

China Hot Spring Tourism Industry Moving Towards Health

China Hot Spring Tourism Association

General Secretary, Mr. ZHANG Yue

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Dear Ladies and Gentlemen,

Good Morning, everyone!

First of all, thanks for the invitation and arrangements. I am very pleased to share with you the development of China Hot Spring Industry and looking for the opportunities for mutual development. Here I'd like to share three parts.

1. Current condition for China Hot Spring Tourism Industry

The application of hot springs in China has a very long history, with a written history of more than 2000years. The hot springs of history were basically enjoyed by the royal nobles and dignitaries. After the founding of New China, we followed the Soviet model and opened many spa homes for excellent workers and cadres. Later, as a result of Chinaeconomic reform, a large number of hot spring sanatorium were brought to the market, without the ability to innovate and expand the market. More importantly, the health consciousness of the Chinese at that time was not strong enough. And personal consumption on hot spring sanatorium is almost zero, so a large number of hot spring sanatoriums close down. The number of remaining hot spring sanatorium is very limited, such as Tanggangzi hot spring in Liaoning Province.

By end of last century, china economic reform has made remarkable achievements and people's life standard has been greatly improved. At the forefront of China reform and open-up in Guangdong, hot spring tourist resorts appeared, and business was very good. In few years, hot spring tourism ex-

panded quickly and became an important part of China Tourism Industry and formed an industry.

According to the forecast of industry research study base of China hot spring association, by 2020, the total number of China Hot Spring Tourist will reach 1.06 Billion, the total revenue of hot spring tourism (enterprise income) will be 15Billion USD, the number of directly employed will be 1.12million people, indirectly employed will be 2.04million people, hot spring tourism industry tax income around 0.78 Billion USD, the industrial added value (such as equipment manufacturing) brought by hot spring tourism industry is around 3.17 Billion USD, and the added value of GDP driven by hot spring tourism industry is 4.82Billion USD.

The main activities of China Hot Spring Tourism Industry is still leisure and entertainment currently, supplemented by health vacation. There are about 3000 hot spring resorts and hotels in China, as well as a large number of hot spring complexes, thermal towns, thermal cities, forming a number of hot spring resorts with international influence. Such as Chongqing, which named by FEMTEC “World Hot Spring Capital”, Nanjing Tangshan “World Famous Thermal Town”, Mingyueshan “World Thermal Town”, and Tengchong in Yunnan, Qingdao Jimo and Inner Mongolia Arxan.

Many China Hot Spring Tourism Destination has world first-class facilities, welcome to China for exchange to experience China Hot Spring.

2. Currentdeveloping trend of China Hot Spring Tourism Industry

China modern hot spring tourism industry after 20 years speedy development, now the time to upgrade. It can be said that China has made leisure, entertainment hot springs international leader, Chinese style leisure and entertainment hot springs will exist for a long time. We will actively guide the investment, design, equipment, management and consumers of industry to one belt one road countries and regions, so that more people can experience and enjoy

leisure and entertainment hot springs. Meanwhile, we also actively advocate the development of hot spring tourism towards the combination of leisure vacation and hot spring health care, especially to learn the concept and technology of spa health care in Europe. Combined with Chinese medicine, leading conscious, capable, resourceful local government and enterprise actively transform and upgrade to hot spring health. We also have formulated the national tourism industry "hot spring tourism health care standards", integrate tourism and healthcare, guide the enterprise pay more attention to the health projects and related product research and development. At the same time, strengthen the research of hot spring and its surrounding resources, and actively cooperate with international leading countries, institutions and enterprise to promote the development of hot spring health in China.

Last month, FEMTEC has signed the cooperation agreement with China Chongqing Municipal Government for the research and cooperation in Climatotherapy and hydrotherapy to build international first-class hot spring tourist city and hot spring destination. The Chongqing Consensus on World Thermal and Climatotherapy Health Tourism was formed to lead the development of international hot spring industry. We are looking forward to the fruitful results.

Certainly, we will also accelerate the internal training, we have jointly set up a hot spring production, education and research base with universities, ready to hold hot spring academic conference, set up industry guidance fund, support innovative, high growth enterprises. We will also work with a number of local governments to establish hot spring health industry parks, pool industry resources, form industrial clusters, and really promote the upgrading of industry.

China economic growth model has been transformed from investment-driven to consumer-driven. In the future, China will also enter an aging society. The pension and health industry are a large industry in china. The best opportunity

of development is coming. Welcome all the ideal international hot spring health developer to China.

3. China Hot Spring's participation in International leading development

China should be one of the most active members of FEMTEC. With an open and inclusive attitude, we actively participate in the activities and events hold by FEMTEC and other relevant international organizations. We also actively attract Italy, France, Germany, Switzerland, Hungary, Poland, Russia, Japan and other relevant institutions, international experts to China to exchange. We also guide Chinese tourists to other countries to consume and experience the hot springs. You may know that every year China has about 100 million tourists abroad. Last third China Golden Hot Spring Awarded two Japan Hot Spring resorts, and there is significant increase by China tourists in these two resorts. We also worked with FEMTEC to set up World Thermal Town guidance, to spread environmental friendliness and sustainable development through the world thermal town to enhance the happiness and health index of local people and tourists.

After all, as a hot spring country, China is gradually making our voice internationally, participating in the formulation of relevant rules and participating the world hot spring industry's leading development.

We are looking forward to being friends with everyone, rely on hot spring resources and to promote human happiness and health.

Thank you very much!