

Philosophical Reflections and Practical Strategies on Tourism and National Cultural Heritage

Hong Wei

College of History and Tourism Culture, Shanxi Normal University, Taiyuan 030032,
Shanxi, China
701015@sxnu.edu.cn

Abstract: Countries like China, which benefit from ancient history and culture, various beliefs and legends that have influenced the formation of many places and rituals, can use the existential philosophy hidden in their hearts to encourage tourists to visit them. In China, various celebrations and rituals have been formed based on religious beliefs, local legends, and historical events, which even the young generation is unaware of. By applying these philosophies in advertising programs and interpretations that tour tourists provide for travelers, it is possible to be more successful in attracting more tourists; One of the places that local people believe has a therapeutic role for physical diseases is Scenic Area of Hehuayuan in Linfen City. Considering the belief of the local people in the field of treatment, this area can lead to the development of health tourism. Therefore, in this research, an attempt is made to provide practical solutions for the development of health tourism. In this research, a questionnaire and SPSS software were used for data analysis, and the data were collected from library studies and similar research. The statistical population consists of 384 tourists from Linfen City. The results obtained from the research show that tourist attractions that are caused by philosophical reflections have an impact on the development of health tourism and these beliefs can enrich the cultural heritage.

Keywords: Tourism, Health Tourism, Spa Springs, Shanxi.

1. INTRODUCTION

The phenomenon of tourism, in today's world, is one of the most prominent and efficient economic functions that can bring many economic, social, political, and cultural achievements to its pioneers, although this does not mean that tourism does not have negative effects (NajafiNasab et al., 2018). Tourism, due to its nature and essence of convergence, which means bringing attitudes, cultures, and societies closer, and because of the interference that this nature has with the political, social, and cultural considerations of countries, has a divergent approach, in case of mismanagement and planning, it can cause cultural and social damage, and on the other hand, from the point of view of the environment, it causes challenges and negative changes in the habitat of the destination area (Lee & Li, 2019). One of the most fundamental functions of tourism management is to prevent or reduce damage, and sometimes to transform

damage opportunities into opportunities for growth and sustainability. Tourism management is the general and partial management of the phenomenon of tourism and travel, in one or more tourist destinations, and first tourist places, with a sustainable approach (Osadchuk et al., 2020). Perhaps few industries have transformed as rapidly as tourism – and overall, despite its ancient roots, [this transformation] has mainly occurred in the last few decades. As in societies and countries that have found their economic prospects in tourism and have focused their efforts on finding an opening to its potential, tourism suddenly appeared as a powerful business; International trade, and global meta-industry (Wu & Guo, 2014). In a short period, this industry was promoted to the first rank. Now it has the position of the largest industry in the world (WHO, 2020). Therefore, this effective growth and transformation has focused efforts on an interdisciplinary body of knowledge that can understand this industry and guide its development in all stages and local, regional, and international areas. This new field, with its scientific processes and rapid progress, has been recognized today as a legitimate field worthy of attention in many scientific communities around the world. Nowadays, people travel for health, fitness, and well-being in search of relaxation (Yong, 2017). In response to this growing demand, countries, medical providers, and hospitality and tourism organizations are taking steps to offer a wider array of medical, health, and wellness tourism experiences. The concept of health tourism has recently emerged as a scientific research field in tourism (Wang et al., 2020). Although the concept has been around for about 25 years (Chaulagain et al., 2021), much of the research on this topic has traditionally focused on medical aspects with insufficient attention to travel or tourism. Health tourism can be classified into two main categories based on the tourist's choice. (mandatory or optional). Forced travel occurs when needed treatments are not available or illegal in the traveler's place of origin, resulting in travel elsewhere to access these services. Elective travel is usually planned when time and costs are most convenient, and treatments may even be available in travelers' home areas (Turner, 2010) Other studies have classified these forms of travel and tourism into specific types based on the purpose of the treatment, such as Dental tourism, spa tourism , spring tourism, hip and knee joint replacement, ophthalmic procedures, cosmetic surgery, heart care and organ transplantation (Pereira et al., 2018). There is still no consensus on the definitions and contents of health tourism, and how they interact, including their potential overlap. Medical travel and tourism, health tourism, and other similar terms (such as birth tourism, cosmetic surgery

tourism, and dental tourism), are separately investigated in tourism research (Sayili et al., 2007). Despite the seemingly patchy nature of published research in this area, medical, health, and wellness tourism has become very popular for various economic, cultural, lifestyle, and leisure reasons (Zhong et al., 2021). Considering their rapid development, it seems that a comprehensive review of definitions, history, typology, driving factors, and future directions for these forms of tourism should be done. In the world, long-term plans have been made for health tourism. The Healthy China 2030 plan promotes the integration of health-related industries to develop standards and accelerate the growth of health tourism (Leggat & Kedjarune, 2009). Many health tourism industries are strong drivers of the economy and society and are recognized as the economic pillars of developed countries. Currently, the health tourism industry in the world is in its infancy, because the integration of the industries is insufficient, no unified planning is available at the policy level, and a complete industry has not yet been formed. Although exploration and innovation initiatives have been carried out, such tasks are not sufficient as a basis for issuing policies to standardize and guide the development of the health tourism industry. If managers want the concept of health to be deeply rooted in people's lives, health should be prioritized, people's diverse health tourism needs should be met, and health tourism destinations should be accessible to people (Jones & Keith, 2006). The concept of health tourism originates from the definition of the International Union of Official Travel Organizations (1973), later known as the United Nations World Tourism Organization, and is defined as "the provision of health facilities in rural areas with natural resources, especially hot spring areas and "Unique" is defined. Travel medicine includes traveling to different countries. It deals with the prevention of disease, injury, immunology, infectious diseases, and vaccination. Medical trips, such as health checkups and plastic surgery, include medical treatment, rehabilitation, and self-care. In health tourism, tourists travel to rural areas with abundant natural resources such as forest resorts to prevent and treat diseases (Bauer, 2015). Leisure environments are restorative and revitalizing. Health tourism provides environments to restore tourists' health. People living in big cities experience environmental stress such as noise, congestion, air pollution, pressure from interpersonal relationships, and pressure from a fast-paced lifestyle. These things hurt human health. To solve these problems, parks, gardens, and amusement parks are created in cities. In addition, people leave cities to rest, improve their physical fitness, and engage in social activities, because natural environmental factors such as noise, temperature, humidity, atmospheric

pressure, air, light, and lack of population have many health-promoting effects that cannot be repeated in these cities (Pereira et al., 2018). Tourists can enjoy the natural environment through health tourism, which provides entertainment, health benefits, and health education on topics such as environmental health, accident prevention, and allergy prevention (Koncul, 2012). Post-operative patients can be rehabilitated by performing natural physiological functions to achieve desired effects in non-medical environments. Health tourism provides different degrees of perceptual stimulation to tourists through new environmental experiences, to have a positive effect on their health and behavior. increase well-being and prevent diseases. Although health tourism has received the attention of public and private organizations, the increasing demand for health destinations shows that tourism researchers should pay attention to health tourism. Previous tourism destination studies have focused on economic models, health environment assessments, destination satisfaction, medical tourism destinations, demand for destinations, restaurants and destinations, and safety (Khan et al., 2020). However, few studies have determined key indicators and parameters, which can be used by the health tourism industry to evaluate health tourism destinations. These methods are uniform and conventional for research in health tourism destinations. In this research, practical strategies regarding tourism and cultural heritage are investigated with emphasis on the role of tourist attractions in the development of health tourism in Linfen City in Shanxi Province in China. Linfen City is located Middle South region of Shanxi. This city is considered one of the core tourist areas in Shanxi Province. The area of this city is more than 20302 square kilometers and it can have a high potential in the development of health tourism. However, there are no decisive scientific and experimental methods to investigate the potential of health tourism. Therefore, it is necessary to create a scientific method to study the standards of health tourism destinations. The purpose of this study is to investigate the role of tourist attractions in the development of health tourism in Linfen City.

2. THE IMPORTANCE OF RESEARCH

Tourism has always been of great importance and is predicted to become the most profitable industry in the world. Health tourism means the travel of people to other regions and countries for health services, which is often done along with spending leisure time. In the past, those who had sufficient

financial resources traveled to medical centers in developed countries, but today, developing countries have strongly attracted health tourists. This issue shows that health tourism plays an important role in increasing the economic power of countries. The turnover of health tourism in the world is close to 55 billion dollars and the annual share of China is estimated between 40 billion dollars (Margaryan, 2017). Considering that Linfen is a city that gets most of its coal income, it is necessary to pay special attention to the role of tourist attractions and their impact on health tourism. On the other hand, the development of health tourism is related to improving the health level of people and can increase the health standard in the country. China also has a high potential for the development of health tourism because it is a country with an ancient civilization and high tourist attractions and unique architecture. In general, it can be said that due to the limited resources of the healthcare system and the high cost of some medical projects, the development of health tourism is of great importance. This research also examines the role of tourist attractions in Linfen City in the development of health tourism, and considering the importance that was said, it is very necessary and important. By reviewing the conducted research, it is clear that health tourism is a new topic in China, and so far little research has been done in China and even in the world. On the other hand, no emphasis has been placed on tourist attractions and their role in the development of health tourism. In addition, each region has its potential, and Linfen City also has its potential, which is hot springs, in this case, no research has been done so far. Therefore, it can be said that this research is completely innovative in terms of the subject and the area under study.

3. THEORETICAL FOUNDATIONS OF RESEARCH

In the definition of tourist attractions, Cambridge Dictionary writes that tourist attractions are places that people visit for pleasure and interest, usually when they are on vacation (Budeanu, 2005). Webster's Encyclopedia also writes in its definition that tourist attractions are things that tourists usually like to see or do (O'Dell & Billing, 2005). In another definition, it is said that the appearance and characteristics of a certain place that attract people as visitors are called tourist attractions. These attractions include natural, historical, ethnic and cultural, religious, and sports attractions (O'Dell & Billing, 2005). Attractions are the main part of tourism. They are also called "tourist attractions" because they tend to

attract tourists. Attractions are places, people, events, and things that draw tourists' attention and attract them. Common examples include natural and cultural sites, historic sites, monuments, zoos and playgrounds, aquariums, museums and art galleries, gardens, architectural structures, theme parks, sports facilities, festivals and events, wildlife, and people. The history of attractions is inextricably linked with the development of the tourism industry. An attraction exists when a tourism system is created to determine and promote it to the status of an attraction. Sectors such as transportation, accommodation, and services provided to travelers exist as part of this system because of the desire of tourists to see attractions supported (Wood, 2018). In another definition, it can be said that tourist attractions are those cultural, heritage, nature, or activities that attract people to visit. When the Canadian Tourism Commission planned the Canadian Tourist Attractions Survey in 1995, there was no official definition of tourist attractions. After consultation, federal, provincial, territorial, and industry stakeholders agreed on a working definition: "places whose primary purpose is to permit public access for entertainment, interest or education".

4. TOURIST ATTRACTIONS ARE DIVIDED INTO FIVE MAIN CATEGORIES

1-Historical attractions: focus on preserving and displaying objects, places, and natural wonders of historical, cultural, and educational value (such as museums, art galleries, historical sites, botanical gardens, zoos, natural parks, and protected areas). For example, the Yao Temple in Linfen City, Shanxi Province. Yao Temple is a national ancestral temple with a rich history and culture and 5,000 years of civilisation, and is a temple commemorating the three ancestors, Yao, Shun and Yu, commonly known as the "Temple of the Three Saints".

2-Recreation-entertainment attractions: maintenance and access to entertainment or entertainment facilities (such as arcades, entertainment, theme, and water parks)

3-Recreational attractions: maintenance and access to outdoor or indoor facilities where people can participate in sports and recreational activities (such as golf courses, ski facilities, cable cars, etc.)

4. Commercial attractions: retail operations that actively market gifts, handicrafts, and souvenirs to tourists (such as craft stores)

5-Industrial attractions: mainly deal with agriculture, forestry, and the production of products that are actively offered to tourists (such as modern

industrial plants).

Tourist attractions are an important part of the tourism economy. The tourism economy includes the activities and costs related to the supply of products and services to tourists by the private and public sectors. Tourist attractions have a significant contribution to the tourism industry. They usually take advantage of the economic benefits of tourism and promote the local culture, heritage, and environment. This can often lead to increased environmental protection and is considered a positive environmental impact of tourism. However, tourist attractions must be well managed. If poorly managed, tourist attractions can have adverse effects on the local community, economy, and (usually) the environment. Therefore, it is essential that proper tourism planning is done and sustainable tourism practices are adopted when developing and managing the operations of a tourist attraction. Tourist attractions are an important part of the tourism industry. Some tourist attractions are there mainly to provide entertainment, such as theme parks and zoos. Other tourist attractions provide entertainment in addition to other aspects such as education. Examples of educational tourism attractions may include museums and exhibitions. Other types of tourist attractions may facilitate recreation, hospitality, and special events.

4.1. Historical Attractions

Historical or heritage tourism means travel with the primary purpose of exploring the history and heritage of a place. This tourism may mean a simple tour of famous historical architecture and visits to local museums that record the past through artifacts, works of art, and literary works. People often combine their interest in history with other tourist activities such as shopping, visiting theme parks, and staying at luxury resorts. Therefore, places that have a rich heritage and at the same time have developed good tourism infrastructure to cater to all categories of tourists are ranked highest in terms of popularity as tourist destinations. The older a country is, the more fascinating its history is, and this is true for visitors and locals alike. For example, the Scenic Area of Dahuaishu in Hongdong County, after more than a thousand years of cultural precipitation, well-preserved cultural relics and art treasures since the Tang, Song, Yuan, Ming and Qing Dynasties, attracts tourists from all over the world with its cultural connotations, simple and elegant architectural art. For history lovers who want to know more about these regions and their knowledge goes beyond the usual, these unknown countries and cities are a treasure. Places that show viewers a part of history are always at the top of the list

of the most visited countries in the world. These places always have a story to tell – in addition to the amazing aesthetics they offer – and that's what attracts people. If the same is accompanied by hotels, resorts, public transport facilities, and delicious food, tourism becomes an active contribution to their economy year after year (Hannigan, 2005).

4.2. Recreational Attractions

Leisure-entertainment attractions are places where people visit to participate in activities that are relaxing and recreational, such as parks, museums, arcades, and theaters. These attractions play an important role in transmitting the traditional culture of the area in which they are located. Many cultural components such as architecture, clothes, food and accent, and language are exposed to visitors; On the other hand, visitors visit these places without any mental concerns and get more familiar with the culture of that area without it being educational (Timothy, 2005).

4.3. Commercial Attractions

Since these commercial attractions deal more directly with the economy than recreational or tourist attractions, several businesses fall under the umbrella of this term. Everything from movie theaters to restaurants and hotels can serve people this way. Theme and amusement parks, carnivals and circuses, live entertainment, spectator sports, and games are commercial attractions. Private establishments such as casinos, theme parks, stores, and craft shops can qualify as commercial entertainment and tourism. But the scope of the industry can be more fully understood with the guidelines and categories below. The three main groupings are (Hillinger et al., 2001):

a) Hospitality: Hospitality is primarily related to accommodations, but also includes appropriate provision of beverages, meals, snacks, and amenities.

b) Travel: Commercial leisure travel companies include airlines, rental car services, trains, bus lines, and ferries.

c) Local traditional cultural activities: Local traditional cultural activities is what communities offer their residents in terms of shops, entertainment, and activities. For example, Yu cun Running Drum Cart, a folklore of Xiangfen County, Linfen City, Shanxi Province, one of the national intangible cultural heritages; Yucun Running Drum Cart is an influential folklore activity combining praying for good luck and physical fitness in honour of Yuchigong, a famous general of the Tang Dynasty. It originated

from Yucun Village in Fen Town, Shanxi Province, and is widely popular in the western part of Xiangfen County, Shanxi Province. Yucun Running Drum Car combines drum performance and sports competition, combining drums and cars, rhythm and movement, showing the unique culture of a humanistic land. In recent years, tourism activity has taken a different path and people no longer visit places to see the natural environment, but instead go to see modern developments characterized by commercial activities. As an example of the reference point of the normal commercialization of tourism, it is the shopping Mall of Tianmei Shanshan Outlet Plaza in Jinzhong City, which has brought tourism to a different level over the years. Tianmei Shanshan Outlet Plaza was established in 2017. It occupies a land of 33 acres and has a variety of commercial activities with the purpose of entertainment. In addition, Tianmei Shanshan Outlets hosts 220 well-known international and domestic brands, including MAXMARA, ARMANI, BOSS and CANALI. This shopping center alone attracts over one million of people to Jinzhong City year, and Local people themselves visit this place frequently, along with other tourist attractions such as Jin Shang Museum, and mural museums.

4.4. Industrial Attractions

The industry has existed since ancient times, but for most of history, it was a marginal part of the world's population, as most people made their living by hunting and gathering and later by farming. The history of steam power and the industrial revolution begins roughly when a major revolution in manufacturing machinery takes place. The primary source of power was water to run mills along the river. This gave way to steam and then to electricity. Railroads were an important part of the Industrial Revolution, and railroads often recreate the industrial technology of the steam era. Industrial attractions were formed based on the history of these technologies; That is, the designers of this type of tourism tried to expose industrial developments to tourists (Otgaar et al., 2016). Industrial tourism and visiting industrial attractions is a relatively new branch in the field of tourism that promotes places and events arising from the field of industrial production. It is closely related to the concept of industrial culture as a dynamic socio-cultural concept that is evolving along with a changing economic environment in the past, present, and future. Tourists can explore the history of industrial production in museums and old industrial sites, and enjoy artworks and displays that deal with the industrial past. They can also visit factories and industrial areas to gain an insight into the current economic reality of the areas visited and highly innovative

production processes. Experiencing changes in industrial production allows tourists to understand the continuous changes in the landscape of old industrial areas as well as in regional and urban development. Or in other words, people can experience what activities the residents of their tourist destinations have based their lives on in the past until today. Industrial tourism is attractive to the general public and especially families, students, and people with professional interests (Wen et al., 2021). Ideal for anyone interested in history and people and looking for an opportunity to get to know more of the area up close (NajafiNasab et al., 2018).

4.5. Health Tourism

In this era of globalized medicine, when international travel and access to online health information are readily available, health tourism is an important issue both for national healthcare systems and from a global health perspective (Maniam, 2015). Patients around the world are exercising some degree of autonomy over their healthcare options by obtaining information from sources other than their usual healthcare providers and, in some cases, by choosing care options outside of their domestic medical system. Health tourism is a broad and comprehensive term that includes a wide range of diverse activities (Hanefeld et al., 2014) and is defined as travel to another country to receive health care (elective surgery, dental treatment, fertility treatment, organ transplants, examinations). medicine, etc.) is defined. Individual motivations for participating in medical tourism vary widely and may include imperatives such as avoiding waiting times, reducing costs, improving quality, and accessing treatments that are not available or legal at home, or that the individual is not eligible for (NajafiNasab et al., 2018) Therefore, it can be said that health tourism is one of the types of tourism that is done to maintain the health and well-being of people. This circulation has a time frame. This interval should be more than 24 hours and less than one year.

5. RESEARCH METHODOLOGY

This research aims to address the role of tourist attractions in the development of health tourism in Linfen City. This research, in terms of its purpose, is applied research. Also, the current research is a field research in terms of data and information collection and analysis methods. In terms of data collection, this research is part of descriptive research, which is a survey type according to the method of implementation. In this research,

a researcher's questionnaire was made and SPSS software was used for quantitative analysis of information and quantitative investigation of the subject, and the data was collected from library studies and similar research. The statistical population consists of 384 tourists from Linfen City, who were selected based on Cochran's formula. The characteristics of the research community are shown in the table below.

6. RESEARCH FINDINGS

The general characteristics of the questionnaire are reported in the table below.

Table 1: General Characteristics of the Questionnaire

| Maximum | Minimum | Variance | Standard Deviation | Mode | Median | Mean | |
|---------|---------|----------|--------------------|------|--------|-------|---------------|
| 96 | 50 | 61.64 | 7.75 | 73 | 70.00 | 69.68 | Questionnaire |

In this research, after entering the information of each questionnaire in the SPSS software, the Kolmogorov-Smirnov test is used to determine the type of test (parametric or non-parametric). Considering that the big number in the Kolmogorov-Smirnov test was equal to 0.116 and this number is smaller than 0.05, it is clear that the test has a normal distribution and parametric tests should be used; Therefore, according to the result of the Kolmogorov-Smirnov test, ANOVA and Pearson correlation tests can be used. The research question states that "Do tourism attractions that have been created based on the philosophy of tourism have an effect on the development of health tourism in Linfen City?". ANOVA test was used to investigate this question. The result obtained from this test is shown in Table 2.

Table 2: Results Obtained from the ANOVA Test

| ANOVA | | | | | |
|---|----------------|-----|-------------|--------|------|
| | Sum of Squares | Df | Mean Square | F | Sig. |
| Tourist Attractions and Development of Health Tourism | 98699.673 | 383 | 3084.365 | 63.529 | .001 |

As can be seen in Table 2, the Sig number in this test is equal to 0.001. Since this number is smaller than 0.05, it shows that tourist attractions that are based on the philosophy of tourism have an effective and significant role in the development of health tourism in Linfen City. The results of Pearson's correlation test also show that there is a positive correlation between tourist attractions and the development of health tourism in

Linfen City. The results of the Pearson correlation test are also shown in the table below.

Table 3: The Results Obtained from the Pearson Correlation Test

| Correlations | | | |
|---------------------|---------------------|----------------------------|-----------------------|
| | | Tourist Attractions | Health Tourism |
| Tourist Attractions | Pearson Correlation | 1 | .915** |
| | Sig. (2-Tailed) | | .000 |
| | N | 384 | 384 |
| Health Tourism | Pearson Correlation | .915** | 1 |
| | Sig. (2-Tailed) | .000 | |
| | N | 384 | 384 |

**. Correlation is Significant at the 0.01 Level (2-Tailed).

According to the fact that the sig number in Pearson correlation is equal to 0.000 and this number is smaller than 0.05, it shows that there is a correlation between the tourist attractions that are based on the philosophy of tourism and the development of health tourism in Linfen City, and the value of this correlation is equal to 91 It is 5 percent. According to this information, the main assumption is true. According to the answer obtained through the questionnaire, tourists believe that the use of tourist attractions is an important potential for the development of health tourism in Linfen City, but it should be noted that tourist attractions have different dimensions that the contribution of each dimension should be determined. These dimensions include political conditions, legal conditions, general conditions for attracting tourists, economic conditions, hospital conditions, and doctor conditions.

6.1. Modeling

Based on the data obtained from the research, health tourism depends on several important factors, which include: political conditions, legal conditions, general conditions of tourist attraction, economic conditions, hospital conditions, and medical conditions. The effect of each of these factors on the development of health tourism was investigated with ANOVA and Pearson correlation tests. Now, the role of each of these factors is investigated using structural equation modeling and Lisrel software. In the following, the structural equation method (using the Lisrel version 8.80 program) was used to draw the research model. The results of structural equation modeling are shown below. The explanation is that the bigger the factor load, the better it can determine the independent variable. A reflection on the confirmatory factor analysis section of the model shows

that the factor loading of all dimensions of the questionnaire is higher than 0.3. If the factor load is less than 0.3, the relationship is considered weak and is ignored. A factor between 0.3 and 0.6 is acceptable, and if it is greater than 0.6, it is very desirable. The value of the RMSEA index equal to 0.068 was obtained, which indicates the approval of the model because this value should be less than 0.1. The value of the CFI index in this model is equal to 0.98, and since it is greater than 0.9, it shows that the model is desirable. Therefore, summarizing the results of the structural equations shows that the dimensions are well-loaded on the research variables and can provide a suitable description of the variables. Below is the fitted model of the research that shows the impact of the effective components on the development of health tourism in Linfen City.

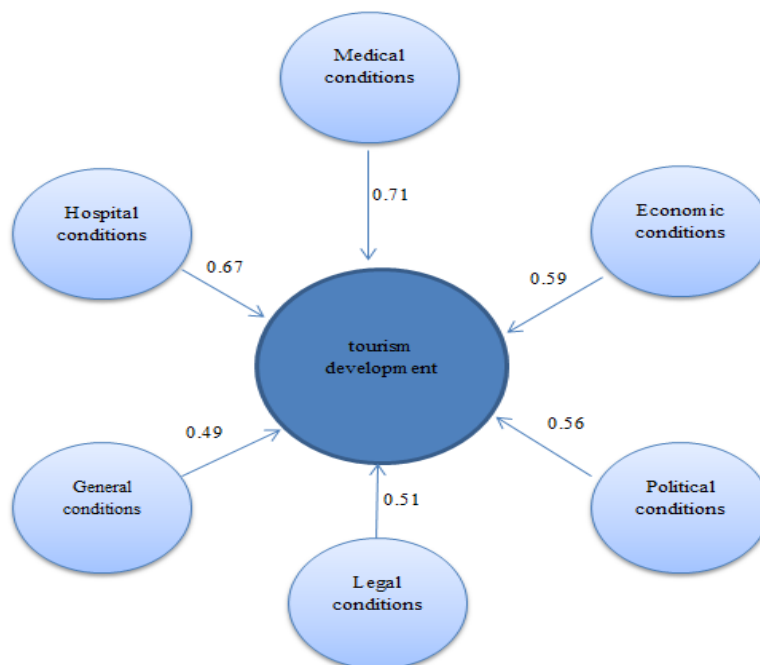


Figure 1: Model

7. CONCLUSION

This research was conducted on the role of tourist attractions based on tourism philosophy in the development of health tourism in Linfen City. The research results showed a positive relationship between research factors. The results of this part of the research are in line with the results obtained from the research of Wood (2018). According to the results obtained from the research, political conditions have an effect on the development of health tourism, as well as legal conditions, public conditions, economic conditions, hospital conditions, and medical

conditions. Based on the data obtained from the research, the modeling of structural equations was done using Lisrel software. This software measures the impact of each component and the closer the number is to 1, the more effective it is. The results of structural equations showed that the greatest impact is for medical conditions with a factor load of 0.71, and hospital conditions (0.67), economic conditions (0.59), political conditions (0.56), legal conditions (0.51) and general conditions (0.49) are ranked next. they take.

7.1. Research Proposals

1- The results of the research show that the presence of a doctor is one of the most important factors influencing the development of health tourism in Linfen City. Tourists travel quickly for treatment and expect to save their time, so it is suggested to plan for the accommodation of doctors in the vicinity of the spa.

2- The results of the research show that the conditions of the hospital and treatment services are the second most influential factors on the development of health tourism in Linfen. It is suggested to develop medical and hospital centers due to the existence of health tourists because the existence of medical centers is one of the most important needs of health tourists.

3- A part of the development of health tourism requires the removal of obstacles at the macro level of planning, for example, with cultural strictures and the creation of obstacles in the name of law, tourism cannot be expected to develop. It is suggested that respected managers make the necessary efforts in this field depending on their ability.

4- The results of the research show that the philosophy of tourism, which plays an important role in the development of health tourism, has been able to attract many tourists to this region over time, so it is suggested that the philosophy of tourism in this region should be implemented from words to concrete actions, so that everyone can feel and work hard to practice in action.

References

- Bauer, I. L. (2015). Looking over the fence—How travel medicine can benefit from tourism research. *Journal of Travel Medicine*, 22(3), 206-207.
- Budeanu, A. (2005). Impacts and responsibilities for sustainable tourism: a tour operator's perspective. *Journal of Cleaner Production*, 13(2), 89-97.
- Chaulagain, S., Pizam, A., & Wang, Y. (2021). An integrated behavioral model for medical tourism: An American perspective. *Journal of Travel Research*, 60(4), 761-778.

- Hanefeld, J., Smith, R., Horsfall, D., & Lunt, N. (2014). What do we know about medical tourism? A review of the literature with discussion of its implications for the UK National Health Service as an example of a public health care system. *Journal of Travel Medicine*, 21(6), 410-417.
- Hannigan, J. (2005). *Fantasy city: Pleasure and profit in the postmodern metropolis*. Routledge.
- Hillinger, N., Olaru, M., & Turnock, D. (2001). The role of industrial archaeology in conservation: the Reșița area of the Romanian Carpathians. *GeoJournal*, 55, 607-630.
- Jones, C. A., & Keith, L. G. (2006). Medical tourism and reproductive outsourcing: the dawning of a new paradigm for healthcare. *International journal of fertility and women's medicine*, 51(6), 251-255.
- Khan, N., Hassan, A. U., Fahad, S., & Naushad, M. (2020). Factors affecting tourism industry and its impacts on global economy of the world. *Available at SSRN 3559353*.
- Koncul, N. (2012). Wellness: A new mode of tourism. *Economic research-Ekonomska istraživanja*, 25(2), 503-534.
- Lee, C.-W., & Li, C. (2019). The process of constructing a health tourism destination index. *International Journal of Environmental Research and Public Health*, 16(22), 4579.
- Leggat, P., & Kedjarune, U. (2009). Dental health, 'dental tourism' and travellers. *Travel medicine and infectious disease*, 7(3), 123-124.
- Maniam, G. (2015). Medical tourism as the result of rising American healthcare costs in the context of healthcare globalization. *Journal of Business and Behavioral Sciences*, 27(2), 112.
- Margaryan, L. (2017). *Commercialization of nature through tourism* [Mid Sweden University].
- NajafiNasab, M., Agheli, L., Andrade, M. V., Sadeghi, H., & Faraji Dizaji, S. (2018). Determinants of medical tourism expansion in Iran: structural equation modeling approach. *Iranian Journal of Economic Studies*, 7(2), 169-189.
- O'Dell, T., & Billing, P. (2005). *Experiencescapes: Tourism, culture and economy*. Copenhagen Business School Press DK.
- Osadchuk, M. A., Osadchuk, A. M., Solodenkova, K. S., & Trushin, M. V. (2020). Health medical tourism: The present and the future. *Journal of Environmental Management & Tourism*, 11(4 (44)), 809-818.
- Otgaar, A. H., Van den Berg, L., & Feng, R. X. (2016). *Industrial tourism: opportunities for city and enterprise*. Routledge.
- Pereira, R. T., Malone, C. M., & Flaherty, G. T. (2018). Corrigendum to: Aesthetic journeys: A review of cosmetic surgery tourism. *Journal of Travel Medicine*, 25(1), tay051.
- Sayili, M., Akca, H., Duman, T., & Esengun, K. (2007). Psoriasis treatment via doctor fishes as part of health tourism: A case study of Kangal Fish Spring, Turkey. *Tourism Management*, 28(2), 625-629.
- Timothy, D. J. (2005). *Shopping tourism, retailing and leisure* (Vol. 23). Channel view publications.
- Turner, L. (2010). "Medical tourism" and the global marketplace in health services: US patients, international hospitals, and the search for affordable health care. *International Journal of Health Services*, 40(3), 443-467.

- Wang, K., Xu, H., & Huang, L. (2020). Wellness tourism and spatial stigma: A case study of Bama, China. *Tourism Management*, 78, 104039.
- Wen, J., Kozak, M., Yang, S., & Liu, F. (2021). COVID-19: potential effects on Chinese citizens' lifestyle and travel. *Tourism Review*, 76(1), 74-87.
- WHO, C. O. (2020). World health organization. *Air Quality Guidelines for Europe*(91).
- Wood, R. E. (2018). Tourism, culture and the sociology of development. In *Tourism in South-East Asia* (pp. 48-70). Routledge.
- Wu, Z., & Guo, Q. (2014). Research on the development strategy of health tourism industry. *Chin. J. Health Policy*, 7, 7-11.
- Yong, Z. (2017). To create a national sports and health city and promote national fitness. *Sport*, 18, 3.
- Zhong, L., Deng, B., Morrison, A. M., Coca-Stefaniak, J. A., & Yang, L. (2021). Medical, health and wellness tourism research—A review of the literature (1970–2020) and research agenda. *International Journal of Environmental Research and Public Health*, 18(20), 10875.