### Beyond the beaches of Hainan

China’s southernmost province is increasingly becoming popular among international travelers for its TCM tourism industry. **Fu Chao and Huang Yiming** report.

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### The island of longevity

Hainan is developing into China’s health tourism hub. "island of longevity," Hainan is attracting an increasing number of international travelers, especially Russian tourists, with its traditional Chinese medicine therapies and healthcare facilities. Long recognized by Chinese as the “island of longevity,” Hainan is becoming an attractive destination for tourists from around the world for its sunny weather and seaside resorts. Now its growing number of healthcare facilities tailored to visitors is also proving popular.

### Variety of therapies

Surely the province’s most popular TCM destination among foreign tourists, where they seek therapeutic masses as well as acupuncture and TCM fuming and steaming therapies.

Chen Xiaoyong, director of the Sanya TCM Healthcare Year Association, said that by the end of March 2016, tourists from Russia, Sweden, Norway, Austria, Germany, France and other countries had visited Yalong Bay Hospital for various therapies. Every year, about 200,000 foreigners travel to Yalong Bay for healthcare services, allowing the workers’ advances in medicine and a venue for international cooperation.

### Abundant springs

Abundant springs are not many like Hainan, with its unique hot and cold springs. Among the most common therapeutic functions of natural hot springs are to treat diseases such as cervical and lumbar spondylosis and joint dislocation. The Guantang Hot Springs in Qionghai — in the east of Hainan — is renowned for its peculiar fragrances and therapeutic functions.

### TCM therapies

Acupuncture uses needles to stimulate specific points on the body. According to TCM practitioners, the stimulation can correct the imbalance in the flow of qi or be a life force. The loss of flow of qi can result in a person’s malfunctions and dysfunction of organs. Acquisition is used to treat diseases such as cervical and lumbar spondylosis, arthritis and depression.

Therapeutic massages can increase blood flow, release the body’s energy as well as yellow pimple, from cervical and lumbar spondylosis and joint dislocation.

### A tourist enjoys a therapeutic massage on a beach in Sanya. **HUANG YIMING / CHINA DAILY**

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