

# *Integration of Five Senses Landscape and Recreation Tourism: Research on Countermeasures for High Quality Development of Recreation Tourism in China*

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**Abstract:** Recreation tourism, as a new type of tourism, has attracted much attention in recent years. Recreation tourism aims to let tourists achieve the effect of relaxation of mind and healing of body and mind through tourism activities. Senses are the basis of people's understanding of the world, so grasping the sensory experience of tourists can effectively influence tourists' behavior. The five senses landscape refers to the design of recreation tourism projects, taking into account the five senses of tourists, and designing landscapes with visual enjoyment, sound rhythm, pleasant aroma, rich taste and delicate touch. Therefore, the development of recreation tourism needs to focus on the design of recreation landscape to mobilize the five senses of tourists. How to combine the five senses of landscape and tourism projects, so as to achieve the purpose of tourists' physical and mental pleasure is also a problem explored in this paper. Based on this, this paper analyzes the development status of the five senses landscape and recreation tourism, analyzes the current development dilemma of recreation tourism, uses the five senses to expand different paths for recreation tourism, and puts forward corresponding countermeasures for recreation tourism.

## **1. Introduction**

Recreation tourism refers to the sum of various tourism activities that enable people to achieve a natural and harmonious state of excellence in body, mind and spirit through various means such as skin and body care, nutritious meals, cultivation of the body and caring for the environment<sup>[1]</sup>. Its role as an effective form of promoting people's physical and mental recovery has attracted extensive attention from scholars from all walks of life. Foreign research focuses more on the recreational effects of SPA tourism, while domestic research focuses more on forest recreation, marine recreation, rural recreation and other recreational activities<sup>[2]</sup>. Under the policy of the state actively advocating the development of recreation industry as an important pillar industry of the national economy, all parts of China combined with local advantageous resources to build a strategy for the development of recreation tourism industry, with tourism as the main line, physical and mental health as the core, combined with the conditions of all aspects of social life, leading to a number of industries to form a huge industrial clusters, such as the integration of recreation tourism and sports

tourism. Development of recreational tourism and Chinese medicine industry, etc, the development of wellness tourism has great potential<sup>[3]</sup>. As an indispensable part of recreation tourism, landscape plays a good role in people's tourism experience. The five senses landscape can be divided into visual landscape, auditory landscape, tactile landscape, olfactory landscape and gustatory landscape, i.e., the five senses landscape, also known as sensory landscape, from the point of view of sensory experience<sup>[4]</sup>. "Sensescape" was proposed by Porteous (1985), reflecting the important role of the senses in constructing the environment<sup>[5]</sup>. Its full mobilization of people's five senses of experience, through the perception of the role of the senses in the form of perception and insight, tourists can produce a unique tourism experience. Therefore, this paper analyzes the status quo and dilemma of the development of recreation tourism, and explores the integration of the five senses landscape and recreation tourism. Hopefully, it can provide some favorable suggestions for the development of recreational tourism in China.

## 2. Status of development of recreational tourism

Rodaway (1994) in *Sensory Geography* states that the human senses mediate the understanding of geographic experiences of space, place, and time<sup>[6]</sup>. Sensory landscapes are supported by the information received by each of the senses, expanding on the eye-centered "landscape" into a multidimensional landscape that interacts with the place<sup>[7]</sup>. Five senses landscape using the human body's multi-sensory mechanism, so that tourists are in it, mobilizing the five senses to feel the tourist environment.

At present, China's recreation tourism is in the development stage, and there is still a gap with the development of foreign recreation tourism. Research has shown that the tourism experience is based on a holistic perception of the body, which consists of information from multiple senses, resulting in a conscious "multi-sensory experience". A holistic understanding of the tourism experience requires the integration of sensory perspectives. Several tourism studies have examined the relationship between sensory stimulation and pleasure. For example, Kastenholz et al emphasized that sensory experiences of sight, hearing, smell and touch have a strong influence on tourists' pleasure<sup>[8]</sup>. Agapito et al. provide a systematic and up-to-date overview of past research and show that the multi-sensory dimensions of the tourism experience play a key role in tourism design<sup>[9]</sup>. From the current development of recreation tourism, the use of the five senses in the development of recreation tourism has been gradually emphasized, and many scholars have put forward different insights.

In terms of the development of recreational tourism, Bell et al argue that the natural environment, social interactions and symbolic landscapes influence the healing process of healthy tourists, based on the theory of healing landscapes<sup>[10]</sup>. Flaherty et al concluded that recreational tourism activities can help tourists to reduce anxiety, and that the longer the duration of the tour, the lower the level of anxiety of the tourists<sup>[11]</sup>. Domestic exploration of recreation tourism started late, Zhang and others explored the evaluation of the suitability of the recreation tourism industry, and built a system of indicators for the evaluation of the suitability of the recreation tourism industry, through which the indicator system can study the development of recreation tourism and momentum in various regions<sup>[12]</sup>. Sun Qian et al. stood in the perspective of tourists' needs and studied the difficulties and countermeasures in the development of Chinese medicine recreation and culture tourism products<sup>[13]</sup>. With the development of social economy, people begin to pay attention to health and wellness, and the development of recreation and tourism industry is gradually expanding. At present, the products of recuperation tourism include hot springs vacation, forest health care, Chinese medicine health care, health food, etc, with diversified product types. Internet technology has provided new development modes for recuperation tourism, such as online booking and online

evaluation, which have improved the convenience and transparency of recuperation tourism<sup>[14]</sup>. In summary, the comprehensive development of recreational tourism is yet to be examined.

### **3. The Five Senses Landscape and the Development Dilemma of Recreational Tourism**

#### **3.1 Shortage of supply of specialized talents and improvement of training programs in colleges and universities**

Recreation and tourism industry colleges and universities are currently based on the cultivation of tourism specialties, the cultivation practice for the characteristics of the talent is still in the minority, from the development of the environment, due to the lack of cultivation of targeted top-level design, the majority of colleges and universities on the concept of cultivation of recreation and tourism talents lack of holistic planning, colleges and universities in the field of talent division of the level of the type of diversity and so on, the lack of planning for the cultivation of talents.

#### **3.2 Lack of clear policy signals and policy orientation**

The development momentum of China's health tourism industry is strong, but in the process of development, the signal of national policy is not clear, and the policy is regulated from the macro level. However, the health tourism industry itself is a multi-body integrated by many industries such as health, tourism and sports, and its talent training includes the intersection of disciplinary research and multi-systems, so it needs obvious guidance in policy. The integrated development of health care industry is regulated in many aspects from many angles.

#### **3.3 Restricted by the chaos of the tourism market, the joint development of the industry has not formed a systematic pattern**

The development of the health tourism in our country is relatively late, and the market restrictions and regulations for the health tourism are not perfect. There is a blind area in the supervision of the health tourism market by the policies and tourism management departments, resulting in some illegal elements disturbing the market. For example, some tourism merchants release untrue health tourism news<sup>[15]</sup>, and methods of receiving tourists deceive tourists, bringing many losses to tourists.

#### **3.4 Undesirable characteristics of tourist sites and unbalanced utilization of resources**

At present, the development of China's recreation tourism is not outstanding, and the tourism resources in some areas are not fully utilized. The integration degree of health tourism with other industries in China still needs to be improved. Some places ignore the integration with local characteristics, cultural customs, landscape with five senses and industrial development. Even if the development of health tourism in some places is aware of the importance of integration with local characteristics, it lacks scientificity, effectiveness and systemicity in the development process. As a result, there is no real crossover between the two.

### **4. Development Countermeasures for the Five Senses Landscape and Recreation Tourism**

#### **4.1 Building a multi-level supply system for recreational talents**

For the problems existing in China's recreation tourism development, the government, universities and enterprises should actively cooperate to build a multi-dimensional recreation talent

training system. The government should take the initiative to improve the policy of recreation talents, vigorously publicize the recreation industry, and reverse the situation of unremarkable employment development of recreation talents. Schools should keep abreast of current events, the development of recreation and tourism industry needs to open relevant courses, especially focusing on the cultivation of talents and local recreation and tourism projects and characteristics of the close docking, to carry out the school-enterprise joint talent cultivation. Enterprises should cooperate with colleges and universities to actively carry out school-enterprise cooperation in cultivation, and both schools and enterprises should formulate cultivation programs and relevant standards for the cultivation of recreational and cultural talents, so as to ensure that the cultivated talents are needed by the society. In addition to the government, colleges and universities and enterprises, recreation talents themselves should also strive to strengthen their own capabilities, seriously do in the study, work to diligently control the experience and deficiencies, the formation of lifelong learning concepts and behaviors, and constantly expand and refresh their professional knowledge and ability.

#### **4.2 Provide systematic policy and regulatory support**

The state level should strictly implement the provisions of legislation and regulations from the macro level, promulgate the relevant industry development policies, improve administrative regulations, rules and regulations, and at the same time, expand the ways and means for all social parties to participate in the legislation in an orderly manner, improve the degree of public participation, according to the development of the recreation industry as well as the public's participation in real-time to control the market, and let the policy become the “leader” and “restrainer” of the cause of development, to ensure the formation of a good development environment in the process of market development. Let the policy become the “leader” and “restrainer” of the development of the cause, to ensure that the recreation industry in the process of market development to form a favorable development environment.

#### **4.3 Target customers with fine-tuned marketing and**

The refined market of recreation tourism helps to locate the target customer group, and then clarify the quality standard of recreation tourism services<sup>[15]</sup>. The sensory impressions of different genders differ in the strength of emotional image perception or demand. The development of the recreation and tourism industry needs to be divided into target groups in order to respond to the individual needs of different groups of people. Aiming at the sensory characteristics of the male group, especially the characteristics of interactivity sensory experience, the development of ecological trails, cycling trails, forest adventure themed sports projects can help to awaken the positive emotions of male tourists, thus enhancing the quality of their tourism experience. At the same time, the emotional experience of female groups should not be ignored, based on the delicate sensory characteristics of female tourists, can build forest yoga, water landscape and other “high value” landscape to meet the unique emotional needs of female tourists.

#### **4.4 Choosing locally adapted development models**

In the process of development of each recreation industry, it is necessary to conduct in-depth investigation and research, clarify the advantages and shortcomings of local industrial development, understand the local culture and customs, consolidate the leading position of traditional industries, strengthen the integration of scientific and technological innovation and the development of traditional industries, and watch the problem from the big picture, firmly grasp its position in the entire market development environment, on the basis of which the local characteristics are

integrated with the tourism, so as to achieve the overall planning, the strategic layout, strategic layout, to achieve the effective promotion of the industry.

#### **4.5 Create five sensory experience scenes to strengthen visitors' sensory experience**

The connection between the five senses and recreation tourism is indispensable, and in the planning of the visual landscape of the recreation tourism project, we should pay attention to the selection of plants and landscape arrangement, and create an environment that pleases the body and mind through plants. Different auditory senses can bring tourists different experiences and a deeper understanding of the auditory landscape, for example, in the landscape design, we can consider adding the falling water landscape, natural wind chimes, building bird nests to bring the sound of birdsong, etc., so that tourists can feel the auditory feast during the experience. The sense of smell landscape is also vital in landscape design, the aromatic smell of plants can bring different relaxation effect to human body, for example, the fragrance of gardenia will make people feel relaxed, the fragrance of rosemary makes people feel refreshed and wake up the brain, there are also some medicinal plants can also make people feel different experience. Taste landscape in the five senses of the landscape in the use of often from various aspects of consideration, such as the characteristics of the tourist food into the landscape, but also the current fashionable vegetable landscape, orchard picking, these are the experience of taste landscape. Haptic landscape is often experienced unconsciously in landscape construction. When entering the landscape area, people will touch plants with their hands, step on the stones with their feet, and stand in the flowers, experiencing haptic landscape every moment. Therefore, haptic landscape is particularly important, and it is the landscape that the body is most susceptible to outside the visual landscape that is most directly contacted with. It also plays a vital role in the overall travel experience.

In short, the key to the high-quality development of recreation tourism lies in how to combine the five senses of landscape and tourism projects, so as to achieve the purpose of tourists' physical and mental pleasure. Recreation tourism projects need to focus on mobilizing the five senses of tourists, through the combination of vision, hearing, smell, taste and touch, to create a unique charm of recreation tourism projects, so as to attract more tourists to experience. At the same time, recreation tourism projects also need to focus on ecological protection and cultural heritage, so that tourists feel the charm of nature and culture in the tourism process, thus enhancing the tourist experience.

#### **5. Conclusions**

Recreation tourism mode is not a single existence, but the integration of multiple modes of development, in summary, the author believes that the essence of recreation tourism lies in the process of tourism in the physical and mental relaxation and stretching, in the tourism journey to get the release of leisure and pressure, and the biggest benefit of this journey is to ease the fatigue of people's daily life, so that the relaxation effect is maximized. China's health tourism model in different regions of the ecological conditions, natural environment and cultural landscape are different, the development of its tourism model should be adapted to local conditions, development should be based on the existing characteristics of resources, development and publicity of tourism destination characteristics industry, relying on national policies, training of professional talents, while paying attention to ecological protection, harmonious coexistence with nature, sustainable development. By combining the five senses of landscape and recreation tourism, it can better meet the needs of tourists for pleasurable sensory experience and physical and mental health, and at the same time, convey more brand information and emotional resonance to them.

In summary, the integration of the five senses landscape and recreation tourism creates new

development opportunities for the tourism industry. By providing colorful sensory experiences and focusing on the physical and mental health needs of customers, this integration model can not only attract more tourists, but also enhance the popularity and publicity of tourist destinations.

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