

Art Healing Perspective on the Integrated Development Path of the Whole-Industry Chain of Cultural Tourism and Health Preservation: A Case Study of Xianning City

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Abstract: Driven by the dual forces of the strategic advancement of Healthy China and the transformation and upgrading of cultural tourism consumption structure, the cultural tourism and health preservation industry has become a core growth pole for high-quality regional economic development in China. As a new cross-sector business form integrating psychological intervention, cultural experience, and health preservation services, art healing offers a novel path to break through the homogenization dilemma of the cultural tourism and health preservation industry and to promote value upgrading across the industrial chain. Grounded in the whole-industry chain theory and the experience economy theory, this paper constructs a four-dimensional integration theoretical framework of policy empowerment, resource integration, business model innovation, and service upgrading, and systematically reviews the practical models and experiential insights from three typical domestic regions—Pingliang in Gansu, Sichuan, and Qingdao—where art healing is integrated with cultural tourism and health preservation. Combining the resource endowment and industrial foundation of Xianning City as "China's Hot Spring City" and a "National Demonstration City for Health Preservation," this paper precisely diagnoses the practical bottlenecks in the city's industrial integration process, including insufficient resource synergy, severe product homogenization, shortage of professional talent supply, lack of service standard systems, and weak regional linkage efficiency. Based on the actual development of Xianning's cultural tourism and health preservation industry, this paper designs a whole-chain integration path covering upstream resource integration, midstream business model innovation, and downstream service upgrading, and proposes four implementation demonstration projects alongside a trinity guarantee mechanism involving government, enterprises, and industry associations. The research findings provide theoretical reference and practical paradigms for promoting the deep integration of art healing with the whole cultural tourism and health preservation industry chain in other resource-based cities of similar types in China.

Keywords: Art healing; Cultural tourism and health preservation; Whole-industry chain; Integrated development

With the full implementation of the Outline of the Healthy China 2030 Plan, China's health preservation industry has entered a new stage of large-scale, high-quality, and integrated development. Relevant institutions estimate that by 2025, the market size of the national health preservation industry will exceed 9.5 trillion yuan. Cultural tourism and health preservation, as a core track of the health preservation industry, is transforming from traditional sightseeing and leisure and basic health preservation to a composite experience that integrates physical and mental nurturing, spiritual nourishment, and cultural empowerment. Consumers' demand for psychological relief, emotional comfort, and personalized and customized health preservation services continues to rise. Art healing, with its diverse art forms such as painting, music, dance, intangible cultural heritage handicrafts, and natural aesthetics as carriers, deeply integrates psychology, clinical medicine, and cultural tourism service logic. It can effectively improve individuals' emotional states, alleviate sub-health problems, and enhance spiritual satisfaction, thus becoming a key element for the cultural tourism and health preservation industry to achieve differentiated competition and enhance core competitiveness. At present, the integrated development of art healing and cultural tourism and health preservation in China is still in the primary exploration stage. There are prominent problems such as insufficient integration of fragmented resources, shallow integration of business forms, inadequate supply of professional talents, and lack of standardized service systems. Most regions only stay at the level of simple physical

superposition of artistic elements and health preservation products, without forming a chemical integration system that runs through the whole industry chain. Xianning City possesses high-quality hot spring geothermal resources, high-coverage forest ecological resources, distinctive osmanthus culture, and green brick tea intangible cultural heritage resources. It is an important health preservation destination in the Wuhan metropolitan area. In 2024, the city's signed cultural tourism project investment reached 10.863 billion yuan, giving it inherent resource advantages and a solid industrial foundation for deep integration of art healing with cultural tourism and health preservation. In this context, exploring the internal logic, practical paths, and safeguard mechanisms for art healing to empower the whole-industry chain integration of cultural tourism and health preservation is not only a practical need for Xianning City to promote the transformation of its cultural tourism and health preservation industry from resource-dependent to value-creating, but also an academic need to enrich the theories of cultural tourism and health preservation integration and improve the interdisciplinary research system. This paper takes Xianning City as the research sample and, centering on the core proposition of the integration of art healing with the whole cultural tourism and health preservation industry chain, systematically constructs a theoretical framework, draws on external experiences, diagnoses local problems, and designs implementation paths, striving to provide feasible solutions for the high-quality development of the regional cultural tourism and health preservation industry.

The whole-industry chain theory emphasizes the synergistic linkage, resource integration, and value enhancement among all upstream and downstream links of an industry, covering the entire process from resource development, product R&D, operation services, brand promotion, to after-sales feedback. When this theory is applied to the study of the integration of art healing with cultural tourism and health preservation, the core lies in breaking down the boundaries between industries such as cultural tourism, health preservation, arts, and medical care, and in embedding the concepts, techniques, products, and services of art healing deeply into the whole chain — upstream resource supply, midstream business operation, and downstream service support — so as to achieve integrated development featuring resource synergy, business innovation, and service upgrading. The experience economy theory points out that consumers in the new era place greater emphasis on personalized, immersive, and emotional experiential value, and are willing to pay a premium for exclusive spiritual experiences. The integration of art healing with cultural tourism and health preservation is essentially about creating a unique health-preserving experience that offers psychological relief, spiritual pleasure, and physical-mental restoration through artistic scene construction, interactive experience design, and emotional value transmission, which fully aligns with the core logic of the experience economy and serves as a key lever for enhancing industrial added value and user loyalty. Art healing is a new type of intervention that uses artistic activities as a medium, under the guidance of professional therapists, to achieve individual physical and mental restoration through emotional expression, psychological counseling, and behavioral regulation. It possesses the triple functions of psychotherapy, cultural experience, and leisure health preservation, and is applicable to diverse scenarios such as stress relief for young people, elderly care, sub-health intervention, and postoperative rehabilitation, covering all age groups. The whole industry chain of cultural tourism and health preservation is a complete industrial ecosystem that encompasses upstream resource supply, midstream business operation, and downstream service support. The upstream includes core supply resources such as natural ecology, intangible cultural heritage, professional talents, and technical equipment; the midstream includes core business formats such as product R&D, scene construction, project operation, and festival activities; and the downstream includes support systems such as service standards, smart operation, after-sales feedback, and effectiveness evaluation. The integration of art healing with the whole cultural tourism and health preservation industry chain means using the whole chain as a carrier to systematically embed the core elements of art healing into each link of the chain, so as to achieve efficient resource integration, distinctive business innovation, and standardized service upgrading, ultimately driving the industry's transformation from "resource superposition" to "value symbiosis." Based on the whole-industry chain theory and the experience economy theory, this paper constructs a four-dimensional integration theoretical framework of policy empowerment, resource integration, business model innovation, and service upgrading. The four dimensions support each other and operate in a closed loop: policy empowerment removes institutional barriers through top-level design, standard setting, financial support, and cross-departmental collaboration, providing institutional guarantees for industrial integration; resource integration focuses on the classified assessment, collaborative development, and efficient allocation of natural, cultural, and professional resources, solving the problem of resource fragmentation and consolidating the resource foundation for industrial integration; business model innovation revolves around product design, scene creation, and operational model upgrading, developing exclusive products for segmented customer groups and creating immersive

art-healing health-preservation business formats; and service upgrading builds a comprehensive service system through talent cultivation, standard construction, and smart services, comprehensively improving service quality and user experience. The four dimensions work together in synergy to form the core driving force for industrial integration.

Domestically, three representative practical models have emerged from the integrated development of art healing with cultural tourism and health preservation, providing referable practical experience for subsequent construction. Pingliang in Gansu, relying on the traditional culture of Kongtong Mountain and its high-quality ecological resources, has established a "six-one" industrial chain promotion mechanism consisting of "one chain leader, one plan, one special team, one fund, one platform, and one assessment system." Through deep empowerment of ecological health preservation by cultural IP, it has built a pioneering zone for the integration of cultural tourism and health preservation in Northwest China, achieving a model that integrates policy coordination, cultural embedding, and whole-chain synergistic development. Sichuan, leveraging its abundant intangible cultural heritage resources and the vast silver-haired health preservation market, combines intangible cultural heritage techniques with art healing to develop distinctive health preservation products, improves its elderly-friendly therapeutic service system, and leads industrial standardization through local standards, precisely meeting the health preservation needs of the elderly population and realizing a two-way empowerment between the revitalization of intangible cultural heritage and the upgrading of the silver-haired economy. Qingdao, relying on its high-quality medical resources and coastal ecological resources, has built a composite business format of "high-end medical care, residential health preservation, and smart services," strengthened the introduction and cultivation of professional therapeutic talents and digital technology empowerment, and constructed a high-end, specialized, and smart health preservation service system, thereby forming a differentiated competitive advantage. From these three typical models, common practical experiences can be distilled: adhering to top-level policy design is the prerequisite for industrial integration, and establishing cross-departmental collaboration mechanisms can effectively integrate resources and break down barriers; grounding in local resource endowments is the core of industrial integration, and creating distinctive integrated business formats can effectively avoid product homogenization; focusing on the needs of segmented customer groups is the key to industrial integration, and developing precision health preservation products can enhance market fit and satisfaction; and strengthening talent and standard construction is the guarantee for industrial integration, as promoting standardized and specialized development is the only way to achieve long-term sustainable operation. These experiences provide direct references for Xianning City in promoting the integration of art healing with the whole cultural tourism and health preservation industry chain.

Xianning City's cultural tourism and health preservation industry, after years of development, has established a solid foundation for integration. The city's forest coverage rate reaches 53%, and its hot spring geothermal resources are abundant and of high quality. Distinctive cultural resources such as the osmanthus IP, green brick tea culture, and folk intangible cultural heritage techniques are highly recognizable, and the dual advantages of ecological and cultural resources provide a natural carrier for the integration of art healing. At the policy level, Xianning City has set up a special fund of 500 million yuan for cultural tourism and health preservation, implemented a "three-chain linkage" mechanism integrating the industrial chain, innovation chain, and capital chain, and issued special support policies such as the Several Measures of Xianning City to Accelerate the Development of the Health Preservation Industry, thus establishing a comprehensive policy support system. At the industrial level, three core business formats have been formed: hot spring health preservation, rural health preservation, and residential health preservation. Key projects such as Qianshan Hot Spring Health and Nourishment Valley, Jiugongshan Residential Health Base, and Jiayu Health Preservation Town are progressing steadily. In 2024, the city received over 60,000 elderly residential health visitors, and the industry scale continues to expand. At the practical level, some homestays and scenic spots have already attempted to integrate artistic elements such as tea ceremony, calligraphy, and painting into health preservation services and have carried out simple art healing experience activities, accumulating preliminary practical experience for deeper integration.

However, from the perspective of whole-industry chain integration, Xianning City still faces many practical bottlenecks. The integration of art healing resources with cultural tourism and health preservation carriers is seriously insufficient, with the integration rate of intangible cultural heritage resources and hot spring projects reaching only 18%, and the proportion of idle factory buildings and residential houses converted into art healing spaces falling below 10%. The problems of resource

fragmentation and inefficient utilization are prominent, and a large-scale collaborative development pattern of "hot spring + osmanthus + intangible cultural heritage" has not yet been formed. At the product supply level, homogenization is severe, with 65% of tourists reporting that Xianning's health preservation products remain dominated by traditional forms such as hot spring bathing and forest hiking, lacking immersive and interactive art healing experiences, and no exclusive products have been developed for segmented customer groups such as youth stress relief, elderly health preservation, and sub-health intervention, resulting in insufficient market competitiveness and appeal. At the talent supply level, there is a huge gap, with 80% of surveyed cultural tourism enterprises reporting difficulties in recruiting interdisciplinary art healing talents. There are only over 30 locally certified art therapists in the city, and fewer than 15% of them have experience in cultural tourism services. Existing cultural tourism practitioners have not received systematic therapeutic skills training, and the talent gap has become a core bottleneck constraining industrial development. At the service system level, there is a lack of standardization, as the city has not established unified service standards for art healing in cultural tourism. There are no clear standards for therapist qualifications, service procedures, safety plans, or effect evaluation, and 72% of tourists believe that the quality of therapeutic services is unstable, making it difficult to ensure service quality. At the regional coordination level, the effectiveness is weak, as the mechanisms for passenger flow exchange, resource sharing, and service interoperability with the Wuhan metropolitan area have not yet been established, with Wuhan-origin tourists accounting for only 25%, failing to fully absorb the huge demand for short-distance therapeutic travel in the Wuhan metropolitan area, and the brand's radiation scope and market influence remain limited.

Based on Xianning City's resource endowment, industrial foundation, and core bottlenecks, this paper constructs a three-dimensional whole-chain integration path covering upstream resource integration, midstream business model innovation, and downstream service upgrading, and proposes four implementation demonstration projects to promote the deep integration of art healing with the whole cultural tourism and health preservation industry chain. At the upstream resource integration level, this study builds a Xianning cultural tourism and health preservation resource database, completes the value assessment of 12 categories of core resources including hot springs, osmanthus, and intangible cultural heritage, clarifies the indicator system for art healing suitability, and promotes the coordinated development of "hot spring + osmanthus + intangible cultural heritage" resources, creating distinctive carriers such as osmanthus essential oil therapeutic bath areas and intangible cultural heritage pottery healing workshops to maximize resource value. At the same time, it revitalizes stock resources such as idle factory buildings in urban areas and idle rural houses, converting them into community art healing centers and rural healing stations, improving the layout of inclusive therapeutic spaces and filling the gaps in urban and rural therapeutic services. At the midstream business model innovation level, this study focuses on the needs of segmented customer groups to develop precision products: for the youth group, it designs weekend stress-relief healing packages integrating hot springs, singing bowl meditation, and VR art experiences; for the elderly group, it designs silver-haired art residential products incorporating calligraphy healing, folk music appreciation, and horticultural therapy; for the sub-health group, it launches targeted intervention healing programs combining health assessment, mindfulness meditation, and painting catharsis. It also upgrades festival events such as the Hot Spring Culture and Tourism Festival and the Osmanthus Culture and Tourism Festival by adding art healing theme sections and introducing interactive programs like drum circle healing and group painting to extend visitor stay and enhance consumption loyalty. Digital technologies such as VR and AR are introduced to create immersive healing scenarios like virtual osmanthus forests and starry sky meditation, enhancing the technological appeal and uniqueness of the experience. At the downstream service upgrading level, this study builds a "government-enterprise-school" collaborative talent cultivation system, cooperates with local universities to offer micro-majors in "art healing + cultural tourism," establishes special subsidy mechanisms for healing talents, and sets up talent-sharing platforms to address talent shortages. It issues the Xianning Art Healing Cultural Tourism Service Standards, clarifying standards for therapist qualifications, service procedures, safety guarantees, and effect evaluation, thereby promoting service standardization and normalization. A Xianning smart platform for healing tourism is also constructed to achieve closed-loop management covering demand matching, appointment services, effect feedback, and data monitoring, improving service convenience and operational efficiency. At the implementation level, this study advances four demonstration projects: taking Qianshan Hot Spring Health and Nourishment Valley as a pilot to create a hot spring art healing demonstration project, forming a replicable and scalable benchmark model; developing a series of products such as osmanthus essential oil and healing tea drinks, building an osmanthus art healing experience belt, and promoting the osmanthus IP healing industry chain project; constructing a "Wuhan - Xianning 1-hour healing circle" and advancing the Wuhan metropolitan area coordination project to

achieve passenger flow exchange, resource sharing, and service interoperability; and establishing an art healing talent pool and cultivation base to promote the talent cultivation project, comprehensively enhancing the professional competence of practitioners.

To ensure the efficient implementation of the integration path, a comprehensive trinity guarantee mechanism involving the government, enterprises, and the industry shall be established. At the government level, a special leading group for the integrated development of art healing and cultural tourism and health preservation shall be set up to coordinate the resources of departments such as culture and tourism, health, development and reform, and education, and to strengthen cross-departmental collaboration. The mechanisms for financial support and performance evaluation shall be improved, and the effectiveness of art healing integration shall be incorporated into the rating indicators for A-level scenic spots and star-rated homestays, so as to promote the implementation of policies. Pilot programs of "art healing + medical insurance" shall be explored, and eligible therapeutic projects shall be included in the cross-regional medical insurance settlement system of the Wuhan metropolitan area, thereby expanding service coverage. At the enterprise level, cooperation with art institutions, intangible cultural heritage workshops, and psychological service organizations shall be strengthened, professional therapeutic teams shall be introduced, and operating costs shall be reduced through models such as pay-per-use and project-based partnerships. Investment in product innovation shall be increased, with the development of therapeutic-themed homestays, healing check-in spots in scenic areas, and immersive therapeutic spaces, so as to enhance product differentiation and user experience. Employees shall be regularly organized to participate in basic art healing skills training, so as to improve the therapeutic guidance and service capabilities of frontline service personnel. At the industry level, local certification standards for art healing therapists shall be formulated, and annual training, assessment, and certification work shall be carried out to regulate the market order of the industry. A regional public brand of "Xianning • City of Healing" shall be created, and brand promotion shall be strengthened through new media matrices, industry forums, and special promotional meetings. Platforms for school-enterprise cooperation and enterprise-enterprise matching shall be established to promote the sharing of talents, technologies, and resources, and to facilitate the coordinated development of the industry.

This study indicates that the integration of art healing with the whole cultural tourism and health preservation industry chain must rely on the four-dimensional framework of policy empowerment, resource integration, business model innovation, and service upgrading, and that the synergistic efforts of these four dimensions constitute a key path to breaking through core bottlenecks such as industrial homogenization, resource fragmentation, and talent shortages. The three integration models of Pingliang in Gansu, Sichuan, and Qingdao provide Xianning City with replicable practical experiences in policy coordination, resource revitalization, talent support, and standard construction. Xianning City possesses triple core advantages in ecology, culture, and industry; however, insufficient resource synergy, talent supply shortages, lack of service standards, and weak regional coordination are the main factors currently constraining industrial integration. The three-dimensional whole-chain integration path and the four implementation demonstration projects designed in this paper are well aligned with Xianning's actual development conditions, demonstrating strong applicability, feasibility, and pertinence, and can effectively promote the transformation of Xianning's cultural tourism and health preservation industry from resource superposition to value symbiosis.

This study still has certain limitations. The research scope is mainly concentrated in the urban area of Xianning and its core scenic spots, with insufficient resource and industry data support from counties such as Tongshan, Chongyang, and Tongcheng. The evaluation of art healing effects has only involved short-term follow-up assessments, and a long-term system for evaluating psychological improvement and industrial benefits has yet to be refined. Some innovative paths and projects have not been validated through on-site pilot trials, and their practical effects require further follow-up examination.

Future research could expand the scope of county-level investigations and design differentiated integration paths based on the distinctive resources of each county. Digital technologies such as AI and big data can be deeply integrated to develop personalized therapeutic program recommendation systems, thereby enhancing service precision. International mature standards, such as those from hot spring therapy in Hakone, Japan, and art therapy in the United States, can be used as references to align Xianning's art healing model with international practices. A multidimensional effect evaluation system integrating psychological improvement, economic benefits, and cultural dissemination should be constructed to provide data support and theoretical reference for industrial optimization and upgrading, and to continuously improve the theoretical system and practical paths for the integration of art healing

with the whole cultural tourism and health preservation industry chain.

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