

Health benefits and emerging models of floral health tourism

Wang, Shuxia ✉

Staff of School of Hotel Management, Zhejiang Yuexiu University, China
Doctor of Philosophy in Management, Batangas City, Lyceum of the Philippines University
(erra2004@163.com)



ISSN: 2243-7703
Online ISSN: 2243-7711

Received: 6 April 2024
Available Online: 15 May 2024

Revised: 23 April 2024
DOI: 10.5861/ijrse.2024.24020

Accepted: 15 May 2024

OPEN ACCESS

Abstract

In recent years, health tourism has emerged as a highly prominent trend in the tourism industry. Floral health tourism, centered around floral plants as the core element of tourist experiences, has garnered significant attention. Through activities such as admiring flowers, experiencing culture, and participating in events, Floral health tourism aims to achieve natural integration, aesthetic enjoyment, health promotion, cultural heritage, and environmental conservation. This paper explores the concept and characteristics of floral health tourism, revealing the intrinsic relationship between floral tourism, health tourism, and wellness tourism. It analyzes the benefits and effects of floral health tourism on physical and mental health, delineates the main development models and features of floral health tourism, and concludes by proposing that for floral health tourism to achieve sustainable development, special attention must be paid to issues such as resource management, environmental protection, quality assurance, service enhancement, digital empowerment, and cross-border cooperation and communication.

Keywords: floral plants, floral health tourism, health benefits, development models, tourist experience

Health benefits and emerging models of floral health tourism

1. Introduction

As the global focus on health and well-being intensifies, health tourism has carved out a significant niche within the broader tourism landscape. Floral health tourism, leveraging the serene allure of floral plants, is at the forefront of offering immersive experiences that foster a deep connection with nature and provide a sanctuary for mental rejuvenation. This burgeoning sector of tourism is poised for exponential growth, propelled by several key factors. The surge in wellness tourism underscores a collective shift towards prioritizing health, catalyzing the demand for health-centric travel options. Furthermore, the endorsement of natural therapy, bolstered by mounting research on the salutary effects of flora on human health, positions floral health tourism as an appealing extension of this therapeutic approach. Additionally, the tourism market is witnessing a paradigm shift towards highly personalized and customizable travel experiences. Floral health tourism, with its capacity to tailor experiences like nature interaction, horticultural participation, and floral artistry, adeptly caters to this craving for unique and individualized journeys. Given these dynamics, an exploration of floral health tourism emerges as a field ripe with academic intrigue and practical implications, especially when viewed through the lens of educational enrichment and innovative models.

2. Literature Review

Plants and Health. In the past decade, experts and scholars from various disciplines both domestically and internationally have focused on the interaction between plant environments and human physical and mental health. Scholars such as Aifeng et al. (2017) conducted a systematic review of related research findings and found that Chinese scholars tend to confirm their relationship through experimental studies. The impact mechanisms of plant environments on human health can be mainly divided into two categories: one is sensory-stimulus-based environmental therapy, and the other is horticultural therapy centered on gardening operations. Foreign scholars tend to apply stress recovery theory and attention restoration theory, and use advanced equipment such as Brainwave Monitor and physiological indicators recorders more often to confirm the positive effects of plant environments on human physical and mental health from the perspectives of visual and overall perception.

Floral Tourism. Floral tourism, with flowers as its core attraction, has shown vigorous development in China in recent years. In addition to traditional functions such as sightseeing and leisure, floral tourism has evolved into more themes such as health, healing, experience, culture, and value identification, meeting people's diverse tourism consumption needs from material to spiritual levels. Domestic research on floral tourism mainly involves aspects such as tourism management, floral history and literature, tourism planning, tourism resources, and tourist experiences (Yuanyuan Xu et al., 2022). Research on floral tourism experiences started relatively late, mainly exploring from the perspectives of tourist motivations, satisfaction, perceptual dimensions, impact effects, and differences in group perceptions, while research outcomes from the perspective of health experiences in floral tourism are relatively scarce.

Health Tourism. In recent years, China's health tourism industry has shown explosive growth. On the demand side, the public's health awareness and demand continue to rise, and the interaction between health demands and tourism demands is becoming increasingly close; on the supply side, the rapid development of the "health + tourism" industry integration model, diversified theme products of health tourism have become the new theme of the tourism industry (Gongmei Zhou et al., 2021). The academic community has not yet formed a unified understanding of the concept and connotation of health tourism, but generally agrees with Xu Honggang's view that "health tourism is tourism for health and wellness," and believes that achieving happiness is the ultimate goal of health tourism (Honggang Xu et al., 2018). In specific research, there is more discussion

on hot spring health tourism, forest health tourism, and medical health tourism, but there is relatively little research on floral health tourism.

Objectives of the study - This study aims to: elucidate the conceptual framework of floral health tourism, examining its fundamental attributes and interrelations with other therapeutic tourism modalities; assess the multifaceted health benefits of floral health tourism on tourists' well-being; classify the evolutionary trends and development models of floral health tourism, pinpointing key factors for its success; devise actionable strategies for fostering the sector's sustainable growth, with an emphasis on educational enrichment and innovation; and probe into the role of digital technologies in augmenting the educational and experiential aspects of floral health tourism.

Methods - Adopting a comprehensive and educational-oriented methodology, this research incorporates literature review, case studies, comparative analyses, theoretical explorations, trend forecasting, and holistic evaluation to delve into the essence and ramifications of floral health tourism. Through a meticulous examination of scholarly articles and case studies of emblematic floral health tourism sites, the study delineates operational frameworks and educational outcomes. It employs comparative methodologies to underscore the distinct educational value of floral health tourism and utilizes theoretical models like stress recovery and attention restoration to elucidate its psychological and educational benefits. Additionally, the investigation forecasts the trajectory of floral health tourism, factoring in digital innovation and interdisciplinary synergies. This methodological amalgam is designed to yield a rich tapestry of educational insights and strategic directions for the advancement of floral health tourism.

3. Results and Discussion

3.1 Concept and Characteristics of Floral Health Tourism

Floral health tourism refers to tourism activities centered around floral plants, integrating natural environments and wellness concepts to provide tourists with experiences that enhance physical and mental health. It aims to promote health and improve quality of life through participation in activities related to flowers, such as observation, experience, interaction, as well as leisure and rehabilitation activities in natural landscapes.

Floral health tourism, as a branch of wellness tourism, aligns with the "nature healing theory" proposed by Bavel et al. (2020), which emphasizes the positive impact of natural environments on human health. Flower appreciation is not only a visual feast but also a source of spiritual pleasure. In flower gardens, exhibitions, or markets, tourists not only appreciate the aesthetic value and diversity of flowers but also derive spiritual satisfaction from their beauty. Experiencing floral culture deepens tourists' understanding of local culture, and through participation in activities and festivals, interaction with floral culture becomes a process of cultural exchange and identification. Similarly, in their study, Williams et al. (2021) pointed out that interaction with plants can significantly reduce stress levels and improve emotional states. Practices in floral health tourism, such as flower bathing and aromatherapy, embody the "plant happiness theory" described by Brown and Clarkson (2019) in their paper "Plants and Well-being," which suggests that close contact with plants promotes psychological well-being. Additionally, floral agricultural experiences provide an immersive educational opportunity, which aligns with sustainable tourism practices advocated by Davis (2018) in "Agricultural Experience and Sustainable Development." This practice encourages tourists to directly participate in local agricultural activities, enhancing their understanding and respect for nature and food sources, and increasing their profound experience and understanding of self-sufficiency lifestyles.

Characteristics and Core Values of Floral Health Tourism

The core value of floral health tourism lies in its unique characteristics: natural integration, health promotion, aesthetic enjoyment, and cultural inheritance. Floral Health Tourism integrates natural landscapes with wellness

concepts, creating possibilities for intimate contact with nature and immersive experiences, allowing participants to experience the beauty and vitality of nature. Research by Keniger et al. (2013) has shown that interaction with the natural environment can enhance individual physical health and social well-being. Additionally, the bioactive components and volatile substances of floral plants have significant effects on promoting physical and mental health and increasing happiness, as emphasized in the review by Hall and Knuth (2019) on the benefits of plant-human interaction. Moreover, the aesthetic enjoyment provided by Floral Health Tourism, including the colors, shapes, and fragrances of flowers, not only satisfies visual and olfactory sensory enjoyment but also serves as a form of artistic and emotional inspiration. Research by Lee et al. (2015) also supports the positive effects of interacting with plants in reducing psychological and physiological stress. Finally, as carriers of culture, flowers bear the historical and symbolic significance of different regions and ethnicities. The cultural inheritance function of floral health tourism not only showcases the traditions of local floral cultures but also promotes tourists' understanding and identification with different cultural values. Research by Lohr (2007) has pointed out that interaction with nature contributes to enhancing people's recognition of the value of nature and culture.

The Relationship between Floral Health Tourism and Wellness Tourism

Floral health tourism injects new vitality into the field of wellness tourism, enriching its content, and the two are closely interconnected. Floral health tourism provides natural environments as green backgrounds for rehabilitation, allowing tourists to enjoy leisure and physical and mental recovery in the company of flowers, aligning with the aim of wellness tourism—to enhance health and quality of life through travel activities. According to research by Zhang et al. (2021), health tourism destinations are regarded as therapeutic landscapes that significantly promote individual health and social well-being. Furthermore, leveraging the natural healing properties of floral plants, Floral health tourism allows tourists to experience a gentle and side-effect-free recovery process, which not only benefits physical and mental health but also integrates elements of aesthetics and education, enhancing understanding and appreciation of the natural world. Yan and He (2020) explored the co-evolution of therapeutic landscapes and health tourism, emphasizing the interaction and complementary relationship between the two. Floral health tourism also emphasizes the immersion of aesthetic perception and emotions, closely integrating aesthetics and psychological well-being, becoming an indispensable part of wellness tourism, and enhancing tourists' psychological well-being through enjoyable aesthetic experiences.

3.2 Health Benefits and Effects of Floral Health Tourism

Floral Health Tourism and Physical and Mental Health

Floral health tourism brings significant benefits to both physical and mental health. Firstly, it provides a tranquil environment, allowing tourists to escape the hustle and bustle of the city and relax their minds and bodies. The beauty and fragrance of flowers help alleviate stress and anxiety, thereby improving psychological well-being. Secondly, by actively participating in flower care and planting activities, tourists can restore physical strength, regulate physiological functions, enhance immunity, and improve the body's ability to recover. Finally, admiring the beauty and fragrance of flowers can evoke joy and positive emotions. The aroma and aromatic components of flowers aid in alleviating depression and anxiety, improving sleep quality, and promoting emotional balance.

Floral health tourism plays a significant role in promoting physical and mental health. The serene and comfortable environment provides tourists with a sanctuary away from urban noise, while intimate contact with nature and the beauty and fragrance of floral plants help relax the mind and reduce stress and anxiety. According to Kaplan (2001), natural landscapes significantly enhance psychological health and emotional satisfaction. Participating in flower care and planting activities not only restores physical strength but also regulates physiological functions, promotes physical activity, enhances immunity, and improves the body's self-healing ability. Moreover, the beauty, colors, and forms of flowers evoke joy and positive emotions. The aroma and aromatic components of flowers have significant effects in relieving depression and anxiety and improving sleep

quality, thereby promoting emotional balance. Research by Keniger et al. (2013) also demonstrates the positive impact of interaction with nature on psychological well-being. Specific flowers such as lavender and roses are renowned for their unique calming and mood-regulating effects, adding additional health benefits to floral health tourism. Haas and McCartney (1996) pointed out that plants have therapeutic properties, with lavender widely used in horticultural therapy for its soothing aroma and calming effects. Mattson's (2009) study provides biofeedback evidence of the social and psychological health benefits provided by plants and flowers in urban environments, including instances of promoting psychological health through the aroma of flowers like lavender.

Floral Health Tourism and the inheritance of floral culture

Floral Health Tourism not only serves as a method for physical and mental healing but also plays a vital role in the inheritance of floral culture. In Floral Health Tourism, tourists are not merely passive observers of the beauty of flowers; they actively participate in activities such as planting, flower arranging, and floral art workshops, thereby experiencing and learning about the profound essence of floral culture firsthand. These interactive and experiential activities effectively transmit the knowledge and skills of floral culture to the public, enhancing the vitality of floral culture. Traditional floral festivals, such as Japan's cherry blossom festival and China's peony festival, not only showcase the beauty of flowers but also convey cultural stories and symbolic meanings associated with them. When participating in these festival activities, tourists gain deeper insights into the role and significance of flowers in local culture, thereby enhancing their understanding and respect for floral culture. Floral Health Tourism destinations often feature educational centers that offer lectures, exhibitions, and interactive experiences to impart knowledge about the history, varieties, cultivation techniques, and symbolic meanings of flowers to tourists. Furthermore, the development of Floral Health Tourism has also stimulated the prosperity of the local floral culture industry, including floral art design, flower photography, and the publication of floral books, providing material and spiritual support for the inheritance of floral culture. Settings of Floral Health Tourism destinations, such as gardens and botanical gardens, have become important venues for floral culture education, attracting not only local residents but also tourists from around the world, thus serving as international platforms for the exchange of floral culture. Therefore, by providing immersive cultural experiences and education, Floral Health Tourism promotes the popularization and development of floral culture, laying a solid foundation for its continuous inheritance.

Floral Health Tourism and Aesthetic Enjoyment

Floral Health Tourism, as a unique aesthetic experience, allows travelers to immerse themselves in the artistic beauty of nature. The diverse flora and dazzling flowers provide a rich visual feast. Beyond visual delight, Floral Health Tourism offers a multisensory artistic experience. During their journey, visitors can not only admire the diversity and beauty of flowers but also feel their texture, enjoy their fragrance, and experience the natural sounds of the garden, such as bird songs and the rustling of leaves, thus triggering pleasant sensory experiences. Gonzalez and Kirkevold (2014) pointed out in their study that sensory stimuli in gardening activities have a positive effect on cognitive health. Ryan (2010) also mentioned in his research that the aesthetic beauty of plants in natural environments can significantly enhance people's emotional and cognitive experiences. Art appreciation also plays an important role in these experiences. Visitors can experience the depth and inspiration of art through painting, photography, and floral art, and transform these sensory experiences into creative expressions. The symbolic significance and emotional connotations of flowers provide travelers with an opportunity for emotional resonance. The symbolic meanings of different flowers, such as roses symbolizing love and romance, and sunflowers symbolizing sunshine and hope, provide travelers with avenues for expressing and resonating with emotions. As described by Wagenfeld (2009), gardening is not only a visual activity; it also touches people's emotions and memories, providing a profound aesthetic experience. Massoni et al. (2016) explored the formation of aesthetic preferences in rural landscapes, emphasizing the role of natural aesthetics in enhancing individual emotional experiences.

Floral Health Tourism and Environmental Conservation

Floral Health Tourism has profoundly influenced the practice of environmental conservation. Flowers are vital components of ecosystems, playing a central role in maintaining ecological balance and system stability. Research by Wainwright et al. (2014) emphasizes the contribution of horticulture production to environmental protection, particularly in greenhouse technology and soil conservation. Floral Health Tourism enhances tourists' awareness of environmental protection and inspires their participation in ecological conservation actions. Embracing the principles of nature, greenery, and sustainable development, Floral Health Tourism destinations encourage the adoption of environmental management measures to minimize negative impacts on the environment and promote the green and sustainable development of the tourism industry. Education and awareness enhancement are also integral parts of Floral Health Tourism, not only adding to the enjoyment of tourism but also raising tourists' awareness of environmental protection through education, stimulating their concern and support for environmental conservation. Additionally, community involvement further enhances the value of Floral Health Tourism, with local residents playing a crucial role in flower planting, maintenance, and tourism services. The promotion of Floral Health Tourism not only enhances community residents' appreciation of the value of the environment and resources but also promotes the development of environmental protection, education, and tourism services, achieving the goals of sustainable community development and economic growth.

3.3 Development Models of Floral Health Tourism

Floral Rehabilitation Landscape Model

The floral rehabilitation landscape model focuses on creating natural environments that benefit the physical and mental health of visitors. These carefully designed rehabilitation gardens, therapeutic gardens, health-promoting gardens, and wellness gardens integrate not only floral appreciation but also multiple functions such as health preservation, rehabilitation, and relaxation, providing visitors with a comprehensive space for therapy. Within these floral rehabilitation areas, various types of floral plants are meticulously cultivated, forming harmonious and beautiful garden landscapes. These gardens are not only a visual feast but also a sanctuary for the body, mind, and soul. To enhance the therapeutic effect, activities combining natural healing elements, such as yoga, Tai Chi, and meditation, are often available in the garden area, providing an ideal environment for visitors to promote physical and mental recovery. Additionally, some floral rehabilitation landscapes have developed floral therapy trails, incorporating rehabilitation facilities and activities into tourist routes. As visitors progress along these trails, they can not only enjoy diverse floral scenery but also participate in activities such as walking and exercise, experiencing the joy and recovery brought by floral therapy.

Floral Health Resort Model

The floral health resort model aims to create a comprehensive vacation experience by integrating floral therapy with leisure tourism. These resorts are located in picturesque and tranquil natural areas, offering not only abundant resources and advanced therapy facilities but also a range of floral-related activities such as observation, experience, and participation in floral care. The high-quality accommodations, dining, and entertainment facilities within the resorts ensure the comfort and satisfaction of visitors. For example, the Keukenhof Flower Garden Resort in the Netherlands is equipped with various vacation facilities such as hotels, restaurants, shops, and amusement areas. During the spring season when various flowers bloom, visitors come to the resort to admire the spectacular sight of millions of flowers in full bloom, watch and experience various floral art performances, and appreciate the exquisite artworks and decorations created by floral artists, experiencing the diversity and beauty of flowers. Similarly, the Tengchong Floral Therapy Resort in Yunnan, China, relies on its unique floral and hot spring resources to integrate hot spring therapy with floral therapy, developing projects such as floral therapy, hot spring therapy, and nature tourism, allowing visitors to enjoy a therapeutic journey accompanied by flowers.

Floral-themed Rural Tourism Model

The floral-themed rural tourism model cleverly combines the beauty of flowers with rural tourism. By establishing floral planting bases and farms in rural areas, visitors can directly participate in floral planting and traditional farming, experiencing the process from land to table. This form of tourism includes not only farmhouse experiences and handicraft making activities but also provides floral-themed homestay experiences, allowing visitors to fully immerse themselves in the local customs and practices. Here, visitors can not only enjoy the tranquility of rural life but also taste authentic local cuisine, learn and experience traditional handicrafts. They can plant flowers and crops, stroll or take photographs in the floral sea, capturing beautiful moments. Such experiences enable people to deeply understand the mystery of floral growth, feel the joy of labor, and the rejuvenating power of nature. Floral-themed rural tourism not only provides visitors with a therapeutic space to relax their body and mind but also contributes to the revitalization of the local rural economy and the protection of cultural heritage, achieving harmonious coexistence between tourism development and local traditions.

Floral Ecotourism Model

The floral ecotourism model is a tourism approach centered around flowers, aiming to promote harmonious interaction between tourists and the natural environment. In this model, tourists not only experience the beauty of nature firsthand and admire a variety of flowers but also learn valuable knowledge about environmental conservation. This form of tourism not only caters to people's aspirations for beauty and the need for healthy leisure but also emphasizes the importance of sustainability, ecological conservation, and community participation. Through participating in floral ecotourism, tourists gain a tangible understanding of the role of flowers in the ecosystem, experience the wonders of nature, and feel the vitality of flowers. The design of this tourism experience aims to inspire environmental awareness among tourists, promote the concept of harmonious coexistence between humans and nature, and embodies the core values of green and sustainable tourism.

Floral Convalescent Home Model

The floral convalescent home model focuses on the natural healing power of flowers and aims to provide a professional environment dedicated to floral therapy and wellness. These therapy centers fully utilize the natural characteristics of flowers such as fragrance, color, and texture, complemented by serene natural surroundings and professional therapeutic services, to promote physical and mental recovery and treatment. Visitors to the therapy centers can immerse themselves in a stress-relieving and tranquil atmosphere, achieve emotional regulation and relief of psychological issues through activities such as floral meditation, floral art creation, floral baths, and floral aromatherapy. These activities not only bring inner peace to participants through interaction with flowers but also contribute to physical relaxation and recovery. To provide a comprehensive healing experience, floral therapy centers also offer healthy dining options and natural therapy care to further support visitors' physical health and well-being.

Floral Rehabilitation Cultural Journey Model

The floral rehabilitation cultural journey is a tourism model that integrates floral aesthetics, rehabilitation therapy, and cultural experiences. This model aims to promote tourists' physical and mental rehabilitation, broaden cultural horizons, and facilitate social connections by incorporating floral-related activities, rehabilitation experiences, and cultural exchanges. During such journeys, tourists have the opportunity to explore and experience unique floral rehabilitation cultures in different regions or countries, including local floral rehabilitation landscapes, traditional therapies, and artistic expressions. For example, by participating in flower exhibitions, festivals, and rehabilitation fairs, tourists can experience floral culture firsthand in an environment filled with rehabilitation elements and entertainment. The journey also includes visits to art galleries, museums, and traditional craft exhibitions, allowing tourists to gain a deeper understanding of the local cultural heritage, artistic traditions, and historical backgrounds. Additionally, cultural exchange activities related to floral wellness

culture provide opportunities for tourists to interact face-to-face with local residents, artists, or rehabilitation professionals, sharing their experiences and stories. Through lectures, floral art performances, and art exhibitions hosted by experts, scholars, and artists, further promote cross-cultural exchanges and understanding, enriching the connotation and influence of floral therapy tourism.

Floral Wellness Theme Hotel Model

The floral wellness theme hotel model focuses on utilizing the aesthetics and therapeutic properties of flowers to enhance guests' health and well-being. The design concept of these hotels revolves around flowers, creating lush garden landscapes where guests can harmoniously coexist with nature. Internal decorations often incorporate abundant floral elements, providing guests with spaces for aesthetic enjoyment and relaxation of body and mind. These hotels typically offer a variety of wellness activities such as floral art workshops, yoga and meditation classes, and floral aromatherapy, aiming to help guests relieve stress and improve their health. In terms of dining, the hotel restaurants offer health-focused dishes with floral themes, providing a unique dining experience. Some hotels feature garden areas where guests can not only appreciate the beauty of gardening but also learn about floral care knowledge and enjoy services such as purchasing and planting guidance. For example, the Rose Garden Hotel in central London is designed around the theme of roses, featuring a charming rose garden where guests can stroll or enjoy afternoon tea. The Conrad Hotel in the Maldives is located on a private island, set against the backdrop of beautiful gardens and tropical plants, offering professional floral wellness therapies and floral meditation classes. The Azure Floral Manor Hotel in Hangzhou, located near West Lake, combines floral wellness with agricultural tourism, providing activities such as floral art workshops and farming experiences, allowing guests to deeply experience the charm of flowers.

4. Conclusion and recommendation

Conclusion: This study comprehensively examines the theoretical foundations, development models, and future trends of floral health tourism, highlighting its unique allure and potential as an emerging field in tourism. As the public increasingly seeks healthy lifestyles and natural aesthetics, floral health tourism is gradually capturing public interest and garnering more attention. Additionally, through education and participation, it also promotes awareness of ecological conservation and sustainable living practices.

The unique and diverse floral landscapes serve as key attractions for tourists, offering unparalleled aesthetic pleasure and spiritual joy. The variety of floral species and their vibrant colors are truly breathtaking. Comprehensive therapeutic and leisure facilities at floral health tourism destinations allow visitors to relax and enjoy a holistic healing experience amidst beautiful surroundings. Moreover, engaging in a wide array of interactive experiential activities significantly boosts visitor engagement, enriches their travel experiences, and deepens their understanding of floral culture. These activities not only provide knowledge and enjoyment for tourists but also serve as a vibrant platform for education, especially for the younger generation, fostering their interest and sense of responsibility towards nature and environmental conservation.

It is noteworthy that floral health tourism successfully integrates local cultural characteristics with the tourist experience. By showcasing local floral culture and handicrafts, and hosting various flower-related festivals, tourists not only admire the beauty of flowers but also immerse themselves in the cultural charm of the local area. These experiences not only enrich tourists' travel experiences but also educate them about local culture and traditions, enhancing their understanding and respect for the deep cultural heritage of the destination.

Floral health tourism plays a positive role in promoting the development of the floral industry. It provides a platform for showcasing floral varieties and disseminating techniques, as well as stimulating industry innovation and advancement. These tourist destinations are not just for tourists but also serve as important platforms for industry exchanges and cooperation, contributing to the further prosperity and quality improvement of the industry. Additionally, this exchange and cooperation offer unique opportunities for the educational sector, strengthening ties with the floral-related industries through experiential learning and professional development.

Finally, the practice of floral health tourism demonstrates its significant role in environmental protection and the preservation of floral cultural heritage, showcasing exemplary practices of environmental conservation and sustainable tourism. These practices are not only beneficial to the environment but also provide valuable resources for education, enhancing learners' understanding of and engagement with environmental issues through hands-on experiences and observation.

In summary, floral health tourism not only offers a platform for tourists to enjoy the beauty of nature and improve their health but also makes positive contributions to local economic development, cultural inheritance, and environmental protection. With society's continuous pursuit of healthy and sustainable lifestyles, floral therapy tourism is expected to keep growing and become a highlight of the future tourism industry, while also offering new perspectives and opportunities for education and ecological conservation.

Recommendation - The advancement of floral health tourism presents unique challenges and opportunities, necessitating a multifaceted approach that encompasses resource management, environmental conservation, service quality enhancement, and educational integration. To navigate these challenges and harness the potential of this burgeoning sector, the following recommendations are proposed:

Sustainable Development and Environmental Stewardship: Implement sustainable development principles rigorously to ensure the rational use of land and prevent the overexploitation of natural environments. This includes protecting existing ecosystems, restoring damaged environments, and maintaining ecological balance. Initiatives should be undertaken to educate both tourists and local communities about the importance of environmental conservation, fostering a culture of responsibility and care for nature.

Educational Integration: Incorporate educational elements into the floral health tourism experience, aiming to raise awareness and understanding of floral biodiversity, ecological conservation, and sustainable practices among tourists. This could involve interactive workshops, guided tours focusing on the ecological aspects of floral environments, and collaboration with educational institutions to develop informative content and programs. By doing so, floral health tourism can serve as a platform for lifelong learning and environmental education.

Enhancing Service Quality through Professional Development: Offer comprehensive professional training programs for practitioners in the floral health tourism industry to elevate their expertise and service delivery. This includes training in environmental conservation, customer service, and the use of technology to enhance the tourist experience. Cultivating a workforce that is knowledgeable, skilled, and committed to high standards of service and sustainability is crucial for the sector's growth.

Leveraging Technology for Personalized Experiences: Embrace technological innovations such as VR, AR, mobile applications, and intelligent guidance systems to create immersive and interactive experiences for tourists. Utilize big data and AI to analyze tourist behavior and preferences, enabling the provision of personalized recommendations and experiences. The integration of technology will not only improve the convenience and appeal of floral health tourism but also offer educational opportunities through interactive learning tools.

Fostering Cross-Border Cooperation and Global Exchange: Engage in cross-border collaboration and international exchanges to infuse floral health tourism with fresh ideas and practices. This could involve partnerships with global institutions in health preservation, hospitality, and cultural arts, as well as participation in international exhibitions and events. Such collaborations can enhance the sector's international profile, promote cultural exchange, and contribute to the global dissemination of knowledge about floral health tourism and its benefits.

Strengthening Research and Academic Exchange: Encourage collaboration with research institutions, academia, and industry experts both domestically and internationally to advance the theoretical foundations and practical applications of floral health tourism. This includes conducting research on sustainable tourism practices, the health benefits of floral environments, and innovative tourism models. Strengthening the sector's research

base will provide ongoing momentum for development and innovation.

By addressing these recommendations, floral health tourism can not only overcome its present challenges but also emerge as a leading sector that contributes to economic development, environmental sustainability, cultural enrichment, and educational advancement.

5. References

- Bavel, J.J.V., Baicker, K., Boggio, P.S. et al. (2020). Using social and behavioural science to support COVID-19 pandemic response. *Nat Hum Behav*, 4,460–471.
- Bell-Williams, R., Irvine, K., Reeves, A., & Warber, S. (2021). Digging deeper: Gardening as a way to develop non-human relationships through connection with Nature. *European Journal of Ecopsychology*, 7, 1-18.
- Gongmei Zhou et al. (2021). Review and prospect of domestic and foreign wellness tourism research. *Resource Development & Market*, 37(1), 119-128.
- Gonzalez, M. T., & Kirkevold, M. (2014). Benefits of sensory garden and horticultural activities in dementia care: a modified scoping review. *Journal of Clinical Nursing*, 23(19-20),2698-2715.
- Haas, K. L., & McCartney, R. (1996). The therapeutic qualities of plants. *Journal of Therapeutic Horticulture*, 8,15-19.
- Hall, C. R., & Knuth, M. J. (2019). An update of the literature supporting the well-being benefits of plants: A review of the emotional and mental health benefits of plants. *Journal of Environmental Horticulture*, 37(1),30-38.
- Honggang Xu et al. (2018). Prospects for health and wellness tourism research from the perspective of rehabilitative mobility. *Tourism Tribune*, 2(6), 1.
- Kaplan, R. (2001). The nature of the view from home: Psychological benefits. *Environment and Behavior*, 33(4),507-542.
- Keniger, L. E., Gaston, K. J., Irvine, K. N., & Fuller, R. A. (2013). What are the benefits of interacting with nature? *International journal of environmental research and public health*, 10(3),913-935.
- Keniger, L. E., Gaston, K. J., Irvine, K. N., & Fuller, R. A. (2013). What are the benefits of interacting with nature? *International journal of environmental research and public health*, 10(3):913-935.
- Lee, M. S., Lee, J., Park, B. J., & Miyazaki, Y. (2015). Interaction with indoor plants may reduce psychological and physiological stress by suppressing autonomic nervous system activity in young adults: a randomized crossover study. *Journal of Physiological Anthropology*, 34(1),21.
- Lohr, V. I. (2007). Benefits of nature: What we are learning about why people respond to nature. *Journal of physiological anthropology*, 26(2),83-85.
- Massoni, E. S., Varga, D., Sáez, M., & Pintó, J. (2016). Exploring aesthetic preferences in rural landscapes and the relationship with spatial pattern indices. *Journal of Landscape Ecology*, 9(1),5-23.
- Mattson, R. H. (2009). Biofeedback evidence of social and psychological health benefits provided by plants and flowers in urban environments. *Acta Horticulturae*, (881),575-580.
- Ryan, R. M., Weinstein, N., Bernstein, J., Brown, K. W., Mistretta, L., & Gagné, M. (2010). Vitalizing effects of being outdoors and in nature. *Journal of Environmental Psychology*, 30(2),159-168.
- Sabbahi, M., Li, J., Davis, C., & Downs, S. M. (2018). The role of the sustainable development goals to reduce the global burden of malnutrition. *Journal of Advances in Food Security and Sustainability*, 03,277-333.
- Wagenfeld, A. (2009). It's More Than Seeing Green: Exploring the Senses through Gardening. *Journal of Therapeutic Horticulture*, 19, 46.
- Wainwright, H., Jordan, C., & Day, H. (2014). Environmental impact of production horticulture. In *Production Horticulture* (Chapter pp. 1-15). Springer, Dordrecht.
- Wallace, K. J., & Clarkson, B. D. (2019). Urban forest restoration ecology: a review from Hamilton, New Zealand. *Journal of the Royal Society of New Zealand*, 49(3),347–369.
- Wanfeng Ai et al. (2017). Research progress on the effects of plant environment on human physical and mental health. *Journal of Agricultural Science*, 7(2), 63-67.

- Yan, X., & He, S. (2020). The co-evolution of therapeutic landscape and health tourism in bama longevity villages, China: An actor-network perspective. *Health & Place*, 66(November), Article 102448.
- Yuanyuan Xu et al. (2022). Research progress on Chinese floral tourism. *Journal of Southeast University (Philosophy and Social Sciences Edition)*, 11(06), 98-113.
- Zhang, Q., Zhang, H., & Xu, H. (2021). Health tourism destinations as therapeutic landscapes: Understanding the health perceptions of senior seasonal migrants. *Social Science & Medicine*, 279(April), Article 113951.

