



## **HOT SPRING TOURISM NEWS FLASH FROM CHINA**

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**HOST/** FEMTEC CHINA OFFICE/ CHINA HOT SPRING TOURISM ASSOCIATION

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### **The 1<sup>st</sup> Golden Spring Award was Launched**

Mingle Zhao | Chongqing

On April 21, the press conference of the 1<sup>st</sup> Golden Spring Award was launched at Chongqing, with the attendance of officials from the National Tourism Administration and Chongqing Tourism Administration, leaders from China Hot spring Tourism Association, from CHTA Chongqing Branch, the judging panel of 10 outstanding celebrities from 10 sectors all over the country.

At the press conference, the organizer of this award announced that, Golden Award is the first award for hot spring industry with its rapid development in recent years. Over the past decade, hot spring tourism industry in China has been greatly exploited and being developed with close connections with estate, golf, hotel, vacation, etc. Thousands of hot spring resorts, hotels, and holiday destinations have been built, and meanwhile a number of proposed hot spring projects are under design and construction.

As introduced by the organizing committee, the hot spring forum, exhibition/fair will be developed along with this golden award so as to bring more ideas, thoughts, technologies, brands, useful resources for the urgent appealing for transformation at China's hot spring field.

The aim, as announced by the organizing committee is to collect the utmost updating information and message from the experts and business groups of China's hot spring industry, in line with the spot inspections on hot springs, so as to offer more beneficial interests to the mass consumers. Besides, to offer enlightening instructions and supports to the overall development is included.

CHTA and FEMTEC are the consulting parts of this award. Prof. Umberto Solimene and Mr. Giovanni Gurnari gave their warm greetings to the award in letters and videos.



Mr. KUANG Hai, Deputy-director of Chongqing Tourism Administration  
made a speech



Mr. WANG Yongyi, General Manager of Ronghui made a speech

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## **Japanese Gokurakuyu Onsen Brand Comes to China**

Fiona | Shanghai

Gokurakuyu, the famous onsen (hot spring) brand of Japanese onsen industry has been to China recently. It's reported that its first chain-store in China was opened at the end of February, 2013.

As located at Jinshan District of Shanghai, this newly opened Gokurakuyu has attracted a great number of interesting eyes both Shanghai locals, and many spa fans all over the country. Especially its internal design and decorations are in local Japanese style which have been shared widely among spa fans and people who are fans of Japanese hot springs.

Being different from what have been presented to the domestic consumers, Gokurakuyu is chased by the mass in China for its exquisite design, spa service

contents, as well as home-made Japanese cuisine, beauty services.



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**Tangshan Hot Spring & Tourism Resort Appeals for Great Up-gradation**

Fiona | Nanjing

From April 25 to 27, Nanjing held its annual project coordination meeting for its important projects, 79 projects, in charge of the People's Government of Nanjing Municipality, appealing for investment, among which, tourism projects, such as Tangshan hot spring tourism resort was included.

According to the development plan, Tangshan hot spring tourism resort aims at building a national tourism resort and hot spring business leisure resort, dotted with hot spring and spas of high-end level in recent years. Now 3 hot spring resorts have been in business, 5 hotels are under construction.





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## **The 10<sup>th</sup> Training Class for the Implementation and Promotion of China Hot Spring Sector Standards at Shandong Province**

Mingle Zhao | Shandong

Recently, more than 50 participants from hot spring enterprises, officials from the local tourist administrations attended the 10<sup>th</sup> Training Class for the Implementation and Promotion of China Hot Spring Sector Standards at Tai Mount Hot Spring Resort of Shandong Province.

ZHANG Yue, Secretary-General of China Hot Spring & Tourism Association (CHTA, for short) made a speech to convey the national standards and requirement for the development of the whole sector. Mr. Zhang Bo, Member of the Expert Committee of CHTA, made an interpretation on the Standard (LB/T016-2011) to all students.

The aim of the training class was preaching the newly made metrics of China hot spring and tourism sector, discussing programs of building healthy tourism with wellness and glamorous cultures.

This training class plays important role in promoting the development of Shandong Hot Spring Sector in the following years, guides enterprises and participants of the sector to improve themselves with national standards and sector metrics.

