

Rural Health Tourism Planning and Design Based on Tea Travel Experience—Take Huanghuaxi Village in Anhua County as an Example

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Abstract: In the context of rural revitalization era, more and more villages choose tourism as the direction of development, and the primary link of rural tourism development is to combine the characteristics of different villages, mining tourism resources suitable for their own characteristics and development direction. For villages with tea culture, how to develop rural health tourism from the perspective of tea travel experience has become a new focus. Taking Huanghuaxi in Anhua County as an example, the paper evaluates and analyzes the planning methods and key points of rural health tourism based on tea tourism experience from the perspective of development potential, and makes clear the foothold and feasibility of health tourism development. Secondly, from the perspective of tea culture activation and inheritance and health tourism design, this paper discusses how to effectively integrate the functions of tea culture and health tourism. Through the spatial layout, road traffic, landscape and construction and operation of Huanghuaxi Village in Anhua County, a series of construction strategies are proposed to make tea culture and health industry promote each other. At the same time, there are two kinds of theme tour lines for people with different needs, namely, the leisure vacation theme tour line and the tea travel health theme tour line, which provide new ideas for the planning and design research of rural recreation projects related to the tea travel experience.

Key words: Rural planning, tea travel experience, health tourism, Huanghuaxi Village.

1. Introduction

In the era of rural revitalization, the development of rural tourism has a new mission and direction. On the one hand, with the improvement of economic development level and the change of social development trend, people's travel demand is accelerating transformation; On the other hand, the general decline of people's health makes health tourism gradually become a form of tourism widely accepted by the society and tourist groups. Tea culture is the product of the interaction between Chinese national culture and ecological environment in a very long historical period, with profound and strong historical value. The development of rural health tourism based on tea culture is not only the activation and inheritance of the time-honored tea

culture, but also an effective response to the aging population, healthy consumption and diverse tastes in the context of rural revitalization.

2. Research Overview

2.1 Rural Health Tourism

Developing tourism is the main channel for resource-rich poor areas to get rid of poverty and achieve rural revitalization [1]. Rural health tourism is a new type of rural tourism that integrates the concept of "health" into the rural tourism industry, ecology, governance and culture. Theoretical research on rural tourism and rural revitalization has been mature at home and abroad, such as Jia Junhu [2], Wang Linlong et al. [3], Hai Ru [4], Li Peng et al. [5]. However, most of the researches

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on recreation tourism focus on recreation tourism base and recreation characteristic town construction, and there are few related researches on the combination of the two.

Through comparative analysis of rural health care cases at home and abroad, it is found that: Ecological and cultural combination of rural health tourism is the main direction of the future development of rural health tourism; we should make it suitable for development, raise the field of tourism with its advantaged natural conditions and its extremely characteristic of cultural connotation, pay attention to brand building, in the process of tourism development on the local traditional culture elements, the elements of health care should be thoroughly excavated, and the health care tourism activities should be reasonably planned. Attention should be paid to ecological civilization construction, integrated development of industries, improvement of supporting infrastructure, and cultivation of villagers' service consciousness. All these points provide important support for the development of rural health tourism.

2.2 Tea Travel Experience Activities

Tea tourism refers to taking tea culture as tourism resource and material culture as carrier, including tea origin and history, tea production and processing, tea drinking culture, scientific and technological achievements and so on [6]. Driven by market demand, technological progress and other factors: tea culture, tea production, tea landscape and other tea resources as the carrier are deeply penetrated and complementary with tourism industry elements, gradually forming a new product type or a new comprehensive dynamic process of industrial chain [7]. This new tourism mode with tea as the theme is an innovative development mode of deep integration of tea industry and tourism industry [8]. In general, tea culture tourism experience activities mainly focus on the development of tea tourism products, while the place value and life value of tea culture are the two

core resources for the development of tea tourism products. In the traditional tea industry, the place value of tea is mainly reflected in the tea garden and tea factory of production and processing type or the tea house and tea house of social consumption type. The life value of tea only stays at the level of plant drinks. The development of tea culture tourism and rural health market promote the tea industry to break through the boundary between the traditional field value and life value of the tea industry. The integration research of tea tourism under the guidance of the tea theme value chain makes use of urban design theories and methods with humanistic connotation to integrate human perceptual experience and rational thinking into the historical spatial pattern, which has certain practical significance for promoting the historical towns to take a sustainable and characteristic development path.

3. Key Points of Rural Health Tourism Planning Based on Tea Travel Experience

To study the rural recreation tourism planning based on tea tourism experience, it is necessary to study and analyze the natural situation, development target positioning and planning strategy of the planning area based on natural resources and tea culture background, and draw a comparison between the common development of the same type of recreation tourism destination. However, at present, there are many problems in most rural areas, such as insufficient labor resources, low industrial level, weak infrastructure, uncoordinated overall style and poor cultural performance. In view of the above problems, starting from the background of rural revitalization strategy and combining with the purpose of developing tea tourism experience for health tourism, the following planning points are proposed for the current problems facing rural areas:

(1) Analysis of target customers

Analyze the categories of different tourist groups and the degree of preference for health care needs, formulate diversified tourism activity plans and

construct corresponding activity places. The principle of “vary from person to person and adapt measures to local conditions” is implemented through the whole tourism planning process.

(2) Good location

From the natural ecological environment, rich cultural connotation, external transportation convenience, economic development level, villagers’ basic quality and other aspects of consideration, based on this, the site selection of health and rehabilitation destination is conducted.

(3) Evaluation of the development potential of health care

The basic conditions and requirements for the construction of health tourism destinations were evaluated by referring to the standard of National Health Tourism Demonstration Base formulated and issued by the National Tourism Administration in 2016.

(4) Industrial development planning

Evaluate the tourism development conditions and comprehensive advantages of each tea culture industry, and discuss the development depth and integration mode of tea culture and health tourism industry, so as to determine the overall positioning and direction of development. We should adhere to the market-oriented principle, take the concept of green development as our guide, and develop an industrial system that brings real benefits to rural residents.

(5) Excavate history and culture

Country is the place that gave birth to a long tea culture in China, in some appropriate development, raise tourism country in planning and design, to fully exploit the natural environment, health elements in the connotation of tea culture, combined with the existing rural life, the production, the ecological space pattern to partition the function of the overall layout and

planning.

In addition, attention should be paid to planning specialization, multi-department cooperation, innovation of tea products, training of industrial talents and other aspects in the process of planning, design and implementation.

4. Development Potential Evaluation of Tea Tourism and Health Industry in Huanghuaxi Village

Huanghuaxi Village is located in the central part of Hunan Province. The basic market of the target customer group is mainly Yiyang City, Changde City and Changsha-Zhuzhou-Xiangtan city group, and it spreads to “Changsha-Zhuzhou-Xiangtan 3+5 city group”. Relying on its geographical advantage, it focuses on exploring the market within the province. In addition, Huanghuaxi Village is rich in natural and cultural health resources and has superior transportation conditions, which is suitable for the study. Therefore, Huanghuaxi Village in Anhua County is selected as an example to conduct a practical study on rural health tourism planning based on tea travel experience.

4.1 Evaluation of Health Indicators

Related indicators of whether Huanghuaxi Village is suitable for the development of health industry including: green degree, human comfort degree, height, negative oxygen degree, cleanliness degree, height, Negative Oxygen Ions concentration, clean class, production conditions etc. The above indicators are evaluated respectively to form the Table 1. The evaluation shows that Huanghuaxi Village has a good ecological condition and is suitable for the development of tea related health industry.

Table 1 Health indicators of Huanghuaxi Village.

Indicators	Huanghuaxi Village health care base
Green degree	The forest coverage rate is over 95%.
Human comfort degree	The number of days with a body comfort index of 0 meets the standard requirements
Height	The altitude is between 600 m.
Negative oxygen ions concentration	The average content of negative oxygen ions is 6,250/cm ² .
Clean class	The average bacterial content in air is about 182/m ² . Ambient noise, PM2.5 and ambient air pollution concentrations all meet the first-class standard.
Image clarity	The average visual distance is about 100 m.
Air regime	Many plants with health function can be released in the village, and the forest resources in the village are of high quality, which has a strong health and healing effect.
Production conditions	The village has a complete ecological system, groundwater resources, good soil quality can provide safe nutrition green organic plants, especially suitable for the growth of tea trees.

Source: author's own.

4.2 Assessment and Analysis of Ecological Environment Quality

The ecological environment quality of Huanghuaxi Village was evaluated in Table 2, and the results showed that there was a long tea culture and a good ecological basis.

Table 2 Evaluation and analysis of ecological environment quality.

Indicators	Huanghuaxi Village health care base
Air quality	The annual air quality index annual compliance rate meets the standard requirements.
Surface water quality	Surface water quality up to class iii or above standards.
Acoustic environmental quality	The noise in the main recreation area is less than 50 dB and reaches the limit of Class 0.
Soil environmental quality	There is no heavy metal pollution, and the soil quality is basically equal to nature, exceeding the secondary standards.
Terminal waste disposal facility	There is no terminal garbage disposal facility in the core area.
Natural and cultural resources	Huanghuaxi Village is located in Anhua County, the "Hometown of dark tea", with a strong dark tea culture. In 2019, it was awarded the first batch of "National Forest Villages" by the State Forestry Administration.

Source: author's own.

4.3 Industrial Development Planning

Take the integration of tea tourism and the development of rural health tourism as an opportunity to develop the whole tourism with the help of Anhua County. We will rely on global tourism development, to build "a world-class black tea, a tourist destination" key element, with Huanghuaxi Village, excellent ecological environment, long black tea culture in order to develop tourism construction, to speed up the health tourism industry structure optimization and upgrading, promote the development of rural related supporting services.

In the booming social environment of experience economy, the experience and participation of rural ecotourism directly determine the benefits of tourism development [9]. Health care facilities such as tree house, health care center and health care center are planned to be built. The catering and leisure industry integrates agriculture and deep processing of agricultural products to reflect local food culture. Industrial support is the core factor of the expansion of employment and income channels. The integrated development of three rural industries and its derived employment opportunities and entrepreneurial opportunities constitute the endogenous driving force

of the expansion of farmer employment and income channels [10]. By taking advantage of the unique natural scenery of Huanghuaxi Village and combining with the current situation of local industry, the organization and operation mode of “one industry as the main industry and integration of multiple industries” was finally formed [11] to guide the industry.

The primary industry develops the cultivation of characteristic agricultural products represented by dark tea according to local natural conditions. Optimize and upgrade the industrial chain of all kinds of agricultural products represented by dark tea, and realize multi-type innovation, multi-directional utilization and multi-value-added of agricultural products. Relying on Huizijian Ecological agriculture professional cooperative, improve the industrial structure; Advocate the development of small family workshops, farms, cooperatives and other small processing subjects that can carry out preliminary processing of agricultural products, reduce energy consumption caused by product processing as much as possible, provide sufficient trading time for supply and demand, and improve comprehensive benefits.

Secondary and tertiary industries should cater to consumer demand, improve the intensive processing of dark tea and other agricultural products, provide tourists with good tourism reception experience and high-quality dark tea and other agricultural products, and promote the introduction of characteristic ecological agricultural products to cities. In addition, with the “tea horse ancient Road not body examination” as the core to develop the health tourism industry, to create a health vacation, agricultural experience, ecological tourism as the focus of the product system. Cultivate their own industry market competitiveness, so as to stand out in many similar products. At present, “Yaozujian Ancient Road Tourist Service Center” has been built to provide tourists with tour guide, accommodation, food and other services, and “Harizijian Ecological Agriculture Professional Cooperative” provides villagers with a channel to learn

professional skills and new knowledge, with the goal of maintaining the interests of villagers and attracting a group of migrant farmers to return home to start businesses. At the same time, actively seek cooperation, introduce enterprises, cultivate brands, in order to realize the steady development of rural economy, increase villagers’ income, and accelerate the pace of rural revitalization.

5. Planning and Design of Tea and Health Tourism in Huanghuaxi Village

5.1 Spatial Layout Planning

Natural resources, economic conditions and human history are important components of rural regional characteristics. Based on the existing natural terrain of Huanghuaxi Village, the plan fully explores the natural landscape and geomorphic features of mountains and valleys, and combines the original dark tea planting area of the base to create a tourism spatial structure of “three corridors in one area, four cores and six sections” in Huanghuaxi (see Fig. 1).

5.2 Land Use Planning

Village construction land can be further divided into residential land, industrial land, public service facilities land and infrastructure land. The planning covers 22.10 hm² of the total construction land area of the village, accounting for 1.45% of the total area of the village. Among them, the industrial land mainly focuses on the development of dark tea culture and health and tourism related industries. The additional infrastructure land of the village will not only improve the living standard of residents, but also consider the service needs of tourists.

5.3 Road Traffic planning

Transportation promotes or restrains the development of tourism economy, while tourism economic development promotes or guides the development of transportation [12]. Village road network planning as shown in Fig. 2 should be combined with the actual

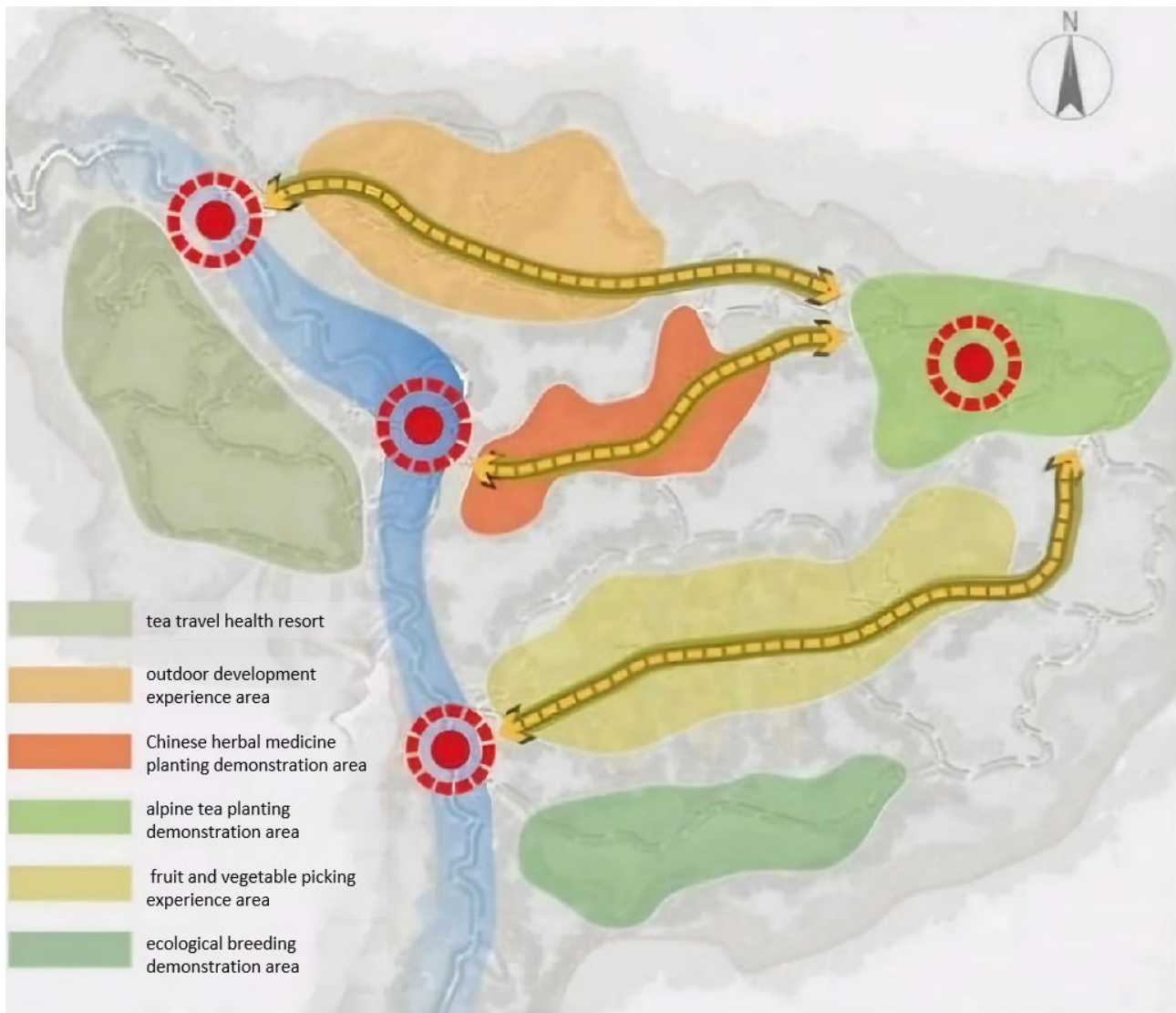


Fig. 1 Functional structure analysis diagram.

Photo credit: the author helped draw.

“One belt” is: Huanghuaxi ecological sightseeing belt; “Three corridors” are: northern valley ecological landscape corridor, central valley ecological landscape corridor, southern valley ecological landscape corridor; The “four cores” are: tourist distribution center, cultural creativity core, tea making experience core, traditional Chinese medicine diet health leisure core; “Six pieces” are: tea travel health resort, outdoor development experience area, Chinese herbal medicine planting demonstration area, alpine tea planting demonstration area, selenium-rich fruit and vegetable picking experience area, ecological breeding demonstration area.

situation, according to the size of the village, natural landform to scientifically plan the village road grade, to ensure each household pass, conducive to villagers travel and meet the traffic needs of tourists.

(1) Vehicle system: form “one vertical and three horizontal” road structure.

(2) Walking system: mountain path + waterway, plus solar lighting facilities and guiding system.

(3) Slow walking system planning: Environmentally friendly mountain paths open up jungle crossing routes and connect various regions.

5.4 Landscape Style Planning

The natural environment and ecological system of the surrounding area of Huanghuaxi Village shall be restored, and the village space shall be rationally

allocated. The natural environment of Huanghuaxi Village shall be protected, which is “surrounded by mountains on three sides and surrounded by water in front”, and creates a continuous and unique dark tea cultural landscape interface. The main strategy is to focus on environmental protection, “de-artificial” treatment of the original vegetation, water and natural topography to preserve their original features, and prevent over-exploitation of resources to maintain biodiversity. The plan is a “beautiful scene” with black

tea area as the main area, multiple areas of diversified agricultural scenery as the supplement, each area scenery echoes each other.

5.5 Construction and Operation Guarantee

Perfect services: “Yaozajian Ancient Road Tourist Service Center”, “Villager Service Center” and “Educated Youth Tribe” have been built to provide comprehensive services for tourists in terms of clothing, food, accommodation and transportation.

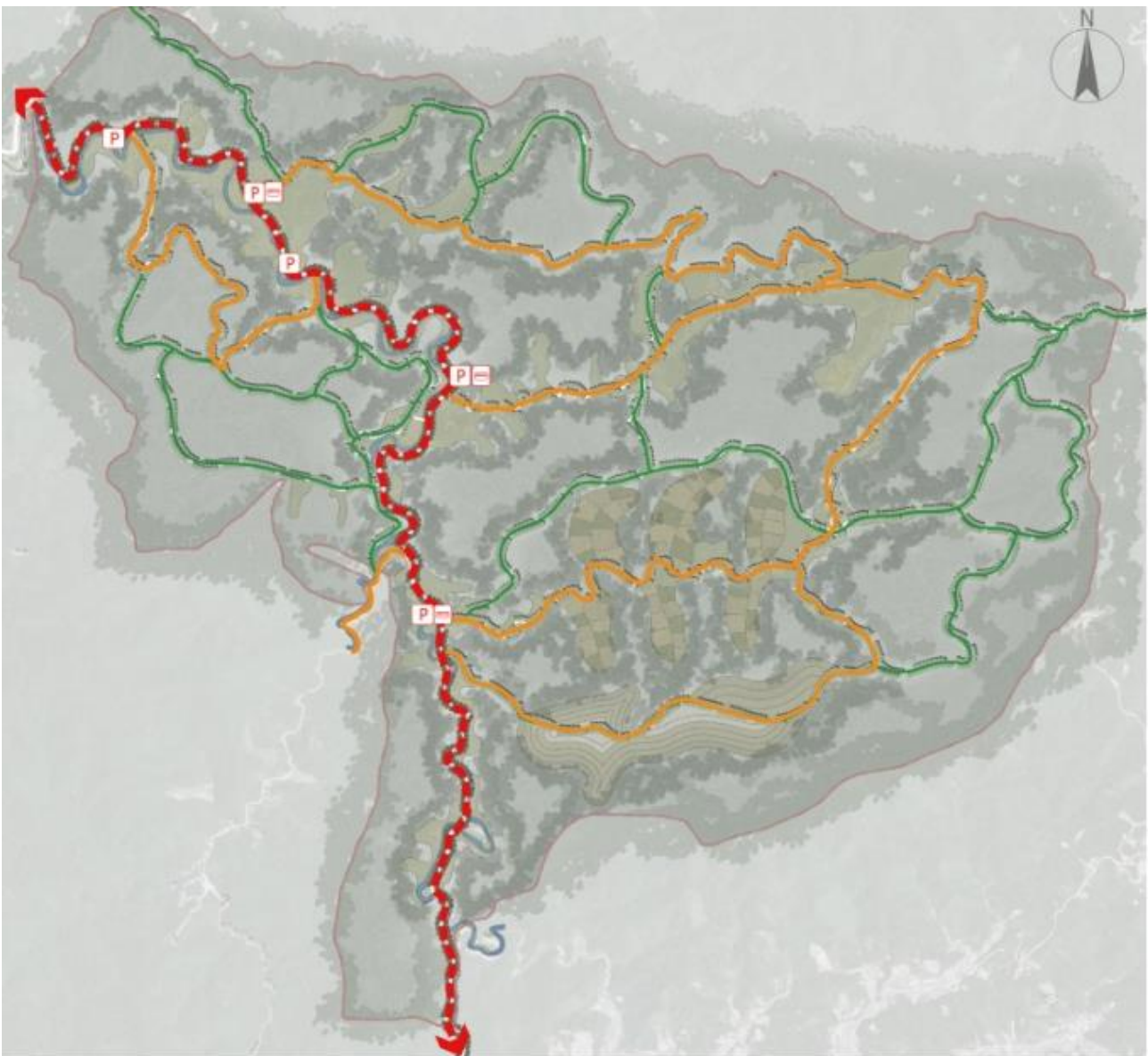


Fig. 2 Road traffic planning diagram.
Photo credit: the author helped draw.

Industrial cultivation: “Yaozajian Ecological Agriculture Professional Cooperative” provides a channel for villagers to learn professional skills and new knowledge, so as to safeguard the interests of villagers, actively seek cooperation, introduce enterprises and cultivate brands.

Organizational construction: The implementation of each rural planning content cannot be separated from the cooperation of each rural administrative department and institution, so it is necessary to build the grass-roots organization of villagers. Government guidance and participation in rural construction with villagers as the core is conducive to consolidating the mass foundation and improving the level of decision-making.

Complete supporting facilities: rural infrastructure construction is configured in different levels, emphasizing local characteristics of Huanghuaxi Village while highlighting the characteristics of dark tea industry, giving full play to characteristic village industries, and highlighting the differentiation of public infrastructure supporting facilities.

6. Theme Tour Planning

6.1 Recreation Theme Travel Line Planning

Fig. 3 shows the theme tour planning of health and wellness vacation. In the aspect of highlighting the cultural characteristics of health care, planning health care footpath is a very good choice. Combined with the investigation of the current situation of Huanghuaxi Village, most of the health resources of Huanghuaxi Village are distributed in the area where mountains and rivers cross. Planning the health trails in this cross area can fully reflect the health characteristics of Huanghuaxi Village. The planning scheme connects health and wellness centers, Tai Chi tribes, health care centers, garden buildings and other health and wellness facilities. At the same time, fitness trails are planned and public activity facilities are set up according to age groups. To the people of different gender identities, targeted according to the specification to design of the

public service facilities, such as setting up the ramp for the disabled, maternal and child room facilities, to improve the convenience of tourists. Characteristic leisure footpath shall be designed with reasonable planning of pro-level platform, in the waterfront area to pay attention to all kinds of traffic access settings.

In Jin Jiachong village, there is a maple catalpa growing on rocks with a chest girth of more than 5 m and a tree height of about 39 m. It is known as the “king of the most beautiful trees” and has a tree age of more than 1,500 years. It is a unique endangered tree species in China. There is a stream winding beside the tree, the stream is clear and clear. There are several wooden historical buildings around it. The plan is to transform and upgrade it into a health center, and introduce health consulting institutions to provide customers with a series of health consulting services. Health management, healthy eating, cure rehabilitation and physical therapy regimen with health expert instruction and guidance, create a small farm on scenic areas, ecological green fruits and vegetables and other food crops, visitors can buy food, a balanced diet quality of visitors was improved, making rehabilitation effect remarkable.

The scenery in the village is pleasant and the beautiful bamboo is continuous. Six bamboo gardens are built with local bamboo materials. The green and renewable characteristics of bamboo buildings echo the health function theme of bamboo gardens, creating a special scenic spot with residential, health and leisure functions. The plan is to build five health tree houses according to the mountain. Pine, fir and other tree species in the forest are pure natural oxygen producing machines. The negative oxygen ions decomposed by them are as much as 400-500 times more than the urban area. Living in it, visitors can enjoy a full range of physical and mental relaxation. It is planned to build four small buildings of health field. The gate of the courtyard is directly opposite to the yellow flower field, sleeping with the flowers, providing tourists with a different and comfortable choice.

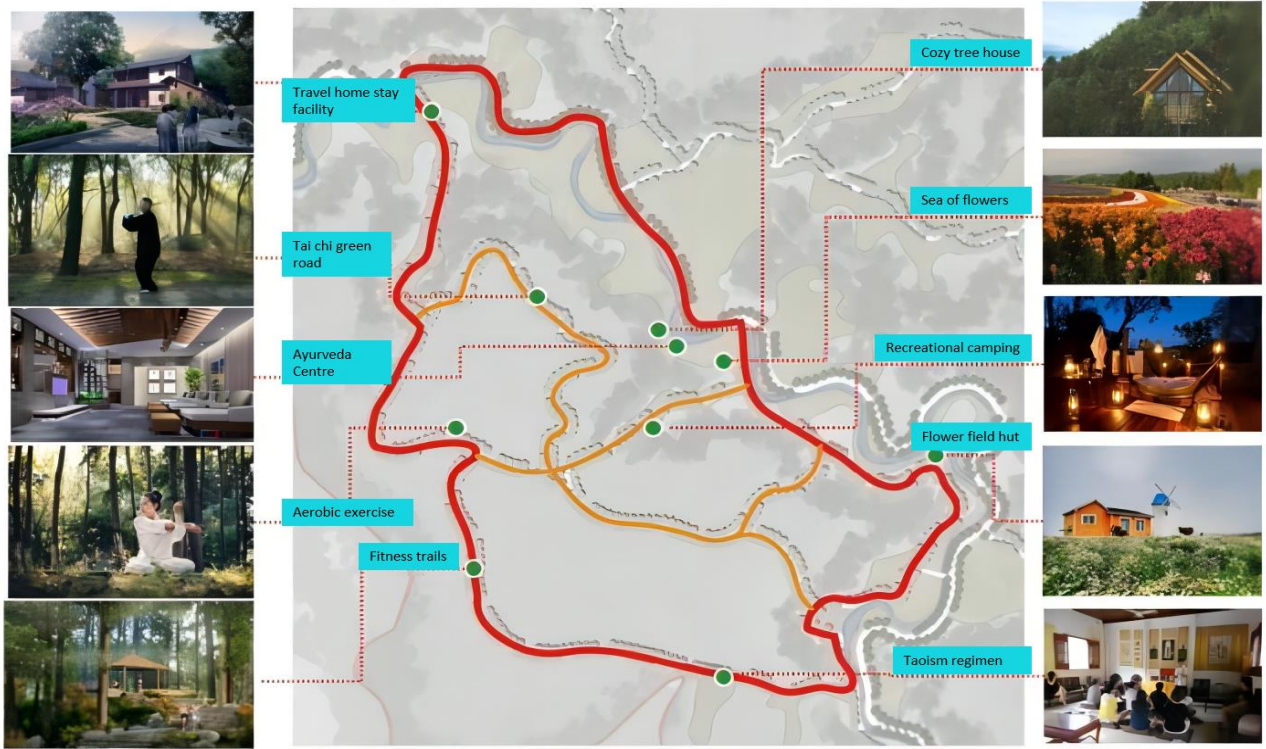


Fig. 3 Recreation theme tour line planning and design drawing.

Photo credit: the author helped draw.



Fig. 4 Design of tea travel and health theme tour line.

6.2 Tea Travel and Health Theme Travel Line Planning

Cultural symbols like tea culture can be regarded as a code system. With the loss of time, any code of cultural symbols may become rigid and lose its function of interpreting the world [13]. Tourism relies on the development of tea resources, while tourism drives the tea industry, promotes the development of related industries and speeds up integrated development. The value chain of tea farm and tea life are two core resources to develop comprehensive leisure tea travel products. The development of tea culture tourism and the development of entertainment and health market promote the tea industry to break through the boundary between the traditional field value and life value of the tea industry. At present, the leisure tea travel products are mainly extended and developed from three dimensions: teaching and education places, leisure and recreation places, and entertainment and play places [14].

Fig. 4 shows the line planning of tea tourism health theme. Huanghuaxi Dark Tea Museum is planned to be built, which combines leisure and entertainment with education and inheritance, so that tourists can have a systematic understanding of tea culture history, ancient and modern tea art, health preservation effect of tea culture and development history of Anhua county dark tea, and combine tea culture with tourism.

The Yaozajian Ancient Road in the village is the most completely preserved section of ancient tea ceremony in Anhua county. It was the only passage through Anhua county in ancient times, and also the transportation stronghold of Anhua county dark tea transported to Zi Jiang river and then transported by water in Qing Dynasty. Tao Shu, the governor of Liangjiang in the Qing Dynasty, once visited the tomb of the province during the Jiaqing period and inscribed a plaque “Ganlu Pavilion”. The Huizijian Ancient Road passes through Daping Xiehupu, Ganlu Tea Pavilion and Zhong Feng Pavilion. Through the preservation and restoration of these historical buildings, the

Yaozajian Ancient Road Culture Exhibition Hall will be built to exhibit the ancient tea ceremony culture and Taoshu culture, which plays a crucial role in promoting the ancient tea horse road culture and displays the unique charm of ancient villages. In the 2020 “Wanli Tea Ceremony” (Hunan Section) Tea Travel Poetry Festival, 100 poets from all over the country went to Huanghuaxi to retrace the “Yaozajian Ancient Road” to collect the folk customs, find inspiration for writing and enjoy the fun of climbing.

The health restaurant in the planning scheme will develop healthy meals with local dark tea, daylily and Chinese medicinal materials, as well as provide local wild flavor and ecological food. In the restaurant, effective and scientific healthy recipes formulated by catering professionals are placed, and corresponding healthy packages are introduced to tourists, such as diet and fat reduction package, diabetics package, three-high patients package, etc., for tourists to choose by themselves. According to the scientific embodiment of health culture, tea culture, leisure and entertainment together, a rich tea culture health tourism brand is created, and research and development of health tea products is conducted.

7. Conclusion

Taking Huanghuaxi Village in Anhua County as the research object, this paper studies the planning methods and key points of rural health tourism based on tea tourism experience. Although there are more or less differences in other areas developing rural health tourism in China, tea culture is rooted in the cultural tradition of the Chinese nation. To combine tea culture experience of rural health keeping tourism planning, this type of research conforms to the social needs and the needs of The Times, although complete analysis cannot be carried out within the country. Raising tourism summary, the result of the study has certain limitation, but in a country in the process of the revitalization of the strategy of developing, combined with characteristic culture of the country,

tourism is bound to usher in the golden period of development.

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