

FEMTEC CHINA

Yue Zhang | Mingle Zhao | Cindy Zhang | Zhanting Ye

The 2nd 4th Council of Fujian Hot Spring Association

Name correctly and promote Fujian Hot Spring jointly. All hot spring enterprises should cooperate more, improve hot spring knowledge, understand what is the real function about spring water with different activities.

Anning Hot Spring New Image

Anning Hot Spring innovative drawing map launching conference was hold in Guangcheng Qin Hot Spring Resort. New energy and new image assisted the hot spring tourism and culture development for Anning.

New Opening of Gansu Wuwei Hot Spring Resort

On June 29 th, Gansu Wuwei Hot Spring Resort officially opened to welcome guests. It is understood that the total investment of 690 million yuan, an area of 233mu, the total floor area of 56600 square meters, it is a key investment projects of Wuwei.



The 11th CHTA Management Training in Biquan AirSpring

As a new direction of China Vacation Tourism, the Hot Spring, under the guidance of the government, meets vigorous development opportunities, but at the same time, under the new economic condition, hotels and catering industry is facing such problems as high manpower cost, high energy consumption cost, insufficient innovation, limited market channels, lack of enterprise capital thinking and etc.

June 25th to 27th, the 11th China Hot Spring Tourism Industry Management Training was hold in Guangzhou Conghua Biquan Air Spring by CHTA.





experience with the and practicing exploration and international vision of Western

He mentioned, Chongqing Hot Medical University for the the accurate practical data, treatment be part of social Bay Hot Spring, Zengcheng Spring and Tengchong Rehai wellness, and have already achieved certain market results and economic benefits. He thought, Wellness Tourism will become one of the strong new force of China Tourism Industry, hot spring tourism should actively integrate itself into this new market trend and change.



Experts Advice for management problems and direction of development

Wellness is not only the essentiality of hot spring, also the development direction. But how to define wellness tourism, how to design wellness product and how to promote the wellness market, the industry has explored for almost 10 years, but still not successful cases available for reference.

Mr. WANG Jie, the chairman of Hakone Hot Spring Group, expert of China Wellness Standard Issuance Group and the Vice Chairman of CHTA, who is studying hot spring tourism and hot spring market since long time, shared his participants about hot spring wellness tourism’s concept his thoughts about hot spring marketing with the and Eastern hot spring treatment development history.

Spring Association has cooperated with Chongqing research of health effect of spring water intervention with which has positive significance to push the hot spring medical insurance. At present, there are already Bishui Xiangjiang Health Valley, Yingkou Yujing Mountain Hot Hot Spring, which have tried and explored hot spring

