

# Exploration on the Construction and Marketing Path of Heilongjiang Health Tourism Products in the "Internet+" Environment

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**Abstract.** With the high-level development of the national economy and the continuous improvement of people's living standards, consumers have begun to pursue healthy travel methods, giving rise to a new form of tourism—health tourism. The state has also issued a series of policy documents on health tourism to boost its development. The advancement of internet technology has made the integrated development of online platforms with different industries an overall trend. This analysis shows that when constructing the health tourism product system of Heilongjiang under the "Internet+" background, a complete product system should be built following the basic principles of resource integration and optimization, product innovation and characteristic development, service upgrading and intelligent management, and industrial chain extension and collaborative development. Furthermore, in the product marketing phase, strategies such as shaping brand images, strengthening promotion, achieving precision marketing, optimizing customer service, expanding marketing channels, developing online sales, focusing on cross-industry cooperation, and realizing resource sharing are proposed to optimize the marketing effectiveness of Heilongjiang's health tourism products and fully leverage internet resources.

**Keywords:** "Internet+"; Heilongjiang; health tourism.

## 1. Introduction

With the acceleration of China's social aging process and the increasing health awareness of residents, health tourism has gradually become a new driving force for economic development. With the rapid development of internet technology, the "Internet+" model is profoundly changing the development landscape of various industries. As an emerging tourism format, health tourism integrates the concepts of health preservation and travel leisure, gaining favor from more and more consumers. Heilongjiang is endowed with rich natural ecological resources, unique folk culture, and favorable climatic conditions, possessing natural advantages for developing health tourism. In the "Internet+" environment, how to build a scientific and reasonable health tourism product system and explore effective marketing paths has become a key issue in promoting the development of Heilongjiang's health tourism industry.

## 2. Basic Ideas for Constructing Heilongjiang's Health Tourism Product System in the "Internet+" Environment

### (1) Integration and Optimal Allocation

Heilongjiang boasts abundant natural resources, including forests, lakes, ice-snow landscapes, and agricultural resources. Additionally, the region is rich in folk cultural resources. In the internet

environment, using advanced technologies to integrate multi-faceted resources and ensure their optimal allocation is a critical prerequisite for establishing a province-wide health tourism resource database <sup>[1]</sup>. Supported by online platforms, various resources can be presented digitally and unified into a large-scale database. Information on the characteristics, highlights, geographical locations, and development status of all resources can also be comprehensively integrated, presented in a visualizable manner, and dynamically monitored <sup>[2]</sup>. Furthermore, big data analysis technologies on internet platforms can deeply understand market demands and consumer preferences, enabling scientific and rational planning and layout based on the advantages and characteristics of different resources to create competitive health tourism product clusters. At present, the integration of forest resources and traditional Chinese medicine culture in Heilongjiang Province has become a major direction for health tourism product development.

### (2) Product Innovation and Feature Development

In terms of product innovation, it is essential to fully integrate Heilongjiang Province's unique regional resources and rich cultural connotations to ensure the personalization and differentiation of health tourism products, while launching distinctive tourism routes. Alternatively, product experiential and interactive features should be emphasized according to consumer needs. Additionally, when developing health products, technological support should be leveraged to build more participatory and immersive health tourism projects. At present, forest health care, wetland ecological health care, and ice-snow hot spring health care launched within Heilongjiang Province are mature tourism projects with good practical results. Activities such as forest hiking, forest yoga, and experiencing natural beauty in forest oxygen bars are important components of health tourism and products that reflect Heilongjiang's regional characteristics. Folk culture is also a vital element in health tourism—Heilongjiang has currently established an innovative chain linking food and handicrafts. How to implement this product system construction concept in practice requires further consideration <sup>[3]</sup>.

### (3) Service Upgrading and Intelligent Management

"Internet+" provides strong support for the upgrading of health tourism services and intelligent management. In terms of service upgrading, it is necessary to strengthen the training of health tourism service personnel to improve their professional quality and service level. At the same time, a complete quality standard system for health tourism services should be established to standardize and supervise service processes, contents, and evaluations, ensuring that tourists can enjoy high-quality and personalized services. In intelligent management, technologies such as the Internet of Things (IoT), big data, and artificial intelligence (AI) are used to achieve intelligent control and operation of health tourism facilities and equipment. For example, intelligent guest room control systems can be installed in health resorts, allowing tourists to remotely control room lighting, temperature, curtains, and other devices via mobile apps; intelligent navigation systems can be set up in tourist attractions to provide real-time navigation, explanations, and information services for tourists <sup>[4]</sup>. Additionally, by establishing a tourist health monitoring platform, real-time monitoring and data analysis of tourists' physical conditions can be conducted to provide personalized health suggestions and early warning services. With the support of internet platforms, the design of health tourism products should also comprehensively consider service quality, intelligence, and convenience. In future product marketing, the approach of focusing on high-quality services and intelligent management systems in current related project developments should be adopted, ensuring that high-quality services and intelligent marketing methods attract consumers and optimize marketing effectiveness.

### (4) Industrial Chain Extension and Collaborative Development

The development of the health tourism industry requires building a complete industrial chain and emphasizing synergy and extensibility. In the "Internet+" environment, efforts should be made to actively extend the health tourism industry chain to multiple industrial dimensions such as healthcare, sports, and culture, developing rich and diverse health tourism products and services. Collaboration with medical institutions to develop related products and services ensures that tourists can receive effective medical assistance in case of risks or health issues. Cooperation with senior care institutions

aligns with the overall trend of aging society, more effectively meeting the health preservation needs of the elderly. Additionally, the health tourism industry should pursue collaborative development—for example, tourist attractions, catering hotels, and transportation construction enterprises should collaborate to ensure resource sharing and complementary advantages.

### **3. Practical Paths for Marketing Heilongjiang's Health Tourism Products in the "Internet+" Environment**

#### **(1) Shaping Brand Image and Strengthening Promotion**

Defining the brand positioning of Heilongjiang's health tourism to highlight its unique natural ecology, folk culture, and health preservation value is crucial. In marketing efforts, a more recognizable and appealing brand image should be designed in line with the brand positioning, starting from aspects such as brand name selection, logo and slogan design, and strengthening brand building and promotion. Additionally, internet platforms and traditional media should be integrated to expand promotion channels. When leveraging internet resources, Heilongjiang should establish an official health tourism website, independent video accounts, and social media accounts to promptly release tourism product information. Online live streaming, offline interactions, and other means can be used to launch preferential activities and policies, achieving better marketing results, increasing the official website's search popularity, and driving website traffic. Short-video and live-streaming platforms should also produce promotional videos simultaneously to achieve comprehensive online and offline promotion. Traditional media such as print media and newspapers/magazines should also appropriately place advertisements to promote health tourism brands and featured products. Furthermore, content marketing is vital. Grassroots workers and experienced managers in the tourism department should write high-quality health tourism guides, travelogues, and science popularization content to attract potential tourists. Integrating the unique highlights and cultural connotations of Heilongjiang's health tourism into the content can enhance its attractiveness and dissemination power. Meanwhile, tourists should be encouraged to share their health tourism experiences.

#### **(2) Achieving Precision Marketing and Optimizing Customer Service**

Using big data analysis technologies, the goal of market segmentation can be achieved by dividing the market into different segments based on indicators such as consumers' age, gender, occupation, and income level. Combining the characteristics of Heilongjiang's health tourism products and its objective resource advantages, customer groups can be precisely positioned. For example, health tourism products focusing on health preservation, elderly care, and rehabilitation should be prioritized for promotion among the elderly population, while health products such as sports fitness and leisure tourism should be introduced for young and middle-aged groups. Additionally, personalized marketing plans should be developed according to the needs of target customer groups. Data scraping technologies on internet platforms can be used to understand users' interest characteristics and browsing history, enabling personalized marketing promotions for customers with different needs. For instance, if young audiences prefer outdoor sports, the promotion of health products should focus on forest hiking and mountain expeditions. For consumers focusing on health preservation, recommendations should start from traditional Chinese medicine health care, hot spring therapy, and other aspects to achieve more significant marketing results.

#### **(3) Expanding Marketing Channels and Developing Online Sales**

Marketing channels influence marketing effectiveness. In addition to developing personalized online marketing channels as described above, expanding cooperation with online travel platforms is crucial. Heilongjiang Province should partner with high-traffic platforms with a broad user base, such as Ctrip, Fliggy, and Qunar, which possess abundant tourist resource bases. If Heilongjiang's health tourism products collaborate with these online platforms, leveraging their large traffic and user base to enhance product visibility and sales, better marketing results can be achieved. Promotional events like Double 11 and 618 also support marketing efforts. Furthermore, establishing a self-operated e-commerce platform for Heilongjiang's health tourism can effectively showcase and sell various

tourism products, including hotel accommodations, catering, specialty goods, and travel route introductions. Through the e-commerce platform, health tourism industry professionals can accurately capture user data, clarify sales channels, and achieve precision marketing of products and personalized user recommendations. Additionally, developing a mobile APP is essential. The app's mini-program service model offers convenience, integrating functions such as product booking, scenic area navigation, health monitoring, and interactive communication. This enables tourists to book related products via the app, view real-time scenic information, record personal health data, and complete reservations and previews conveniently.

#### (4) Focusing on Cross-Industry Cooperation to Achieve Resource Sharing

Cooperation with medical institutions and senior care facilities are effective ways to pursue cross-industry collaboration. Specifically, when partnering with medical institutions, the health tourism industry can jointly develop specialized medical support and health service programs, incorporating content such as health check-ups, rehabilitation therapy, and traditional Chinese medicine health preservation into the project system. Meanwhile, integrating medical and tourism resources can create a new health preservation model that combines tourism and medical care. When collaborating with senior care institutions, efforts can be made to develop migratory livable health products. Senior care institutions can provide professional elderly care services and nursing, while Heilongjiang's natural environment and health resources offer a favorable elderly care environment. Through cooperation, resource sharing and complementary advantages can be achieved to meet the diverse elderly care needs of senior citizens. For example, collaborating with senior care institutions to launch "winter-south, summer-north" migratory health care packages, allowing the elderly to spend winter in warm regions like Hainan and summer in Heilongjiang to enjoy its cool climate and health services. These services are not only novel to tourists but also fully reflect humanistic characteristics, serving as important reference models for marketing Heilongjiang's health tourism products.

## 4. Conclusion

Based on the comprehensive analysis in this paper, the construction of Heilongjiang Province's health tourism product system and the implementation of marketing efforts in the internet environment should actively leverage internet platforms. From building brands to developing health tourism service projects, it is essential to fully utilize information technology and advanced resources, effectively grasp technological advantages, and highlight product characteristics. This approach provides momentum for adapting to the development of Heilongjiang's health tourism industry, developing appropriate products, and proposing more scientific and effective marketing paths.

## Acknowledgment

Project: Supported by the Open Project Program of Heilongjiang Province Key Laboratory of Characteristic Health Care

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