management ability of Hezhou hot spring are improved with the change of market demand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
64	I think the services provided by Hezhou hot spring are not technically difficult, but they should be managed carefully	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
65	I think the services provided by Hezhou hot spring can meet people's needs for a long time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
66	I think the managers of Hezhou hot spring can keep pace with the times and keep up with the changes of the market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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