

Viewing the Environment and Service System Framework Patten of Natural Health Resorts from Bad Wörishofen

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Abstract: In the era of ecology and health, China has ushered in a boom in the health care industry. Bad Wörishofen has an important position in this field. Bad Wörishofen, as a model of natural health resorts, has distinctive healthy features in the structure of its environment and service system. The urban facilities and landscape facilities in the environment all express Kneipp's health views and provide a rich hardware environment for people's recuperation needs. The service system has ample professionals, diverse activity routes, and plentiful health products, which constitute the software for the continuous prosperity of the town. This framework patten has important reference value for the development of China's health care industry.

Bad Wörishofen is a typical European town in southeastern Germany. It has names such as "Spa Resort" and "Birthplace of Natural Therapy". It takes health care as its leading industry. Japan's Uehara Iwa once went to Germany's Bad Wörishofen to study[1]. Inspired by Wörishofen, he set off a wave of Japanese forest therapy. China introduced forest therapy from Japan[2], derived from forest rehabilitation, forest rehabilitation, health towns, etc. The term "Kangyang" was proposed and attracted the attention of all sectors of society. Tracing back to its roots, Bad Wörishofen has the status of a "sacred place" in the field of forest recuperation or health. The town's environment is mature and service management is in place, making it a prosperous natural recuperation site. Both the environmental system and the service system have distinct health characteristics.

1. One Person, One Therapy Makes a Small Town

The characteristic is the life and premise of continuous development. The characteristic of Bad Wörishofen lies in a person and a therapy. Father Sebastian Kneipp made Bad Wörishofen a natural sanctuary, infused with soul power. Kneipp Therapy gives Bad Wörishofen a unique alternative treatment method, and its healing method was listed as an intangible cultural heritage by UNESCO in 2015.

1.1. Sebastian Kneipp

Sebastian Kneipp (1821-1897) is known as the father of European spa, also known as the "Water Doctor", and is one of Germany's greatest celebrities. Sebastian Kneipp has an inseparable relationship with the small town of Bad Wörishofen, where Kneipp has lived and worked for 40 years.

A terrible cholera broke out in 1854, and in 1855 Father Kneipp came to Bad Wörishofen. Kneipp treated many poor patients for free with his own theory. Because Kneipp's original therapy is very effective, a large number of patients come to Bad Wörishofen hoping to be treated by Kneipp, many of them are nobles. The reputation of Kneipp therapy is growing, and many people who admire Kneipp become his followers and donate money to him. Kneipp used people's donations to build churches, sanatoriums, roads, etc. in the town, some of which have been used today, forming the basis of the current township pattern.

When Father Kneipp was alive, in addition to treating patients in a small town, he also gave lectures all over the world, including spa treatments, diet, natural lifestyle, health, children's education, etc., so that more people learned about Kneipp's The concept of health has also made more people know about Bad Wörishofen .

Because of the importance of Father Kneipp in Bad Wörishofen, his thoughts still affect all aspects of the town's construction after his death. The church in the town, the sanatorium, the sculptures of Kneipp, the Kneipp museum, the construction of the sanatorium, the restoration of the historical cultural landscape, the setting of landscape sketches, etc. are all related to Kneipp.

1.2. Kneipp Therapy

Kneipp Therapy created by Sebastian Kneipp, so Bad Wörishofen has a unique charm. People come here for spa treatments, disease prevention, health care or rehabilitation.

Hydrotherapy was used as early as in Greece and Rome, Kneipp further developed cold water therapy and introduced hot water therapy. After more than 30 years of research, Kneipp has created more than 120 kinds of hydrotherapy, and summarized 45 kinds of plants with special effects in detail[3], and refined a set of five elements of a comprehensive healthy life concept-water, plants, sports, nutrition and balance. These are called Kneipp therapies.

Hydrotherapy is indoors in the nursing home, where there are special areas and professional therapists to guide you; outdoors, there are many hydrotherapy implementations that can be used by yourself. The plants that Kneipp pays attention to are fully displayed in the health park. There are many plant-themed gardens in the sanatorium, including medicinal botanical gardens, rose gardens, and aromatic gardens. The sports concept is embodied in the system of walking and cycling paths, courts, various rehabilitation and health facilities, and even massage beds in nursing homes. Kneipp believes that a moderate amount of continuous exercise is good for the body, including active walking, hiking, cycling, and passive massage. In terms of nutrition, Kneipp emphasizes eating mainly vegetables and eating less meat. This concept is embodied in the food garden of the sanatorium; it is also embodied in the recipe for each meal in the sanatorium. Balance emphasizes a healthy life order, pays attention to the balance between internal health power and external environmental needs, involves psychological balance, balance between stress and relaxation, and social balance, including indirect therapy (pedagogy) and direct therapy (natural therapy)[4].

2. The Environment and Service System of the Town

Under the guidance of the health concept of Kneipp therapy[5], an excellent natural environment of forest and farmland, a clean and safe town was built. Districts, small towns, parks and green spaces, and complete recuperation service facilities constitute an environmental system with a strong healthy atmosphere, which satisfies the rich recuperation activities, equipped with abundant personnel, abundant activity routes, and powerful operation management and maintenance service systems. Coupled with a well-developed insurance system, the town has a prosperous appearance. The relationship between the environment of the town and the service system architecture is shown in Figure 1.

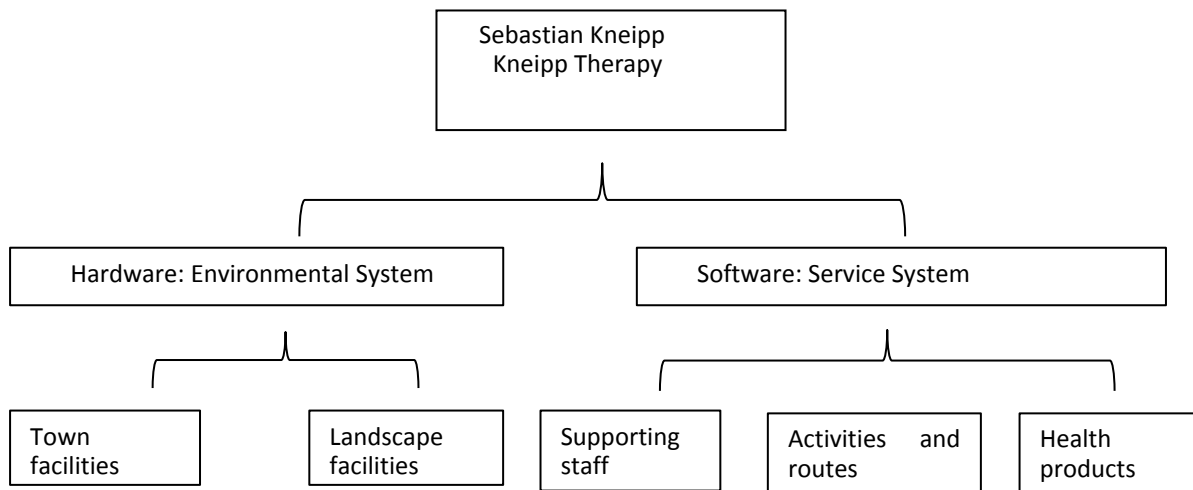


Figure 1. The environment and service system framework patten of Bad Wörishofen

2.1. Environmental System

Bad Wörishofen's environmental system has an obvious health mark in town facilities and landscape facilities, and is an important hardware condition for the town.

2.1.1. Town Facilities

The town has a close relationship with recuperation and tourism[6] includes: spa and tourist service centers, recuperation service facilities, cultural and sports facilities, accommodation and catering facilities, roads Facilities etc. These urban facilities were built in different eras and jointly serve the recuperation activities of modern people.

The spa and tourism service center in the small town is adjacent to the railway station and is a comprehensive service provider related to convalescent tourism. You can get a lot of information here, and you can also experience indoor physiotherapy services. The service center is adjacent to the concert hall and coffee shop, which is convenient for people to move around. Most walking and cycling routes start at the service center.

There are many nursing service facilities in the town, including 4 nursing homes, 4 institutions specifically for the disabled, 3 youth welfare institutions, 12 nursing service institutions, as well as help houses, multi-generation houses, neighborhood and elderly assistance centers, etc.[7]. Most nursing homes provide accommodation, catering, and indoor Kneipp therapy services. Some nursing homes also have indoor chapels and meditation rooms.

The town's cultural and sports facilities have a strong and healthy atmosphere. There are as many as 9 churches in the town, both in built-up areas and suburban areas, and most of them have a long history. People can participate in various church activities to purify the soul. The Kneipp Museum showcases Kneipp's life and philosophy, as well as the utensils used, scenes of water treatments and rescuers. At the same time, the museum regularly invites experienced Kneipp doctors or physical therapists to perform Lectures spread Kneipp's ideas and solve people's various health problems. The town also has Sebastian Kneipp College specializing in training relevant professionals. There are 5 libraries, and they all collect a large number of books related to health. In addition, perhaps to facilitate recuperation activities for families with children, there are 16 kindergartens and daycare centers in the town. The town's sports facilities include outdoor swimming pools, indoor swimming pools, skating rinks, and gymnasiums.

In addition to the sanatorium, the town's accommodation and dining facilities are diverse. Hotels and B&Bs provide residential services at different prices. Restaurants and cafes are distributed throughout the town to meet people's dietary needs.

The road facilities outside the town mainly include train lanes and motor vehicle lanes. The motor vehicle lanes in the town area can be summarized as four verticals and three horizontals, which constitute the traffic skeleton of the town. The slow-moving system of cycling roads and trails is networked. Motor lanes, biking lanes, and trails sometimes blend together.

2.1.2. Landscape Facilities

Bad Wörihofen's landscape facilities include all levels of ecological landscape, park landscape, and the town's subsidiary landscape. People who arrive in the town can immerse themselves in the restorative landscape almost everywhere, from opening the windows of the sanatorium, walking through the streets, and going deep into the surrounding forest trails.

The ecological landscape of the town is dominated by forests and farmland, as well as rivers, lakes, etc., as a natural background, making people feel far away from the city. The multiple parks in the town can provide people with a healthy experience. The natural health park has a herb garden, a rose garden, a barefoot trail, a men's health garden and many other gardens for people to use, such as the layout of the Unser Hildegard-von-Bingen-Garten According to the natural medicine book "Causae et curae" (Causae et curae) by Sister Bingen (1098-1179), many medicinal plants were planted in four areas [3]. There is a healing forest chapel in the city garden. People can walk on the pine-covered trails or sit on the benches while resting while looking at the cross of pine branches and the bronze Warwick Rex (Warwick Rex) horse sculpture. East Park has various sports venues, such as ice skating rink, skating rink, volleyball court, basketball court, football field, climbing wall, various slides, seesaw, balance beam, etc. These activities for children can play a role in sensory integration training effect.

The attached landscape of the town has distinctive features. The Sebastian Nursing Home is one of the three Sebastian Nursing Homes in the town. Its courtyard garden area is about 2500 square meters. There are tall shade trees and an open lawn in the garden, and convalescent staff can sunbathe on the lawn chairs. In the enclosed space recessed into the building on the east side of the garden, there is a statue of Sebastian and a spiral garden.

In Kneipp Avenue, a tulip flower path has been constructed along the Wolsbach River, with a total length of 1.0 km and a total of 40 information stations. The "Tulip Flower Path" in spring attracts a large number of perfume and flower lovers to stroll around the city center. After the tulips wither, from July to mid-October, begonias, dahlias, potato flowers and sage, as well as exotic plants such as palm trees are planted in the flowerbeds[9].

Kneipp Square is used to express the great contribution of Kneipp's therapy to relieve pain. The sculpture of Sebastian Kneipp's real-life proportion was established here in 1903, and was redesigned in 1993[10], which is called the "Red Square" by the locals.

There are also a series of spa and sports and fitness facilities in the town (Figure 2). In addition to elbow baths, foot baths, branch baths and other spa facilities, there are more than 20 sports venues such as golf courses, sand courts, tennis courts, and gateball courts. Various fitness equipment, such as parallel bars, balance beams, etc., are often found in the green spaces on the streets of small towns and beside slow-moving roads. People can use them by themselves.



Figure 2. Fitness equipment such as single parallel bars next to the street green space

3. Service System

3.1. Supporting Personnel

Bad Wörishofen, as a resort town, has a large number of professionals who provide health and tourism services. Kneipp doctors, Kneipp physiotherapists, naturopaths or physiotherapists, paramedics, tour guides, gardeners, herbalists, management and maintenance personnel, and many other personnel participated in it.

Dr. Kneipp has the right to prescribe. Kneipp physiotherapists are mainly engaged in massage, spa instruction, etc. A naturopath or physical therapist guides outdoor exercises. Nursing staff are responsible for those who cannot take care of themselves. The tour guide tells visitors the story of the town's scenic spots, etc. In addition to gardening operations and herb cultivation, gardeners and herbologists also provide explanation services to people. The management and maintenance personnel are responsible for organizing various activities in the town, such as concerts, lectures, and publicity, as well as the maintenance of various facilities and plants.

3.2. Activities and Routes

Various activities are held periodically in different parts of the town. The concert hall has long-term performances. The tulip flower path can be explained by the tour guide for 2 hours. Kneipp Square often holds concerts, exhibitions and markets, etc. The spa band will perform in the rose garden on specific dates in summer [11], Kneipp therapy experience and courses will be regularly held in the historical site "bathroom".

The top ten tourist routes include city tours, five-element bicycle tours, five-element hikes, winter hikes in the mountains, rose garden tours, herbal tours, Easter fountain tours, Nativity tours, sensory roads, etc. . Most of these lines have the effect of lowering blood pressure, regulating pulse, reducing stress hormones, and obtaining a relaxing experience.

3.3. Health Products

In addition to traditional accommodation and catering, Bad Wörishofen's health products include activity routes, recuperation projects, brand products, etc. This product model breaks through the limitations of only ticket, accommodation, and catering income, making people's health and tourism consumption more diversified.

The town's activities are divided into two types: fixed activities and freely selectable group personalized activities. Fixed activities are generally fixed and periodic. Those with a visitor card are free, and most people without a visitor card only charge 3 euros per person. Individualized group activities, generally no more than 25 or 30 people, most of the German lectures cost about 55 euros per hour. There are also many spa projects. Indoor physical therapy projects such as elbow bath, foot bath, and head bath are generally 10-20 Euro/item. These projects will be carried out under the guidance of a physical therapist. In addition, "Kneipp" is also a famous international brand, mainly focusing on essential oils and fragrance products. Although the Kneipp factory is not located in the small town of Bad Wörishofen, its essential oil products are generally used in indoor spas. People can also take away the products they need from the Kneipp store in the small town.

4. Conclusion

Bad Wörishofen is unique because of Father Sebastian Kneipp and his Kneipp therapy. The town's healthy environment and service system support each other, which satisfies each other. People need to relax and promote health. In the towns and landscape facilities, Kneipp's health concept penetrates layer by layer, with a complete structure and rich variety, providing an excellent hardware environment for the development of recuperation activities. The town has ample service staff, diverse activities and routes, and unique health products, which provide good software content for the town's continued operation and vitality. The structure of Bad Wörishofen's environment and service system can provide a reference for the development of China's recuperation and health care industry.

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