

# The Function of Spa for Propelling North—East Asia Tourism:

a Case Study on Liaoning Province of China

FONCTION DE L'ETABLISSEMENT THERMAL POUR LA  
« PROMOTION DU NORD —TOURISME DE L'ASIE EST »:

ETUDE DE CAS DE LA PROVINCE DU LIAONING

Zheng Yan<sup>1</sup>

Wang Yanping<sup>2</sup>

**Abstract:** In the field of Propelling North—East Asia Tourism, spa can play a very important role because of its special function on human physical body and spirit of soul. Author selects spas of China Liaoning as case object in this paper, originally sorts out the available datum on spa situation combining some field investigation. Furthermore under the reference on Korea and Japan spa evolvement, mutual spa visiting、regulation & deregulation、undeveloped & over developed, and sanitary management such as Legionella Pneumophila contamination on spa were discussed as to the development of Liaoning for Propelling North—East Asia Tourism.

**Key words:** Spa; North—East Asia Tourism, Regulation, Sanitary management

**Résumé:** Dans le domaine de la « Promotion du Nord - tourisme de l'Asie est», l'établissement thermal peut jouer un rôle très important grâce à sa fonction spéciale sur la santé physique et spirituelle de l'homme. L'auteur choisit l'établissement thermal du Liaoning de Chine comme objet d'étude dans cet article, tire des données disponibles sur l'établissement thermal en combinant des domaines de recherches. De plus, avec la référence à l'évolution de l'établissement thermal de la Corée et du Japon, la visite mutuelle des établissements thermaux, la régulation&dérégulation, sous-développé&sur-développé, et le management sanitaire tel que la contamination de Legionella Pneumophila dans l'établissement thermal ont été discutés pour pousser le développement de la province du Liaoning dans la « Promotion du Nord - Tourisme de l'Asie est ».

**Mots-Clés:** établissement thermal, Nord – Tourisme de l'Asie est, régulation, management sanitaire

## 1. SPA & NORTH—EAST ASIA TOURISM

It is the nearness in location that China、Korea、Japan and other nations of North—East should develop tourism together. But it is true that the higher income of Japan—Korea and the lower economical level of China obstruct this kind of cooperation. Yes it is very difficult to change this situation, but some things exist which can improve at least the psychological level for North—East Asian tourism communication, that is spa tourism.

Since human come into being, cloths mark the differences of people social location step by step, it is also can be felt in tourism destination area through the wearing and buying souvenir. But you can find out nothing in hot spring pool except bathing and hot atmosphere, author want to say that spa tourism may let all tourism people feel equality no matter what color your skin is and how about your income is, equality is one of the basis of Propelling North—East Asian Tourism.

It is not only equality atmosphere, spa but also can supply relaxing、healthy-care and naked feeling, furthermore there is no special demands on visitor strong body compared to surfing. Spa tourism is more

<sup>1</sup> College of Tourism, Dalian University. China.

<sup>2</sup> Tourism & Hotel Management School, Dongbei University of Finance & Economics. China.

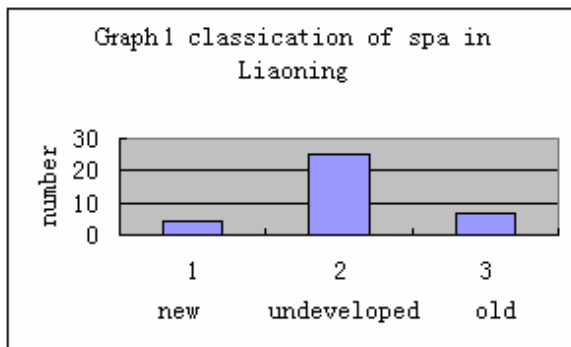
\*Received 1 August 2006 ; accepted 15 November 2006

and more popular for Chinese people, and little foreigners have involved in it, it will be a new field or a branch of inbound tourists when they have know some culture of China metropolitans and famous mount, and they want more other.

## 2. THE SPA SITUATION OF LIAONING

It is said there is 27(Wang Jiyang, 1996) or 36(Huang Shangyao) or 42 spas(Liu Guohai & Zhongguiqing,1994) in Liaoning Province. Because whole field investigation has not done yet by government since 1978, and China don't carry applying institution on spa developing to a unified organization, the number of spa in Liaoning can not be checked now although some official announced with journalist interview that it is 55 spas in Liaoning in 2003, but no spa name list can be found. Here author try to list them.

According Tab1 we know that there are 37 spa in Liaoning. Among them 3 kinds can be divided that are ①old spas which started in Anti-Japanese War in 1940s or more earlier, and were reconstructed with convalescent function after 1949; ②new spas which were developed for tourism since 1978 when China carried "Open—Door"Policy; ③ undeveloped spas which are some far from metropolitan, that are equal to ones in Tab1 which were described in only name and temperature(Graph 1).



We can know that almost 26 spas have not begun development in all directions from the Graph 1. Investors just selected the spas that are near city or with excellent traffic road. Furthermore, on the other hand, machine power hot spring developing is taking off in Liaoning.

## 3. POWER HOT SPRING DEVELOPING TENDENCY OF LIAONING

As there are many undeveloped natural spas, many power hot springs were excavated for tourism, which are near city. Here author doesn't want to discuss the "real" or "false", if managers show the whole data of hot spring, it is no problem for spa tourism. It is function of

market. But how the resource protection and how about the sanitary situation, we should pay attention to them. The experience of power hot spring developing of Korea and the sanitary management of Japan can be useful to China, and if tourists and spa experts can visit spa of China which can propel the development of North—East Asian tourism.

Table Part of Power Hot Springs near Dalian

Name	Temperature	T/d	Depth (m)	Years
Laotieshan	43	300	1500	2000
Chengyuanshanzhuang	60		3020	1998
Baiyinsan	58	1000	3545	2004
Guobao	35	1190	1500	2000
Jinshitanuningshui	38	500	1510	2000
Kailunguojiwenquan	32	1008	1580	2002

## 4. OUTLOOK ON INTERNATIONAL COOPERATION AT SPA OF CHINA

From the things of spa in China Liaoning, Korea and Japan, we can image some fields which are possible entrance for propelling North—East Asia Tourism.

### 4.1 Mutual Spa Visiting/getting out of central city

As the description in the first part of this paper, you will feel equality and be no more nervous when you jump into warm pool although it is abroad. On one hands that tourists, who came from abroad to China, seldom get out of city to suburb, let's go to spa in the nature. On the other hand, the Chinese tourists who go to Korea or Japan, they like to go to spa, please invite them. Indeed, many of them have gone.

### 4.2 Mutual Discussion on Spa Construction

There must be a lot of pities for Korea or Japan spa, but these chances have passed, please tell your best or worst experiences to Liaoning men who are beginning spa construction, or you can re-try your hope here to make over your dream. Chinese enterprises or government know little about the way of spa recreation, and pay little attention on spa convalescent function, maybe Korea or Japan are regretting on it. -China can also express some feeling on your spas, although they have a little experiences on it, but the large market and the overwhelming thinking by Chinese should express some correct things which will be useful for Korea or Japan, which also can remind you reconsider the re-promotion on spa from another dimension that you can not think about it by yourself.

### 4.3 Regulation or Deregulation on Spa

It should be begun from "Spa Act", please introduce the both of the laws item by item. It is a big problem for

resource protection. Presently government have enough time to consider it, some calling or pressure from abroad is necessary. I suggest let's begin from Liaoning, the important reason is that leaders of Liaoning Tourism Bureau are here now. As to deregulation, it is not only a registering problem, sometime management agency want to much money from developing side, and more than 10 or 20 Government Bureaus have power to vote down your developing applying. Mutual communication on Regulation or Deregulation topic is necessary.

#### 4.4 Sanitary Management

It is a very important problem, although no reporting

exists on Legionella Pneumophila contamination. But I think it will come into being in China soon or later when hot spring become more and more short in future. Indeed, recycling of water has been begun in Metropolitan public house, Colon Bacillus has been found in pools of several spa hotels in Anbo Spa in 2004.

Sanitary management is a important field that Liaoning should study on from Korea and Japan.

In general, author suggests spa is a field of sub-markets in North—East Asia Tourism, it is a good choice to get into next period for propelling North—East Asia Tourism as fast as possible instead of discussing the meaning only.

### REFERENCES

- Liu Guohai & Zhong Guiqing(1994). *The Hot Spring Resource Developing and Utilizing*. Edited in China Regional Geology (Chinese). Beijing: Geology Press of China
- Wang Jiyang(1996). *China Geo-thermics*. Beijing: Geology Press.
- Huang Shangyao(1993). *China Hot Spring Resource(bilingual)*. Beijing: China Map Press.
- Eungjin LEE(2000). 'Study on Outlook and Some Problems in Deregulation of Tourism Development in Korea'. *Journal of Tourism Research*. No.37, 53~60.
- Kim Hyungji(2001). 'The Development Process of Spa Resorts and Problems in Korea'. *Journal of Tourism Research*. No.38, 47~62.
- Wang Yanping(2004). *Spa Tourism of China(Chinese)*. Dalian: Dalian Press.

### THE AUTHORS

**Zheng Yan**, Vice-professor, College of Tourism, Dalian University. Dalian, Liaoning, 116622, P.R. of China.

E-mail : szhyld@126.com

**Wang Yanping**, rism & Hotel Management School, Dongbei University of Finance & Economics. Dalian, Liaoning, 116025, P.R. of China.