



Research/Review

# The Impact of Guangyuan Forest Health Tourism Industry Development Strategy on Sichuan Tourist Intention

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**Abstract:** The abstract of the Guangyuan Forest Health Tourism Industry Development Strategy focuses on enhancing tourist intentions in Sichuan through a multifaceted approach. The strategy emphasizes the importance of targeted marketing that highlights the health benefits of forest tourism, utilizing digital platforms and social media to reach health-conscious travelers effectively. Integrating cultural experiences with natural attractions is crucial, as well as fostering emotional connections and encouraging repeat visits. Sustainability practices are prioritized to build consumer trust and align with environmentally conscious travel trends. The strategy also calls for improving visitor experiences through enhanced infrastructure, immersive activities, and continuous feedback mechanisms to refine offerings. Establishing partnerships with local businesses and cultural organizations further enriches the tourism experience, contributing to the sustainable growth of the forest health tourism sector in Guangyuan and enhancing overall tourist satisfaction based on a sample of 385 Sichuan respondents.

**Keywords:** Guangyuan Forest Health Tourism, Industry Development Strategy, Tourist Intention

## 1. Introduction

The increasing global significance of health tourism underscores the necessity for regions like Guangyuan to craft strategies that harness their natural resources for health-oriented tourism experiences. This shift aligns with the emerging trend of consumers prioritizing health and nature in their travel choices, which will impact their travel intentions considerably [1]. Guangyuan's distinctive ecological and cultural features present an excellent framework for exploring how forest health tourism can elevate Sichuan's overall tourism appeal. By integrating health tourism with local cultural components, Guangyuan can establish a unique value proposition to attract domestic and international visitors. Understanding how these strategies influence tourists' perceptions and intentions is crucial for local policymakers and tour operators [2]. The advancement of the forest health tourism sector can serve as a valuable case study for assessing the effectiveness of regional strategies in promoting sustainable tourism. This evaluation should consider these initiatives' economic, social, and environmental effects on local communities and the broader tourism landscape throughout Sichuan Province. Key contextual elements include Guangyuan's ecological and cultural wealth, which is highlighted by its diverse forest ecosystems and rich cultural heritage [3]. These attributes are pivotal in defining the health tourism offering, creating an ideal setting for hiking, health retreats, and cultural events. The local government's dedication to supporting and investing in tourism infrastructure is crucial for successfully executing these developmental strategies [4].

## 2. Research Objectives

This study explores the Guangyuan forest health tourism industry development strategy on Sichuan consumer travel intention with the following objectives: (1) To examine the influencing mechanisms of the forest health tourism industry development strategy

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on tourist intention based on marketing and promotional strategies, cultural and natural attractions, and sustainability practices. (2) To offer suggestions for the Guangyuan forest health tourism industry on improving Sichuan consumer travel intentions by enhancing their perceived value through social and health value.

### **Theoretical Foundation**

#### **Definition of the Theory of Planned Behavior on Health Tourism Industry Development**

The Theory of Planned Behavior (TPB) helps us understand why people choose to travel, especially in Sichuan's forest health tourism industry. This theory states that a person's intention to do something is influenced by three main parts: their feelings about the action, the opinions of others around them, and how much control they believe they have over the action [5]. Forest health tourism in Sichuan offers benefits that can improve mental and physical well-being through exposure to nature. People who believe in these advantages are more likely to favor participating in such tourism. Social influences, or subjective norms, also affect decisions. If friends, family, or social media influencers support forest health tourism, it can encourage potential travelers to participate. As more people recognize the health benefits of nature, these influences can grow stronger. Perceived behavioral control refers to how easy or difficult it seems to participate in forest health tourism. Important factors include the accessibility of forest areas, the availability of tourism services, and the overall infrastructure in Sichuan. If people feel they can easily access these services and enjoy the experience, they are more likely to pursue forest health tourism. To effectively promote forest health tourism in Sichuan, stakeholders should highlight the health benefits of these experiences to create positive attitudes. Encouraging community support and running marketing campaigns can help motivate travel intentions. Improving access and the quality of services related to forest health tourism will also make it easier for people to enjoy these experiences [6].

#### **Definition of Expectation-Confirmation Theory on Travelers' Intention**

Expectation-Confirmation Theory (ECT) helps us understand why people plan trips to forest health tourism areas in Sichuan. It suggests that travelers have specific expectations about experiences, and their satisfaction depends on how well those expectations are met [7]. People expect benefits from forest health tourism, such as improved mental health, relaxation, and overall well-being. Their expectations come from advertising, recommendations, and past experiences. If the experience meets or exceeds expectations, travelers will likely be satisfied, leading to repeat visits and positive recommendations. If not, disappointment can affect future travel plans. To enhance Sichuan's forest health tourism, stakeholders should manage expectations through clear marketing highlighting the benefits of nature and service quality. It is also vital to align actual experiences with these expectations by improving facilities, service quality, and staff training. Gathering visitor feedback can provide insights for improvements and help reinforce positive aspects. By ensuring experiences meet expectations, Sichuan's forest health tourism can boost satisfaction and encourage more travel plans [8].

#### **Definition of Terms**

- Tourist intentions in the context of developing the forest health tourism industry refer to the willingness and motivation of consumers to pursue travel experiences that emphasize the health benefits of natural forest environments. These intentions are influenced by various factors, primarily individual perceptions of nature's advantages, such as enhanced mental and physical well-being, stress relief, and overall health improvement. Consumers who acknowledge these benefits are more likely to show interest in engaging with forest health tourism. Additionally, marketing and communication are significant in this context. Well-crafted promotional strategies that emphasize the therapeutic elements of forest environments can positively influence consumer attitudes and boost their interest in travel experiences centered around forest health tourism [9].
- Marketing and promotional strategies are crucial in the forest health tourism industry by boosting consumer travel intentions. These strategies aim to effectively communicate the various benefits associated with forest health tourism, providing compelling reasons for potential travelers to participate in these unique experiences. Tourism operators can expand their audience by developing engaging content emphasizing the health benefits of spending time in forest environments, such as reduced stress and enhanced mental well-being. Additionally, sharing testimonials and success stories from previous visitors

can help to build credibility, making forest health tourism an appealing option for potential travelers[10].

- Cultural and natural attractions are essential for the growth of the forest health tourism industry. They help improve consumers' travel intentions. In places like Sichuan, combining cultural heritage with natural beauty can create appealing experiences for tourists looking for health and wellness benefits. Natural attractions are key to forest health tourism. Forests offer a peaceful environment with lush greenery and diverse wildlife, making them great for relaxation and rejuvenation. Activities like forest bathing, hiking, and guided nature walks let visitors connect with nature and enjoy its healing effects. The sounds of wildlife and fresh air help reduce stress and improve mental well-being, which is attractive to health-conscious travelers. Cultural attractions also make forest health tourism more appealing. The rich cultural heritage and traditional health and wellness practices in Sichuan can enhance tourism experiences, making them even more enriching for visitors [11]
- Sustainability practices are essential in the forest health tourism industry. They help attract travelers while also protecting natural resources and local ecosystems. These practices make forest health tourism more appealing and meet the growing demand for responsible travel options. One key practice is biodiversity conservation. This means protecting local plants and animals, which makes forest areas more beautiful and provides unique experiences for visitors. Promoting biodiversity creates a richer environment that attracts health-conscious travelers looking for real nature experiences. Another essential practice is using eco-friendly infrastructure and services. This includes building accommodations and facilities that reduce environmental impact. Operators can use sustainable materials, invest in energy-efficient systems, and properly manage waste, contributing to a more sustainable tourism industry [12].

### Conceptual Framework

Sichuan's forest health tourism industry relies on a simple framework with connected parts: marketing strategies, cultural and natural attractions, and sustainable practices. Each part is essential for encouraging people to travel and making forest health tourism more appealing. Marketing strategies are crucial for influencing perceptions of forest health tourism. Effective digital campaigns can help operators reach potential travelers through social media, content marketing, and search engine optimization. By highlighting the mental health benefits of nature, such as stress relief, operators can attract a wider audience. Collaborating with health and wellness influencers can further enhance these messages [13]

Cultural and natural attractions greatly enhance forest health tourism. In Sichuan, the region's biodiversity and rich culture attract visitors. Activities like guided forest therapy, traditional wellness workshops, and cultural festivals increase engagement and satisfaction. Incorporating local traditions in tourism creates authentic experiences, fostering emotional connections between visitors and the area[14].

As environmental concerns grow, sustainable practices are vital for forest health tourism. Utilizing eco-friendly infrastructure and responsible waste management can enhance tourism appeal. Involving local communities ensures fair economic benefits and preserves cultural heritage. Educational programs that promote responsible tourism, like respecting wildlife and minimizing environmental impact, further support sustainability in the industry [15].

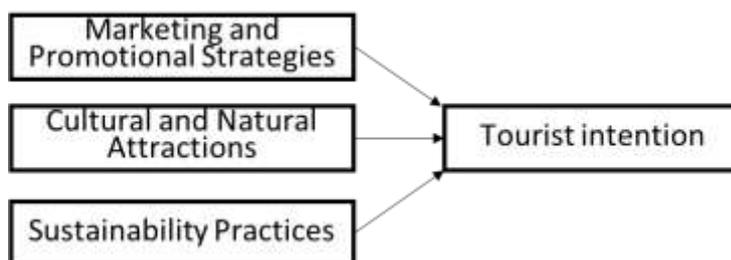


Figure 1. The Conceptual Framework

### Research Restriction

There is no comprehensive data on consumer preferences and behaviors specific to forest health tourism. This gap can hinder the ability to tailor marketing strategies effectively and

understand the motivations behind travel intentions. Additionally, certain forest areas may be less accessible to tourists due to environmental regulations, conservation efforts, or infrastructure challenges. These factors can restrict the development of tourism offerings and limit potential visitor engagement. Another restriction is the diverse cultural perceptions and varying levels of awareness about the benefits of forest health tourism among different demographic groups. This variation can lead to inconsistent consumer interest and complicate creating a unified promotional strategy.

### Research Hypothesis

#### The Correlation between Marketing and Promotional Strategies and Travel Intention

Research suggests that effective marketing and promotional strategies can significantly influence consumer intentions to travel for forest health tourism. This idea is based on the premise that well-crafted marketing campaigns that emphasize the health benefits associated with forest experiences, such as stress relief, improved mental well-being, and opportunities for physical activity, can boost consumer interest in these destinations. Additionally, storytelling and testimonials in marketing efforts can enhance emotional appeal, making potential travelers more likely to view forest health tourism as an appealing option for fulfilling their wellness needs. It is worth investigating how digital marketing strategies and the perceived value of these experiences can further enhance travel intentions in this niche [16]

H1 There is no positive correlation between marketing and promotional strategies and tourist intention in the Forest Health Tourism Industry Development Strategy

#### The Correlation between Cultural and Natural Attractions and Tourist Intention

The hypothesis concerning the relationship between cultural and natural attractions and tourist intention within the Forest Health Tourism Industry Development Strategy context posits several key points. It can be suggested that various cultural and natural attractions significantly enhance consumer interest in forest health tourism, boosting travel intentions. This hypothesis is based on the premise that unique cultural experiences and the therapeutic advantages of natural environments create a strong appeal for potential visitors. Additionally, incorporating local cultural elements, such as traditional wellness practices and festivals, is anticipated to strengthen the emotional connections between tourists and the destination. Such emotional engagement positively affects travel intentions, as visitors are more likely to pursue experiences that resonate with their cultural interests and values. It can also be posited that the quality and accessibility of natural attractions, including pristine forests and scenic landscapes, play a crucial role in shaping travel intentions. Tourists will likely be motivated to visit destinations that offer immersive natural experiences, such as hiking or forest bathing [17]

H2 There is no positive correlation between cultural and natural attractions and tourist intention in the Forest Health Tourism Industry Development Strategy

#### The Correlation between Sustainability Practices and Tourist Intention

Several important assertions can explore the relationship between sustainability practices and tourist intentions in the Forest Health Tourism Industry. Research suggests that implementing effective sustainability practices significantly enhances consumer travel intentions toward forest health tourism. This trend is driven by an increasing number of environmentally conscious tourists who prefer destinations that prioritize ecological preservation and sustainable practices. Furthermore, transparency regarding sustainability efforts plays a crucial role in building consumer trust. When destinations communicate their eco-friendly initiatives and conservation measures, it will likely foster greater confidence among potential visitors. This heightened trust may increase travel intentions, as tourists are more inclined to select destinations that showcase a strong commitment to sustainability [18]

H3 There is no positive correlation between sustainability practices and tourist intention in the Forest Health Tourism Industry Development Strategy.

## 3. Research Methods

### Population and Sample

This research population was selected in Sichuan, China, and for travellers interested in the Guangyuan Forest Health Tourism Industry Development. A sample of 385 was collected for this study's analysis in April 2025 through the WeChat Survey Platform. This study's minimum research sample size is based on the study of Fox et al. (2007)

1. The margin of error (confidence interval) – 95%
2. Standard deviation 0.5

3. 95% - Z Score = 1.96
4. Sample size formula =  $(Z\text{-score})^2 * Std\ Dev * (1 - StdDev) / (\text{margin of error})^2$
5.  $(1.96)^2 \times 0.5(0.5) / (0.05)^2$
6.  $(3.8416 \times 0.25) / 0.0025$
7.  $0.9604 / 0.0025 = 384$
8. 384 respondents would be needed for this study based on a confidence level of 95%

### Research Model

#### Correlation Analysis

Correlation analysis is widely used to measure the degree of association between different variables. The Pearson correlation coefficient is commonly used to test the correlation. The value of the correlation coefficient ( $r$ ) indicates the strength of the correlation between variables, while the significance level of the correlation is shown in the P-value.

#### Correlation Analysis of Marketing and Promotional Strategies and Tourist Intention

The correlation coefficient  $r$  between marketing and promotional strategies and tourist intention is 0.773, and  $P=0.000$  is less than 0.01. Thus, marketing and promotional strategies significantly correlate with tourist intention.

#### Correlation Analysis of Cultural and Natural Attractions and Tourist Intention

The correlation coefficient  $r$  between cultural and natural attractions and tourist intention is 0.788, and  $P=0.000$  is less than 0.01. Thus, cultural and natural attractions significantly correlate with tourist intention.

#### Correlation Analysis of Sustainability Practices and Tourist Intention

The correlation coefficient  $r$  between sustainability practice and tourist intention is 0.791, and  $P=0.000$  is less than 0.01. Thus, sustainability practices significantly correlate with tourist intention.

## 4. Conclusions

### Research Results

Research into what influences tourists' intentions in Sichuan's forest health tourism industry shows several key points. Three critical areas are: effective marketing, attractions based on culture and nature, and sustainable practices. Good marketing and promotional strategies are crucial for attracting visitors to forest health tourism. Campaigns that showcase the health benefits of forest experiences, like stress relief and improved well-being, can increase interest in travel. Digital platforms and social media help reach potential tourists, allowing for targeted messages that appeal to health-focused individuals. Working with wellness influencers can strengthen these efforts by creating genuine connections and encouraging visits to forest health locations [19]. Cultural and natural attractions are also vital for drawing visitors to this sector. Sichuan's rich biodiversity and cultural heritage offer unique experiences that appeal to travelers. Activities like guided forest therapy sessions, local wellness practices, and cultural festivals add to the area's allure. By integrating local traditions into these tourism offerings, visitors feel more connected and will likely return or spread the word [20]. Sustainability practices play an increasingly important role in shaping tourist intentions. Many travelers prefer destinations that show a commitment to being environmentally friendly. Using eco-friendly infrastructure, such as green accommodations and proper waste management, makes tourism offerings more attractive. Involving local communities in tourism development ensures that they share in the economic benefits and that cultural heritage is honored, further enhancing the appeal of forest health tourism [21].

H1 There is a positive correlation between marketing and promotional strategies and tourist intention in the Forest Health Tourism Industry Development Strategy.

H2 There is a positive correlation between cultural and natural attractions and tourist intention in the Forest Health Tourism Industry Development Strategy.

H3 There is a positive correlation between sustainability practices and tourist intention in the Forest Health Tourism Industry Development Strategy.

### 5. Managerial Implications:

Developing a forest health tourism industry in Sichuan has several important managerial implications for attracting tourists. A clear strategy is key to success. First, managers should create marketing strategies highlighting forest tourism's health and wellness benefits.

Using digital marketing and social media can reach a wider audience, especially those who care about health and wellness when they travel. Working with wellness influencers can also boost the appeal of these marketing efforts and attract more visitors. Next, offering experiences that combine local cultural practices with the natural beauty of Sichuan's forests can enhance the visitor experience. This may include guided tours that showcase traditional wellness practices, local festivals, and the area's unique biodiversity. Such connections help visitors feel more emotionally tied to the destination, encouraging them to return and recommend it to others. Moreover, adopting eco-friendly practices and being transparent about sustainability efforts can build consumer trust. Engaging local communities in tourism development ensures that they share the economic benefits and helps preserve cultural heritage, making forest health tourism more appealing. Finally, improving infrastructure and providing activities like forest therapy sessions and wellness retreats can increase tourists' intentions to visit. Regular feedback from tourists will offer valuable insights to refine these experiences and better meet their needs[22]

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