

World Thermalism Places (Mingyueshan) Summit
*Exploring the construction of World Thermalism Places
from domestic and foreign experts*

Both in China and around the world, the hot spring health tourism, combining the leisure vacation and wellness with hot springs, is becoming a new hot spot in the health industry, and a powerful driving force of sustained and healthy development of the economy and society. In such circumstances, the World Thermalism Places (Mingyueshan) Summit thus was held on September 10 to embrace the new situation, and domestic and foreign experts in the hot spring industry gathered together in Mingyueshan, Jiangxi, to discuss and explore the construction of world thermalism places.

The World Thermalism Places (Mingyueshan) Summit was co-hosted by World Federation of Hydrotherapy and Climatotherapy (FEMTEC) and China Hot Springs Tourism Association (CHTA). Professor Umberto Solimene, President of FEMTEC, Mr. Giovanni Gurnari , Vice President of FEMTEC, Mr. Zhang Yue, Secretary-General of CHTA, Ms. Qu Qianna, Inspector of Jiangxi Provincial Tourism Development Commission, Mr. Jiang Bin, Mayor of Yichun , Mr. Song Jiaogen, Secretary of the Party Working Committee of Mingyueshan Scenic Area, and representatives in the hot spring industry as well as journalists from all over the country, more than 300 people, attended the summit. They witnessed the release of the guidelines of World Thermalism Places and signed the initiative of World Thermalism Places, to promote the integration and development of the hot springs and health industries.

Wentang Town in Mingyueshan: to build a world famous tourist destination

There is a bright moon everywhere , but the moon of Yichun is the brightest. It is said that, a unique meaning exists for Mingyueshan to hold the first World Thermalism Places Summit. The Mingyueshan Scenic Area is a national scenic spot, national AAAAA level scenic spot, national forest park, national geological park, national natural heritage, and China hot springs town. It is also a demonstration base of road trip in national scenic spots, the best hot springs tourism destination, and national hot springs leisure demonstration base. The selenium-rich hot springs in Mingyueshan has over 2,000 years of history in use, and is distributed within 0.8 square kilometer area of Wentang Tourist Resort at the foot of Mingyueshan, with a water yield about 13,000 tons per day. The water remains a temperature of 68 - 72°C throughout the year, colorless, tasteless, suitable for drink and bath, low sulfur, while contains more than 20 kinds of trace elements beneficial to human body, particularly rich in selenium which has significant roles in anti-cancer, anti-tumor, and health care, as well as obvious curative effects in cardiovascular, digestive and urinary diseases. The hot springs of Mingyueshan has been awarded as the World Class Quality Multi-purpose Hot Springs by FEMTEC.

In recent years, in accordance with the requirements of overall strategy deployment from Jiangxi Provincial Government and Yichun Municipal Government, after standing on the new starting point of national 5A level scenic spots, Mingyueshan Scenic Area continues to take the

selenium-rich hot springs as the core competitiveness to develop large projects and to make the main industry larger, with targets to be the national leisure resort, world thermalism place and renowned national hot spring tourist town, and devotes to creating a domestic and international well-known healthy leisure tourism destination.

Release of World Thermalism Places Initiative

The summit invited top experts in the hot springs industry, including Professor Umberto Solimene, President of FEMTEC, Mr. Giovanni Gurnari , Vice President of FEMTEC, Mr. Fu Ming, member of Expert Committee of CHTA, Mr. Wang Yongyi, a primary author of the national code of Renowned National Hot Springs Tourist Town, Professor Luo Kunli, researcher of Institute of Geography, Chinese Academy of Sciences, Mr. Zhu Yong, General Manager of Tianmu Group, Professor Li Peng, deputy editor of the *Annual Report on China Hot Springs Tourism Industry*, and Mr. Zhao Yongming, deputy Secretary-General of CHTA and CEO of SPRDATA. Considering the excellent and rare selenium-rich hot springs, profound historical culture and unique regional advantages of Wentang Town of Mingyueshan, from the perspective of creating a renowned hot spring town, these experts also provided references and guidance for Mingyueshan regarding the policies and planning for creating the world thermalism place, the extensive application of the water and the overall marketing. They also discussed the significance of building the renowned national hot springs tourist town, the guidelines of world thermalism places, the extensive research and application of hot spring water, the development and utilization of selenium water resources of

Mingyueshan, and the information collection and enterprise services of the big data platform in the hot spring industry.

Under the witness of all guests, Mingyueshan was awarded the plaque of World Class Quality Multi-purpose Hot Springs by Professor Umberto Solimene, on behalf of FEMTEC, and Mr. Song Jiaogen accepted it. It marked that the water quality and efficiency reached world-class standards, a positive step for Wentang Leisure Resort of Mingyueshan to be a world thermalism place. Mr. Giovanni Gurnari expressed in an interview that, the selenium-rich water in Mingyueshan contains more than 20 kinds of trace elements beneficial human body and easy to be absorbed, and good in anti-cancer, anti-tumor, anti-aging, skin care, and beauty. The water is suitable for applications such as bottled water, cosmetics, tea drinks, infant nutrition, food, medicine, etc, and wellness projects, including bath and aerosol.

SPRDATA provides data services and intellectual support for domestic and international hot springs

It becomes clear that a higher Internet marketing technology is required under the situation of diversified channels, decentralized consumers, higher marketing costs of the hot spring enterprises, and less effects, which makes a large number of Chinese hot spring enterprises struggling to deal with.

Because of this, SPRDATA came into being as the CHTA's industry marketing and big data platform. SPRDATA (www.sprdata.com) develops a platform

that integrates hotel systems and distribution systems for the hot spring industry, and thus provides marketing techniques and tools for hot spring enterprises, improving their informatization levels, reducing their marketing and management costs, and reducing their idle inventory. By collecting relevant data, SPRDATA offers data services and intellectual support to the hot spring industry.

Mr. Zhao Yongming introduced that SPRDATA built an information highway between hot spring enterprises and massive distribution channels, and thus improved the exchange efficiency between them. By incorporating the SPRDATA's system, the hot spring enterprises can save the costs of marketing and management, increase a large number of new channels at zero costs, and eventually acquire the actual sales.