

## Research on the Creation of Cultural Ecology to Identity Brand Image in the Context of Recreation: Literature Review and Prospects

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### Abstract

*In recent years, from cultural and ecological construction to urban identity and branding in the context of recreation industry has become an important research topic. The systematic literature review method is adopted to review 656 journal articles originated from China Knowledge Network (CNKI). The research review is conducted in terms of overall research characteristics, highly cited literature, theoretical foundations, existing problems, and research methods. The results of the literature analysis are systematically elaborated from the foundation of the recreation and culture tourism industry and related theories, domestic culture and ecology to the culture and ecology of Dongtang Town, historical and cultural analysis of the recreation and culture tourism brand, the current situation and problems of construction, and the analysis of the construction of hot springs recreation and culture industry. The study found that the development mode of "recreation" will continue to develop rapidly, and the development of recreation tourism will intensify. The development of Liaoning Dongtang Hot Spring Town needs to make full use of its original hot spring resources, perfectly integrate with the recreation industry, and shape a hot spring recreation brand with a sense of identity and belonging.*

**Keywords:** *Culture and Ecology, Recreation Industry, Dongtang Town, Recreation Tourism.*

### Introduction

In recent years, in the wave of globalization and informationization, the recreation industry has developed rapidly as a form of industry emerging under new historical conditions. As an important force for social development, the rise of recreation industry has played a positive role in promoting economic transformation, cultural renaissance and social development. At the same time, the traditional development model has brought serious challenges to the development of the economy, and the role of cultural ecology, identity, and brand image creation in integrating into the recreation industry has become increasingly prominent.

China's recuperation industry has initially formed two major categories, namely the pension industry and health services, and has presented four major forms of business represented by sports, healing, study and residence recuperation. In addition, the recuperation tourism market is also developing rapidly, forming a rich industry pattern and industry chain. The recreation industry is gradually developing from the traditional medical and rehabilitation fields to diversification and integration. This trend is reflected in the deep integration of the recreation industry with tourism, culture, sports and other industries, forming a variety of new recreation forms.

The research approach of the recreation industry has effectively promoted the development of related research in academia. Existing research mainly explores the background and reasons, connotation and characteristics of the recreation industry, its integrated development with culture and ecology, recreation and tourism and related theoretical research. These studies have laid a theoretical foundation for the integrated development of the recreation industry. Based on the current research status of the recreation industry, recreation tourism, recreation hot springs, etc. this paper systematically combs through the existing research on analytical methods, with a view to providing strong theoretical support for the development of current recreation enterprises.

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## Materials and Methods

In order to effectively grasp the relationship between recreation industry, culture and ecology, recreation tourism, and recreation hot springs and the current research status, and to better study China's hot springs recreation tourism industry, this paper combines a variety of research methods such as the fieldwork method, the participatory practice method, the questionnaire survey method, the data literature research method, and the statistical data analysis method. In the procedure of data collection, we adopt the participatory action method, which contains participatory observation, in-depth interview, focus group seminar and questionnaire survey. In order to carry out a deeper theoretical and empirical analysis of the tourism resources of Liaoning Dongtang Town, this paper collects a large amount of graphic materials and network resources.

### *Literature Retrieval and Screening Strategy*

Compared with books, newspapers and research reports, academic journals and dissertations have stronger academic rigor, influence and operability, so this paper adopts academic journals and dissertations as the main data sources. Since the recreation industry is an important part of the in-depth implementation of the national "Healthy China" strategy, this article chooses domestic journals. As of December 22, 2024, a total of 1,467 journals were searched in the core journals and CSSCI journals on China Knowledge Network (CKN), covering the fields of public administration, sociology, political science, medicine, and history, etc. The article uses the theme of "health and wellness industry" as the main source of data.

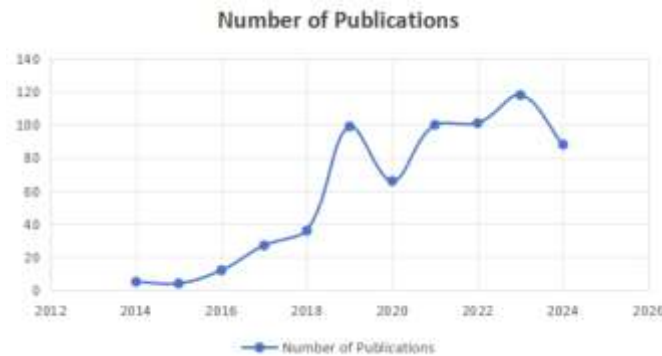
In order to improve the accuracy of the literature search and ensure the rigor and science of the study to the greatest extent possible, we carefully considered and clarified the core issues of the study before conducting the literature search, and eliminated the literature related to the "recreation industry" but not very relevant to the "cultural ecology" and "identity". "The main steps are as follows. The main steps are as follows: 1) Initial screening: Through the screening of "disciplines", the literature on "sports", "medical and health policies and laws and regulations", "macroeconomic management and sustainable development", and "health care" were excluded. Macroeconomic management and sustainable development" and other irrelevant literature, leaving 'tourism', 'culture', 'cultural economy', 'agricultural economy' and 'sustainable development'. "Agricultural Economy", 'Service Economy' and other related literature; 2) Secondary Screening: through reading the title, abstract, keywords, screen out literature not related to the research topic; 3) Final Screening: through reading the abstract to select the part of the article with strong relevance, and then read the full text quickly to lock the final article; 4) Final Screening: through reading the abstract to select the part of the article with strong relevance, and then read the full text quickly to lock the final article. and then locking the final 482 literatures by quickly reading the full text. Finally, in order to ensure that the research is comprehensive and reliable, we try to use authoritative journal papers as the theoretical support of this paper.

### *Literature Analysis Methods*

In order to ensure the science and comprehensiveness of the literature review, the citation rate, download rate and publication platform of the literature were comprehensively considered when analyzing the literature, and the research themes of "Recreation Industry", "Cultural Ecology", "Recreation Tourism" and "Recreation Hot Spring" were combined. ", "Recreation Hot Spring". Firstly, we summarize and classify the literature related to "recreation and culture industry" and search for the main features of culture-related literature. Secondly, according to the categorization, we will explore the main development direction of "recreation industry" this year, look for the development situation of recreation tourism in recent years, and explore its relationship with "culture and ecology", "recreation tourism", "recreation hot spring", "recreation tourism" and "recreation hot spring". The relationship with "cultural ecology", "recreational tourism" and "recreational hot springs" is explored. Finally, through intensive reading of the literature with large connections, we will combine the development of recreation tourism with the local cultural and ecological environment and the identity of the local people, and explore the development path of recreation tourism.

*Analysis of Literature Review Results**Overall Publication Characteristics*

In terms of the publication time of the literature, academic research on the recreation and tourism industry in recent years has shown a trend of short-term accumulation and fluctuating growth Figure 1. From 2014 to 2018, the number of publications related to recreation and tourism was relatively small. From 2019 to 2021, the number of publications doubled. From 2022 to the present, the total number of publications has developed steadily with fluctuations.



**Figure 1. Publication Trend of Health and Wellness Tourism Industry Research**

According to the analysis of the literature theme and the time characteristics of publication, in recent years (2014 to 2024), the academic research on "recreation and health care industry" has shown a trend of annual growth and the growth rate has become larger year by year, which is mainly divided into three stages. The first stage (2014 to 2018): the literature related to "recreation industry" is mainly centered on old age, health and wellness, medical and health care integration, etc.; the second stage (2019 to 2021): mainly with the theme of "Recreation +", the study of The second stage (2019 to 2021): mainly focusing on the theme of "Recreation +", researching the integration and development of the recreation industry with agriculture, forest recreation, rural revitalization and other diversified contents; the third stage (2022 to 2024): mainly researching the high-quality development of the recreation industry in the context of the digital economy, the post-epidemic era and the new quality of productivity. The number of literature in the above three time periods is 84, 265 and 307 respectively, with the number increasing year by year and the growth rate tends to accelerate. According to the current trend, the research of "recreation industry" is about to show a blowout trend, and it is more and more closely combined with the current hot issues in the society.

*Analysis of Highly Cited Literature*

High-frequency cited literature can reflect peer recognition and theoretical validity of the literature. Table 1 gives an overview of the top 10 highly cited literature in China. As can be seen from Table 1, in the second and third phases, the research on "recreation industry" has received attention from the fields of forest recreation and culture and tourism development, and the development of the recreation industry system has been influenced by the economic development and the development of new industries at that time, and the integration with the development of culture and tourism industry has become closer and closer.

**Table 1. Overview of Highly Cited Literature**

CITATION/ DOWNLOAD	AUTHOR	TITLE	JOURNAL	PUB TIME
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247/3303	Liu Chaowang, Wang Daoyang & Qiao Yongqiang	Exploration of Forest Recreation Base Construction	Forestry resource management	2017
169/3356	Liu Tuo & He Mingtao	The development of forest recreation industry is the inevitable result of the implementation of supply-side structural reforms	Forestry economy	2017
145/4490	Shu Yi, Lou Yi, Zhang Hongliang & Wang Han	Exploring the Development Status and Path of China's Forest Recreation Industry--Based on Typical Area Research	World Forestry Research	2019
139/4218	He Binsheng, He Wei, Zhang Wei & Huma Wuxian	Discussion on the Development of Forest Recreation Industry Relying on National Forest Parks--Taking Sichuan Kungshan National Forest Park as an Example	Sichuan Forestry Science and Technology	2016
111/3198	Sun Baopu	"Forest recreation" is a new form and mode of China's large health industry.	Business Culture	2015
108/1984	Park, Fangmin & Li Xiquan	Reflections on the Development of Forest Recreation Industry in Hunan	Hunan Forestry Science and Technology	2016
107/3295	Song Weiming	Reflections on the inevitability and path of forest recreation industry development	Forestry economy	2020
104/5208	Zhang, Belle & Huang Xiaoxia	Construction of Suitability Evaluation Indicator System and Enhancement Strategy of Recreation Tourism Industry	Economic Review	2020
96/4538	Yang Hongying & Yang Shuran	Integration and Crossover; Research on the Empowerment Model of Recreation and Wellness Tourism Industry	Ideological Front	2020
96/1800	Zhang Shaoquan	Thoughts on Developing Forest Recreation Industry to Promote Modern Forestry Transformation and Upgrading	Forestry economy	2018

Note: The Author Sort Out It Based on Data of Cnki.

#### *Theoretical Foundations and Research Method*

The theoretical basis for the study of "recreation industry" mainly involves recreation tourism, medical and health care integration, cultural tourism development, cultural ecology, industrial development, cultural economy and so on. At present, the research method of "recreation industry" mainly relies on field investigation and literature survey, such as questionnaire survey, data and literature research, but because society has been in the process of dynamic development, which also requires researchers to update information and data in real time and in the field, leaving enough space for new research directions and innovations of "recreation industry" to be explored. This also requires researchers to update information and data in real time and in the field, leaving plenty of space for new research directions and innovations in the "recreation industry".

### *Analysis of Main Research Result*

This paper mainly focuses on the integration of recreation industry, culture and ecology, and recreation and tourism by combing several perspectives that are closely linked with the recreation industry, taking Liaoning Dongtang Hot Spring Town as an example.

About recreation industry, Liaoning Dongtang hot spring town as the background, "recreation" industry is based on the unique natural, humanistic and ecological environment of the hot spring town, hot springs, health care, tourism, leisure as the core, modern medical treatment, health care, tourism, leisure as the main content, to provide high quality, all-round health care, health care, leisure and other services for the tourists and residents, Recreation industry is a new type of industry. Recreation industry is not only the main driving force to promote the economic growth of small towns, but also an important pillar to shape the brand image of small towns.

### *The Practical Mechanisms of Dongtang Town Wellness Tourism Construction*

Taking Dongtang Town of Dandong City, Liaoning Province as the research object, designing questionnaires and carrying out questionnaire surveys in Dongtang Town, according to the information collected by the questionnaires, an empirical analysis was done on the source market of leisure agricultural tourism in Dongtang Town, focusing on the analysis of tourists' consumption behaviors, and identifying some problems in the development of leisure agricultural tourism in Dongtang Town and the trend of tourists' consumption, which lays a foundation for the subsequent empirical analysis and data processing, and plays a certain role in promoting the development of rural leisure agriculture and the construction of new rural areas. The development of rural leisure agriculture and the construction of new countryside plays a certain role in promoting.

With regard to cultural ecology, in the context of Liaoning Dongtang Hot Spring Town, "cultural ecology" is a comprehensive category that includes the natural environment, historical origins, folk customs and hot spring resources. Cultural ecology is a unique cultural system formed in the course of a long history by the nurturing of the natural environment, the accumulation of history and culture, the inheritance of folk culture, and the development and utilization of hot spring tourism. It is both a reflection of a city's regional characteristics and resource endowment, as well as a reflection of a city's lifestyle and value orientation. The natural environment is the foundation of cultural ecology, and its unique regional characteristics and climatic features have laid a good foundation for the development of the spa town. The "soul" of cultural ecology is the continuation of history, the historical evolution of a city, the record of cultural development, and the deep cultural deposits of a city. Hot spring resources are the important cultural and ecological foundation of the city, and are the main resources for the development of health and wellness tourism.

To this end, it is important to emphasize the preservation and inheritance of cultural ecology and to ensure the inheritance and development of cultural elements such as history, culture and folklore. At the same time, the quality and service of recreational tourism will be further improved in order to adapt to the demand of tourists for a high-quality and healthy lifestyle. Table 2 summarizes Liaoning Dongtang Hot Spring Town will attract domestic and foreign businessmen to visit and invest in the town with its unique charm, distinctive features and highly competitive brand to promote the sustainable development and prosperity of the town.

**Table 2. Connotations of Rehabilitation Industry from Different Perspectives**

<b>PERSPECTIVES</b>	<b>MAIN CONTENTS</b>
<b>RECREATIONAL TOURISM</b>	Recreation tourism is based on good physical and climatic conditions, in the form of tourism to promote the physical and mental health of tourists, enhance the happiness of tourists, to achieve the happiness of the purpose of the special resort tourism(Ren, 2016).
<b>MEDICAL CARE AND RECREATION</b>	The development model of the pension service industry "combining medical care and recreation" is an inevitable trend for the pension industry to comply with the economic and social development, which meets the development requirements under the new situation by actively integrating the health and tourism, pension, medicine, leisure and other industries (Wang, 2022).
<b>CULTURAL ECOLOGY</b>	Recreation, hand in hand with tourism and culture, contributes to the enhancement of people's sense of well-being and the early realization of their growing cultural and health needs (Jin, 2019).
<b>FOREST RECREATION</b>	Forest-based forest medicine, mainly for disease prevention, stress relief and rehabilitation of the sick body, suitable for sub-healthy people, the elderly and the sick body rehabilitation groups; forest recreation is people-oriented, forest-based, to maintain the importance of health, health as a hostel, the purpose is to prevent and maintain health, recreation, health care and physical fitness (Liu, 2020).
<b>RURAL REVITALIZATION</b>	In the recreation market demand increases and the strong support of national policy, China's recreation tourism research and development in theory and practice have made some progress, rural tourism and recreation industry innovation and integration of development has gradually received widespread attention from all walks of life, rural tourism can be used as an advantageous platform for the development of recreation industry, and the recreation industry will become a new breakthrough point to promote rural revitalization (Liu, 2019).
<b>RECREATION AND PENSION</b>	To help realize a healthy China by scientific and technological means as the construction goal, to take the interconnection and interoperability of national recreation information and data as the construction basis, to build a "community-embedded" intelligent recreation service complex to mobilize service resources, to carry out remote health data monitoring and health management to strengthen the information support, to give full play to the regional advantages and to promote the upgrading of local recreation industry (Hou, 2021).

Note: The Author Sort Out It Based on Literature Review

Through different interpretations of the recreation industry, this paper finds that recreation cultural resources and recreation natural resources are important components that constitute recreation tourism resources, while recreation science and technology resources are important components that constitute recreation tourism resources. Recreation tourism generally does not rely on a single resource, but adopts the comprehensive utilization of multiple resources, but tends to be dominated by a certain resource. Therefore, according to the different resources of recreation and culture tourism, recreation and culture tourism can be categorized into culture-led, natural resource-based and healthcare-led development modes.

The connotation of the recreation industry from different perspectives promotes the expansion of the extension of the recreation industry. Table 3 summarizes the existing studies have categorized recreation into the following types from different perspectives: a) According to the mode of recreation, recreation can be categorized into tourism recreation, countryside recreation, coastal lakes recreation, climatic recreation, hot springs recreation, and traditional Chinese medicine recreation. b) According to the state of health,

recreation can be categorized into healthy state recreation and subhealthy state recreation. c) According to the consumer group, recreation can be categorized into middle-aged and old-aged recreation and adolescent recreation. d) According to the consumer group, recreation is categorized into middle-aged and young people's recreation. This study focuses on hot spring recreation mainly from the way of recreation. Liaoning Dongtang Hot Spring Town, as a typical recreation tourism destination, not only concerns the long-term development of the town itself, but also has far-reaching significance in enhancing the cultural experience and health and well-being of tourists.

**Table 3. The Author Sort Out It Based on Literature Review**

TYPE OF HEALTHY CARE	CONNOTATIONS
<b>TOURISM AND RECREATION</b>	Recreation tourism in general terms, that is, health tourism, permaculture tourism, is a kind of tourism activities based on the natural ecological environment, humanistic environment, cultural environment, combined with viewing, leisure, recreation, amusement and other forms, in order to achieve prolonged life, strengthen the body, cultivate the nature of the body, medical treatment, rehabilitation and other purposes(Ren, 2016).
<b>RURAL IDYLIC RECREATION</b>	In the planning and design, according to local conditions, the park is planned as a leisure and tourism as the theme of ecological tourism parks and health care as the theme of old age complex area, for the current reality of China's old people's needs, in order to "think of the old, anxious old people's urgency" as the fundamental starting point, the idyllic complex and the perfect combination of old age, for the countryside idyllic The perfect combination of rural garden complex and old age care provides a reference for the new mode of planning and designing rural garden and recreation complex(Han,Jiang and Long, 2018).
<b>COASTAL LAKE RECREATION</b>	Compared with inland mountains, forests, grasslands, lakes, deserts and other recreational conditions and leisure environments, the coastal human-earth, human-sea and land-sea systems are more complex and diversified, and the types of programs provided for sports, leisure and recreational development are also more abundant, and the experience of activities, health promotion and consumption attraction for tourists are also significantly enhanced(Yang and Zhang, 2023).
<b>CLIMATE RECREATION</b>	Explore the potential value of climate in the field of health resort, health care and pension, leisure tourism and other areas and the development of a new model of climate service health industry, which is conducive to promoting the integration of climate recreation and health care and pension industry, and further stimulate the weather to give the economic and social development of the new kinetic energy(Lin,He and Hu, 2020).
<b>HOT SPRING RECREATION</b>	As an important part of the development of the tourism industry, hot springs and recreation tourism will become a major mode of travel for the public as people aspire to a better and healthier life.
<b>CHINESE MEDICINE RECREATION</b>	The development of Chinese medicine recreation and tourism industry is of great benefit to give full play to the characteristics and regional advantages of Chinese medicine, build a new form of recreation and tourism based on Chinese medicine, promote the synergistic and industrialized development of "health and wellness" and "tourism", and provide high-quality Chinese medicine health services for the people. It will be of great benefit to provide high-quality Chinese medicine health services for the people.
<b>HEALTH STATUS</b>	Forest recreation relies on the rich forest ecological landscape, high-quality forest environment, healthy forest food, rich forest culture, combined with the

<b>WELLNESS</b>	concept of traditional Chinese medicine health care, to carry out a series of health and wellness activities.
<b>SUB-HEALTH STATUS WELLNESS</b>	The existing experiments have proved that forest healing has a very good effect on reducing stress, which makes it one of the better ways to solve and intervene in the problem of "sub-health". Through the course, healing is realized.
<b>MIDDLE-AGED AND ELDERLY RECREATION</b>	Forest recreation is a high-level activity based on forest tourism activities, transferring the traditional forest tourism program to healing and health. Therefore, it is aimed at a wider range of groups, especially in the case of sub-health of middle-aged and elderly people in general, and activities in the forest environment are more conducive to the improvement of the physical quality of middle-aged and elderly people. Increased activities in the forest environment can also help the middle-aged and the elderly to relieve their anxiety and thus improve their new abilities and health.
<b>YOUTH RECREATION</b>	According to a survey conducted by Ctrip.com, 65% of young people in China want to go out of their homes to experience recreational tourism, but the existing recreational tourism is skewed towards the elderly. Therefore, it is of great practical significance to innovate and develop a new model of youth recreation tourism to improve the sense of youth tourism experience.

Note: The Author Sort Out It Based on Data of Cnki.

According to the above different types of recreation industry and the actual needs of the current society, recreation tourism is the trend, hot springs recreation is a set of tourism, health, consumption in one, the establishment of Dongtang hot springs town of cultural and ecological development of clues, is to build a tourist attraction characteristics of an important path of the brand. Only in this way, the tourism industry can play its leading role in the process of driving other industries, driving the development of the city, expanding the space for its development. Therefore, in addition to market factors, image substitution factors and regional factors, the positioning of Dongtang Town should also consider the factors of Dongtang Town's development strategy, combine the development idea of hot spring recreation with the development of the town, and drive the development of leisure and vacation industry by hot spring recreation, which is a very strategic work.

### *SWOT Analysis*

SWOT analysis is based on the internal and external competitive environment of an enterprise, and analyzes the development situation of an enterprise in terms of its internal advantages and disadvantages, and external opportunities and threats. Therefore, SWOT can be divided into four parts: favorable conditions S, unfavorable conditions W, opportunities O and dangers T. Using the SWOT analysis method to systematically analyze the tourism development situation of Dongtang Hot Springs Town and the brand image of culture and tourism, the factors affecting the development of tourism in Dongtang Hot Springs Town are listed one by one, and the future development trend is identified, and the corresponding strategy is proposed.

### *Favorable Condition (S)*

Liaoning Dongtang Hot Spring Town has formed its own unique development advantages based on its unique culture, ecology, characteristics and image. Dongtang Hot Spring Town has rich natural resources, and the spring water resources are rich in minerals and trace elements. Recreational tourism centered on hot spring resources can bring a special recreational experience to tourists, and at the same time cater to people's growing awareness of health care. In the inheritance and protection of traditional culture, Dongtang Hot Spring Town has a long history and a strong humanistic atmosphere, so that tourists can enjoy the hot spring bath while also enjoying the strong traditional cultural atmosphere, resulting in a strong



sense of cultural identity and belonging.

#### *Disadvantage Condition (W)*

Liaoning Dongtang Hot Spring Town in the "health as the theme" of culture, ecology, identity brand building, although it shows some superiority, but there are also deficiencies that can not be ignored.

Small towns have weaknesses in human resource construction. High-quality recreational talents are the key to promote the development of recreational industry, but at present, Dongtang Hot Spring Town has some problems in the introduction and maintenance of talents. On the one hand, due to its remote location, it is difficult for small towns to attract high-level talents from big cities; at the same time, the lack of corresponding policies on talent cultivation and introduction has resulted in the lack of professionals, thus restricting the specialization and innovation of the recreation industry.

In addition, there is room for improvement in brand recognition and marketing strategy. How to rationally develop and utilize hot springs without destroying the natural environment in order to achieve the purpose of sustainable operation is an urgent topic for hot spring towns at present.

#### *Favorable Circumstance (O)*

Liaoning Dongtang Hot Springs Town has ushered in a development opportunity never seen before in its history in the environment of health and wellness. The government's supportive policies provide a good opportunity for the construction of small towns. In recent years, the state has paid great attention to the health and wellness industry and formulated relevant policies and measures. The rapid development of network and big data also provides opportunities for the development of small towns, which can enhance their visibility and influence by setting up official websites and social media platforms. Big data can also be used to analyze the needs and behaviors of tourists and achieve personalized marketing for tourists. With the increasing awareness of environmental protection and the sustainable development of society, the concept of "green health care" is gradually forming in society. Dongtang Hot Spring Town can take advantage of this opportunity to strengthen environmental awareness, advocate the concept of green recreation, and build an ecological recreation resort.

#### *Menace (T)*

The biggest threat to Liaoning Dongtang Hot Spring Town in the general environment of health and wellness is the increasing competition in the market. With the rise of health and wellness tourism in China, more places have set their sights on hot springs and wellness and developed more hot springs and wellness tourism programs, making the domestic hot springs and wellness tourism market more competitive. How to better protect the ecological environment and historical culture of hot spring towns on the basis of ensuring the development of hot spring towns is an urgent problem to be solved.

Adjustments in policies and changes in regulations can also adversely affect the development of small towns. As the government strengthens its management of the recreation and tourism industry, the relevant policies and regulations will continue to be revised and improved. In addition, the diversified and individualized requirements of tourists are a new challenge for tourist towns. With the development of the recreation tourism market, tourists' requirements for recreation are becoming more and more diversified, and people are putting forward higher requirements for recreation tourism from pure spa to comprehensive recreation, and from traditional health culture to the use of modern technology.

#### *Investigation Program*

According to the principles of science, practicality and pertinence, a sample survey of the tourism market of "Nongjiale" was carried out in Dongtang Township. including travel distance, travel time, travel cost, travel mode, accommodation, information acquisition mode, etc.; the third part mainly analyzes tourism

preferences from the aspects of tourists' choice of time, type, reason and location of leisure agriculture; the fourth part is the survey of tourists' evaluation, which is mainly on the general evaluation of the tourists, the survey of tourists' satisfaction, and the expectation of tourists on tourism development. Conduct the survey.

Through the investigation of tourism and sightseeing agricultural scenic spots around Dongtang Town, the questionnaire was combined with the distribution and retrieval of the questionnaires, and a total of 200 questionnaires were distributed, among which 184 questionnaires were valid, and the rate of valid questionnaires reached 92%. Table 4 shows SPSS software was used to test the validity of the information in this study, and the result of the test was:  $\text{Alpha}=0.99$ , which is higher than 0.8, indicating that the reliability of this study is extremely high, and that the information in this study meets the statistical requirements of this study.

**Table 4. Validity Analysis of Questionnaire Data**

Cronbach's Alpha	N of Items
0.990	184

Note: By Meijiao Ren, 2025.

#### *Basic Characteristics of Tourists*

Geographic composition. The survey found that the province's tourists are mainly tourists from the province. As can be seen from Table 5, presents age and education level of study subjects. This study found that Dongtang Town recreation tourism is mainly for middle-aged and old-aged as the main sightseeing objects (as shown in Table 3~4 below), indicating that Dongtang Town recreation is mainly welcomed by middle-aged and old-aged heat, while recreation tourism for those over 51 years old is less interested in it due to the influence of various aspects such as living environment, health condition, and having children. As can be seen from the chart, among the surveyed tourists of Dongtang Town's sightseeing agriculture, those with high school (secondary vocational school) education accounted for 37%, followed by those with junior high school education at 26%. The study shows that the existing sightseeing agriculture in Dongtang Township lacks sufficient cultural connotations to attract tourists with high cultural qualifications.

**Table 5. Age Structure of Leisure Agricultural Tourists in Dongtang Town**

Investigative projects	Age distribution	Numbers	Percentage (%)
Age structure	Under 18 years old	27	14.7
	19-30 years	69	37.5
	31-50 years	57	31
	51 years and above	31	16.8

Note: Liaoning Provincial Department of Culture and Tourism.

Occupational structure and salary level of people in different industries. According to the questionnaire survey information, the number of tourists coming to Dongtang Township Tourist Farm is the highest among secondary school students, followed by office workers, retired elderly, white-collar workers of enterprises, businessmen and others. In addition, affected by the geographical location relationship, the proportion of office workers is also relatively large, especially the proportion of office workers from the neighborhood and the province, while the proportion of retired people is higher than that of corporate white-collar workers, businessmen and others, which indicates that the consumer groups targeted by Dongtang Township's recreational agriculture are based on the residents and have a lot of potentials to be tapped. The statistics shown in the figure indicate that the economic status of the interviewed customers in Dongtang Town's sightseeing farming is diversified, with the highest percentage of 33.7% earning

1,000~2,999 yuan per month. According to the research data, it can be seen that the consumer group of leisure agriculture in Dongtang Town is dominated by middle- and low-income groups because of their limited economic conditions and affordability, while higher-income groups tend to spend their money in scenic spots with beautiful landscapes and rich enjoyment.

From the above basic characteristics, it can be seen that the main body of tourism consumption in Dongtang Township is tourists from the province, and the age of the young, the proportion of college students and civil servants is higher, lack of attraction to the highly educated, high-income people, tourism consumption market is still in the initial stage, with great potential for development.

#### *Characteristics of Tourist Behavior*

Traveling distance and length of stay. As can be seen from Table 6, that among the travel time (one-way transportation time) of Dongtang Town sightseeing tour, the travel time of 2~3 hours accounted for 34.8%, the travel time of 1~2 hours accounted for 28.3%, and both of them accounted for more than 60% of the travel time, which indicates that the travel time of Dongtang Town sightseeing tour mainly focuses on the short-distance and close transportation time, and the travel time of 1~3 hours accounted for the travel time of the vast majority. The length of stay of Dongtang Township's farm tourists is mainly short-term, with 33.7% staying for 1-2 d and 26.6% staying for less than 1 d. The results of this study show that Dongtang Township's farm tourists mainly stay for a short time, with 1-3 hours accounting for most of the time. The results of this study show that the tourists of Dongtang Township sightseeing agriculture are mainly short-term short-distance travelers, and the attraction to long-term travelers from abroad is not strong enough to satisfy the demand for long-term tourism, and the degree of development and influence needs to be improved, which is a huge constraint.

**Table 6. Travel Distance of Leisure Agricultural Tourists in Dongtang Town**

Investigation projects	Travel distance	Numbers	Percentage (%)
Travel distance	Less than 1 hour	21	11.4
	1-2 hours	52	28.3
	2-3 hours	64	34.8
	3-4 hours	28	15.2
	More than 4 hours	19	10.3

Note: Liaoning Provincial Department of Culture and Tourism.

Consumption level. Table 7 shows the consumption level of Dongtang Town sightseeing agriculture tourists is diversified, mainly focusing on medium and low-grade consumption, in which 201~500 yuan consumption of tourists accounted for 37%, and the consumption of less than 200 yuan tourists accounted for 37%, which can be seen that the consumption level of Dongtang Town sightseeing agriculture tourists mainly focuses on medium and low-grade, and the number of sightseeing agriculture projects in Dongtang Town is small, the added-value is low, and the tourists' stay time is short. Factors such as the small number of sightseeing agriculture projects in Dongtang Town, low value-added, short stay of tourists and other factors make the sustained consumption ability of tourists not strong, which is unfavorable to the overall development of Dongtang Town sightseeing agriculture.

**Table 7. Consumption Level of Leisure Agricultural Tourists in Dongtang Town**

Investigative projects	Amount spent	Number of people	Percentage (%)
Consumption Level	200 RMB below	57	31
	201-500 RMB	68	37
	501-1000 RMB	31	16.8
	1000 RMB above	28	15.2

Note: Liaoning Provincial Department of Culture and Tourism.

Choice of travel routes and accommodation. The research results show that in Dongtang Town, traveling with friends and relatives is the main form of sightseeing tourism, accounting for 44.6%, traveling with friends and relatives accounts for 33.7%, the number of people who traveled with themselves and with a group is not large, accounting for only 12.5%, and the number of people who traveled with a group accounts for only 9.2%. In terms of food, accommodation and transportation, Dongtang Town Nongjiale tourists take "hot spring hotel" as the main, accounting for 41.3%, and "general hotel" as the second, accounting for 32.6%; through the above statistical analysis, we understand that tourists coming to Dongtang Town are mainly traveling with their friends and relatives. Through the above statistical analysis, we understand that the tourists who come to Dongtang Town mainly come with their friends and relatives, and the choice of accommodation is mainly based on the basic consumption characteristics of the common people, and most of the people who come with their friends and relatives tend to choose the affordable and comfortable accommodation.

Access to travel information. In the study of tourists' access to information, 39.1% of the tourists obtained the information through other people's introduction, and 6.5% of the tourists obtained it through the recommendation of the travel agency, which shows that the information about leisure agriculture in Dongtang Township mainly relies on word-of-mouth and the travel agency does not play a big role in publicizing the area, so there is a need to innovate on the means and ways of publicity in order to make the area's leisure agriculture be fully publicity.

#### *Traveler Preferences*

Timing of travel. The survey shows that 45.7% of the respondents indicated that they would take holidays as their first choice for travel, 14.1% indicated that they would take weekdays as their first choice for travel, 22.8% indicated that they would use annual leave as their first choice for travel, and 17.4% indicated that they would take weekends as their first choice for travel. From the survey results, it can be seen that the travel time of China's residents varies according to their life, working hours and travel habits, of which nearly half of them will travel during festivals, especially during long holidays such as Labor Day and National Day, which is the main time for residents to travel, both promoting the development of tourism and causing a certain degree of congestion and inconvenience.

Preference of tourism place categories. As shown in the table 8, in the study on the preference of the type of tourism project, the highest (31%) is the recreation and leisure type in Dongtang Town, followed by the recuperation and recuperation type (26.1%), followed by the agricultural sightseeing type (23.9%), the cultural and cultural cultivation type (13.6), and the rest is 5.4%. The results of the analysis show that leisure and recreation-based leisure agriculture is the most popular, and other types of leisure agriculture also have a certain market space, and the leisure agriculture in Dongtang Township should strive to develop more sources of customers based on maintaining the existing sources of customers according to the preferences and needs of tourists.

The reasons for the choice were analyzed. A questionnaire survey of farmers who came to visit

**Table 8. Preference of Tourist Attractions for Leisure Agriculture in Dongtang Town**

Investigative projects	Type of attraction	Number of people	Share (%)
Attraction type bias	Recreation	57	31
	Vacation and Recreation	48	26.1
	Agricultural tourism	44	23.9
	Cultural Enrichment	25	13.6
	Others	10	5.4

Note: By Meijiao Ren, 2025.

Dongtang Township found that 19% of farmers chose leisure agriculture to relax, 31% chose to return to nature and experience the idyllic atmosphere, 15.8% came because they felt that the price was not too expensive, 8.7% came because they chose to learn and understand in the farm, and 25.5% came because they chose to enhance family feelings in the farm. The analysis results show that tourists have different reasons for choosing leisure agriculture, but the reasons of returning to nature and enhancing feelings dominate, and the leisure agriculture in Dongtang Township can be optimized according to this consumer psychology of tourists to make it more in line with the market needs.

The main factors affecting the results of the study were studied. From can be seen, tourists in the choice of sightseeing agrotourism places, consider a variety of factors, and in different consumer groups, the importance of the factors considered also varies, in general, tourists in the choice of sightseeing agrotourism places to consider the main factors, the beautiful scenery accounted for 21.2%, the distance and convenient transportation accounted for 22.8%, and the infrastructure condition of the smallest proportion, only 9.8%. It can be seen that only by balancing and optimizing all aspects of sightseeing agriculture in Dongtang Township can it be made more attractive.

#### *Visitor Evaluations*

Tourists' satisfaction level. Table 9 show Tourists' satisfaction level. The results show that tourists are satisfied with the tourist attractions in Dongtang Town as a whole, only 6.5% and 2.2% of tourists think that the environment of Dongtang Town's tourist attractions is bad, and in terms of the defects of Dongtang Town's tourist attractions, 31.5% of tourists think that Dongtang Town's concept of tourism development and business methods are backward, 28.3% of tourists think that Dongtang Town's tourism products are single and have no characteristics and no culture, 19% of the tourists think that the infrastructure and tourism resources of Dongtang Town's tourist attractions are insufficient, and 21.2% of the tourists think that Dongtang Town's tourist attractions are unattractive. From the survey results, there is still a part of tourists who are not satisfied with the tourist agriculture in Dongtang Town, and there is a gap between the status quo of tourist attractions and the expectations of tourists, and the development concept, management level, and diversification of tourist content are the keys to the development of the tourist agriculture in Dongtang Town in the future.

**Table 9. Satisfaction Survey of Leisure Agricultural Tourists in Dongtang Town**

Survey items Satisfaction	Number of people	Share (%)
Very good.	57	31
Very good.	72	39.1

Fair	39	21.2
Poor	12	6.5
Very poor	4	2.2

Note: By Meijiao Ren, 2025.

Development Expectations. Figure 2 summarizes in the questionnaire survey on the industries that should be prioritized for development in Dongtang Town, 37% of the respondents believed that priority should be given to the development of a comprehensive amusement city, 22.8% said that priority should be given to the development of hot springs resorts, 31% believed that priority could be given to the development of eco-agriculture, and 9.2% of the respondents said that priority could be given to the development of fruit and vegetable plantations. This indicates that the leisure agriculture projects in Dongtang Town should focus on the development of experiential projects in the future, because experiential projects are more popular among tourists, and by developing experiential projects the tourist attraction of the town can be greatly improved.

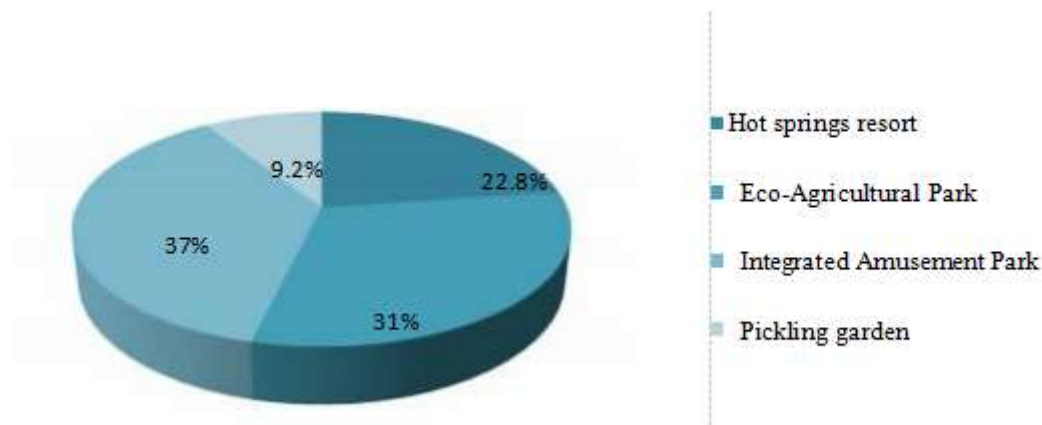


Figure 2. Analysis of Tourists' Expectations for Development of Leisure

Agriculture in Dongtang Town

## Discussion and outlook

Therefore, this paper believes that the future of the recreation industry will continue to develop rapidly along the pattern of "recreation +", and the development of recreation tourism will become more and more intense. The development of Liaoning Dongtang Hot Spring Town needs to make full use of its original hot spring resources, perfectly integrate with the recreation industry, transform its rich humanities and ecological resources into recreation tourism products and services, realize the development of cultural resources and innovation of recreation products, and shape a unique, recognizable brand that can make tourists have a sense of identity and belonging.

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