



## A Study on Health Tourism in Fangqi Village, Shandong, China

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### Abstract:

The rural tourism is started in Fanggan village since 1998. The main industry was converted from agriculture to the rural tourism in this village. However, farm lands and the number of agricultural workers has been greatly reduced, it cannot simply be optimistic about the future of the village to only focus on tourism. The rural tourism is very popular there are similar rural tourism at many villages in China. Fanggan village is also already face to the next step to explore the features to their own unique development strategies. Every business are managements by the village collective group in this village. Except for the rural tourism industry, they have the nursing homes, the rehabilitation center, and many second-houses for urban people s such as the welfare health preservation industry. Their tourism has evolved from the rule tourism to the health tourism certunly. They understand the changes and demands of society, thereby making the development style of the village.

### Biography:

Masumi Kikuchi is an Associate Professor in College of Arts and Sciences, the University of Tokyo. She holds a Ph.D. in International Relations, University of Waseda. She worked in Chinese Universities for 4 years (Guangdong Peizheng College and Qingdao University of Technology). She is researching about national resources management, environment policy, eco-tourism in Asia, especially in China, Japan, and the Southeast Asia. Her representative book is "Nouson-Keikan no Shigen-ka (Process of the Rural Landscape as New Resource - The Dynamic Strategy for Rice Terraces Conservation in Chinese Village Communities)" Ochanomizu-shobo press, 2016. Although the multifaceted functions of agriculture are emphasized and the beauty of rural landscapes is highly appreciated, few farmers are able to make



a living from such landscapes. This book asks whether it is possible for farmers to create livelihoods sustained by a rural landscape within a market economy amidst agricultural decline and the impoverishment of rural communities. To achieve this aim, "Resourcification of the Rural Landscape," which forms the title of this book, is necessary. "Resourcification of the Rural Landscape" is considered using field surveys.

### Publication of speakers:

1. Jie Wang, Changes in the social organization of Ganggan village and community leader, Kazuo Aoi, China's industrialization and local life. The University of Tokyo Press, 1996.
2. Setsu Uchiyama, "Creative" From the Local Manners, Nosangyoson bunka kyokai, 2006, 90-91
3. Masumi Kikuchi, "Nouson-Keikan no Shigen-ka (Process of the Rural Landscape as New Resource - The Dynamic Strategy for Rice Terraces Conservation in Chinese Village Communities)" Ochanomizu-shobo press, 2016.
4. Tsuruya, Kota & Chino, Osamu & Tanaka, Yoichi & Shimma, Yoshimasa & Tsuda, Shingo & Kikuchi, Masahiro & Shiozawa, Hirokazu & Aoki, Jun & Nakamura, Tomoki & Hanashi, Tomoko & Suzuki, Takayoshi & Matsushima, Masashi. (2020). Successful combination of endoscopic and laparoscopic removal of multiple ingested needles: A case report. *Medicine*. 99. e19343. 10.1097/MD.00000000000019343.

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