The Design of Tourism Product in the New Trend
---Psychological Counseling Integrating Development Research of Leisure Oriented Forest Tourism

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Abstract: Concerned about the financial downturn, this paper strives for the solutions of solving burden people suffer from the glooms, as well as suffered from psychological shadow. The national tourism product is out of date, which needs upgrading and new space to develop. Therefore, it's necessary to take psychological counseling in recreational tourism. In the forest with excellent eco-environment, developing tourism activity combined with psychological counseling, forest and recreation oriented tourism will be the core concept in this paper. This newly designed product will be the trend of recreational tourism and the purpose of study. This paper examines the current situation of psychological counseling, and the development, concept, feasibility analysis of the product of psychological counseling oriented forest recreational tourism at home and abroad. A survey questionnaire was designed and conducted with tourist visiting Tianmu Mountain, it was found based on the research results that this newly designed tourism products have the potential market.

Keywords: psychological counseling, forest recreation, development, feasibility analysis

1 Introduction

In the context of financial downturn, the psychological burden for people with heavy workload covered with glooms, for example, there were similar cases at home and abroad: in the bustling street, the murderer kills several passers-by without any reason, the motivation of killing are mostly from spite, for some people with deep emotional depression, they have no other way to defuse anxieties, but committing suicide: for most of people the symptom of psychological burdens characterized by worrying all day, having insomnias, losing the motivation for work, sometimes even life. At the mean time, the tourism product both at home and abroad are facing the pressure of upgrading which needs a new space to develop, therefore, integrating psychological counseling oriented activities into traveling, carrying out psychological counseling oriented leisure activities in the forest with the excellent ecological effects, by combing traveling, forest and recreation together. The development of psychological counseling oriented forest recreational tourism products will be the direction of future development.

2 Research on psychological status of forest recreation research

As for psychological research at home and abroad, after more than 100 years of development, its theory and therapeutic techniques have become comparatively mature. In 1945, the United States published in the "Journal of Clinical Psychology", the magazine's editor-in-chief Frederic C. Thome published an article in its inaugural issue of "Clinical Psychology: the Past, Present and Future," which points out the direction of the development of American clinical psychology. At present, apart from the United States, a clinical psychologist in most countries are engaged in the National Institutes of Health Clinical Psychology Services, and some scholars are doing psychological counseling at the university, but very few for private practitioners.
2.1 Research review of psychological counseling at home and abroad

Gill Windle, Dyfrig Hughes and other scholars of Britain believed that "Public health interventions to promote mental well-being in people aged 65 and over: systematic review of effectiveness and cost-effectiveness", targeting the elderly groups between the age of 65 and over 65, studying the impact of their degree of mental health by means of different types of activities. Researchers will be divided into 97 items of 15 categories - six different types of activities, three different types of health promotion related to psychological intervention, the use of computers, gardening, supporting groups, voluntary work and other categories. According to the study: aerobic exercise, yoga, and cognitive training, strengthening of self-control, psychological education, leisure and supporting measures such as the form of psychological intervention in improving the well-being of the elderly. As to other forms of psychological intervention, they don't have strong evidence to support in terms of the dream talk, mental fitness training, the training of alertness and visual stimulation.

Understanding the concept of Psychological counseling, the domestic research refers to two aspects. One aspect is to understand from a medical point of view, psychological counseling is the application of psychological knowledge to change the patient's cognition, emotion, behavior and the willingness so that to eliminate the symptoms. Psychological therapy is that the medical staff will exert the good influence on the patients in the course of treatment to smooth and guide the obstructive pathological psychological state, so as to achieve the treatment and prevention of the disease, the purpose of promoting a kind of physical and mental health treatment. Psychological treatment had been started since ancient times, there is, according to the report, the use of psychological therapy, the efficiency reached more than 30 percent. To understand from Ideological and political work view, it is embodied the idea of human nature and the scientific development and people-oriented spirit in a specific performance and to meet the psychological needs of the individual human being and spiritual needs of a scientific approach. Psychological therapy is established by Professor Lu Long at Nanjing Medical University Brain Hospital in 1984. Process in the treatment will have benign impact on patients to clear and guide pathological psychological obstruction so that it can access to treatment and prevention of diseases, and reach the purpose of improving physical and mental health. For patients of different stages of diseases, with accurate, lively, flexible, friendly, appropriate and reasonable language analysis of the causes and formation of the nature and characteristics of the disease in order to pass on the method to overcome the disease, and encourage the patients to have self-motivation, self-awareness and self-correction, and promote their own psychological pathology in patients with conversion, mitigation to eliminate the symptoms, help them to get a clear understanding of the movement of disease, correct transformation of personality defects and improve the initiative to cope with psychological stress and response capacity to consolidate the effect.

General Secretary Hu Jintao clearly brought forward the report at 17, in the first time, he said “it is necessary to strengthen and improve ideological and political work, pay attention to mental care and the humanities.” According to the actual needs of the masses to carry out ideological and political education, pay more attention to psychological needs and spiritual needs.

Another method is from the perspective of broad and narrow senses. The broad sense is through the psychological explanation, compassion, support and mutual understanding, the use of language and non-verbal communication to influence each other's mental state and improve or alter the perception, beliefs, feelings, attitudes and behaviors of people with psychological problems, to achieve the purpose of lowering and lifting the psychological disturbance. The narrow sense refers to the establishment of psychology based on counseling and treatment by a professionally trained psychologist or psychological experts in the use of the relevant technology and theory to help the clients to alleviate or eliminate the psychological problems or personality disorders of the patients in order to promote the health of their personality and coordinate the process of development.


Liu Li (2003) have studied on college students through observation, investigation and recognition. Liu pointed out that more common types of varying degrees of psychological obstacles exist in college
students, such as tiredness of school, anxiety, insomnia, or neurasthenia, sense of loss, contact-phobia, depression, OCD(Obsessive-compulsive neurosis). As the evidence of psychology, physiology, Liu advanced the use of self-adjustment, self-diagnosis, psychological counseling, psychological therapy is the main approach to overcome the psychological barrier.[6]

Peng Jihan (2008) believes that being aware of the needs of different levels of employees, accurately grasping the psychological breakthrough point. To relieve the employees' confusions, and constantly feeling the right approach of psychological counseling, following the mental activity of employees, paying attention to the effectiveness of psychological counseling[7].

Liang Yanyi etc(2008). The study results showed that the application of psychological techniques applied on patients with anxiety disorders by taking positive and effective interventions, which can relieve symptoms and improve the quality of the patients' life as soon as possible. Psychological methods are as follows: Establishing good interpersonal relationships with the patients and providing elegant and comfortable environment, applying proper care in their personal life, encouraging the patients to express their own ideas to block the negative thinking[8].

2.2 Literary review of forest recreational tourism at home and abroad

Forest recreation refers to leisure activities carried out in the forest. Forest recreation emphasized more on the direction of widening view, increasing knowledge, refreshing mind and body and self-development oriented than that of forest tourism, and it has various forms, including the activity of voluntary, cultural and spiritual experience in the forest.[12]

There is no clearly concept of "forest recreation"; however, the forest-related leisure activities research in this community has been carrying out. Those studies mainly include forest tourism, forest recreation, outdoor recreation and rural tourism[13]. 100 years ago, the German emerged forest treatment. After the 50s of 20th century, the forests in West Germany began to take advantage of the volatile constituents released by forest plants, which emerged as a major forest hospital treatment. In 1958, the U.S. federal government established the Outdoor Recreation Resources Assessment Committee (Outdoor Recreation Resources Review Commission, referred to as ORRRC), ORRRC launched an extensive investigation of recreational resources of the United States. In 1962, Outdoor Recreation Resource Assessment Commission came to 9 conclusions, such as; "outdoor recreation is the main activities in leisure time, its importance is increasingly growing," "the outdoor recreation nearby the cities requires the biggest demands," After 4 months of the submission of ORRRC report, the U.S. Ministry of the Interior has set up a "Outdoor Recreation Council" to co-ordinate the management of the country's outdoor recreation industry.[14].

In 2000, Lisa Horsten studied on the Swedish forest outdoor recreation, which shows that Swedish tend to have very frequent out-door activities in leisure time, 50% of the urban residents go to the forest twice a week. The urban forest is mainly the leisure habitat for Swedish, the urban forest is about 1% of the total forest area of Sweden, however, the frequency that urban residents go to the urban forest is 250 times than other tourism areas in forest[15]. In 2003, the forestry research institutions funded by United Kingdom Forestry Commission carried out the research projects of leisure landscape to understand how tourism providers treat the forests and woodlands, which the forestry will sustain and support forestry tourism, and forestry tourism will get benefit from it[16]. In 2004, Japan carried out a deep forest therapy research and created forestry medicine, from medicine point of view, the forest has the effect of therapy, rehabilitation. The chairman Dr. Li Qing (2008) of Japanese Forest Medical Research Association proved this "common sense" after 4 years study. "Forest bath" has the effect of improving the capacity of anti-cancer and ease the role of stress, the study shows that compared the blood test the experimental subjects taken after the second day and third day of forest bath with their daily samples, the researchers have found Natural Killer Cells (NK) activity of anti-cancer cell in their blood have increased 26.5% the following day, and an increase of 52.6% in the third day. At the same time, the number of NK cells and the anti-cancer protein in NK cells also increased, meanwhile the stress hormones in the subjects' saliva, urine reduced correspondingly[18]. In 2005, one thesis "leisure landscape: understanding forests and woodlands in the role of the tourism industry" written by Ye. Ye Ye points out that the increase in demand for community recreation makes forest tourism win the attention in UK, the tourism has become the centre of attention from a brink of sustainable forest management[17].
At present, China's forest-related leisure research, it mainly focuses on the forest parks, nature reserves and other forest study region involving very little forest on the function of physiological and psychological health. In recent years, with the increase of family income and leisure time, the demand of recreation in society is also increasing and the concept of leisure in all sectors has won the widespread attention, in the relevant sectors emerge the concepts of "recreational agriculture", "recreational fishing". As to forestry, the main term is "Forest Tourism" or "Forest Recreation"; however, "forest recreation" is comparatively less used. In 2006, Mr Su Xiao pointed out that the forest recreation is a sunrise industry in 21st century [19], WU Zemin, and Wu Lan believe that the urban forest recreation can be divided into two categories, namely, day-to-day recreation and topical recreation, they brought forward the concept of developing the outskirts of urban forest and build the recreational areas on the outskirts where with more open space, it provides more recreational opportunities of getting close to nature for urban residents [20]. During August 13th-15th in 2007 the EU Asia protecting eco-environment and the urban forest and quality of life seminar held in Hangzhou, 53 national and international experts from 11 domestic provinces and municipalities and from Finland, Estonia, Denmark respectively participated in the meeting that they believe the era of forest recreation is about to come.

To sum up, psychological experts at home and abroad have made a large number of researches in forest recreation areas; however, experts are making the progress in their respective fields, as for psychological counseling oriented on the design of forest recreation has never been involved. The focus of this paper is the organic integration of the psychological counseling, forest and recreation to create a new area, so the tourists can ease the psychological depression during the leisure activities in the forest, psychological counseling uses the new way that people like to accept to reach out to potential visitors or the ones already exist psychological problems so that they can unknowingly release the pressure and restore mental health. In this way, it will take into account that many tourists who do not want to acknowledge the existence of psychological problems of their own situation.

3 The design of psychological counseling and product development

The psychological counseling oriented forest leisure tourism design and product development project can do the experimental research by selecting forest, mountains areas, agricultural sightseeing parks in Zhejiang Province, the integrated use of the natural resources, such as forest air, trees, leaves and soil and others by organically integrating the activities of forest environment and psychological counseling, which can introduce a new type of recreational traveling products. This designed project for urban people psychological counseling projects which can form a system of psychological counseling oriented forest recreational product. Highlighting the important function of psychological care to the role of the humanities to help people form psychological harmony, so as to promote social harmony, and at the same time, this product also has very high economic value.

The process of forest recreational activities including 10 aspects, namely: dining, accommodation, transportation, traveling, entertainment, purchase, physical training, therapy, learning and understanding. Considering the tourists' behavior characteristics, the viewing, entertainment, sports, convalescence are the most purely recreational activities; Study tour, sense of insight are in the process of spiritual activities; transport, accommodation, dining, shopping are the basic services of physiological needs, but also they are the excitement and pleasure which forms content of the journey, tourists can enjoy the on-going activity with enjoyment and leisure.

Design of Recreational trip , first of all, a touring destination is the core product of the design, in accordance with different types, such as the viewing, entertainment, sports, convalescence, study tour, sense of insight, which cross between the single or a combination of specific design, including sightseeing, cultural tastes, folk customs and recreational participation, etc. Secondly, it needs to design the basic services of transportation, accommodation, dining, shopping and etc, at the same time arranging it in a unique way; embodying folk culture and entertainment, reflecting the unique characteristics of the journey ; a further step of integrating wisely of the whole trip can form the concept of whole structure and efficiency of the overall optimization [21].
The design of psychological counseling oriented forest recreational tourism not only need to consider the economic benefits, but also take the ecology, landscape and biodiversity conservation benefits into account, and give full play to recreational tourism, ecological culture, education, etc. [22].

3.1 Art psychological therapy
As for the art psychological therapy, there are narrow and broad definitions. The narrow definition of artistic treatment refers to the use of visual arts such as painting, sculpture and so on to help people have a better mental and physical condition as a method of psychological treatment; broad definition of art therapy is the use of artistic works, including painting, dancing, poetry, music and drama, in order to help people have better mental and physical conditioning. The former one has developed into a specialized psychological treatment [23]. Artistic activities like listening to music, singing, dancing, calligraphy, painting will help cultivating a person's temperament, regulating and correcting the abnormal psychology. The main indications for a variety of symptoms are neurological disorders, migraines, insomnia and psychosomatic diseases.

3.2 Health construction
Those who leave their work in their sinew and time permitted situation could carry out a number of different activities, which can benefit both body and spirit. With the special environment in the forest, it can be designed to develop the following types of recreational items: qigong, yoga.

3.3 Sports
Mountaineering: Mountaineering is beneficial and very useful to health, which also can promote capillary function so that the body can relax and also the bone will be strong. Appropriate physical exertion can resolve pent-up emotion in people's hearts, which will transform the hard physical exertion into emotional happiness, in such a way, people will never feel tired of it.
Walking through forest: This type of therapy is designed for middle-aged and elderly groups. Designing a corridor which is 5 km in length and laying some cobblestone on it, which helps to massage the soles of the feet, release the tension, and improve the speed of blood flow. Tourists who walk along the corridor can have a physical and psychological relief and have the full enjoyment of "forest bath", which can achieve physical and mental balance.
Horticultural activities: Engaging in gardening activities (gardening, weeding, cultivating seedlings, etc.), which helps to alleviate the mental stress and depression, reduce blood pressure, promote blood circulation. These benefits have already been affirmed by medical scientists, the scholars of medical profession named the activity that engage in gardening activities as the "horticultural therapy." Horticulture therapy can eliminate nervousness and physical fatigue. In the United States, there are nearly 300 hospitals with gardening equipment and professionals in this psychological treatment [24].

3.4 Dialogue
Forest is designed as the background of tea bar by which it can promote the talking atmosphere in such environment. The traditional method of mental treatment is mainly by conversation, the emphasis is the talk between patients and psychologists. The therapy mentioned here is different from the traditional model, which refers to the mutual communication for people who have potential psychological problem and those who are in depression of emotion by facilitating them with environment which is conducive to health. In this way, the forest can be a great environment to promote inner peace, calmness in people's heart so that the talk in such environment would be friendly and with harmony.

4 Data and Methodology

Tianmu Mountain is famous in China, it is the integrated National Nature Reserve for protection with cultural and biological diversity and forest ecosystems. Tianmu Mountain has ancient geology, a long history and rich cultural heritage, it is an integrated religion that rooted in Confucianism, Taoism,
Buddhism. The pinnacles and woody hills rise amid Tianmu mountain, the ancient trees looks still verdant and young, the rocks is well known for its risk and uniqueness, flowing spring and flying waterfalls win the hearts of thousand of tourists, therefore it's given a name "the Kingdom of the tree," and "Cool World" [25].

4.1 Feasibility Analysis of psychological counseling oriented recreational products in Tianmu mountain

The cover up of greens is up to 90% in Tianmu Mountain forest, and large amount of negative ions in the air, so it is named "Natural Oxygen Bar". The healthy substance released by trees can speed up cell metabolism, significantly ease the debilitating neurological, cardiovascular disease and lung disease [26].

This paper selects Nature Reserve of Tianmu Mountain which is located in Zhejiang Province as the research site, using random sampling which completed by the tourists on the spot in March and April 2009. 200 questionnaires issued out, 172 questionnaires were recovered, the recovery rate is 86%, among which 172 valid questionnaires were 100% effective. Excel 2003 software is used for "frequency" analysis to each item. Understanding the cognition of how visitors see psychological counseling in Tianmu mountain, engaging in demand for research and exploring the feasibility are the purpose of this study; it is the preliminary exploration for psychological counseling oriented forest recreational product of Tianmu Mountain; and how the tourists react to proposed product design.

4.2 Basic information of respondents

The survey shows that the proportion of male tourists is larger than female tourists, it is 59.3 percent and 40.7 percent respectively. Tourists is mainly the youth-oriented, there are 79 young people in the range of 20-29 years accounting for 45.9% of the total. The range of 30-39 years has 63 percent, accounting for 36.6 percent of the total number. The academic background of the respondents is relatively high, concentrated in the range of post-secondary or undergraduate students, accounting for 74.4 percent of the total number. For occupation, the respondents were mainly business staff, followed by retirees further more teachers, the proportion of them were 38.4%, 19.8%, 18.6% respectively, their revenue are more stable, mostly concentrated in the range of 2000-4000 yuan.

For the traveling patterns of respondents, 61.6% of the respondents signed up for tour organization, 38.4% of the respondents are self-help traveling. They're all traveling together, no single traveling case is found. Because of the holiday and short-distance trips, respondents were able to stay here, the range of days are 2-3 days, accounting for 52.3 percent of the total number. For the purpose of traveling, 58.7 percent of the respondents choose to ease the pressure, and relaxation, the purpose of 33.1% people is for activating the tendons and bones, or promoting good health. They think the important function of forest is the health care. Fresh air has become the biggest attractive factor among other the forest resources, accounting for 59.3% of the total number. (Chart 1)
respondents were able to accept price is 26% -50% of the ticket’s price, which accounted for 43.6 percent of the total number, however 16.9% of people think it is acceptable to have the price between 51 % -75% of tickets, from which it can be seen that the additional traveling expenses is not widely accepted. It has something to do with the concept of consumption of Chinese people, by which means the majority is conservative, and they have plan on consumption, the most important reason is that they do not have this kind of consuming awareness. However, there's potential market as willingness of the respondents of spending extra money on psychological counseling is comparatively increasing, but it still needed to be stimulated. Respondents who participate in indoor or outdoor forest Concert in a designed music area expressed great interest, accounting for 66.4 percent of the total number.(Chart 2)

4.3 Cognition and needs of respondents toward this project
In this survey, respondents were focused on young people, their own assessment of the psychological state, among which 66.7 percent is considered "good", 25.1% is considered "very good." The tourists, however also showed great interest and enthusiasm for leisure traveling in the forest, if the project combined with this psychological project, it can stimulate more tourists to participate in the issue of forest tourism, 57% of the respondents endorsed this project. Respondents who sees from their own experience, about 61.0% of people think of forest tourism have a role to ease the psychological pressure, 30.2% of the respondents think it is very useful (Chart 3).

Launching some relaxing activities in the forest to ease the psychological problem to lift depression, 87.2 percent of the respondents expressed their support.
As for the aspect that whether or not the tourists are willing to increase expenditure in the scenic forest of tourism projects as the psychological counseling is concerned, 48.35 percent of the respondents expressed their willingness, but also 30.2% of the respondents showing uncertainty, and only 12.8% showed reluctance to pay for such projects, as we see the statistics above, the perspective of the consumer market is very substantial. For taking tourism and leisure activities in forest scenic spot to ease the psychological pressure, and eliminate of depression, 62.2 percent of the respondents indicated their willingness to participate. (Chart 4)
For the psychological projects, designing the artistic activities to regulate the emotion and lift depression in the forest environment, 80.2% of the respondents expressed their favorable impression; the design of a natural sound (such as the sounds of birds, insects, wind, water, etc.) in the region for people to recreate, there are 79.6% of the respondents were willing to participate in this kind of open area; combining China's "Qigong", India's "Yoga" to carry out leisure sports in the forest, 52.9 percent of the respondents expressed their willingness to participate; using the forest as the background of tea bar to create the talking atmosphere, 72.7% of people are willing to have the communication; 68% of the respondents considered the comprehensive gardening activities such as putting up bonsai, gardening, planting will benefit the well-being of body and spirit; as many as 85.5 percent of respondents who endorsed food (such as bananas, jasmine, all cereals) agrees that designing a set of dish and beverage using those healthy material will help improving the mood. They expressed their willingness to choose this healthy dinning.

5 Conclusion

Based on research results, in the view of the reaction of the respondents, this project has the potential market, because 48.35 percent of the respondents express their willingness to increase expenditure participating in the forest activities, but 30.2% of the respondents show uncertainty. 87.2 percent of the respondents express their support for setting the relaxing activities in the forest for some help to ease the psychological burden and lift depression, which shows that potential tourists have the initial intention for the consumption of their own mental health.

The design of psychological counseling oriented forest recreational tourism is a new area, the market is still in a blank stage with no experience can be learnt from. It needs to cross a number of disciplines, mainly related to psychology, tourism, the obvious advantage is interdisciplinary. The prospect of forest psychological counseling oriented project is substantial, it is a completely new form for psychology, at the same time, combining tourism and leisure coincide with the time-effective and can meet the needs of modern people, while promoting people's health, which shows that project has developing value.

It is expected that the results of this study would apply in the domestic forests, mountains, agriculture sightseeing area and parks. Highlighting and improving function on people's mental health of forest environment can be achieved on the comprehensive utilization of forest resources so that it will get a good social, economic and ecological effect.

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