

## Study on the sustainable development of the hot spring tourism in Heyuan City

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**KEYWORD:** Heyuan City; Hot spring tourism; Sustainable development; The environmental protection

**ABSTRACT:** The hot spring resources of Heyuan are very rich. In recent years, the hot spring tourism development is quickly. But there are many problems in the development process, For example, hot spring development pattern is similar, lack of cultural characteristics and brand effect. In addition, staff quality is low. This paper puts forward the sustainable development strategy of hot spring tourism industry in Heyuan. The government needs to establishing and perfecting the laws and regulations. Investor must take protective measures in the development of hot spring tourism resources, and select the appropriate hot spring tourism development model. Managers and designers need to develop characteristic of hot spring culture, establish a brand, strengthen environmental protection and properly handle the geothermal water. In addition, the management company need to strengthen staff training and improve service quality.

### THE BASIC CONCEPT OF HOT SPRING TOURISM SUSTAINABLE DEVELOPMENT

#### The concept of hot springs and hot spring tourism

Hot spring, that is, from underground water temperature at 25 ° C above and spring water containing minerals beneficial to human body composition. The formation of hot spring water is atmospheric precipitation infiltration deep crustal fault, after contact with the underground hot magma after decades of evolution, penetration, eventually transferred to the surface. Hot springs is rich in minerals, not only has curative effect to a variety of diseases, and health care, hairdressing, skin care, nursing efficacy [1].

Hot spring tourism is a hot spring, tourists to experience feeling hot spring bath culture as the theme, to hot spring for the purpose of keeping in good health, leisure, vacation tourism. Hot spring tourism integrating tourism, leisure, fitness, is becoming the one big heat that the leisure vacation travel.

#### The concept of sustainable development of tourism

Sustainable development is a focus on long-term development of the economic growth pattern, first held in Stockholm in 1972 the United Nations human environment conference put forward. Sustainable development refers to protect natural resources and environment as the foundation, to stimulate economic development conditions, to improve and enhance the quality of human life as the goal of development theory and strategy. It is a kind of new development concept, morality and civilization [2].

People will be the concept "sustainable" applied in the field of tourism development, has formed the concept of "sustainable tourism", and then the theory of development for the tourism sustainable development system. Tourism sustainable development, is to meet various needs of present tourists and tourist destination residents of at the same time, maintain and enhance the future development opportunities, the essence of which is required to travel with the natural, social, cultural and human survival environment as a whole, at the same time ensure that tourism ecological environment, social and economic sustainability [3].

## HEYUAN HOT SPRING TOURISM DEVELOPMENT STATUS AND EXISTING PROBLEMS

### Rich hot spring resources

Heyuan because of its rich hot spring resources, known as "hot spring city". Hot springs in the city is very rich in resources, has proven underground hot spring resources, a total of 32 years total flow of 5.119 million cubic meters. Mainly distributed in the source area, dongyuan county, county, zijin county and peace longchuan county. In 32 hot spring resources, according to the water temperature hot spring type is divided into: hot springs in low temperature (20 ~ 40 °C) 7, the low temperature hydrothermal (40 ~ 60 °C) 6, in the warm spring (60 °C ~ local boiling point) 19. Underground hot springs are widely distributed in heyuan, with the characteristics of good quality, high water temperature, water, has a broad prospect of development and utilization.

### Have a good base for development

Currently, heyuan has been the development and utilization of hot spring with a total of 10, is both the source city longyuan Gao Bu hills, hot springs, hot springs and Bavarian estate county town of hot water hot dragon springs, peace county town of male white h and the hot springs, hot springs county town the earth dam peace, nine zijin county and town, 24-hour hot spring (including nine and, taking the hot water) in two places, dongyuan county, huangcun town red October huangtian town Ye Yuan hot springs, hot springs, dongyuan county longchuan county Tacitus town west of hot springs; Already dealt with exploration license to the development and utilization of the two, respectively is the source source city west office xiangshui huangcun town post after hot springs hot springs, dongyuan county; The rest of the hot spring has not been properly developed, only for the local people used for bathing, washing and seedlings cultivation, irrigation, etc.

Table 1. Heyuan major hot springs tourism destination to compare.

Hot spring    Quality    Daily traffic ( m<sup>3</sup> )    temperature ( °C )

Yulinmen	Sodium bicarbonate type	8000 ~ 10000	86	
Longyuan	Rich in the ore treatment of free carbon	5000	63	
	Relong Metasilicate type	6000	88	
Tianshan	Metasilicate	6000	86	
Yeyuan	Heavy calcium carbonate low salt	600	68	
Bavarian	Radon springs	3000	65	

### Ideal tourism resource combination

Heyuan besides contains rich hot spring resources, natural and cultural tourism resources are very rich. At present, ecological culture, hakka culture, hot spring culture, culture has become a big four of heyuan tourism theme of dinosaurs, formed by evergreen lake scenic area such as ecological culture, represented by Sue home wai hakka village of hakka culture to swim, represented by Yulngmen hot springs hot springs, Longyuan hot spring culture to swim, to see the dinosaur eggs and dinosaur bone fossils as a representative cultural tour.

### Hot spring tourism development mode, the same did not reflect spa culture characteristics

At present, the most is the combination of product development of hot spring scenic spot bathing, leisure and health is given priority to, to sports, sightseeing and entertainment is complementary, ig-

nored and heyuan local cultural landscape, the combination of the hakka folk culture. This highly homogenized mode of development, bring the bright spot of hot spring tourism products and rich hot spring tourism culture has not been fully reflected, greatly reduces the hot spring tourist appeal, make the competitiveness of the tourism product is damaged, reduce the hot spring tourism enterprise's economic benefit.

#### **Failure to form a hot spring tourism brand effect**

Although heyuan because geothermal resources is very abundant and the "hot spring city" is known as the guangdong, but developed hot spring tourism scenic area's popularity is not high. Outside the province of anhui huangshan hot spring, huaqing pool spa in shaanxi province and jiangxi lushan mountain hot springs are well-known Chinese and foreign hot spring tourist destination, in the province of zhuhai royal spa, conghua hot springs, enping spa brand have been formed. And heyuan due to relatively remote location, hot spring tourism development started relatively late, so the heyuan hot spring tourism industry has not yet formed the scale, brand effect not obvious.

#### **Personnel quality is not high**

Hot spring tourism needs a large number of knowledge of tourism, hot springs, leisure, entertainment as one of professional practitioners. Due to the main hot spring tourism scenic area is located in the township, heyuan employees especially service personnel are mostly derived from the local villagers, lack of professional training, lower levels of management and service compared with the high quality of hot spring hardware unbecoming, to a large extent affected the quality of service.

### **HEYUAN HOT SPRING TOURISM SUSTAINABLE DEVELOPMENT COUNTERMEASURES**

#### **To establish and perfect the laws and regulations, implementation of protective development of hot spring tourism resources, realize the sustainable development of hot spring tourism**

The development of hot spring tourism. Should walk the road of sustainable development. Hot springs is precious non-renewable resources, is not "inexhaustible, an inexhaustible", hot spring resources and vulnerable to damage. Withdrawals should be according to the hot spring water yield appropriate control, overexploitation of hot spring water can cause damage to the hot spring resources, lead to hot spring water supply shortage, only in hot water as hot spring water, deceive tourists, the tourists spirits, come back disappointed. Therefore, in the whole process of the development and utilization of hot spring must follow the principle of the protection. To this, should actively learn from the hot spring tourism developed countries or regions development experience. Through formulating policies and regulations, strengthen the administrative management, and other means to protect the hot spring resources, realize the sustainable utilization. At the same time, the development process should reduce the impact on the ecological environment, we should determine the locations of the hot spring tourism scenic area and the construction of ecological damage it is advisable to complete and coordination, to form the human and the nature harmonious coexistence, the unity of nature and travel, let the hot spring tourism become forever window in Heyuan tourism economy.

#### **Select the appropriate hot spring tourism development mode**

Although heyuan several hot springs are in active development, but it must be to scientific reasoning of hot spring resources and market conditions, adjust measures to local conditions to determine hot spring development mode, characteristics, to avoid the same. According to domestic and international development trend of hot spring tourism destination and the specific situation of the hot spring tourism market in guangdong province, selection of development model has: (1) the tourist resort, the model in the basis of the traditional hot spring bath, provide the residents with health care services, such as massage, massage, beauty of form a complete set of the related content, moderate construction including golf, tennis courts, badminton courts and other recreational sport facilities, mainly vacationing industry hotel accommodation facilities, and established good cooperation relationship with surrounding scenic spots; (2) the meeting model of tourism destination, in the economically de-

veloped guangdong province, business frequently, so the traffic is convenient and close from the center city tourism destination should adopt this kind of development model; (3) the hot spring hotel model, this model is given priority to with business hotel, the spa as a kind of supporting facilities, in order to improve the awareness, enhance attraction hotel.

### **Fully excavate the cultural characteristics of hot spring tourism, building brand**

Shaping the culture characteristics of hot spring tourism destination is one of the important conditions of hot spring development success, is also an important symbol of hot spring tourism destination brand. Operator response to strengthen cultural tourist guide, pay attention to cultural theme activities, improve tourist taste, improve the quality of tourism. Not only to let visitors in the bath at the same time learning about the hot springs of geology knowledge, can also through some of the stories related to the hot springs, celebrities and the complex with hot spring, introduces the archaeology of knowledge related to the hot springs, literature, folklore, etc. More importantly heyuan hot spring development must be combined with the local hakka folk culture, which can be introduced in the hot spring tourist area planning of hakka architecture culture elements, digging in the hot spring resort hakka food culture characteristic, it is not only beneficial to the construction characteristic, the individuality prominent hot spring tourist area, also greatly enrich the cultural connotations of hot spring tourism.

### **To strengthen environmental protection, to properly handle the geothermal water**

Geothermal abandon the harmful ingredients in the water can cause pollution on the surrounding environment in different degrees. Only economic benefits, regardless of the environment pollution is no good. Take measures to solve the geothermal exploitation and utilization of environmental pollution is an important guarantee for the sustainable development of geothermal. Geothermal is economic and effective treatment methods of waste water injection, and the underground of geothermal water injection, and can avoid the geothermal abandon the environmental pollution problem caused by water, and can be solid storage hot taps off again, extend the life of the thermal field. [4] on the other hand, can be in accordance with the scientific method for secondary use of geothermal water. Such as emissions of geothermal water still has certain temperature, the heat pump technology can be used for resort rooms and office space for heating, as well as the warm tropical plants flower planting, this can avoid pollution, but also benefit the society [5].

### **Strengthen staff training, improve the quality of service**

Hot spring tourism practitioners to service a wide range of skills requirements, in addition to the basic bath, guest room, food and beverage service, also must master of tourism projects, sports fitness facilities and entertainment operation skill, must often ACTS as a coach, the partners, the organizers, narrator, treatment, care, gardening and other specialized roles. Only master superb service skills, coupled with considerate, warm and thoughtful service, can give a guest in the true sense relaxed, comfortable, warmth, and sets up the good word of mouth effect. Therefore, hot spring tourism enterprises must attach importance to the training of employees, on the one hand, to strengthen the enterprise internal employees training, improve staff service skills; To cooperate with local colleges and universities on the other hand, through the tourism and hotel management professional (spa management direction) secondary order class, adult education classes, and other advanced form of promoting the comprehensive qualities of employees [6].

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