

S HEALTH TOURISM AND RECREATION

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ABSTRACT

This model not only broadens the horizons of the elderly, but also allows them to enjoy their health in the process. As an investment hotspot in the next 5 to 10 years, the travel and retirement project has the following advantages. There are three engines that support the high speed of the health industry: 1) the renewal of the concept of health care and the increase in demand; 2) the increase in the amount of money spent on health care; and 3) the many favourable policies introduced by the state to support the development of the pension industry. Marketing Plan, In addition to leveraging on local recreational resources, the company will also systematically train a professional housekeeping team with its own rehabilitators and physiotherapists, and a team of housekeepers for each base. Financial Projections. For the company's newly developed recreation and residence business, sales forecasts are made according to the company's business affordability and the market demand. Develop a cash flow statement based on the company's required asset investment and operational projections. A break-even analysis of the company's leisure and residence business was carried out to conclude that the project was viable. In summary, the feasibility of the project is high from all aspects.

Keywords: Spring Tourism, Recreation

1. Company Description

S health tourism and recreation has businesses in tourism, aviation, hotel booking, air ticketing, conference, exhibition and business industries. It includes five core sectors: tourism centre, residence centre, research centre, investment and financing centre and commodity centre. It aims to reach 500 ground transportation suppliers, 3,000 service providers in cities nationwide, and a membership of over 50 million people, forming a nationwide tourism industry network and becoming a large-scale tourism group company in China.

2. Industry analysis

2.1 environment analysis

Social factors: The current "black guides" and "black tour groups" and other tourism chaos repeatedly exist, malicious charges, forced shopping, scenic congestion, poor scenic environment, scenic vendors sitting on the ground, itinerary tensions and other problems. The reason for the existence of chaos such as black guides is also related to the immaturity of the current development of China's tourism industry. At present, both the overall tourism market management, or the level of development of the tourism market itself, as well as the professionalism of practitioners, these aspects are still a long way from the mature stage. The existence of "black guides" and other tourism chaos is a problem that has arisen during the development of China's tourism market. Many people who love to travel are afraid of encountering similar problems and often choose not to join a tour group when they go out. This way requires a lot of effort, time and cost, and it is relatively expensive to

buy tickets and book hotels on your own. Moreover, this method is very unfriendly to the middle-aged and elderly, who do not have enough energy to cope with these trivial issues and seem very powerless to cope with the problems of accessing information, buying tickets and booking hotels with their mobile phones and computers. Professional butler-style travel services are relatively rare in China.

Economic factors: Since 2020, China's tourism industry has suffered a huge impact due to the impact of the new crown epidemic, and domestic tourism is still only showing a slow recovery after the huge impact. The domestic economy has been hit by the epidemic and many companies have no orders and are having difficulty resuming production and work. Young people do not have the extra money to spend on tourism.

Cultural factors: Since ancient times, China has had a fine cultural tradition of supporting the elderly. Respecting and supporting the elderly has become a moral code that the Chinese people abide by in their bones.

Technical factors: China has been vigorously developing vocational skills education in recent years, providing substantial funding and technical support for elderly care, rehabilitation, nursing and other recreation projects. Subsidies are provided to recreation training institutions around the country to promote the development of the recreation industry, regulate the guidelines for the elderly care industry and improve the technical standards of the industry.

Legal issues: The breadwinner shall fulfil the obligation to provide for the elderly financially, to take care of them in their daily lives and to comfort them spiritually, and to take care of their special needs. Parents who are unable to work or who are living in hardship have the right to demand alimony from their children when their children do not fulfil their alimony obligations. Old age is based on the home and family members should respect, care for and look after the elderly. The breadwinner shall fulfil the obligation to provide for the elderly financially, care for them in their daily lives and comfort them spiritually, and to take care of their special needs. If they are unable to care for the elderly themselves, they may entrust their care to others or to an elderly care institution, etc., if they so wish.

2.2 Swot analysis

Strengths.

The company has strong capital support.

The company has been in business for a long time and has a large resource of information on tourists and drains.

The company has numerous tourist attractions, hotels and other business partners throughout the country.

The company has its own air transport service, easy coordination of route planning and low operating costs.

Disadvantages.

The company is not involved in many areas of the wellness program and does not have enough experience in management and operation.

The company lacks staff with professional wellness care skills.

Opportunities.

The wellness industry is not very well developed at present, with the majority of nursing homes in China, but relatively few wellness projects.

China is entering the stage of population ageing and the elderly dependency ratio is increasing year by year.

At this stage in China, middle-aged people are living and working under great pressure and do not have the extra energy to take care of the elderly at home.

Many elderly people have high retirement salaries and are more concerned about their own health.

Threats.

The local community has many nursing homes and day care centres in close proximity.

The social-economic downturn has reduced the amount of cash available in the hands of consumers to support additional economic spending.

3. Market Analysis and Marketing Plan

-Market segmentation

Within a market, the most commonly used segmentation is product and positioning, and elderly services are no exception. They can be divided into institutional, community and home based on product; able-bodied, semi-disabled, demented and deaf and demented elderly based on positioning; and the basis for all the segmentation - a 3-tier system: affluent, middle class and poor class, all the previously mentioned customer segmentation models need to be carried out on. On this basis, the operating philosophy adhered to and the products offered on this basis are very different for these 3 different strata. According to the World Bank's criteria, a group with an annual income of US\$36,500 or more, i.e. roughly RMB 240,000 or more per year, is the higher income group. For this affluent segment, quality medical and care services are the most basic of the basic, and they do not have to consider these immediate needs. The competition for other companies in other markets lies in a variety of unexpected and human services, the quality, depth and variety of comprehensive services, such as pleasant living environment, comfortable body temperature, convenient transportation environment, etc. The problem of old age for the underprivileged, on the other hand, requires the attention and shared responsibility of society and the government. According to World Bank standards, a group with an annual income of US\$3650 to US\$36,500, i.e. roughly RMB24,000 to RMB240,000, is a middle-income group. A pension system for this group is the inclusive pension system now advocated by the government, achieving a further leap from addressing immediate needs to providing more comprehensive services.

Products or Services

The main travel and wellness services include four main categories: high-end wellness packages, high-end travel and wellness packages, mid-range wellness packages and mid-range travel and wellness packages.

The main services include first class air travel during the journey; accommodation in a high-standard suite in a recreation base or hotel, consisting of a separate bedroom and a separate living room with good light and a good view; daily diet designed by a nutritionist with a reasonable mix of dishes and supplemented by medicinal food; five dishes and one soup for lunch and dinner, with a reasonable mix of meat and vegetables and a flexible mix of seasonal fruits and vegetables; daily basic health check-ups; and three times a week physiotherapy treatment. The package includes a basic health test every day, three times a week of rehabilitation and physiotherapy treatment, and a variety of physiotherapy services according to the needs of the clients; once a month, there is an outreach tour of the city where the tour takes place, with an itinerary of about three days, VIP services at scenic spots and through train services; and a personal butler to arrange specific activities in the local area, such as clothing, food, accommodation, transportation, medicine and health care.

The mid-range recreation package, the main services include economy class aeroplane during the journey; stay in a business room in a recreation base or hotel with good light and scenery; daily diet menu is reasonably designed by a nutritionist, lunch and dinner are served with five dishes and one soup as the standard, with a reasonable mix of meat and vegetables and a flexible mix of seasonal fruits and vegetables; daily basic health test, weekly rehabilitation physiotherapy treatment, diversified physiotherapy services according to the needs of customers. A personal butler is available to arrange specific local activities such as clothing, food, accommodation, transportation, medical care and recuperation.

The main services include first class air travel during the journey; accommodation in a high standard suite in a recreational base or hotel, consisting of a separate bedroom and a separate living room with good light and a good view; a daily diet designed by a nutritionist, with five dishes and one soup for lunch and dinner, a reasonable mix of meat and vegetables, and a flexible mix of seasonal fruits and vegetables; two regular health checks per week; and Two outreach trips to the city, one of which lasts for 5 to 6 days, with VIP service in scenic spots and through-train service; and a personal butler to arrange specific activities in the area, such as clothing, food, accommodation, transportation, medicine and health.

At the mid-range end of the package, the main services include economy class air travel during the journey; accommodation in a business room in a recreation base or hotel with good light and scenery; daily diet menu designed by a nutritionist with a reasonable mix of five dishes and one soup for lunch and dinner, with a reasonable mix of meat and vegetables and a flexible mix of seasonal fruits and vegetables; two regular health tests per week; two outreach excursions to the city where you are staying per month. The tour is scheduled for 5-6 days, and a personal butler is available to arrange specific local activities such as clothing, food, accommodation, transportation, medical care, and health care.

Price

High-end Wellness: RMB 15,800/month

Mid-range Wellness: RMB 12,800/month

High-end Residence: RMB 16,800/month

Mid-Range Residence: RMB 12,800/month

Place

Use the company's offline agency travel agency, insurance company cooperation, online spring travel website subscription

Promotion

Advertising and promotion, printing brochures for the project and distributing them to offline travel agencies, airlines and insurance companies

Sales promotion, ground promotion at the entrance of shopping malls and squares in major cities, distribution of environmental protection tote bags with the Travel & Leisure project, with a portable travel medicine kit in the tote bag.

Public relations, donations to widows and orphans; organising trips around the area for the poor elderly; organizing trips for widows and orphans to experience wellness; building a good brand image.

4. Management Team and Company Structure

Wang Zheng hua, male, Han nationality. Born in Shanghai in 1944, he has served as Deputy Secretary of Shanghai Changning District Youth League Committee, Deputy Director of Changning District Government Regional Office and Deputy Secretary of Zunyi Street Party Committee. 1981, he founded Shanghai Spring Airlines and has served as Chairman and General Manager of Shanghai Spring International Travel Agency Ltd. since 1986. 2004, he founded Spring Airlines and served as Chairman.

Advantages.

(1) Combining the advantages of a linear and functional organizational structure, it can maintain unity of command and also play the role of staff officers; (2) Fine division of labour and clear responsibility, each department is only responsible for the work it should do, which is more efficient; (3) Higher organizational stability, in the case of little change in the external environment, it is easy to play the group efficiency of the organization.

5. Operations Plan, Production Design and Development

Add new travel and recreation business in the travel agency's offline shops, and promote the Spring Autumn travel and recreation project in the cooperative hotels, scenic spots and recreation bases. The main focus is on nationwide residence and recreation, so that the elderly' retirement options are no longer limited to local retirement communities and institutions, but rather rotate through the recreation bases around the country according to the company's organizational plan to experience and gain insights. This not only meets the needs of the elderly in their retirement, but also enriches their spiritual world and broadens their horizons.

On-line through the spring travel network to publish travel and recreation services, the opening of an exclusive service column, according to the company's unified recreation and travel plans, according to the location of customers, will be divided into seasonal sections of the organization of various thematic direction of the recreation plan announced in a timely manner. For example, in August, we organized the theme of living and recreation in the Jade Dragon Snow Mountain in Yunnan Province, setting up the registration time and deadline, and submitting information for online review. The offline travel agencies register at the travel agency through in-store consultation and in-store distribution of brochures for each theme. According to the registration, the travel agency will organize consumers in each region, and the travel agency will arrange for them to go to the local airport. Spring Airlines will take over the journey care of the registered elderly people and arrive at the airport of the residence destination on Spring Airlines' flight, and the business of the place where the current residence and recreation theme activity is held will be docked. The elderly people from all over the world will be brought together at the target recreation base for the follow-up recreation services.

In the travel agency offline agent shops to add travel residence recreation business, and in the cooperation of the hotel, scenic spot, recreation base to promote the spring and autumn travel residence recreation project. The main focus is on nationwide residence and recreation, so that the elderly retirement options are no longer limited to local retirement communities and retirement institutions, but rather rotate through recreation bases around the country according to the company's organizational plan to experience and appreciate. This not only satisfies the elderly retirement needs, but also enriches their spiritual world and broadens their horizons.

In addition to the local recreation resources, the company will also systematically train a professional housekeeping team, equipped with its own rehabilitation therapists and rehabilitation physiotherapists, and each residence recreation base is equipped with our housekeeping team. The company also provides a team of housekeepers at each of the bases, making full arrangements for clothing, food, accommodation, transportation, medical care and recuperation at each of the bases.

6. Financial Projects

Source of funding: Self-financing, using the net profit generated in the course of the enterprise's own operation and reinvested.

Description of use: the company to carry out new travel and recreation business, the newly expanded business to open a new office space, need to rent a new office building, office office office rent for 600,000 yuan a year, the new office space decoration costs are expected to 240,000 yuan. The company will need to purchase office equipment, 20 office computers, 2 projectors, printers, copiers, shredders, etc. estimated at RMB 180,000. Furniture or apparatus office filing cabinets 12 sets, 22 sets of office tables and chairs, two sets of large conference tables and chairs, reception customers leisure sofa tables and chairs 4 sets, coffee machine, water dispenser, etc. is expected to cost 120,000 yuan. Two vehicles for receiving customers and business negotiation are expected to be RMB 600,000. Pre-opening registration fees, training fees, travel expenses, etc. are approximately RMB 120,000. The cost of advertising and marketing activities is expected to be RMB200,000.

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