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Song Xiaoyu [α], Deng Zhiwei [σ] & Zhang Zihao [ρ]

Abstract- Yunnan province is in the southwest of China. It is a major tourist province with excellent climate conditions, diverse ecological, biological resources and rich ethnic cultural resources. However, in recent years, the development speed of tourism in Yunnan Province has slowed down, and it has gradually lost the advantages over the other western provinces, even falling behind them. The reason is that the tourism products in Yunnan are aging, and the lack of innovation and development is the main factor. How to create competitive tourism products at home and abroad, it is not enough to rely on the tourism industry individually. Health is the eternal theme of human beings and an important indicator of social progress. The Yunnan Provincial People's Government has proposed to build a world-class "green energy, green food, healthy living destination". Yunnan Provincial try to use of Yunnan's multiple advantages in developing a large health industry with location, climate, environment, resources, culture and tourism. Coordinate and promote the creation of a world-class "healthy life destination", making Yunnan as an international advanced medical center, medical center, rehabilitation center, medical tourism destination, medical industry gathering place, leading the development of Yunnan biomedicine and big health industry. At the same time, accelerate the transformation and upgrading of the tourism industry. This paper analyzes the opportunities and conditions for Yunnan Province to become a health and leisure health tourism center in South Asia and Southeast Asia, and puts forward the idea of building Yunnan Province into a health and leisure health tourism center in South Asia and Southeast Asia.

Keywords: yunnan province, south asia and southeast asia, health and leisure health tourism.

I. Introducation

Yunnan Province is a major tourist province with excellent climate conditions, diverse ecological, biological resources and rich ethnic cultural resources. However, in recent years, the development speed of tourism in Yunnan Province has slowed down, and it has gradually lost the advantages over the other western provinces, even falling behind them. The reason is that the tourism products in Yunnan are aging, and the lack of innovation and development is the main factor. How to create competitive tourism products at home and abroad, it is not enough to rely on the tourism industry individually. It is necessary to make full use of the overall advantages of Yunnan Province, and let multiple industries work together to create innovative tourism products that are linked to development.

The government of Yunnan Province's 2018 work report proposes to build a world-class "green energy, green food, healthy living destination", and to make full use of Yunnan's multiple advantages of developing a large health industry with location, climate, environment, resources, culture, tourism, comprehensively organize, guide, coordinate and promote the world-class "healthy life destination". And to make Yunnan an international advanced medical center, remedy center, recovery center, medical tourism destination and medical industry gathering place, leading the development of Yunnan's biomedicine and big health industry, and accelerate the transformation and upgrading of tourism industry.

II. The Significance of Building Yunnan Province into a Health and Leisure Tourism Center in South Asia and Southeast Asia

Building Yunnan Province into a health and leisure tourism center in South Asia and Southeast Asia has a long-term significance and a profound influence.

a) *Building Yunnan Province into a health and leisure tourism center in South Asia and Southeast Asia is an important measure to implement the Health China strategy*

With the release of the report of the Fifth Plenary Session of the 18th CPC Central Committee, a new concept has entered people's vision and fell into people's daily life - Health China. On October 25, 2016, the State Council issued the "Health China 2030" planning outline, and planned to deploy the health work for the next 15 years from the five tasks of popularizing healthy living, optimizing health services and more. This is the first and highest-standard health industry plan in China, and it also means the official landing and implementation of the Health China strategy. As Health China rises to a national strategy, the whole people start to build a healthy dream, and look forward to a healthy life.

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b) Building Yunnan Province into a health and leisure tourism center in South Asia and Southeast Asia is the requirement of civils in South Asia and Southeast Asia for good lives

Healthy living destinations can improve the physical fitness and quality of life of all people. According to the health data of the Chinese people in 2018, the health status of the Chinese people is not optimistic. The world's per capita life list shows that the average life expectancy of Chinese people ranks the 83rd in the world, which is 73.4 years old. Japan ranks the first, which is 83.4 years. There are 160 million people with dyslipidemia in the country, 270 million people with high blood pressure, 92.4 million people with diabetes, 200 million people with overweight or obesity, and 130 million people with fatty liver. On average, people will have cancer in every 10 seconds, have diabetes in every 30 seconds. At least one person will die of cardiovascular and cerebrovascular diseases in an average of 30 seconds. Among the causes of middle-aged deaths, 22% are caused by cardiovascular and cerebrovascular diseases. 76% of white-collar workers have sub-health problems, and the obese population will reach 325 million, which will double in the next 20 years. With a 1 inch increase in waist circumference, the blood vessels will grow 4 inches and the risk of cancer is 8 times higher.

The theme of World Health Day 2018 is universal health coverage, which means everyone in every place. The total annual expenditure on health in the world accounts for about one-tenth of GWP and is the new engine for global economic development. By 2020, the global output of the health industry will reach 13.393 trillion US dollars, and global health spending will grow faster than GWP.

Because South Asia and Southeast Asia are located in tropical and subtropical regions, the cool climate in most parts of Yunnan Province is suitable for health and leisure tourism.

III. The Opportunities of Building Yunnan Province into a Health and Leisure Tourism Center in South Asia and Southeast Asia

a) The Belt and Road construction provided a good opportunity for Yunnan Province to be a health and leisure tourism center in South Asia and Southeast Asia

From the perspective of national strategic orientation, the Belt and Road strategy has created new platforms, new conditions, new methods and new opportunities for the development of the inbound tourism market, and also pointed out the key directions for it. The Southeast Asian market is the traditional market for inbound tourism in China. Although the overall size of the Southeast Asian tourism market is already large, there is still huge room for development, especially in Vietnam and Indonesia. India in South Asia has a huge market of 1.3 billion population. As a developing country, India has a stable-quantity middle class, and is a huge potential market for inbound tourism in Yunnan and even in China.

b) The national Health China strategy provided the policy support for Yunnan Province to be a health and leisure tourism center in South Asia and Southeast Asia

The objectives of the "Health China 2030 Plan" include that, the health literacy of the whole civil has been greatly improved, the healthy lifestyle has been fully popularized, the health service capacity has been greatly improved, and the scale of the health industry has expanded significantly. The health industry system, which is integrated and optimized in structure has been established. A group of large-scale enterprises with strong innovation capabilities and international competitiveness have been formed. And the health industry has become a core industry of the national economy.

In 2013, the State Council approved the publication of the "National Tourism and Leisure Outline", which has promoted the development of health and leisure tourism.

c) Yunnan Province has a good communicative fundation with South Asia and Southeast Asia countries

According to the annual report in 2016 of China's inbound tourism development, among the inbound tourists in Yunnan in 2015, the East Asia country Japan accounts for 9.61% of the whole number of foreign tourists, which is 2.4977 million. And the Southeast Asia country Vietnam accounts for 8.32%, which is 2.1608 million. They two ranks the second and third place among the inbound tourists. The sixth, eighth, ninth and tenth place are all Southeast Asia and South Asia countries, which are Malaysia, the Philippines, Singapore, and India.

d) Yunnan's objective to create "healthy living destination" and Kunming's objective to create "Chinese city of health" provide guarantee for Yunnan to be a health and leisure tourism center in South Aisa and Southeast Asia

The 2018 work report of Yunnan's Government proposed to build a world-class "green energy, green food, healthy living destination". The eleventh Party Congress of Kunming clearly proposed to build "Chinese city of health". In March 2018, the National Development and Reform Commission and other relevant ministries held a meeting, and agreed to build the National Plant Museum in Kunming, Yunnan, and agreed to establish the Great Health Industry Demonstration Zone of China in Kunming. The related infrastructure construction, park

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construction and capital investment have provided guarantee for Yunnan Province to become the health and leisure tourism center in South Asia and Southeast Asia.

IV. The Basic Conditions of Yunnan Province to be a Health and Leisure Tourism Center in South Asia and Southeast Asia

a) Superior geological location

Yunnan Province has a unique geographical location, which is faced with the "Three Asia" (West Asia, South Asia, Southeast Asia) and near the "Two Oceans" (Indian Ocean, Pacific Ocean). So its north and south can connect to the Belt and Road, its east and west can cross through South Asia and Southeast Asia. It has a natural advantage as a radiation center.

b) Unique climate conditions

Because Yunnan Province is located at low latitude and high altitude, and on the southeast side of the Qinghai-Tibet Plateau, under the comprehensive influence of intricate landforms, Yunnan has a unique plateau monsoon climate. There are mountains, basins and plateaus in Yunnan. The province has frigid, temperate and tropical zones at the same time. It has long-term snow-capped mountains, as well as tropical rainforests with rich flora and fauna. The frost-free period in Yunnan Province is very long. The frost-free period in the south is 300-330 days, and in the central area of Kunming is about 250 days. Kunming, the capital city of Yunnan Province, has a subtropical monsoon climate. It is called the “Spring City”, where there is no cold in winter and no heat in summer. The average temperature is about 20 degrees for the whole year. The climate is dry and suitable for the elderly and people with respiratory and joint diseases to stay long.

Kunming, the capital city, was praised as “Spring City” because “the weather is often like February and March, and the flowering branches constantly exist like in the spring.” It is well-known at home and abroad. Among the 10 most habitable cities in China, Kunming ranks first, and also ranks first in the 2017 summer resort city of China, and second in the world. Most parts of Yunnan Province also have seasons all like spring, warm in winter and cool in summer. People can get away from cold in winter and heat in summer there.

c) Various and pleasant natural sceneries

Yunnan's mountains and rivers are beautiful, and its natural tourism resources are complex, diverse and colorful. At an altitude of 76.4-6740 meters, the huge vertically changing geological structure, combined with the special geographical location, makes Yunnan cover almost all climate types and landscapes in China from Hainan Island to Heilongjiang. There are tropical rainforest views, snowy and grassland scenery, as well as the snow-capped glaciers with the lowest latitude in the northern hemisphere. The majestic stone forest and the "three rivers concurrent" are the unique landscapes in the world. The Yulong Snow Mountain is the glacier at the lowest latitude in the world. In addition, there are a large number of peaks, rapids and caves for climbing and rafting adventures. Numerous highland lakes provide an ideal place for water sports. And there are also a large number of hot springs for leisure. Yunnan's bio-tourism landscape is extremely rich and unique. It is known as the "plant kingdom", "animal kingdom" and "flower kingdom". Many types of animals and plants species have high ornamental value, and the natural ecosystem is well preserved, becoming the province with most national protected areas. Xishuangbanna tropical ecosystem is primitive and typical, and is known as “an emerald on the Tropic of Cancer”. And the Shangri-La Ecotourism Demonstration Zone in northwestern Yunnan fully reflects the harmony between man and nature. The theme of "man is an integral part of nature" has become a major eco-tourism landscape in Yunnan.

d) Splendid ethnic culture

Located in the intersection of the Chinese cultural circle, the Indian cultural circle and the Southeast Asian cultural circle, Yunnan is not only the most important node of the Asian cultural network, but also the most precious symbiotic treasure of human cultural heritage. It once had brilliant bronze culture, is one of the birthplaces of rice culture and tea culture. The large and small monuments here make a bold breakthrough in the Chinese calligraphy method, and the layered Hani terraces are the great pioneers of transplanting paddy rice into the hillside. The Nanzhao culture, Beiye culture and Dongba culture with great achievements, which are famous at home and abroad, were born here.

There are 55 ethnic minorities in the country, and there are 25 in Yunnan. Among them, Bai, Hani, Dai, Wa, Lahu, Naxi, Jingpo, Bulang, Achang, Pumi, Nu, Deang, Dulong and Jinuo are unique in Yunnan. In the long-term production and life, all ethnic groups have formed different and various ethnic cultures, traditions, festivals, costumes, and buildings. Yunnan's rich and colorful ethnic culture also contains a wise ecological and healthy culture, which provides a multi-cultural harmonious survival and development model for Yunnan Province to become a health and leisure tourism center in South Asia and Southeast Asia.

e) Numerous healthy ecological ingredients of all types

Yunnan is one of the birthplaces of mankind. Yunnan ethnic food culture can be described as a dazzling treasure in Chinese food culture. The environment is the basic condition for the formation and development of the ethnic food culture. Yunnan has many plateaus, mountains and rivers, with flat dams and lakes in them. The formation of colorful geographic scenery and distinctive three-dimensional climate is very conducive to the growth of animals and plants. It is

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known as the kingdom of animals and plants. The special geographical conditions make the province's climate and species diverse. “One mountain has four seasons, and ten miles have different weathers.” A three-dimensional agricultural structure has been formed. At the same time, agriculture, forestry, animal husbandry, sideline and fishing industries all exist. Different places have different features, especially the artificial planting and wild food resources available for eating, are various and unique, which makes the Yunnan ethnic food culture diverse. Therefore, it can be said that Yunnan is the kingdom of food culture. In their long-term production and life practices, Yunnan ethnic groups combined with natural conditions to create a dietary tradition and content with strong ethnic characteristics, greatly enriching and developing the Yunnan ethnic food culture.

f) Convinient transportation network at home and abroad

There are 277 airlines in Yunnan Province, including 222 domestic routes and 46 international routes. Fourteen international routes have been added, like Kunming-Sydney, Kunming-Qingdao-San Francisco. And eight governments including Austria and Belgium have opened joint visa centers in Kunming. Five governments including France, Germany, Switzerland, Britain and Italy have opened respective visa centers in Kunming. A series of traffic facilitation policies, such as 72-hour transit visa-free and 144-hour transit visa-free, are expected to continue expanding the development space of Yunnan's inbound tourism.

In 2017, Yunnan has entered the high-speed rail era in an all-round way. The Pan-Asian high-speed railway that will be opened soon has become an important factor for Yunnan Province to attract people from South Asia and Southeast Asia. 8 domestic railways meet, 5 international railways leave the country, 7 expressways lead to Beijing, Shanghai, Chongqing, Chengdu, Hangzhou, Guangzhou, Shantou and other cities, 5 national highways lead to Vietnam, Laos, Myanmar. With respect to the scale, Kunming South Station has become the top three high-speed railway hub stations in the country, and the only high-speed railway station in China to South Asia and Southeast Asia.

g) Yunnan becomes the destination for international inbound tourists' expansion

More than 89.30% of inbound tourists in Beijing have spread to Shanghai, Xi'an, Shenyang, Tianjin, Chongqing, Chengdu, Hangzhou, Kunming, Chengde, Dalian and other cities with similar tourism resources or neighboring cities. More than 49.32% of Chongqing's inbound tourists spread to Chengdu, Kunming, Xi'an, Guiyang and other hot tourist cities near Chongqing. More than 84.06% of inbound tourists in Kunming have spread to neighboring tourist cities such as Lijiang, Dali, Chengdu, Chongqing, Guilin and Lhasa, as well as neighboring municipalities, capital cities, or cities with abundant tourism resources. The expansion of inbound tourists from Kunming as a node to other cities is mainly concentrated in five directions, intra-provincial, westward, northward, northeastward, and eastward. There are 20 main expansion paths for inbound tourists with Kunming as the node. Among them, the “Kunming-Lijiang”, the expansion path from the province to the west, is the most representative.

V. The Conception of Yunnan Province Being a Health and Leisure Tourism Center in South Asia and Southeast asia

a) Clarify the target market and cultivate consumer groups

Health and leisure tourism has both the feature of health and leisure. Since people are tourists, there is a demand for the six traditional elements of the tourism industry, including food, accommodation, transportation, traveling, shopping and entertainment. And the new six elements proposed by Li Jinzao, the current director of the National Tourism Administration, are also contained, including commerce, cultivation, learning, leisure, emotion, and oddity. It is the core connotation of the health and leisure tourism industry to focus on cultivation, learning, leisure and emotion.

The target market for health and leisure tourism can be divided into three parts, the mass, the middle-level and the high-level, which are in a tower structure.

a. The mass market. The bottom of the tower is the mass group, which is linked to mass tourism and creates a low-cost, healthy tourism project that is suitable for the general public. The guests in this part are mainly focusing on leisure and sightseeing, supplemented by healthy tourism.
b. The middle-level market. This market mainly consists of mid-range consumer groups. The guests in this group combine sightseeing tours with certain health programs.
c. The high-level market. This market mainly consists of high-range consumer groups. The guests in this group basically focus on healthy tourism programs.

The cultivation of consumer groups needs to focus on price strategies. In the face of the low-to-mid-end market, it is necessary to pay attention to the price elasticity of the products and the depth of the channels, and to design the products that match the market. For example, faced with the park and community consumer markets, it is necessary to consider reducing the price of health and leisure tourism, providing more discounts to seize the market by competitive prices. In the face of the mid-to-high-end market, it is necessary to pay attention to the service level of the products, the consumer experience, and so on, to maximize the consumer's experience satisfaction, in order to establish a brand.

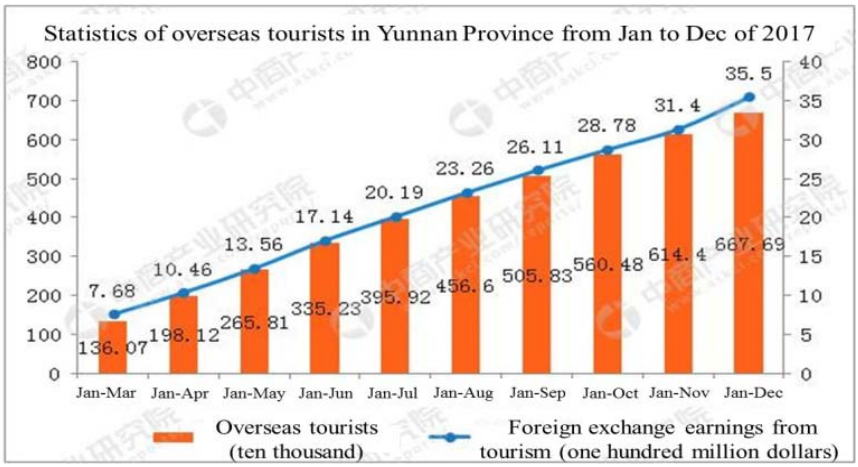
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b) Create characteristic products

The launch of characteristic products should not only focus on the current market development, but should also advance ahead, in order to play a leading role in the development of the industry. Health and leisure tourism is a joint development of many industries such as health industry, leisure industry and tourism industry, involving transportation, hotels, catering and other departments. The launch of various products must be carefully planned and designed to meet the needs of different customer groups.

According to the natural conditions and humanistic characteristics of Yunnan Province, it should create popular health and leisure tourism products based on landscape scenery and ethnic customs, and characteristic products system characterized by hot spring therapy and ethnic recovery culture, which contains the recovery methods of local 148 boxing types like Royal Court Tai Chi and Shajia martial arts, and supplemented by Yunnan's special medicine and diet.

Creating a "healthy tourist destination" is the growing need for tourists from home and abroad in Yunnan to pursue a better life. In 2017, Yunnan Province received a total of 6,676,900 overseas tourists (overnight), which is an increase of 11.2% year-on-year. The total foreign exchange income from tourism reached 3.55 billion dollars, which is a year-on-year increase of 15.5%.



(Data source: The official website of Yunnan tourism administration)

Yunnan Province has put forward the general requirements of "internationalization, premiumisation, specialization, informationization", and "bigger, stronger, more accurate, better", and adopted a series of important measures to promote the development of the tourism industry. Such as resolutely rectifying the tourism market, creating a good tourism environment and tourism order, and adopting a "zero-tolerance" attitude to carry out tourism market governance, implementing an all-aspect tourism development strategy, continuously promoting the transformation and upgrading of the tourism industry. Yunnan Province is promoting the establishment of all-aspect tourism in 77 counties. By 2020, Yunnan Province will be built into a large scenic spot, and you can enjoy first-class environment and services wherever you go. For this, Yunnan uses great strength to construct "a mobile phone for tour in Yunnan". By building a tourism big data center, a comprehensive tourist service platform, and a comprehensive tourism management platform, visitors can quickly query the state of the toilet, the parking lot reservation, the tour guide service, while using traditional services like booking for hotels, airline tickets. Tourists can feel the "free travel experience". At the same time, Yunnan is accelerating the pace of transformation and upgrading of the tourism industry, and continuing to develop and launch new products and new formats such as cross-border tourism, self-driving camping tourism, aviation sports tourism, sports tourism, health care and nursing tourism, and striving to create a high-quality healthy living destination.

c) Construct a variety of health leisure tourism base

Yunnan Province has a wide range of tourism resources and health resources. To make these resources into products that can be sold to consumers, it is necessary to plan and build on the relevant enterprises. In combination with mass tourism and the construction of recovery town, there have been a number of enterprises in Yunnan Province that are striving to create leisure and health tourism. For example, Yunnan Chengtou has positioned the core of industrial development in the development of tourism, health industry and leisure industry. In the "Yunnan Biomedical and Health Industry Development Plan (2016-2020) and the Three-Year Action Plan (2016-2018)", the industrial development goal was proposed that, in 2017, the main business income of biomedicine and health industry will reach 240 billion yuan, and will reach 380 billion yuan in 2020, with an average annual growth rate of about 20%. While investing more than 2 billion yuan in the construction of the Sanqiquan industry, Yunnan

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Chengtou is actively promoting the integration of the joint development of the first, second and third industry, and transforming into the "big health" and "big leisure" strategy. At the 4th China International (Yunnan) Cultural Tourism Investment Conference in 2017, a number of international beautiful and healthy town, hot springs and recreational town, pan-outdoor sports and health tourism town projects were signed. Poly Group announced that it will invest 80 billion yuan to build a Taiping healthy new city in Anning, and Greenland Hong Kong Holdings Co., Ltd. will invest 30.6 billion yuan to develop and build a "big health" industrial project with "medical health care" as its core function. Peng Ruili Group plans to invest 15-20 billion yuan to build an international big health city project in Wujiaying, Chenggong.

The "Dreaming Yunnan Hot Spring Valley International Healthcare Resort" invested and developed by Yunnan Chengtou Group is located in the core area of Anning Hot Spring Town. The resort relies on hot spring health resources and takes the big health industry chain as the core. It combines tourism industry, sports industry, health industry, education industry, commercial finance, and health care housing, to build a six-in-one, industrial integrated healthcare demonstration zone. The project covers an area of 34,000 mu and has a total investment of over 100 billion yuan, including a 8,000-person tennis hall, a 5,000-person gymnasium, a golf course, five standard football fields, 20 clay tennis courts, a central hospital, 5 specialized hospitals, a stem cell treatment center, 10,000 healthcare beds, 3 12-year schools, 12 parks, a five-star hotel, 3 three-star hotels, a high-end spa, a Fengshan hundreds-high bathing place, a meditation institute, 2 urban complexes, a municipal management center. It has an overall planning, overall construction, and fully strengthens the medical, nursing, tourism, entertainment and leisure industry related to healthcare. The business format has brought about a new hot spring lifestyle innovation to Yunnan and even the whole country.

The Dongba Yulong Snow Mountain Grand Canyon International Healthcare Resort refines and extracts the essence of Naxi ethnic culture, with the pure ecological scenic spot of "holy, pure and mysterious" as the core, and the theme of "Lijiang oxygen conservation" healthcare tourism as the base. Taking the "diversified and multi-demand" customer group as the carrier, it gives full play to the characteristics of Yunnan ethnic food and jewelry culture, and take the healthy vacation, healthy leisure and healthy cultural travel as the main theme, and the healthcare travelers as the main customer group. It considers the guests' needs for health, parenting, family gatherings and business communication, combines Lijiang's unique ethnic culture, natural landscape with modern health concept, to maximize tourism plus health, leisure plus health, hotel plus health, culture plus health. The project also has the first GF Health Hotel in Yunnan Province managed by the French century-old brand, Gellé Frères. This is the first health hotel in Yunnan and even the whole country. The hotel not only provides accommodation and leisure functions, but also a comprehensive rehabilitation of the body, mind and spirit.

d) Discover the special traditional Chinese medicine therapy culture of Yunnan

The people of all ethnic groups in Yunnan have developed a unique healthcare culture in their long-term life practice, which can be excavated to serve the construction of a "healthy life destination". There are more than 6,000 kinds of botanical medicines in Yunnan, of which more than 1,200 are ethnic folk medicines. Yunnan ethnic minority culture contains rich and unique medical culture, representative of Dai medicine, Tibetan medicine, and Yi medicine. In addition, there are Naxi Dongba medicine, Bai medicine, Jingpo medicine, Wa medicine, Zhuang medicine, Hani medicine and many other minority medicines. Yunnan Province has published 7 books on "Dai Medicine Undergraduate Textbooks" and more than 10 ethnic medicine books such as Dai, Yi, Wa and Naxi Dongba medicine, and researched and developed more than 400 kinds of preparations in ethnic medicine hospitals. Xishuangbanna and Chuxiong have studied and formulated a number of ethnic medicine standards for Dai and Yi medicine. In 2006, the Dai Doctor Qualification Examination was included in the National Doctor Qualification Examination series, in parallel with the National Doctor Qualification Examination. Xishuangbanna has a Dai hospital, which also plans to build the Dai medicine traditional culture museum, Dai medicine health management center, old Dai medicine canteen, Dai medicine healthcare experience center and Dai medicine international exchange center, and the courtyard-like specimen garden of mainly the Dai medicine plants. These minority medical cultures can also become an important supporting factor for the development of health and leisure tourism industry in Yunnan Province.

At the China International Travel Fair in 2017, Yunnan Traditional Chinese Medicine Hospital launched three traditional Chinese medicine cultural experience routes for Yunnan traditional Chinese medicine and ethnic medicine resources. In March 2018, Yunnan Xinglin Garden, one of the first batch of national TCM health tourism demonstration bases, was officially put into operation. Each department of Yunnan Traditional Chinese Medicine Hospital has created 12 sets of traditional Chinese medicine rehabilitation exercises, such as neck and waist exercises, blood pressure reduction exercises, kidney exercises, pelvic cavity exercises, yoga breathing exercises, and Fuyang 12 movements.

In 2016-2018, the provincial finance funded a total of 294 million yuan for the development of Chinese

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medicine, including 141 million yuan from central government subsidies and 153 million yuan from provincial subsidies, which comprehensively safeguarded the construction and operation of many projects, like capacity-building projects of traditional Chinese medicine institutions, intensive Chinese medicine construction of specialist (special disease), cultivation of Chinese medicine talents, Chinese medicine (ethnic) literature tidying and in-house preparation research, Chinese medicine (ethnic) museum, famous old Chinese medicine experts studio, etc.

e) *Discover the excellent local traditional healthcare culture and add momentum to the industry development*

The excellent local traditional healthcare culture in Yunnan includes two parts.

i. *The physical healthcare traditional culture*

In Yunnan, there is a Tai Chi that has been left from Beijing to the civil. It is called a "living fossil" by the experts of Beijing Sports University, and its name is "148 Royal Court Tai Chi." In Qing dynasty, Yang Luchan, a Tai Chi master, was introduced to teach Tai Chi in the Duan Palace by the palace's housekeeper Wang Lanting. Wang took Yang as his teacher, and became Yang's first-place apprentice. Li Ruidong, who later became the Empress Dowager Cixi's guard leader and court guards coach, was introduced by Wang to be Yang's apprentice, and followed Yang and Wang to learn Tai Chi. At the same time, Li Ruidong and Zhang Hongsheng passed Tai Chi martial arts and medical treatment to Zhang Hongsheng's son Zhang Jinling, who was named Shouxuan and was the teacher of the Kuomintang seniors Yang Sen, Xue Yue and Bai Chongxi. In 1939, after Zhang Jinling moved from Beijing to settle in Kunming, he passed Tai Chi and his other martial arts to Xu Shuizhang, and taught General Chen Geng when he was in Yunnan. Xu Shuizhang then passed it to Zhang Guoxiang. "148 Royal Court Tai Chi" has great influence in Sichuan, Foshan, Taiwan, and Singapore. At present, they all take Kunming as the center. After Zhang Jinling's death, he was buried in Kunming, so Kunming has also become the root of "148 Royal Court Tai Chi."

Shajia martial arts has a great influence at home and abroad after the training and spread of Sha Guozheng. Shajia martial arts is based on Tongbi boxing, and later merged with the Eight Diagrams. And in order to adapt to the needs of the times, it has created Sha-style Tai Chi, which is also deeply loved by learners. Although the "148 Royal Court Tai Chi" and Shajia Martial Arts were all introduced to Yunnan from other provinces, they have become the local boxing species of Yunnan Province after many generations of spread, and can contribute to the development of health and leisure tourism industry in Yunnan Province.

ii. *The unique dietary therapy culture*

Yunnan has abundant dietary therapy materials. Pseudo-ginseng, rhizoma gastrodiaes, cordyceps sinensis, tricholoma matsutake and truffle are all specialties in Yunnan. The fungi in Yunnan Province account for more than half of the total number of fungi in the world. Rich medicinal materials and ingredients provide material guarantee for Yunnan Province to create a unique dietary therapy.

VI. Conclusion

The establishment of Yunnan Province as a health and leisure tourism center in South Asia and Southeast Asia is possible, realistic and operational.

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