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Research on the Innovation Mechanism and Enhancement Path of Health Tourism Development in Nishan Sheng Jing under the Context of Physical Education and Health Integration

Hailong Chen, Shuai Yang

School of Physical Education, Jining College, Qufu, Shandong, 273155, China

Abstract: By using analytical methods such as literature review and field investigation, this study explores the innovative mechanism and development path of health and sports integrated wellness tourism in the Nishan Sheng Jing. The study holds that: Nishan Sheng Jing inherent conditions for developing health and sports integrated wellness tourism, but it faces constraints such as insufficient supply of sports and health facilities and an incomplete departmental coordination mechanism. It should be led by the tripartite model of "culture + sports + health", transform Confucian Six Arts, traditional Chinese medicine health preservation, and customized exercise prescriptions into experiential wellness products, and establish a three-dimensional innovation development mechanism of "motivation - collaboration - innovation", and enhance the development path of Nishan Sheng Jing's wellness tourism from five dimensions: products, services, brand, talents, and marketing.

Keywords: Health and Sports Integration; Wellness Tourism; Nishan Sheng Jing; Innovation Development Mechanism; Enhancement Path.

1. Introduction

With the acceleration of people's pace of life, the number of people with sub-health conditions continues to increase, chronic diseases are showing a trend of becoming younger, the aging of the population is deepening, and the public's demand for health preservation and wellness is becoming increasingly strong. Against this backdrop, health care tourism covering various business models such as elderly care, medical care, leisure, and tourism has emerged. Health and sports integration, as an emerging health concept, combines sports fitness and medical care, providing people with scientific health services. In health care tourism, it can enrich the connotation of tourism products and meet tourists' health needs. Nishan Sheng Jing, as an important birthplace of Confucian culture, carries profound historical culture and has rich natural ecology, with excellent health care environmental conditions. The health preservation wisdom contained in Confucian thought injects a unique cultural core into health care tourism and provides spiritual support. Under the background of health and sports integration, exploring the innovative mechanism and development path of Nishan Sheng Jing health care tourism can not only fully explore its culture and natural resources, but also help to improve the health care product system and enhance market competitiveness. It is of great theoretical value and practical significance for promoting the transformation and upgrading of local economy and promoting the practical application of the concept of health and sports integration in the tourism field. [1-2]

2. An Examination of the Resource Foundation and Current Situation of the Nishan Sheng Jing's Health Tourism Development

2.1. Geographical and Ecological Resource Background

Nishan Sheng Jing is located in Nishan Mountain, in Qufu, Shandong Province, where Confucius was born. It covers an area of 8 square kilometers and is geographically adjacent to Zoucheng City and Sishui County. Nishan is the northernmost mountain of the Nishan Mountain range, belonging to the low mountain and hilly area, and is located at the edge of the western part of the Meng Mountain. The main peak has an altitude of 344.6 meters and is situated among 23 peaks. Among them, there are 5 higher peaks, and on the eastern slope of the middle peak, there are buildings such as the Confucius Temple and Nishan Academy. There are also historical and cultural attractions known as the "Eight Scenic Views of Nishan": Five Elderly Peaks, Zhiyuan Stream, Guanchuan Pavilion, Kunling Cave, Zhiyuan Forest, Zhonghe Ravine, Wen Forest, and Baiyun Cave. The unique landscape of mountains and waters has shaped Nishan's distinctive serene atmosphere. Nishan Sheng Jing aims to establish itself as a "Chinese Excellent Traditional Culture Experience Base". Its overall positioning is to create a "Cultural Renovation and Retreat Resort", and its overall goal is to build a "World-Class Cultural Tourism Destination". It has been rated as a national night-time cultural and tourism consumption cluster area and a national study tour demonstration base.

2.2. Transformation of the Health-Care Value Embedded in Confucian Culture

Nishan as the birthplace of Confucius is rich in Confucian

culture, which contains abundant resources for health preservation and self-cultivation. The life attitude advocated by Confucius, such as "taking a bath in the Yiwu River and enjoying the breeze at the Wuyu Lake", and the etiquette norms and self-cultivation methods repeatedly emphasized in The Analects, can all be transformed into the cultural soul of health and wellness tourism. At the same time, the "Six Arts" in the Confucian tradition, namely, rites, music, archery, chariot driving, calligraphy, and mathematics, inherently possess great potential for direct sportsization - "archery" can be developed into traditional archery experience activities, "chariot driving" can be transformed into water-based and mountain-close sports such as cycling and walking, and "music" can be combined with ritual and music health care to create healing courses that combine chanting and breathing exercises. Transforming these culturally rich contents into a fitness course system that participants can fully engage in, sweat freely, and obtain physical and mental healing is precisely the unique differentiated development path of Nishan Sheng Jing compared to ordinary health and wellness destinations. [3]

2.3. Assessment of Existing Facilities and Service Provision

Currently, the Nishan Sheng Jing has established a tourism system centered around the Confucius statue, the university hall, the large-scale performance of "Golden Sounds and Jade Resonance", and the night tour of "Nishan Sacred Show". It also provides supporting facilities such as Nishan Guesthouse, Nishan Academy Hotel, study bases, and surrounding rural inns. By the "National Day" Golden Week in 2025, the Nishan Sheng Jing had received a total of 1.29 million domestic and foreign tourists, generating a direct tourism income of 156 million yuan. Lu Yuan Village received 400,000 tourists and earned 20.67 million yuan. From the perspective of health and wellness tourism demand, the supply structure of the Nishan Sheng Jing is still dominated by sightseeing experiences, performances, and study tours. The facility configuration for "promoting health through exercise" is still insufficient. For example, there are no complete systems for fitness paths for exercise; health care stations with basic health detection functions; and professional centers that can provide medical and health care services. There is still a significant gap and room for improvement in achieving the development goal of creating a "body-wellness integrated" health and wellness destination.

2.4. Target Audience and Market Demand

Based on the policy orientation of integrating sports and health care with the market trends of the cultural and tourism industry, the target customer groups of Nishan Sheng Jing's health care tourism can be classified into three categories: First, the elderly health preservation group, who are concerned about their chronic diseases and traditional Chinese medical therapy. They seek a health maintenance experience that integrates daily health care with traditional medical treatment. Second, the urban sub-health group, who generally face various problems such as high work pressure and fast-paced life, and are more inclined to rely on natural environments for healing programs. They relieve tension through exercise methods and spend weekends on short-term micro-holidays to achieve the goal of restoring physical and mental balance. Third, the rehabilitation and recuperation group, who need professional services such as exercise prescriptions and physical condition monitoring. They expect to receive scientific rehabilitation guidance and health management. The multi-attribute business model of "cultural attraction, tourism carrying, health guarantee, and sports empowerment" constructed by Nishan Sheng Jing precisely meets the various demands of different customer groups in terms of cultural experience, tourism leisure, and health management. It also provides strong support for the sustainable development of regional health care tourism.

3. The Innovation and Development Mechanism of Nishan Sacred Land Health Care Tourism under the Context of Integration of Physical Education and Health Care

3.1. Power Mechanism

In the context of the integration of physical health and wellness, the driving mechanism of Nishan Sheng Jing's health and wellness tourism is a complex system formed by the interaction of policy push, cultural internal driving force, market pull, and industrial synergy. The policy push serves as the top-level guidance, relying on national strategies and local support policies, to remove institutional barriers for the flow of cross-industry elements, providing institutional guarantees for the implementation of health and wellness projects, the establishment of standards, and standardized operation. The cultural internal driving force is the core internal driving force. Nishan, as the birthplace of Confucian culture, its traditional health and treatment ideas such as "the wise live long" and "cultivating oneself through self-cultivation" are highly consistent with modern health and wellness integration concepts. Relying on regional mountain and water ecological resources, integrating Confucian culture, traditional health preservation concepts, and health services, it creates a Confucian-style health and wellness IP, forming unique resource advantages, and injecting cultural core into product innovation. The market pull is the driving force for industrial development, with residents' health needs extending from disease treatment to preventive health care, active fitness, etc. Different groups' demand for cultural health care and exercise therapy products is increasing, and tourists pursue integrated services of cultural experience, exercise training, and health management. The industrial synergy is the driving engine of the supply side, promoting cross-border cooperation among multiple entities, reorganizing elements around health and wellness-related links, relying on digital platforms to connect service chains, and achieving deep integration of tourism, sports, and health intervention. The four types of forces interact and maintain a dynamic balance, forming a stable power circulation system, promoting the innovation of Nishan Sheng Jing's health and wellness tourism model and high-quality development.

3.2. Collaborative Mechanism

The Nishan Sheng Jing Health Care Tourism Synergy Mechanism focuses on resolving the industry segmentation and service disconnection issues in fields such as sports, health care, and tourism by integrating multiple entities, integrating resource elements, and connecting service chains. In terms of entity collaboration, a multi-party collaborative framework is established. Government departments coordinate and set up connection platforms, while scenic

spots are responsible for operation and attraction. Medical institutions, physical fitness testing stations, and specialized health care institutions provide professional services such as health assessment, exercise prescriptions, and health follow-ups. At the same time, the rights and responsibilities of each entity are clearly defined. In terms of resource collaboration, Confucian culture, mountain ecology, outdoor sports, and medical resources are integrated and reorganized. Confucian health preservation concepts are integrated into health care products, and the mountain forest space is revitalized with sports facilities. Health monitoring, non-pharmaceutical intervention for chronic diseases, and other health services are introduced to achieve the adaptive recombination of cultural experience, leisure recreation, exercise and health intervention resources. In terms of service collaboration, the "tourist experience - physical fitness assessment - exercise intervention - long-term care" health care service chain is connected. Data is shared through a smart platform to customize personalized health care plans for tourists and establish follow-up services. Finally, a regular consultation and communication, benefit distribution, and risk-sharing mechanism is established to promote the deep integration of tourism, sports, and health care services, ensuring the long-term and sustainable operation of Nishan Sheng Jing health care tourism. [4]

3.3. Innovation Mechanism

The innovation mechanism focuses on cultural, business model, digital technology and model innovation, relying on the power mechanism and collaborative mechanism to promote the transformation of health and wellness tourism from the traditional sightseeing type to a body and health integrated health care model highlighting Confucianism. Cultural innovation is based on the Confucian culture of Nishan, exploring traditional health preservation ideas, and aligning with modern theories of body and health integration. It converts Confucian rituals, meditation practice, and guiding health preservation contents into health care courses, shaping a differentiated product system, and promoting the transformation of cultural resources into health care value. Business model innovation focuses on cross-border product combinations, breaking the isolated limitations of various business models such as tourism, sports, and health care, and designing products according to customer group needs. For the sub-health group, products covering physical condition assessment and exercise prescriptions for healing are developed; for the elderly group, products for chronic disease intervention and ecological rest are created; for study groups, practical courses for self-cultivation and physical fitness are designed. This builds a "cultural experience + exercise fitness + health management" composite business model, further enriching the supply structure of health and wellness tourism. Digital technology innovation relies on the smart health care platform, integrating physical fitness monitoring equipment and movement collection terminals, to achieve real-time collection and tracking of tourists' health data. By leveraging big data, personalized health care plans are pushed, connecting the digital service loop, and improving service accuracy. At the same time, operational model innovation is promoted, introducing professional talents to form teams, establishing a product iteration mechanism, and optimizing projects based on market feedback. The synergy of all innovation dimensions gives rise to new supply, new scenarios and new consumption in health and wellness tourism, and consolidates the core competitiveness of Nishan Sheng Jing health and wellness tourism.

4. The Enhancement Path for Nishan Sheng Jing Health and Wellness Tourism

4.1. Product Enhancement: Establishing a Hierarchical and Categorized Spectrum of Health and Wellness Tourism Products

Nishan Sheng Jing has established a three-level product system: "Professional Type - Wellness Type - Experience Type". The Professional Type is targeted at people engaged in sports rehabilitation and chronic disease intervention, offering a course-based product that includes "physical fitness assessment + exercise prescription + rehabilitation therapy"; the Wellness Type is for middle-aged and elderly people and those with sub-health conditions, developing courses such as Confucian Six Arts fitness, Chinese medicine five-element dietary therapy, and forest health care healing, along with 7-14 day health care packages; the Experience Type is for general tourists, launching short-term products such as half-day ritual fitness, archery experience, and night-time health care tours. The focus of product design is to make "culture + sports + health" perceivable and consumable, avoiding the homogenization of study tours. Specifically, the "Six Arts" can be decomposed into operable health care modules: "Shooting" corresponds to traditional archery and precise breathing training, "Driving" corresponds to the Nishan cycling greenway and hiking navigation, "Music" corresponds to ritual health care exercises and ancient piano relaxation, "Calligraphy" corresponds to calligraphy meditation and copying scriptures therapy, "Math" corresponds to chess intelligence and mathematical brain fitness, "Ritual" corresponds to etiquette cultivation and mindfulness guidance. Each module is accompanied by exercise prescriptionists' issued exercise intensity ranges and safety guidelines, enabling cultural experiences to also have heart rate management and emotion regulation functions. In terms of product combinations, themes such as "Weekend Micro Health Care", "Seven-Day Cultured Virtue Health Care", and "Twenty-Four Solar Terms Health Care" can be designed. The forest trails, Chinese medicine therapy, Confucian ritual music, and physical fitness monitoring can be connected into a closed-loop experience, and through membership system, the repeat customer base can be consolidated.

4.2. Service Enhancement: Establishing Integrated Sports and Health Service Facilities

Focusing on the construction of specialized service platforms, we aim to address the shortcomings in the sports and health service scenarios and promote the integrated layout of cultural tourism spaces, sports service facilities, and health service stations. On one hand, based on the existing spatial layout of the scenic area, we will create embedded body and health integrated service stations at different levels. These stations will be set up in the visitor service center, mountain trail nodes, and educational and research venues, with body condition monitoring stations, health consultation rooms, and sports and health care stations. We will equip them with body condition testing instruments and health monitoring

equipment, and provide dedicated personnel for physical health guidance and health management. We will offer basic professional services such as body screening, health risk assessment, and the issuance of exercise prescriptions for tourists. We can draw on the experience of community sports and health centers and layout "body condition monitoring - exercise assessment - fitness guidance - health records" integrated stations around the scenic area. In terms of operation, the health care station can be designed as a "pre-screening - on-site intervention - follow-up tracking" three-stage service: when tourists enter the scenic area, they can complete the initial screening of heart and lung function and balance ability using portable equipment. During their visit, social sports instructors can guide them to engage in low-intensity exercise. After leaving the scenic area, personalized exercise and dietary suggestions can be pushed through online platforms, forming a traceable health management loop. At the same time, it is advisable to promote the establishment of green channels and joint consultation mechanisms between Nishan Sheng Jing and Qufu City's Traditional Chinese Medicine Hospital and People's Hospital. Integrate traditional Chinese five-element dietary therapy and seasonal medicinal cuisine into the health care catering supply, making "medical endorsement" a quality guarantee for sports and health integrated health tourism.

4.3. Brand Enhancement: Building a Health and Sports Integrated Wellness Tourism Brand

Brand enhancement is centered around a series of activities with distinct regional characteristics and cultural connotations, such as the "Nishan Health and Wellness Culture Festival", and integrates physical fitness and health care with the image of health tourism. Through the establishment of brand positioning, that is, closely focusing on the core concept of "Confucian culture + proactive health", the profound traditional cultural heritage is organically unified with modern health lifestyle concepts; at the same time, attention is paid to the shaping of the brand image, and visually symbolic systems such as "Confucius Statue · Exercise Prescription · Forest Therapy" are carefully designed and widely applied, making the brand image more distinct, three-dimensional and easy to disseminate; in addition, through multi-channel and multi-level promotional strategies, the social influence of the brand should be continuously expanded, thereby effectively enhancing the brand's popularity and reputation, and winning wider market recognition and public trust. On this basis, it is possible to further integrate and utilize existing high-end cultural exchange platforms such as the International Confucius Culture Festival and the Nishan World Civilization Forum, and incorporate health tourism as an important topic into the narrative framework of external cultural exchanges, leveraging the extensive radiating power of these international stages to showcase the unique charm and profound value of Chinese health tourism to the world, thereby significantly enhancing the brand's international recognition and global competitiveness, and promoting the brand construction to a higher level and broader development pattern.

4.4. Talents development: Cultivating Integrated Physical Education and Health Care Talents

Talents are the key bottleneck for the implementation and long-term effectiveness of the integrated sports and health strategy. Currently, although the concept of integrated sports and health has been gradually promoted, in the actual implementation process, the lack of professional talents who are proficient in both sports and healthcare and can also take into account the complex scenarios of health care, tourism, and culture has become a prominent difficulty restricting the implementation of the policy. Therefore, it is necessary to build a composite talent team consisting of exercise prescription specialists, social sports instructors, and traditional Chinese medicine physiotherapists. On one hand, in-depth cooperation can be carried out with universities and vocational colleges to set up and systematically cultivate relevant professional talents based on the actual needs of integrated sports and health, ensuring the supply at the source. On the other hand, training related to exercise prescriptions should be included in the existing continuing education system, and special skills improvement should be widely carried out for on-the-job medical staff and sports workers. At the same time, high-end talents with extensive experience in operating large-scale health care projects should be actively introduced to enrich the professional strength at the management level. In addition, a systematic and long-term talent incentive mechanism should be established. Through policy guidance and institutional guarantees, social sports instructors, retired athletes, and other groups should be encouraged to go deep into the grassroots and participate in the practice of sports health services, providing solid human support for the solid implementation of integrated sports and health in communities and health care scenarios. [5]

4.5. Marketing Enhancement: Expanding Customer Base Through Both Online and Offline Channels

Marketing enhancement should adopt a dual-track approach, that is, promoting online and expanding offline simultaneously, to achieve comprehensive and multi-level coverage effects. In the online aspect, it is necessary to fully utilize social media platforms and tourism e-commerce channels, hold live-streaming events for the "Nishan Health Preservation Culture Festival", and produce and disseminate creative short-video content about integrated physical and health care wellness products, so as to vividly showcase unique cultural projects such as Confucian six arts fitness exercises and forest healing experiences, thereby attracting a wider audience's attention and participation. In the offline aspect, one should actively participate in various tourism exhibitions at home and abroad, proactively establish partnerships with travel agencies and wellness service providers, jointly hold special promotion activities, and implement targeted and precise publicity and promotion for the elderly group and those in sub-healthy conditions. In addition, flexible operation models such as membership systems and period-based vacations can be introduced to effectively activate and utilize idle accommodation resources, further increasing the repeat visit rate of tourists, and improving the average consumption level of each customer, ultimately achieving comprehensive growth and sustainable development of marketing benefits.

5. Summary

In the context of the integration of physical education and health strategy, this article takes Nishan Sheng Jing as a case and systematically analyzes its resource foundation, innovation mechanism and improvement path for health tourism development. The main conclusions are as follows: First, Nishan Sheng Jing has inherent advantages in terms of Confucian culture and ecological background, but the integration of physical education and health is still at a shallow level, lacking health intervention products and platforms. Second, a "power - collaboration - innovation" three-dimensional mechanism should be constructed, and the "culture + sports + health" tripartite model should be used to lead product innovation. Third, from the five dimensions of products, services, brand, talent and marketing, efforts should be made to promote Nishan Sheng Jing from a cultural sightseeing destination to a health and fitness integrated health tourism destination.

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