

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: Spurred by the dual forces of the strategic development of Healthy China and the transformation and upgrading of the consumption structure for cultural tourism, the cultural tourism and health preservation industry has become one of the main drivers of high-quality regional economic development in China. Art healing is a new cross-sectoral business model that integrates psychological intervention, cultural experience and health preservation services; thus, it can solve the problem of homogeneity in the cultural tourism and health preservation industry and promote value upgrading at all links of the industry chain. In line with the whole-industry-chain theory and the experience economy theory, this paper will first present a general theoretical system of the four levels of policy empowerment, resource integration, business model innovation and service upgrading, and then analyze the actual cases and experiential knowledge obtained from the three leading domestic regions that have integrated art healing with cultural tourism and health preservation: Pingliang in Gansu, Sichuan, and Qingdao. Xianning City has many resources and a good industrial base, so it has been named "China's Hot Spring City" and a "National Demonstration City for Health Preservation". With the progress of industrial integration, many practical bottlenecks have arisen, such as a lack of resource synergy, serious problems in product homogeneity, a shortage of professional talents, no service standard system, and weak efficiency of regional linkage. Based on the actual development of cultural tourism and health preservation in Xianning, this paper puts forward an all-round integrated path for upstream resource integration, midstream business model innovation and downstream service upgrading, has also put forward four implementation demonstration projects, and has established a trinity guarantee mechanism for the government, enterprises and industry associations. The results of this study will offer some theoretical support and a practical model for the further development of deep integration of art healing in all aspects of cultural tourism and health preservation in other resource-based cities of the same type across China.

Keywords: Art Therapy, Cultural Tourism and Health Protection, Whole Industry Chain, Integrated Development

With the full implementation of the Outline for Healthy China 2030, the health-preservation industry in China has entered a new period of large-scale, high-quality and integrated development. Based on the above data, the scale of the market for the national health preservation industry will exceed 9.5 trillion yuan by 2025. Cultural tourism and health preservation are the two main directions for the development of the health preservation industry, and they are changing from traditional sightseeing and leisure and basic health care to integrated forms that cover physical and mental health, spiritual enrichment and cultural inheritance. Recently, more and more people have started to seek psychological support, emotional care and personalised health services from society. There are many types of art therapy, such as painting, music, dance, intangible cultural heritage handicrafts and natural aesthetics; it is a combination of psychology, clinical medicine and cultural tourism service logic. It can help people better manage their emotions, solve problems of sub-health, promote spiritual health, and serve as an important part of the cultural tourism and health preservation industry to create different competitive advantages and strengthen core competitiveness. At present, the joint development of art healing and cultural tourism and health preservation in China is still in its infancy. There are many problems, such as a lack of integration among scattered resources, weak integration of different types of business, a shortage of professional talent, and no standard service system. Most areas are still in the early stages and have only added artistic elements and health-care products; they have not yet built a

chemical integration system that covers all links in the industry chain. Xianning City has many hot springs and geothermal resources, is rich in forest ecological resources, has unique osmanthus culture, and green brick tea intangible cultural heritage. It is a good place for health and life in the Wuhan area. In 2024, the city allocated about 10.863 billion yuan for cultural tourism projects, and given that it has good natural resources and a strong industrial base, art healing can be integrated with cultural tourism and health preservation. Therefore, we need to explore the internal logic, practical paths and safeguard mechanisms of art healing to promote the integration of the entire industry chain of cultural tourism and health preservation, meet the practical demands of Xianning City's goal to change its cultural tourism and health preservation industry from resource-dependent to value-creating, and at the same time, add new content to the study of the integration of cultural tourism and health preservation and improve the system of interdisciplinary research. Xianning City is the research object of this paper, and based on the central hypothesis that art healing should be integrated into the entire chain of cultural tourism and health preservation services, this study will construct a theoretical framework, learn from foreign experience, identify problems in the local area, and put forward practical measures to promote the high-quality development of cultural tourism and health preservation services.

The whole-industry-chain theory holds that there is cooperation and resource sharing among all links in the upstream and downstream of an industry, covering the entire process from resource development and product research and development, operation services, brand promotion, to after-sales feedback. Based on the above theory, research on the integration of art healing and cultural tourism and health preservation should aim to break down the traditional boundaries among these industries and integrate the concepts, techniques, products and services of art healing at all links in the chain—from the upstream supply of resources to the midstream business operation and downstream service support—to promote joint development through resource synergy, business innovation and service upgrading. According to the theory of the experience economy, people in the new era are seeking more personalised, immersive and emotionally rich experiences, and are willing to pay extra for unique spiritual experiences. Art healing and cultural tourism combined with health conservation aim to create all-encompassing healthy life experiences that can offer psychological support, spiritual comfort and recovery of physical and mental health for people through the creation of artistic scenes, interactive experience design, transmission of emotional values, etc.; thus, it meets the basic demand of the experience economy and serves as an important way to promote industrial added value and user loyalty. Art therapy is a relatively new type of intervention that uses all kinds of art activities under the direction of professional therapists to help people improve their own physical and mental health through expression in art, counselling and behaviour modification. It has the three functions of psychotherapy, cultural experience and leisure health care, and is suitable for all ages and various situations, such as stress reduction for young people, elderly care, sub-health intervention and postoperative rehabilitation. The whole industrial chain of cultural tourism and health preservation is a closed-loop industrial ecosystem that includes the upstream supply of resources, the midstream business operation and the downstream service support. At the top is the foundation of nature and culture; in the middle are the main types of business, such as product research and development, scene construction, project operation and festival activities; and at the bottom are support systems, service standards, smart operation, after-sales feedback and effectiveness evaluation. Art healing should be added at all links in the chain of cultural tourism and health preservation; thus, the entire chain can be used to systematically incorporate the necessary components of art healing at each link, make full use of resources, create a new business model in an innovative way, standardise service improvement, and promote the transformation of the industry from "resource superposition" to "value symbiosis". According to the whole-industry-chain theory and the experience economy theory, an integrated theoretical framework of four dimensions for policy empowerment, resource integration, business model innovation and service upgrading is put forward in this paper. The four are related to each other. Policy empowerment generally refers to the top-down design, standardisation, financial support and interdepartmental coordination of industrial integration to reduce institutional barriers and provide institutional guarantees; resource integration is to organise assessments, collaborate on development and efficiently allocate natural, cultural and professional resources to solve the problem of resource fragmentation and build a strong resource foundation for industrial integration; business model innovation is based on product design, scene creation and improvement of the operating model to develop exclusive products for various groups of customers and create immersive art-healing health-preservation business forms; and service upgrading builds an all-encompassing service system by cultivating talent, setting standards and providing intelligent services to improve the quality of services and user experience comprehensively. The four reasons listed above are the causes of the development of industrial integration.

With the help of art therapy, cultural tourism and health conservation have created a good and practical model in China that can be applied in the future. Pingliang, Gansu Province, has rich traditional culture that originated on Kongtong Mountain and is also rich in ecological resources, so a "six-one" industrial chain promotion mechanism has been established here, consisting of a "chain leader", a "plan", a "special team", "funds", a "platform" and an "assessment system". Pingliang has integrated the protection of cultural and intellectual property with the protection of the ecological environment to create a first-class area for the integration of cultural tourism and health preservation in Northwest China, and has built a model of policy coordination, cultural embedding and whole-chain synergy. Sichuan can make full use of its rich resources in intangible cultural heritage and the large silver-haired health preservation market to create new health preservation products by combining intangible cultural heritage techniques with art healing, build an elderly-friendly therapeutic service system, promote industrial standardization with local standards, meet the health preservation needs of the elderly population, and achieve a two-way synergy of the revitalization of intangible cultural heritage and the upgrading of the silver-haired economy. Qingdao has made full use of the rich supply of high-quality medical resources and a good coastal ecological environment to build a new model of "high-end medical care, residential health preservation and smart services"; it has increased the introduction and training of professional therapeutic talents and digital technology empowerment, established a high-end, specialised and intelligent health preservation service system, and thus created its own competitive advantage. Based on the three typical models, some general practical experience has been obtained. To achieve the aim of industrial integration, interdepartmental cooperation needs to be promoted to coordinate resources and avoid departmental isolation. Industrial integration should be based on local resources, and to avoid product uniformity, all kinds of integrated business models need to be developed. Since the needs of all groups of customers are different, we can develop personalised health-preservation products that meet the individual demands of different people and improve both market competitiveness and customer satisfaction. Finally, talent and standard construction will provide the foundation for industrial integration, and only by promoting standardised and specialised development can this be achieved in the long run. Based on the above experience, Xianning City can promote the integration of art healing in all links of cultural tourism and health protection.

After many years of development, the cultural tourism and health preservation industries in Xianning City have achieved a good level of integration. The proportion of forest area in the city is 53%, and there are many good hot spring geothermal resources. Cultural resources, such as the Osmanthus IP, green brick tea culture and folk intangible cultural heritage techniques, are very well-known and have the dual attributes of ecological and cultural resources; thus, they provide an excellent foundation for the integration of art healing. Xianning City has established a special fund of 500 million yuan at the policy level for cultural tourism and health preservation, built a "three-chain linkage" mechanism to integrate the industrial chain, the innovation chain and the capital chain, issued special support policies such as the "Several Measures of Xianning City to Accelerate the Development of the Health Preservation Industry", and set up a full-support policy system. At the industrial level, the three main types of business models have been established: hot spring health preservation, rural health preservation and residential health preservation. The first few projects have been going well, and among them are Qianshan Hot Spring Health and Nourishment Valley, Jiugongshan Residential Health Base, and Jiayu Health Preservation Town. More than 60,000 elderly residential health visitors have been added in 2024, and the scale of the industry continues to grow. At present, some homestays and scenic spots have begun to integrate artistic elements such as tea ceremonies, calligraphy and painting with health-preservation services, and have also organised some basic art-healing experience activities to gain some initial practical experience in this field.

There are still many practical bottlenecks in the area of whole-industry-chain integration for Xianning City. The integration of art healing resources with cultural tourism and health preservation carriers is very weak; the integration rate of intangible cultural heritage resources and hot spring projects is only 18%, and the proportion of idle factory buildings and residential houses converted into art healing spaces is less than 10%. The other is that the resources are spread out and not fully utilised; a large-scale cooperative development model for "hot springs + osmanthus + intangible cultural heritage" has not been built yet. Product Supply: There is no uniformity. 65 per cent of the tourists are still convinced that the traditional forms of Xianning's health-preservation products, such as hot spring bathing and forest hiking, are traditional and do not find immersive and interactive art healing experiences. There are also no special products for different groups of consumers; for example, there are no stress-relieving items for young people, health-maintenance products for the elderly, or sub-health intervention goods, etc. At present, there is a serious shortage of talent, and 80 per cent of the cultural tourism enterprises surveyed have been unable to hire interdisciplinary art healing talents.

There are only more than 30 locally certified art therapists in the city, and fewer than 15 per cent of them have experience in cultural tourism services. Cultural tourism practitioners have not been regularly trained in therapeutic skills, and now there is a shortage of such talent that is hindering the development of this industry. At the level of the service system, there is no uniformity; that is to say, the city has not issued general standards for art healing in cultural tourism. There are no clear standards for the qualifications of therapists, service procedures, safety plans or effect evaluation; as many as 72% of the tourists do not know how good the therapeutic service will be, its quality cannot be guaranteed. At the level of regional coordination, there has been little effect; mechanisms for passenger flow exchange, resource sharing and service interoperability with the Wuhan metropolitan area have not been established, Wuhan-origin tourists account for only 25%, and it has failed to meet the high demand for short-distance therapeutic travel in the Wuhan metropolitan area, so the brand's radiation scope and market influence remain limited.

Given the current situation of resources, in order to deal with the industrial foundation and main bottlenecks in Xianning City, a three-dimensional whole-chain integration path for upstream resource coordination, midstream business model innovation and downstream service upgrading has been proposed, four implementation demonstration projects have been put forward, and deep integration of art healing in the whole chain of cultural tourism and health preservation has been promoted. In order to promote the integration of upstream resources, a database of Xianning cultural tourism and health preservation resources has been built; values have been assigned to the 12 categories of core resources, an index system for the suitability of art healing has been developed, coordination and development of "hot springs + osmanthus + intangible cultural heritage" resources have been carried out, and distinctive carriers, such as osmanthus essential oil therapeutic bath areas and intangible cultural heritage pottery healing workshops, have been created to increase the value of these resources. At the same time, one can also use idle factory buildings in urban areas and unused rural houses to build community art healing centers and rural healing stations, improve the layout of inclusive therapeutic spaces, and address the deficiencies in urban and rural therapeutic services. At the middle stage of business model innovation, this paper will investigate how to meet the different demands of all kinds of customers for the development of personalised products and present some case studies. A weekend stress-relief healing package for young people has been developed that combines hot springs, singing bowl meditation and VR art experience; silver-haired art residential products with calligraphy healing, appreciation of folk music and horticultural therapy have been created for older adults, and targeted intervention healing programs integrating health assessment, mindfulness meditation and painting catharsis have been introduced for the sub-health group. Art-healing themes and interactive activities, such as drum circle healing and group painting, have also been added to the festival events of the Hot Spring Culture and Tourism Festival and the Osmanthus Culture and Tourism Festival to increase the length of time visitors stay at the festival and boost consumption loyalty. With the help of good technology, Virtual Reality (VR) and Augmented Reality (AR) have created many popular and unique virtual healing areas for people, such as virtual osmanthus forests and starry-sky meditations. To improve the quality of the following services, a joint talent cultivation system of "government-enterprise-school" has been established; in cooperation with local universities, micro-majors in "art healing + cultural tourism" have been set up, special subsidy policies for healing talents have been introduced, and a talent-sharing platform has been built to solve the problem of talent shortage. Issue the Xianning Art Healing Cultural Tourism Service Standards to specify the qualifications of therapists, service procedures, safety guarantees and effect evaluation, and thus promote the standardisation and normalisation of services. Xianning Intelligent Platform for Healing Tourism has established a closed-loop management system to meet the demands of users; now it is possible to schedule appointments, collect feedback on the results, collect data, improve the convenience of services and enhance operating efficiency, etc. Four demonstration projects have been built in the implementation stage, Qianshan Hot Spring Health and Nourishment Valley has been chosen as the pilot area, a hot spring art healing demonstration project has been established to create a replicable and scalable benchmark model, a series of products such as osmanthus essential oil and healing tea drinks have been developed, an osmanthus art healing experience belt has been set up, and the osmanthus IP healing industry chain project has been promoted. A "Wuhan-Xianning 1-hour healing circle" has also been organised, progress has been made in achieving passenger flow exchange, resource sharing and service interoperability for the coordination project of the Wuhan metropolitan area, and finally, an art healing talent pool and cultivation base have been established to advance the talent cultivation project and improve the professional quality of practitioners.

To ensure the good operation of the integration path, all parties in the government, enterprise and industry should work together to achieve this goal. A special leading group for the integrated

development of art healing and cultural tourism and health preservation will be established at the government level to coordinate the resources of departments such as culture and tourism, health, development and reform, and education, and strengthen cross-departmental cooperation. Strengthen the system of financial support and performance evaluation, introduce an index to show the extent of integration of art healing in the ratings of A-class scenic spots and star-rated homestays, and promote the implementation of this policy. Pilot projects for "art healing + medical insurance" will be set up, and after passing the qualification test, suitable therapeutic projects will be added to the cross-regional medical insurance settlement system of the Wuhan metropolitan area to increase the coverage of services. Collaboration among enterprises, art institutions, intangible cultural heritage workshops and psychological service organisations will be strengthened at the enterprise level, professional therapeutic teams will be formed, and operating expenses will be reduced by employing pay-per-use and project-based partnership models. Increase investment in product innovation to develop therapeutic-themed homestays, healing check-in spots at scenic spots, immersive therapy rooms, etc., in order to improve the differentiation of products and the experience for users. Regularly organise employees to take a basic art therapy skills training course and improve their therapeutic guidance and service ability at the front line. At the industry level, local certification standards for art healing therapists will be established, and every year, training, evaluation and certification activities will be organised to regulate the order of the industry. A regional public brand named "Xianning City of Healing" will be established, and all kinds of brand promotion activities will be conducted through all new media platforms, industry forums, special promotional events, etc. Strengthen the construction of platforms for school-enterprise cooperation and enterprise-enterprise matchmaking to facilitate the sharing of talent, technology and resources and promote joint development of the industry.

This paper proposes that the integration of art healing in the entire chain of cultural tourism and health preservation should be based on the four-dimensional framework of policy support, resource coordination, business model innovation and service improvement; it is hoped that the joint effect of these four dimensions can help to solve problems such as industrial uniformity, resource dispersal and lack of talent. The three integration models of Pingliang in Gansu, Sichuan and Qingdao can offer some good ideas for policy coordination, resource sharing, talent cultivation and standard building in Xianning City. Xianning City has the advantages of ecology, culture and industry, but at present, the main reasons for the lack of synergy among resources are a shortage of talent, low service standards and weak regional coordination. The three-dimensional whole-chain integration path and the four implementation demonstration projects designed in this paper are in good agreement with the actual development conditions of Xianning, have 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 paper still has some shortcomings. The main research area is in the urban area of Xianning and its core scenic spots, but there are insufficient resources and industry data support in the counties of Tongshan, Chongyang and Tongcheng. Only short-term follow-up observations have been carried out so far on the effect of art therapy, and a long-term system to track changes in people's mental health and industrial efficiency has not been built. Some new ways and projects have not been introduced yet, and we will not know the actual results for a long time.

In the future, more counties will be added to the research, and various integration plans will be developed in accordance with their own specific circumstances. Artificial intelligence and big data can be employed to construct personalised treatment plan recommendation systems and enhance the precision of services. Well-known foreign models of health tourism, such as the hot spring resort in Hakone, Japan, and the art therapy centre in the United States, can be studied to promote the development of the art-healing model in Xianning. Build a full-coverage evaluation system for all the effects of psychological improvement, economic benefits and cultural dissemination, provide data support and a theoretical basis for industrial optimisation and upgrading, and continuously improve the theoretical system and practical path of integrating art healing in the whole chain of cultural tourism and health preservation.

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