

FUNCTION OF SPA DEVELOPMENT IN COUNTRYSIDE FOR DOMESTIC TOURISM IN CHINA —A Case Study of Some Spas in Liaoning Province

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ABSTRACT: The common problems on tourism of developing countries have often been researched by west researchers until now, which can be concluded into special words: "two sectors", "enclave construction", "government's interference", "developing scale", and "the industrial role of tourism" etc. In fact all the researches were done from the areas with the patronage of foreign visitors, how is the situation of domestic tourism was ignored in some points. In this paper, another developing model compared with the one with foreign visitors was presented to the readers on the case studies of countryside spas in China. Through this research, one aspect of Chinese real leisure life can be understood to some extent, and the implying that for bigger developing countries the domestic tourism can match the effect of international tourism should not be ignored at least to China. As the developing of economy, domestic tourism will finally unite with international one together, and the common problems will disappear step by step, therefore domestic tourism and international tourism of developing countries should be researched equally since now.

KEY WORDS: spa; convalescent hospital(hotel); national investment; personal investment.

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1 INTRODUCTION

As to tourism of developing countries, a special research field was divided from popular tourism study by some western researchers, many special words were often used such as "two sectors", "enclave construction", "developing scale", "government's interference and the industry role of tourism" (MARTIN, 1993; JENKIN, 1982; JENKIN *et al.*, 1982, E-MANUL, 1992). A special attention given to China is only some political analyzing about tourism (RICHTER, 1983; HALL, 1994; TREVOR, 1998). As to Chinese leisure life, recently some papers had been published but with the point from the unification of tourism of foreigner and leisure of local residents of case

studies on Xiamen and Quanzhou cities(XIAO, 1997), it is a case study following the problem of tourism hospitality although XIAO Hong-gen didn't mentioned that word. But how about domestic tourism of developing countries seem to be known little by western researchers, it maybe true for small developing countries that international tourism has greater importance than domestic tourism. For China it is not true just because the bigger potential market of domestic tourism and the high speed of economic development. Presently most Chinese scholars have been doing the tourism researches with little comparison with world tourism theory development, they choose the regions with high developing speed to discuss the possibilities of tourism profit, from which foreign researchers got their conclu-

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sions on developing China although the conclusions are different. Obviously from the same region Chinese scholars try to find the possibility of tourism development and western researchers investigate what's the difference comparing with developed countries in tourism. Tourism as a aspect of human-right of developing countries residents should be researched following the newest world tourism theory such as from sustainable tourism and regional economic promotion points etc. rather than economic speculation and analyzing the reason why developing countries have the different tourism developing approaches from the world (developed countries) . According to the real situation of developing countries the possible best tourism developing approach must not be the same as the one which are operated in developed countries now. Therefore authors selected the domestic tourism as theory point which was ignored by western scholars and spa areas to which much attention were not paid by Chinese geographers as research topic and try to find some new type for domestic tourism of China, just because domestic tourism of developing countries is one part of tourism research field in the world and in future international tourism and domestic tourism will unite together, presently the researches should be stressed equally.

China is so large that central government has no enough ability and capital to control the tourism developing at everywhere. Some areas are being developed for tourism on market dynamics naturally depending on a variety of domestic tourists. For spas in countryside, because of the little visiting of foreigners, high level government pays little attention to it also besides Chinese researchers and foreigner researchers. But indeed the spas in countryside have played some roles in urban resident leisure life. In a word, many of Chinese have spent their leisure time at silent spa areas.

As to the development of spas in the world, almost all papers described that spas were visited by wealthy people at the beginning, and as the development of economy, traffic was improved, visiting population increased besides the wealthy. Famous Bath of England has evolved from a wool town into a big resort spa city, certainly strong support from London is a main factor for its growing. Accommodation also has changed from lodging & inn to rented apartment in the 18th century and hotel since the 19th century (TOWNER, 1996) . Hungary has well-known hot spring developing history since Roman Period, at least in the 17th century many health facilities with thermal water for nobility, gentry,

peasant, gypsies and female were made, in the early of socialism hot spring was used for domestic using to some extent, and presently according to HALL R. Derek (1991) 19 medical spas facilities are actively used for foreigners mainly from Austria and Germany. The same circumstances can be found in other east Europe countries that spas were constructed into medical resorts with long developing history, much more German clientele visited there and some international symposiums have been organized there. In America spas are often constructed into healthy resorts, in the past north states spas were visited by urban middle class and countryside aristocracy went to spas in the south (TOWNER, 1996), now many American can be found at Caribbean region for health-care tourism about hot spring and other health activities (GOODRICH, 1994) . Considering about Asia, both China and Japan have a long history of using hot spring for curing. In history Japanese had the custom of staying at spas for at least 3 weeks, but now 90% spas have gotten into tourism and recreation areas which is a great different developing approach from Europe (YAMAMURA, 1990) . South Korea is developing hot spring areas for recreation resort with high speed, too (KIM, doctorate of Chiba University, under research) . For China besides the long history of thermal water using what was known are that about 170 convalescent hospital was made out from more than 2500 spas (WANG, 1996), when "Open Door" policy was carried what happened to convalescent areas and other undeveloped spas under the tourism and recreation force was not yet researched, that's author's intention to research.

The high temperature hot springs of China are mainly located in Xizang (Tibet) Region, Yunnan Province in southwest and Taiwan (Table 1) . Besides these two belts much more low-medium temperature geothermal systems exist mainly in the southeast coastal provinces such as Guangdong and Fujian, as to north region, Shandong Peninsula and Liaodong Peninsula can be said with large number of spa. In the southwest part of China, for the shortage of energy, some projects have been carried for electricity-producing as possible as it can be done, in other region, spas were used for ill-treatment, tea-culture, wine-production and agriculture-industry production long time ago. Before 1978 some famous spa areas were constructed into convalescent ones just with the model copy of former Soviet Union. Since 1978 "Open-door Policy" have been carried, the income of Chinese increases rapidly, visiting

Table 1 The spa data in some provinces and regions

Province (Region)	Number	Heat volume (10^6J/s)	Heat density ($10^3\text{J/s}\cdot\text{km}^2$)	Spa density ($\text{n}/10^4\text{km}^2$)
Yunnan	823	682.5	17961	21.66
Xizang	271	622.5	5191	2.25
Sichuan	240	335.2	5987	4.29
Guangdong	285	150.6	8013	15.16
Fujian	177	101.6	8467	14.75
Hunan	108	98.7	4700	5.14
Taiwan	78	93.5	25972	21.67
Shaanxi	14	80.6	4247	0.74
Hubei	52	68.1	3782	2.89
Qinghai	39	64.7	899	0.54
Gansu	14	61.8	1586	0.36
Jiangxi	79	51.1	3197	4.96
Guizhou	58	37.8	2226	3.41
Jiangsu	7	33.7	3367	0.71
Xinjiang	56	28.3	177	0.35
Henan	23	24.8	1551	1.44
Guangxi	36	21.1	919	1.57
Anhui	17	20.4	1574	1.31
Hainan	34	18.4	5771	10.61
Jilin	5	17.9	998	0.28
Liaoning	38	17.6	906	2.53
Hebei	27	17.3	910	1.42
Shandong	17	10.7	717	1.13
Shanxi	5	3.9	262	0.33
Inner Mongolia	3	3.7	34	0.03
Zhejiang	14	1.2	118	1.41

hot spring become one of the leisure courses, original convalescent spas and some undeveloped hot spring areas has been taking some changes according to this tourism demand. Therefore while government is anxiously doing resort developing in or around urban areas, what a direction of hot spring developing in countryside will be since now can be a research topic of geographer's research, in this paper the author gives some analysis on the real situation of some hot spring areas, which can help us to understand one aspect of Chinese real leisure situation and the changing tendency of spa developing.

2 THE DEVELOPING MODELS ON SPAS OF THREE CASES IN LIAONING PROVINCE

Liaoning Province is located in the south of the northeast region of China, heavy industry were concentrated there before 1976. Since 1978, much more nation-owned enterprises can't adapt to the new market

system, the income of residents has increased as not much as that of coastal provinces in the south. But as the second biggest port city of Dalian with 2.58 million population, strong developing policy was made and strong relation was carried with Japan, North Korea and Russia etc., the income of resident get the 10th of 42 biggest cities of whole country from 514.37 yuan of 1981 to 5432.21 yuan of 1994 (HILATA, 1996), and as the economic, political, cultural center of the province, Shenyang with 4.76 million population can control the leisure level and style of whole province, indeed the three spas studied below were supported by these two cities mainly (Fig. 1).

2.1 Anbo—A Developing Recreation Spa

As the rapid increasing of Dalian resident's income, getting out from city to relax, specially for the people with high income at weekend becomes more and more popular. Anbo is 70 km north of Dalian,

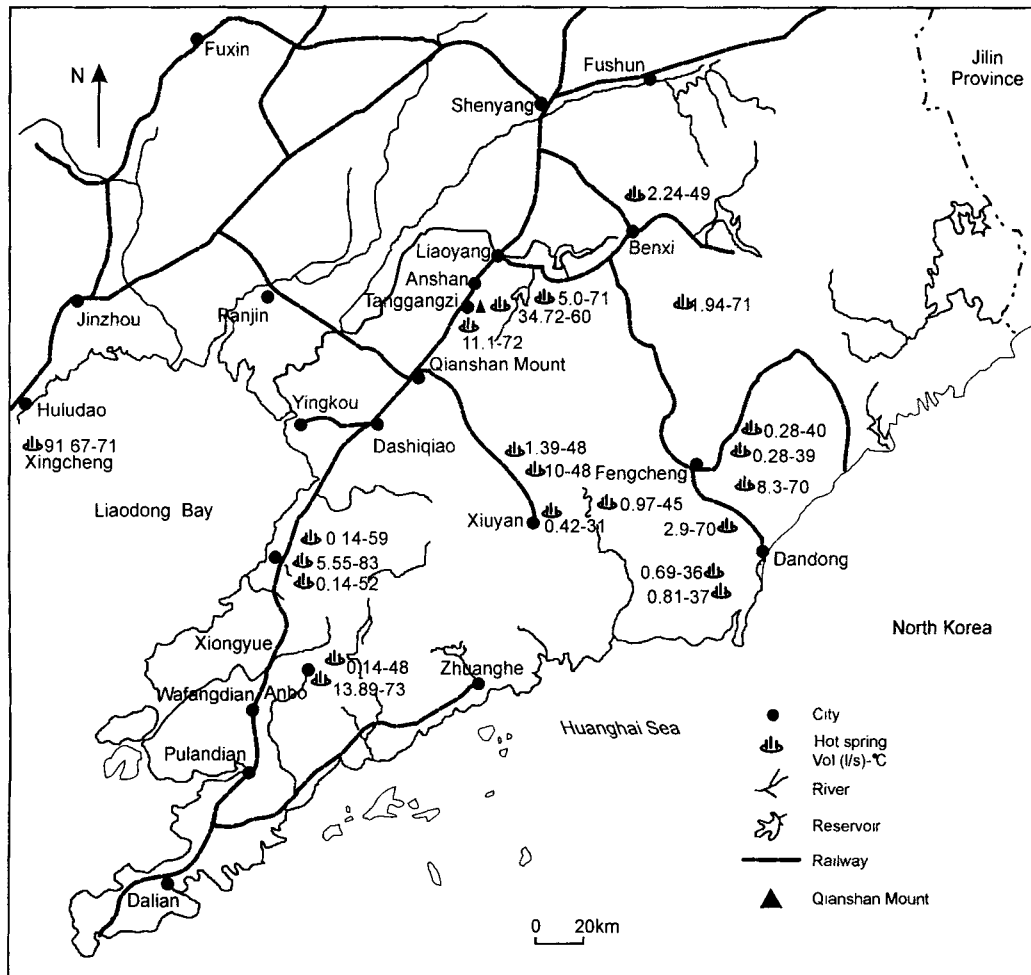


Fig. 1 The location of some spas in Liaoning

with a population of only 5500. It was a typical village of farming before 1978, hot spring of 73°C was used only for natives bathing. Recently responding to the demand of Dalian residents, recreation developing become much more active, although rail can't reach there directly, the nearness of geography makes the elite patronize by no-public traffic tool. Now this village has almost 2000 beds for tourists receiving. According to the equation given by PEARCE(1987), it can be named as important but not predominant resort area.

2. 1. 1 Local government directing the development

Anbo village belongs to Dalian administrative division, although Dalian government has no much interest in Anbo's developing presently, flexible development policies were given to local government, which makes

Anbo play some roles in Dalian's developing toward international city. And as a farming village, spa developing is the only prospect which was thought by natives. In general, three things have been done by local government. The first, land-use for tourism were well planned by the Institute of Dalian Urban Planning and Design in 1996, all buildings for tourism must be with more than three floors in order to prevent speculation especially to personal investment. The second, hot spring water was managed together by special sector of local government. Now every one can use the warm water through the almost 7000-m pipe as long as you pay 2.2 yuan for per ton, 3000 tons capacity of water supplying per day is used only half, strong developing potentiality was thought by natives. The

third, main street were re-paved widely, greening park along street was made also, this kind of developing can happen and only happen in developing tourism area of countryside because there is no existed market segmentation by a variety of national capitals, and this kind of developing can be said a good way in the point of sustainable tourism. In Japan some tourisms were done in this way(OYAMA, 1998), but background is greatly different, Japanese have a strong interest in environmental preserving under tourism developing, resident's partnership of developing may be a best method of solving the conflict between residents and developer. But for the case of Anbo, hot spring is the only way for the village getting out from poverty, and resource must be used carefully.

2. 1. 2 The unique model of investment

Fig.2 can be as a reference to understand the stages of investing. As a typical spa village without tourism before, the first, investment was the Convalescent Hospital construction by Dalian Sanitary Agency in 1980, in fact it's the extension of the investment model in period before 1978, because convalescent hospitals before 1978 were permitted only to province level administration and above, in "Open-door" period,

some rights were given to low level governments, of course, medicine managing agency had the priority to take the first step. Since then the Grain Agency, Road Agency make their own convalescent housings. In the late of the 1980s, some agencies from Dalian such as Tax Agency, Housing Management Agency, The First Bus Co .Ltd. etc., who benefited much from the new economic system, construct their beautiful convalescent hotels. This shows that the intention of investors just for holiday spending of employee and left some space for tourist receiving. During the early of the 1990s, there was almost no developing. Getting into the late of the 1990s, almost 30 personal inns with accommodation are made over there for the people who search relax in the weekend. It is most interesting that personal inns were made often by natives through the borrowing from countryside trust bank and some deposit of them-self, and were rented to the manager mainly from Dalian, this kind of operation system can prevent some tourism profit leakage and make residents get more tourism profit.

2. 1. 3 Making private environment

For a long time in China, visitors must show their identities when they accommodated, but the most tourists who went to Anbo now may be for personal relax

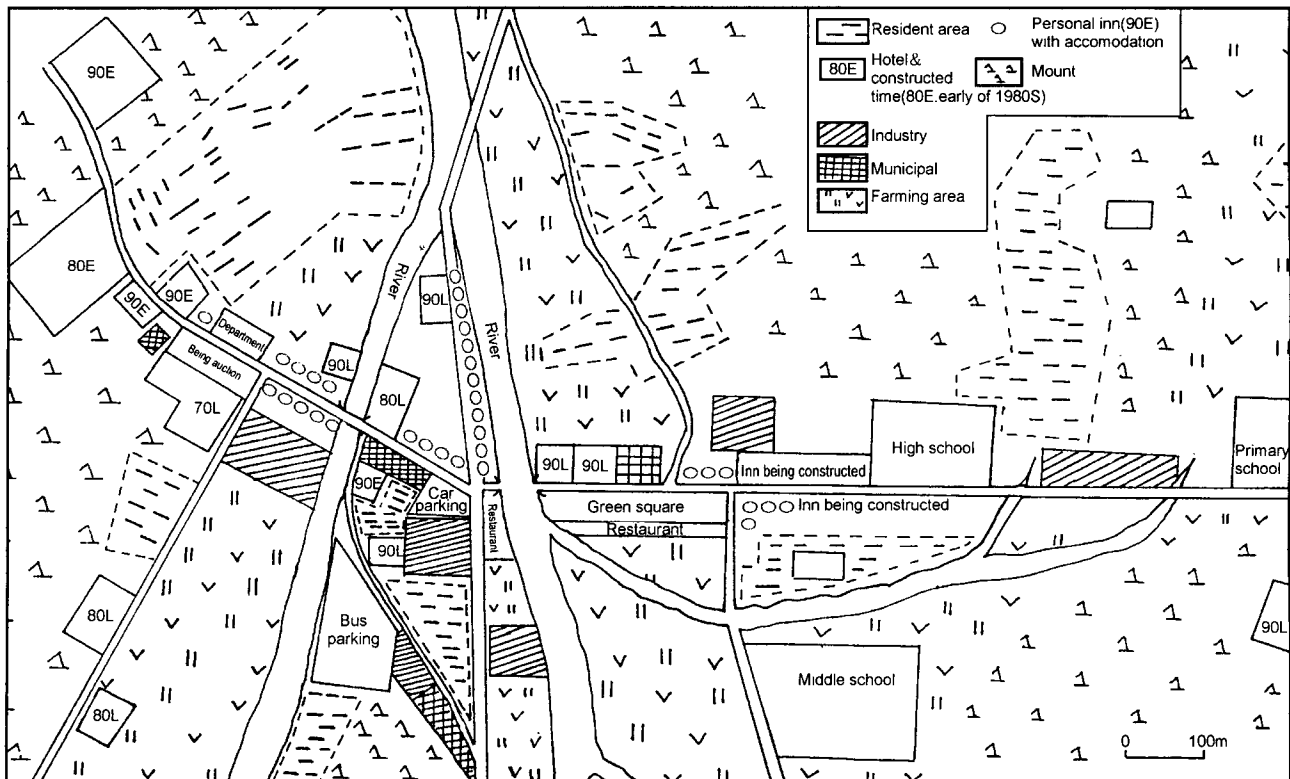


Fig. 2 The location of hotels (inn) at Anbo village, Liaoning Province

or some other reasons who did not want to be known by public for their journey. For this reason, many of accommodation gave up the system of registration, tourists can have food, singing, playing, and some else in spa with no disturbance of daily businesses and constraints. Tourism building scale and construction time can be seen in Table 2. In the weekend, there are many tourists but there is almost no guests in the other days, as to the season, winter was a crowded period, that makes a mutual relation between hot spring and coastal resource for Dalian residents although Anbo spa is not big enough compared to Dalian coastal resource.

2.2 Xongyue Spa — from Convalescent One to Mass Package Tourism

Considering the traffic condition, both the tourists from Dalian and Shenyang can go there by train directly, just because that reason it can change easily to tourism resort than Anbo. Presently besides the convalescent function is continued, almost every convalescent hospitals receive visiting groups, which are mainly students and groups organized by companies from Shenyang, maybe the absence of water resource for tourism makes the residents of Shenyang selecte

Table 2 Accommodation building scale and investment sources in Anbo spa

Construction year	Number	Number with bed-scales and investment sources				Total beds
		0 - 20	21 - 50	51 - 80	> 80	
1975 - 1979	1				1/Da.	140
1980 - 1984	1				1/Da.	300
1985 - 1989	5	1/Per. *	1/Nat.	1/Da.	2/Da.	302
1990 - 1994	3	1/Per.	1/Shen.		1/Pu.	248
1995 - now	26	15/Per.	6/Per. (5), Pu. (1)	3/Per. (2), Da(1).	2/Per. (1), Da. (1).	808

* Da., Shen., Pu., Nat. represent investment from Dalian, Shenyang, Pulandian and Native respectively; Per. represents personal investment.

Xongyue to take hot spring bath and visit coast by the way especially in summer (Table 3, Table 4).

2.2.1 Local government doing little for tourism development

Xongyue village which is one of the lowest administrative unit of China has a population of 3858, the first convalescent hospital was built before 1945 by Japanese Army, during Korea War, which was used mainly for curing the wounded soldiers of Chinese People Volunteer Army. Another two convalescent hospitals were made in the 1970s by Liaoning Province Reforming Agency and Northeast Petroleum Management Agency. In the 1990s other two convalescent ones

with full development history functions of hotel were built by army department and national rail department.

Just since long development history, strong investment by many nation-owned sectors were carried successively, which made the village administration almost have little relation with hot spring developing.

2.2.2 The absence of personal investment

Xongyue village is administrated by Yingkou City, which has a population of only 630 000 and takes 61.55% of per capita income of Dalian, combining other factors, this area are supported by group tourists from same enterprises and ill-treating people paid by companies. Personal investment for tourism is little,

Table 3 Traffic time (minute) from Dalian, Shenyang to spas and departing frequency (time/d)

City	Anbo	Xongyue	Tanggangzi
Shenyang	316(12) + 90*	219(12) + 5	93(27) + 30
Dalian	77(16) + 5	169(16) + 5	291(15) + 30

* The first number is the traffic time by train, the last number is the time by bus and the number in brackets is the departing frequency per day to spas.

Table 4 Tourist data of Xongyue convalescent hospital in September of 1998

Tourist resident	Number of group	Average people	Average stay day	Total people
Shenyang	36	45	2.46	1621
Dalian	9	46	1.10	390
Fushun	5	50	2.00	250
Yingkou	1	24	8.00	24
Anshan	1	25	1.00	25

one reason is the low income of surrounding region, another reason is that the high income people will not come here just because this area can not supply the privacy, therefore convalescent hospitals do tourism activities and some large convalescent hotels were constructed since 1978 with little personal investment.

2.3 Tanggangzi Spa

As said above, all the land and resources of China belong to nation, until 1978 land was distributed to enterprises for freely using. Presently renting system is doing its way for new enterprises especially for non-nation-owned ones, but existed nation-owned companies continue the using of land freely just like with the ownership of land. In Tanggangzi spa, hot spring resource has been used by the convalescent hospital for a long history, which makes its developing dynamics different from the ones discussed above. Tanggangzi spa is at the 14 km south of Anshan City, first convalescent hospital was built in the Qing Dynasty, during the War of Resistance Against Japan (1937 - 1945), it was managed by Japanese, since 1949, The People's Republic Of China made it being hot spring convalescent center of whole country administrated by national Sanitary Ministry for some time. When market system are introduced, the hospital are administrated by Sanitary Agency of Anshan City, 600 000 m² of land and all existed hot spring wells are used by this hospital only, two divisions of all 9 ones in the hospital were rebuilt into luxurious convalescent hotels recently according to the change of market. Recently a few of hot spring hotels are built near the hospital, but the spring water only reaches 40°C and can not compete with the one of convalescent hospital with 72°C.

The problem faced by convalescent hospital is that as the reform of free medical service, convalescent people will become little, but as a famous convalescent area

, it is hard to change its serving policy. Therefore while the main convalescent function was continued and hospital makes hotels service also, ownership of hot spring will not be shared with other also. This kind of situation can also be found in other region^①. A special spa model of convalescent hospital with tourism function can be developed when market system was introduced which exist maybe only in China. The description of Japanese scholar FUJITA (1998) that present China is just in the period of economic-organization maybe give some explanation. Indeed, what is real best developing direction for these famous convalescent areas of China now become a research topic for scholars, as more and more Chinese can live as the people of developed countries with excellent medical insure system, spa hospitals can find their important role in social-economic system thought by authors at least.

3 RESIDENTS' SITUATION OF DALIAN AND SHENYANG AND IMPACT OF SPA DEVELOPMENT ON LOCAL PEOPLE

Discussed three spas above mainly supported by Shenyang and Dalian, therefore some discussion on the residents tourism tendency of these two cities will help us understand the changes of spas. Shenyang as the biggest city of whole province has the characteristics of metropolitans, Dalian as the second biggest port city of whole country is greatly influenced by oversea. The consumption structure of this two cities residents and present attitude to spa tourism are shown in the tables below according to field investigation, some difference can be found from the Table 5. As to daily life and cloths aspects, Dalian is 3.71 and 2.02 percentage points higher than Shenyang respectively, it can be ex-

① XIAO Hurecha, 1999. Master graduate report, Chiba University, Japan

plained that Dalian residents have high income, high living quality was pursued with little necessity to save money for child education and supporting raising etc. Although both of this two cities have almost same percentages for tourism and recreation, as to the absolute values, Dalian is 185.5 yuan and Shenyang is 122.33 yuan which are comparable with that of Beijing, 173.59 yuan.

As to hot spring tourism (Table 6), 35% of residents of Dalian have ever been to spas, which is higher than that of Shenyang (25%). The spa with the highest visiting frequency is Anbo, the second one is Qianshan Mount spa which is far from Dalian but is located in the famous see-sight resort area, Xongyue is just the fifth one although near to Dalian and with good traffic condition. Through the data, we can say that Dalian resi-

dents first like to go to recreation spa, next tourism spa with other tourism resources, and Shenyang residents like to go to famous spa and one with good public traffic situation.

Considering about the barrier factors, the first two ones of Dalian are no-time (43%) and money (24%), Shenyang ranks inversely, money is the first (33%), no-time has the second position (26%).

For residents of spa areas, Table 7 and Table 8 can give some explanation. In Anbo farming takes the first top of family income, which explained why the officials of Anbo government do their best to make good environment for developing, some natives suggested to develop other resources of countryside with hot spring together for tourism maybe make tourism continuable although they don't know the word of sustainable

Table 5 The consumption structures of Dalian and Shenyang residents (%)

	Daily life	Cloths	Education	To parents	Traffic & housing	Deposit	Social intercourse	Tourism
Shenyang	40.12	9.84	16.98	7	6.20	7.83	3.85	3.17
Dalian	43.83	11.86	14.77	7	6.33	7.44	3.10	3.15

Table 6 Present situation of tourism to spas from Shenyang and Dalian residents (%)

	Anbo	Xongyue	Qianshan	Tangganzi	Tanggou	Wulongbei	Xingcheng
Shenyang	0(3.53)*	9.41(7.06)	5.88(8.23)	7.06(30.59)	2.35(4.71)	3.35(7.06)	4.71(17.65)
Dalian	25(25)	4(10)	10(3)	9(13)	1(1)	6(3)	1(1)

* The figure represents the percentages of residents who have visited (heard of in brackets) spa areas.

tourism. As the famous apple production area and with the nearness to railway, apple selling and labor export to urban make some important income for Xongyue residents. As to the increasing of income through tourism, Anbo as developing recreation spa has high ratio of personal selling and some un-regular approaches, for Xongyue since the early developing history and recent years tourism was carried in the existed convalescent hospitals (hotels) mainly, salary increasing through fixed profession has a high proportion.

As to the suggestion for tourism from spa residents, Anbo want to develop more speedily, and Xongyue residents hope to get more benefit through tourism.

4 CONCLUSION

Through the discussion above some conclusions can be drawn as below. China has a long history of utilizing

hot spring in many field. Before 1976 some spas were constructed into convalescent hospital areas. Since 1978 tourism force made its function in spas, the developing approaches are not the same and also greatly different from the developing around metropolitans. Over there market dynamics played a positive role and there was little interference from government and so-called "two-sector", "developing scale" and "government playing a developing businessman role" etc. problems are seldom investigated. Although this kind of tourism development is for domestic tourists with small-scale but considering about the spa quantity over the whole country and other same kind of tourism resources development, the potential market capacity should be great. Therefore for developing countries the success of tourism development depending on that if foreigners can come (Martin, 1993) should be considered again.

Table 7 Family income structure in spa areas (%)

	Farming	Side occupation	Salary	Temporary employed	Personal selling	Others
Anbo	61.36	7.72	13.06	3.03	2.69	11.54
Xongyue	33.63	29.6	12.82	8.39	9.68	5.86

Table 8 The increasing of income through tourism developing (%)

	Personal selling	Employed	Increasing of salary	Renting house	Others	No increasing
Anbo	20.2	26.6	7.45	5.32	13.83	48.94
Xongyue	7.14	28.57	19.05	2.44	3.57	44.05

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