



# Research on the Integration Path of "Tourism + Nursing" and the Employment Education Mechanism under the Perspective of Healthy China

**Kai Kou**

Hainan Vocational University of Science and Technology, Haikou 571137, Hainan, China

---

**Abstract:** Under the background of the "Healthy China" strategy, the cross-border integration of tourism and nursing has increasingly become a social focus. Based on the perspective of "Healthy China", this paper explores the integration path and employment-oriented education mechanism of "tourism + nursing". By analyzing the current development status of tourism and nursing fields at home and abroad, it proposes opportunities and challenges faced by integrated development, and designs an integration path and relevant policy recommendations suitable for China's national conditions in combination with social needs. Meanwhile, this paper also discusses how to promote the implementation of this integration path through the employment-oriented education mechanism, in order to promote the sustainable development of the health industry and the improvement of social welfare.

**Keywords:** health China, tourism + nursing, integration path, employment education mechanism

---

## 1. Introduction

With the sustained development of China's social economy and the significant improvement in people's living standards, health has gradually become a core issue of common concern to the whole society, not only related to the quality of life of individuals but also an important indicator of social progress. Against this backdrop, the country timely proposed the "Healthy China 2030" plan, explicitly integrating health into all policies and further systematically promoting innovation and upgrading in the health industry. As an increasingly popular leisure lifestyle, tourism not only enriches people's spiritual and cultural lives and alleviates stress but also plays an increasingly important role in promoting physical activity and enhancing mental health. Meanwhile, nursing services, as an important component of the health security system, are becoming increasingly prominent in their foundational role. Especially with the acceleration of population aging and changes in family structures, the demand for professional and humanized nursing services is rapidly growing. Against this reality, exploring the organic combination of the tourism industry and nursing services not only helps extend the industrial chain and create new economic growth points but also meets the urgent need to adapt to social changes and comprehensively improve the health level and quality of life of the people.

## 2. Background and Present Situation of Tourism and Nursing Integration

### 2.1 Current Situation and Development Trend of Tourism Industry

As an important component of China's economy, the tourism industry has seen its status and influence continuously rise in recent years, becoming a significant force in driving regional economic development. Starting from early-stage sightseeing tourism, it has gradually evolved into various forms including leisure vacations, cultural experiences, and ecotourism. In particular, emerging models such as health tourism and wellness tourism have rapidly emerged, further enriching the product offerings in the tourism market. This diversified development trend has not only spurred innovation and upgrading in the tourism industry but also promoted the extension and integration of related industrial chains. Globally, health tourism is gradually becoming a new highlight of the tourism industry. An increasing number of tourist destinations are integrating health management, medical rehabilitation, and wellness services into their travel experiences, providing tourists with more personalized and high-quality services, thereby further enhancing the added value and competitiveness of the tourism industry.[1]

### 2.2 Current Situation and Challenges of Nursing Industry

Driven by policy support and social demand, China's nursing industry has achieved remarkable development in recent years, with its service scope continuously expanding and professional standards gradually improving. However, the industry

still faces numerous challenges, the most prominent of which is the shortage of professional nursing talent, particularly in regions outside first-tier cities, where the uneven distribution of talent is more evident. Additionally, the standardization and normalization of nursing services still need improvement, with service quality and professional capabilities varying significantly across regions, making it difficult to meet the growing market demand. As China's population aging accelerates, the elderly population continues to grow, and the proportion of chronic disease patients is rising year by year, leading to an explosive increase in the demand for nursing services. Against this backdrop, exploring the integration of tourism and nursing has become an innovative approach to address industry challenges. This model is expected to provide more comprehensive and convenient health management services for the elderly and chronic disease patients, while also contributing to the transformation, upgrading, and sustainable development of the nursing industry.

### **3. Exploration and Practice of the Integration Path of "Tourism + Nursing"**

#### **3.1 System Construction of the Fusion Model**

The integration of "tourism + nursing" primarily relies on two innovative models. The first model seamlessly incorporates professional nursing services throughout tourism activities, creating therapeutic tourism formats such as hot spring wellness retreats, coastal rehabilitation retreats, mountain ecotourism, and comprehensive health management centers. The second model extends and upgrades nursing services through tourism experiences, offering consumers high-quality services that combine health maintenance, disease prevention, rehabilitation therapy, and mental-body regulation. Regardless of the integration approach, the fundamental goal remains twofold: enhancing public health and quality of life through health tourism, while expanding the service boundaries and industrial value of the nursing industry, driving its development toward greater specialization, diversification, and added value.[2]

#### **3.2 Strategies for advancing the integration path**

To effectively implement the cross-sector integration model of "tourism + nursing", coordinated efforts across multiple dimensions are essential. Firstly, at the policy and institutional level, it is crucial to accelerate the establishment of relevant legal frameworks and standards, clarifying the regulatory support and oversight mechanisms for the integrated development of health tourism and nursing services, thereby providing institutional safeguards for standardized operation. Secondly, in terms of talent development, emphasis should be placed on cultivating and attracting interdisciplinary professionals, particularly enhancing the multidisciplinary capabilities of nursing staff in health management, tourism services, and psychological counseling. Higher education institutions and vocational training organizations should also be encouraged to establish relevant academic programs. Finally, a scientific and comprehensive quality evaluation system must be established to regularly assess the service quality, health benefits, and economic sustainability of "tourism + nursing" projects. This ensures the model not only remains operational but also achieves long-term sustainable development.

### **4. Construction and Optimization of Employment Education Mechanism**

#### **4.1 Current Status and Problems of Employment Education Mechanism**

With the deepening of the "Healthy China" strategy, the nursing and tourism industries are gradually converging, forming emerging interdisciplinary fields such as wellness tourism and medical tourism. This trend places higher demands on the quality of talent, requiring practitioners to possess both professional nursing knowledge and skills in tourism services and management. However, the current talent cultivation mechanism still has obvious shortcomings: the education system for nursing majors primarily focuses on traditional medical care content, with few courses covering knowledge related to tourism services, customer communication, and itinerary planning, leading to adaptation barriers for nursing professionals when transitioning to cross-sector employment. On the other hand, the training programs for tourism-related majors also generally lack content such as nursing fundamentals, health management, and elderly care, making it difficult for tourism practitioners to meet the requirements of health service positions. This single-mindedness in the knowledge structure of talent has become a key bottleneck constraining the deep integration and development of the nursing and tourism fields, urgently requiring solutions through the optimization of employment and talent cultivation mechanisms.

#### **4.2 Optimization Path of Employment Education Mechanism**

To address these challenges, establishing a talent development system aligned with the industry's integrated growth demands is crucial. First, higher education institutions and vocational schools should innovate in program design by introducing interdisciplinary majors or course modules such as "Health Tourism Management", "Wellness Services", and "Integrated Nursing-Tourism Programs", systematically cultivating students' interdisciplinary knowledge and comprehensive

practical skills. Second, deepening school-enterprise collaboration and industry-education integration mechanisms is essential. Institutions should establish long-term partnerships with medical institutions, tourism enterprises, and health management companies to jointly develop talent cultivation plans, create practical training projects, and establish internship bases, ensuring targeted talent development and smooth career transitions. Finally, cross-industry exchange platforms should be actively developed to facilitate academic discussions, experience sharing, and project collaborations among experts, scholars, and industry representatives in nursing and tourism fields. This will effectively bridge educational content with real-world industry needs, thereby continuously optimizing the employment-oriented talent development mechanism.[3]

## 5. Case Analysis and Policy Recommendations

### 5.1 Case Studies at Home and Abroad

Globally, numerous countries have pioneered the "tourism + healthcare" model. Japan, for instance, has integrated traditional hot spring culture with modern health management through its therapeutic resorts, attracting massive domestic and international tourists while boosting tourism appeal and advancing healthcare services. Germany has developed systematic health tourism programs that combine cutting-edge medical technology with tourism resources, creating a unique industry model that drives significant economic growth and social benefits. Domestically, Hainan has emerged as a success story by leveraging its unique climate and natural resources to deeply integrate health tourism with medical and elderly care services. This approach not only enhances travel experiences but also promotes regional economic diversification, achieving dual improvements in both economic and social outcomes.

### 5.2 Policy Recommendations

First, the government should implement policies to support the "tourism + healthcare" industry, including financial subsidies, tax incentives, and other economic measures to reduce operational costs and attract more capital. Second, it should deepen research on cross-sector integration and establish dedicated policy guidance mechanisms to promote resource consolidation and collaboration among tourism, healthcare, elderly care, and other fields, fostering a synergistic development landscape. Finally, greater emphasis should be placed on vocational training for industry professionals. Through systematic education and skill enhancement programs, their comprehensive capabilities in service delivery, management, and cross-sector collaboration should be strengthened, thereby ensuring a solid talent foundation for the industry's sustainable development.

## 6. Conclusion

This paper explores the integration path of "tourism + nursing" and the employment education mechanism under the perspective of "healthy China". By analyzing the current development status and future potential, feasible policy recommendations are proposed. Through the cooperation of the government, educational institutions, industry associations, and other parties, promoting the implementation of this integration path will provide strong support for the development of China's health industry and the improvement of national health levels. At the same time, it also offers new ideas for talent cultivation in related fields.

## Acknowledgments

This paper belongs to the research results of the fourth phase of "Hainan Vocational University of Science and Technology Zhejiang Hangda Technology Development Co., Ltd." and is supported by Project of the Ministry of Education's Supply and Demand Docking Employment Education Project (Project number: 2024121712792).

## References

---

- [1] Zhang Zhuangzhuang & Chen Lichun. (2024). Research on the Innovation of Sports Health and Wellness Talent Training Model under the Background of Healthy China. *Industry and Technology Forum*, 23(20),96-98.
- [2] Zhang Ying & Li Jianchun. (2025). Exploratory Practice in Cultivating Guangxi-Characteristic Wellness Professionals under the New Quality Productivity Framework: A Case Study of Talent Development in the Wellness Specialty Cluster at Guangxi Vocational and Technical College. *Modern Vocational Education*, (20),53-56.
- [3] Cui Zhe. (2025). On the Construction of Promotion Mechanisms for High-Quality Full Employment from the Perspective of College Students' Subjectivity. *Public Relations World*, (19),67-69.
- [4] Gu Cen. (2025). Research on the High-Quality Employment Mechanism for College Students under the "Three-All Education" Concept. *Journal of Jilin Radio and Television University*, (03),43-45.