

Analysis of Health Care Tourism Influence on Ecological Animal Husbandry

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Abstract. Under the background of Supply-side reform, ecological animal husbandry is a mode of production that is worth promoting, and also is the highlight in the development of health care tourism characteristics. This paper analyzes the influence from the angle of combining ecological animal husbandry with health care tourism, and puts forward some countermeasures for the existing problems.

Introduction

Health and recuperation is the need to achieve the basic goal of life. Generally speaking, everyone wants to be healthy, happy and happy, and health preservation is the main way to achieve it. In order to realize the health value of global tourism, health tourism emerges as a new form of integration of tourism and health care. It is a vivid manifestation of the comprehensive and driving nature of tourism and a place's characteristics.

The Concept of Health Care Tourism

In January 2016, the National Standards for Demonstration Bases of Health Care Tourism promulgated by the National Tourism Administration defined recreational tourism as: Through various means such as nourishing the body, nourishing the diet, cultivating the mind and caring for the environment, people can achieve the sum of all kinds of tourism activities in a natural and harmonious state in body, mind and spirit. China's health tourism is still in the primary stage of development.

The Effect of Ecological Animal Husbandry on the Feature of Health Care Tourism

Eco-animal husbandry is a resource-saving and environment-friendly production mode, which combines the development of resources and ecological balance organically by adopting pollution-free agricultural, forestry and grassland system engineering technology to carry out animal husbandry, animal products processing and waste pollution-free treatment. Eco-animal husbandry has great health value. Its pure natural and pollution-free characteristics bring health protection and immunity in spring, clearing fire and dampness in summer, warm and moist in autumn, and Tonifying Qi and strengthening body in winter, which can meet the needs of people's health and tourism.

The Effect of Pollution-free Systems Engineering Technology of Agricultural, Forestry and Grass.

It is an engineering technology that applies the ideas, theories and methods of system engineering to the field of ecological animal husbandry, and to solve the major problems of preventing and controlling environmental pollution and ecological destruction. It studies the phenomena, causes, eliminating methods and engineering and measures of environmental pollution and ecological destruction by means of system analysis. It has been widely used in China. For example, the optimal design and control of pollutant treatment plant system; the selection of the optimal plan for regional pollution prevention and control; the technical and economic evaluation and countermeasure analysis of ecological animal husbandry projects; the compilation of ecological impact assessment report; the prediction, long-term planning and policy analysis of ecological protection; and the scientific basis

for ecological management and ecological decision-making. There are scientific conditions for health care tourism.

The Effect of Eco-animal Breeding.

Animal husbandry will pollute water quality and change water supply. Its waste and gas release will endanger air quality and soil microbial environment, thus affecting plant growth environment. Eco-animal husbandry will not only not bring such destructive effects, but also bring a beautiful scenic line for regional health tourism. For example, eco-tourism, participatory aquaculture, research tourism and so on.

The Effect of Ecological Animal Products Processing.

Animal products processing includes dairy products, meat products, eggs, fur products, and other by-products. It is mainly used to preserve deterioration and improve product value. The quality of processing has a great relationship with health. At present, processing technology means are various, from the point of view of health care, the requirements are higher, and now the market to fake good, to fake real phenomenon occurs frequently, is very unfavorable to the development of health tourism. The processing of eco-livestock products adds to regional health tourism, such as promoting the marketing of local eco-products, the operation of farm entertainment, and providing high-quality raw materials for health care.

The Effect of Pollution-free Treatment of Waste.

Animal husbandry wastes will bring about air pollution, water pollution, transmission of pathogens, endangering farmland ecological environment and other hazards. The treatment of animal husbandry wastes has a long-term, potential, indirect and comprehensive impact on the ecological environment and health tourism, such as ecological landscape, natural environment, human health and other aspects, and the use of scientific and technological transformation can turn waste into treasures. For example, making biogas and organic fertilizer is not only conducive to environmental purification, but also conducive to the development of healthy tourism resources endowment conditions.

Countermeasure of Developing the Characteristic of Health Tourism Under the Influence of Ecological Animal Husbandry in China

Existing Problems.

Neglected the role of ecological animal husbandry in the characteristics of Health care tourism

The life of recreational tourism lies in the original ecology and pro-nature, while many places in China neglect the importance of ecological animal husbandry when doing recreational tourism. Nowadays, many places only regard forests, hot springs and traditional Chinese medicine as the core resources of recreational tourism, but forget the core position of continuous planting agriculture before animal husbandry and agricultural product processing industry after animal husbandry. The lack of this key link will be a heavy loss to recreational tourism. Without the development of ecological animal husbandry, the development of health tourism is not sustainable.

Lacking of Foundation for the Development in the characteristics of Health care tourism

Animal husbandry is an inseparable part of nature, and also is God-given living species, but when developing health care tourism in many parts of our country, we often only attach importance to its spiritual value and neglect its material function, which makes tourists unsatisfied on the material level. The lack of this basic demand will lead to the weak foundation of local health care tourism, and thus be not long-term development.

Low-level Health care tourism products and No effective allocation of Natural resources

The overall grade of health care tourism products is not high. The positioning of some regions is not accurate enough. The integration with local characteristics and local resources is not close. The overall development of scientific planning is lacking. The layout is not reasonable. The function is not perfect. The industrial chain is relatively short. There is no scale effect, lack of brand characteristics.

Shortage of the topped products and Health care tourism with weak core attraction

Although eco-animal husbandry is relatively common, but the first tourism products combined with regional health tourism characteristics are still relatively scarce. It is necessary to enhance its driving effect. The popularity of local eco-animal husbandry, the international attractiveness and influence of health tourism need to be improved.

Less powerful business entity and Low ability of industrial integration

Cultivation of the subject of tourism industry and ecological animal husbandry is relatively insufficient. There are fewer large-scale modern tourism enterprise groups and leading enterprises, and the ability of industry profit-making is not strong. The ability of enterprises to integrate "health care tourism +" with related industries and industries needs to be improved.

Lack in the Joint Force of Government and Related Functional Departments in Supporting Key Health Care Projects

The service system needs to be improved, and the technical level and planning ability of the corresponding supporting facilities and equipment need to be strengthened. Relevant functional departments have the phenomenon of unclear responsibilities and mutual shirking. For the health care, physical fitness, medical treatment, leisure, tourism, animal husbandry in one of the composite talents are still relatively scarce. The development mechanism needs to be improved, and social participation and national co-construction are insufficient.

Lacking of Linkage Thinking on the Development in the characteristics of Health care tourism

Health care tourism is a system of multi-function and deep integration of primary, secondary and tertiary industries. In developing the characteristics of health care tourism, its connotation will be greatly enriched. At present, there is a lack of industrial thinking, consumption thinking, transboundary thinking, thinking ahead and other related thinking in the development of characteristics. Most remain in a single production function. The development of leisure sightseeing, farming experience, ecological protection, residential folklore, cultural heritage and other functions is not yet mature, and can not really meet the needs of urban and rural residents to enter nature, understand agriculture, experience agricultural interest, recreation, recreation and health preservation.

Sustainability of interactive development between Ecological animal husbandry and Health care tourism remain further to be extension

Health care tourism is a new form of modern service industry, which integrates tourism and health care. It is very important for the sustainable development and competitiveness of a regional tourism industry. While vigorously developing tourism, we should make full use of the advantages of ecological animal husbandry resources, take the development of global tourism as the guide, take health tourism as a powerful grasp to promote the organic integration of industry, enhance public services and promote the common prosperity of urban and rural areas, give full play to the advantages of "tourism+", and lay a solid foundation for building regional health tourism characteristics.

Countermeasure.

Highlighting the Regional Characteristics of Health care tourism

Developing local ecological animal husbandry can implant attraction to a large extent. For example, using good ecological environment to upgrade the originality of local natural, simple, original food materials; combined with local legends and ecological characteristics to create products' stories; to refine regional characteristic elements about animal husbandry, with ecological animal husbandry as the performance theme, through the creative expression of animal husbandry, ecological culture, animal husbandry resources creative combination.

Excavating deeply the content of Health care tourism

Health care tourism itself is a kind of tourism product, which is developed on the material carrier. Animal husbandry is the external manifestation of health care tourism everywhere. Excavating the content of health tourism deeply and effectively is an important link in the development of local health tourism. Not only by collecting and refining the information of health care tourism multidimensional and widely, but also applying it to tourism products, which can be attracted customers to the greatest extent. According to the characteristics of ecological animal husbandry, the

five senses experience should be strengthened. Combining with the current international frontier of health care industry, the ecological animal husbandry and health care should be integrated organically. For example, "pasture scenery + animal husbandry recreation + processing environment + trial eating platform + healthy recipe" complex mode.

Strengthening the Development of Ecological Animal Husbandry with the Overall Concept

Lucid waters and lush mountains are invaluable assets! To develop healthy tourism industry, the most important thing is to strengthen the ecological protection development. In the face of the delimitation of "industrial concentration zones" in some areas, the construction of high-standard regional construction and the construction of demolition and resettlement concentration zones, the resources and ecology left behind have shown an extremely fragile state. While promoting products, we should closely focus on the requirements of developing healthy tourism, conscientiously strengthen the awareness of ecological protection, truly achieve "development in protection, protection in development", and implement "jointly grasp the big". The requirements of protection and non-large-scale development and the principle of "protection on the surface and development on the spot", making good use of ecological animal husbandry resources, providing good ecological products, resolutely taking the road of green development, and transforming ecological advantages into industrial advantages, economic advantages and development advantages.

Promoting the Development of Industrial Integration with the Concept of Whole Business

We should do a good job in "healthy animal husbandry tourism + ecological animal husbandry industry", draw lessons from successful experience, make every effort to improve the quality of ecological animal husbandry, and further promote the integration of ecological animal husbandry and healthy animal husbandry tourism. Do a good job of "health tourism + ecological culture", fully tap the natural and cultural resources, and "invite them out" from books, books and museums, and combine with health tourism to achieve interactive development. Combining with the construction of beautiful countryside, we should make full use of the good environment, market towns and villages with certain scale and advantages, and create a healthy tourism town and a healthy tourism village with regional characteristics. The integration of health tourism with agriculture, forestry, animal husbandry, grassland, fishery, commerce and trade, finance, culture, sports, medical and other industries should be strengthened to form a new engine for the development of health tourism.

Strengthen the Resource Advantage and Make the Whole Product System

The first is to develop eco-environmental products. Relying on natural resources, enriching product connotations, improving service facilities, based on ecological environment resources, highlighting local characteristics, developing health tourism products that integrate sightseeing, health preservation and vacation, so that tourists can enjoy the beautiful scenery of mountains and waters in the natural "oxygen bar" and enjoy their body and mind. The second is to develop health care products. Deeply tap traditional Chinese medicine culture resources, fully magnify the brand effect, relying on carrier construction, create a "prevention, diagnosis and treatment, conditioning, health care, beauty" as one of the medical tourism integration products. The third is to develop sports fitness products. With tourism resorts, urban leisure areas and rural leisure areas as space support, we will develop water sports centers, mountain sports parks, farm ecological paradise, self-driving camps and other leisure construction projects. Fourthly, developing healthy dietary products. Based on green and ecological agricultural products and featuring farm dishes, organic dishes and lettuce, it absorbs the essence of local cuisine, develops health food products and combines them with health tourism products to meet the health tourism needs of tourists in many aspects. Develop food contest, cooking contest and so on, highlight the regional ecological food brand. Fifthly, to develop products of spiritual retreat. In-depth tapping of health-preserving cultural resources, organic integration of regional resource advantages and culture, highlighting the concept of "harmony between man and nature", relying on the main carrier of ecological animal husbandry, the development of cultural health-preserving bases and health-preserving tourism products.

Grasp the Correlation in Developing Health care tourism Resources

Firstly, we should give full play to the advantages of resources, combine ecological animal husbandry with health care needs, provide organic food for health care market, and build a leisure

platform; developing and producing actively health care products, accelerating the introduction of a number of strong driving force, high degree of relevance and strong development of health care products production projects, it can be to form a whole health care production system in researching, developing, manufacturing and selling. Secondly, we should strengthen infrastructure construction, guide and expand the development of economic and commercial hotels, rural hotels and "farmhouse entertainment" family hotels, and form a large-scale and distinctive cluster reception capacity. Secondly, we should strengthen infrastructure construction, guide and expand the development of economic and commercial hotels, rural hotels and "farmhouse entertainment" family hotels, it will be to form a large-scale and distinctive cluster reception capacity; Strengthening the construction of regional catering brand, tapping the local catering characteristics fully; strengthening the construction of supporting facilities in scenic spots and accelerating the construction of supporting facilities in tourist attractions. Thirdly, we should improve and perfect the safeguard mechanism, pay attention to the integration of resources and new facilities, facilities transformation and function upgrading, layout structure and service demand, project scale and industrial development; bring health industry into the support scope of service industry and industrial development fund, emergency transfer funds, and encourage, support and guide the development of health industry. Fourthly, we should focus on developing all kinds of marketing to enhance the reputation of health care industry. Strengthen marketing awareness, do a good job in festival marketing, attract more foreign tourists to Panzhuhua tourism consumption, grasp exhibition marketing, enhance the attraction of regional health tourism brand, achieve landing marketing, implement cross regional cooperation, actively integrate into the "one belt and one road", and vigorously promote "smart tourism" with the help of "Internet +".

Strengthen Innovation Drive and Live Tourism Mechanism

Firstly, we should innovate the working mechanism of leadership. To strengthen organizational leadership and top-level design, it is proposed to establish a joint meeting system for the development of regional health and maintenance industries. The joint meeting is composed of development and reform, district management committee, tourism, civil affairs, housing, land, planning, finance, national tax, local tax, market supervision, agricultural and industrial office, environmental protection, cultural and Guangzhou sports, agriculture and forestry, and health planning departments. The joint meeting office is located in the regional development and reform committee. To be responsible for overall and coordinated promotion of planning, policy formulation and implementation of key projects in key areas of health tourism industry. Members should speed up the formulation of specific implementation plans to promote the development of health care industry and put them on the agenda, implement them one by one, and promote the development of regional health care tourism industry as a whole. Secondly, we need to innovate policy support. We will speed up the formulation of policy proposals to promote the development of health tourism industry, and increase policy support in tax preferences, land supply, financial security, loan preferences, talent introduction, technological innovation and market development. It is suggested that the guiding funds for the development of health tourism should be increased year by year for planning, project construction, brand building, marketing and industry training. Thirdly, we should innovate the system of talent introduction and training. We will actively introduce world-class leading talents and innovative teams to lead the implementation of leading projects and major projects in the health and tourism industry. Depending on the abundant resources of Tourism Vocational Education in provinces and cities, we should focus on the development of vocational education and training of local talents to serve the tourism industry, and train a large number of high-quality talents with practical skills to build and serve the tourism industry, so as to improve the main business ability of enterprises. Fourthly, we should innovate the global marketing model. Better play the role of propaganda and promotion. We will vigorously implement the "trinity" marketing model of government-led, media follow-up and enterprise cooperation to form a strong synergy of multi-sectoral and multi-level collaboration. We should strengthen marketing awareness, do a good job in festival marketing, realize the "landing" of the eyeballs, catch the exhibition marketing, implement cross regional cooperation, actively integrate into the "one belt and one road", and

vigorously promote "smart tourism" with the help of "Internet +".Innovative marketing methods, make full use of micro-blog, wechat, micro-film, mobile app, game implantation, film implantation and other means, comprehensively strengthen the propaganda and education of health tourism industry, actively guide the whole society to establish the concept of health management, improve health awareness, stimulate health tourism consumption demand, and create a good environment for healthy tourism industry development.

Concluding Remarks

In short, in the development of recreational tourism, we should pay enough attention to ecological animal husbandry, so that recreational tourism and the natural environment of the region can be adapted and balanced, so as to further highlight the characteristics of tourism.

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