

SDGs and Heritage Wellness Tourism

Shirley Mo-ching YEUNG^{1*}

¹ Head, School of Business, Gratia Christian College, UNPRME Advanced Signatory Institute, Hong Kong

***Corresponding Author:**

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ABSTRACT

The purpose of this paper is to explore the steps of applying design thinking to identify key factors relevant to UNSDGs and 5 steps of design thinking to identify the key factors for heritage wellness tourism. Based on Scispace AI literature search on Lijiang heritage wellness tourism (<https://scispace.com/chat/1029b288-a6c1-4bf1-b8c3-879e73edd581>), there are 7 out of 100 research papers. With nvivo analysis of the 7 selected papers, the key factors for Lijiang Heritage Wellness Tourism for SDG (total of 43 references) have been identified :1) Rehabilitation Space Design for Heritage Wellness (163 references), 2) Social Life Space for Heritage Wellness (124 references), and 3) Jobs for Traditional Chinese Medicine (TCM) (77 references) while a factor on AI for Rehabilitation Space has been found of the highest references (228) among the 7 selected papers. This is managerial relevant to understanding the ways to promote Lijiang Heritage Wellness Tourism with the first phase of Scispace literature search related the use of AI – AI for Health and Well-being: for achieving SDG 3, for example, AI-driven treatments for mental health care, economic growth, and healthcare services delivery and AI-powered initiatives for SDG 8, for example, job creation, cost reduction, productivity gains, and improvements in general public health indicators which open new research areas for AI in heritage wellness tourism 1) skills development, 2) curriculum planning and heritage wellness event management.

Keywords: SDG, Design Thinking, Artificial Intelligent (AI), Heritage Wellness Tourism

INTRODUCTION

Transformation in wellness related business goes along with government policy and demographics changes of a country. Integration of technology into wellness related service delivery is the future for a sustainable lifestyle. However, the ways of integrating technology United Nations Sustainable Development Goals UNSDG#8 Economic Impacts and #12 Responsible Production and Consumption with SDG#3 Wellness and SDG16 Peace, for example, blockchain and Internet of Things (IoT) into wellness related services are worth to be explored for creating decent jobs with quality of life to the community. This paper is of value to heritage wellness tourism educators and industry practitioners for curriculum planning and AI-related jobs and for sustainable business.

According to the definition of Brundtland Commission (1992) of the United Nations, “sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” The basic element of sustainability is the economic aspect to support the business in short term. For business survival and expansion, issues relating to the customers, suppliers, organizations, and the community must be considered in strategic planning, strategy implementation, performance measurement and process review. Environmental considerations in the core and supporting processes may also definitely contribute to sustainable business.

Besides, the study of Louw (2013, p. 56) mentioned that UNESCO called for educational sustainable development in the coming 10 years with the four main goals identified in relation to education, that is, rethinking and revising education from nursery school to university to include a clear focus of current and future societies on the development of knowledge, skills, perspectives and values related to sustainability. In order to fulfill the needs of UNESCO and increase the employability of learners, this paper focuses on exploring ways to engage stakeholders to increase the awareness of integration of technology and heritage wellness tourism, for example Lijiang, Yunan for peace in mind with potential job creations. With nvivo qualitative analysis, the key factors in promoting heritage wellness tourism are expected to be identified with new research areas opened up.

1. Quality of Life

Living includes areas of clothing, food, housing, and transportation. Regarding Maslow's hierarchy of needs, achieving from the bottom of the pyramid, basic needs with physiological, safety, love, and esteem, to the top, self-actualization which is a growing need that is a motivation leads people toward different life directions (Maslow, 1943). To live healthily, it completes the state of physical, mental and social well-being (World Health Organization, 2018). It is believed that well-being gives a large impact on quality of life. A state of well-being is mental health "in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community (World Health Organization, 2018)." It will be achieved mental health when life is satisfied. Those aging population would be more satisfied while they consider a meaningful life with pleasure in daily activities (Schewe, 1988). They would have a positive sense of one's self with goal achievements (Schewe, 1988).

2. United Nations Sustainable Development Goals (UNSDGs)

"UNSDGs" stands for United Nations Sustainable Development Goals. It is a framework of providing a shared blueprint of peace for 2030. There are 17 goals with ideas of global partnership, ending poverty and hunger, and increasing the quality of health and education. The goals are actions related to water, land, energy, climates, oceans, technology etc. The designed service would be focused on Goal 3, promoting well-being for all at all age. The service aim matches Goal 3.4 target which is promoting mental health. In other words, the entertainment service brings happiness that reduces stress and increases live quality of target audience. Goal 9, fostering innovation, would be also a guideline of service nature with the development of quality and sustainability in order to support economic development and human well-being. (Department of Economic and Social Affairs, 2018) The project aims to explore the possibility of identifying the key factors for heritage wellness tourism with decent job creations for health and happiness management.

Based on a new service research for semi-retired community done by School of Business, Gratia Christian College in May, 2019 with qualitative primary interview data and secondary data of 10 research papers on related literature, it is understood that innovative service providers for semi-retired community need to consider technology in their services offered. It is suggested to explore the entertainment market for the mid age community. A majority of semi-retired interviewees prefer to spend their retirement years:

- 1) on enriching themselves by the explorations in various aspects;
- 2) on activities to satisfy their psychological needs;
- 3) on re-establishing their identity;
- 4) on re-building their social network; and
- 5) on pursuing the meaning of life.

Hence, it is time to explore the ways of improving the quality of life with happiness via heritage wellness tourism for not only the semi-retire community, but also young people through a new way of connection to heritage wellness and technology.

3. The Input of the Services

Various resources are required to invest in wellness related services. Sufficient financial support is a necessary input to the service with the large expenditure of technology development. Funding should be well prepared to create decent jobs in the wellness market. The inputs of technological knowledge and financial skills are critical to this kind of service, requiring technical specialists in pre-planning, planning, designing, programming, developing, piloting, validating, re-validating and marketing wellness-related services in a wellness centre to provide a unique and enjoyable experience to users. Moreover, stakeholder engagement is needed, for example, health care service providers, insurance and sports professionals, eco-tourism and gastro-tourism partners. They need to be consulted

in the design of the wellness centre, wellness related service, design of the games, layout and features of streets and roads, shops, food kiosk set-up with benchmarking of good practices in this area.

For the design of application for wellness services, mid-age users are allowed to design and build their communities with old buildings, trendy and artistic shops with unique characters while mixing with existing community characteristics that they intend to renovate. Points are collected after completing different tasks, for example uploading photos and stories about a place, taking photos with friends. There is also a level of classification and ranking system in the game, Players may receive coupons or discounts from merchants in the Apps if they accomplish a certain level of mission. Blockchain of content distribution ledger with true data and smart contracts with transparency can be used in this perspective of task completed and coupon received by users.

4. Futures of Education – Self Management, Resiliency, Critical Thinking and Creativity (SRCC)

The Education Forum on Futures of Education 2021 was organized by the UNESCO HK Association/ Glocal Centre on 10th November, 2021. This has brought the key stakeholders from a diverse background together with inspiring learning outcomes on knowledge, skills, attitude and values for the future under COVID-19 with uncertainties. The key players in fields including education, consultancy, information & technology delivered speeches and joined the panel discussions during the forum. They had laid out the challenges we are facing nowadays and provided multifaceted insights on the potential means to tackle these challenges.

The focus of the forum was on how the future of education in Hong Kong and the Greater Bay Area could be reframed in response to the comprehensive findings of the survey conducted prior to the forum, for example: the issues of climate change, environmental crises, and an aging population. The top-ranked purposes of education 2050 were namely scientific innovation, health & well-being, personal sustainability, and peace.

Main Messages from Panel Discussions from Participants related to Inner Peace and Productivity

1. Current work-study mismatch and a rapidly changing society such that the concept of a life-long job is bygone.
2. Students have to learn to learn, set their own goals, choose their own path and see their own success through self-directed learning.
3. Top 5 jobs with increasing demand are: data analysts and scientists, AI/ ML learning specialists, big data specialists, digital marketing and strategy specialists and process automation specialists.
4. The true meaning of education is to educate the “hearts” and the “minds”.
5. The 4 Cs Capabilities are needed for the futures of education:
Complex problem-solving, Critical Thinking, Communication, Creativity + Technology use and development.
6. The shifting demand of skills for 2030 are: higher cognitive skills, *social and emotional skills* and technological skills, rather than physical/ manual skills and lower cognitive skills.
7. Integrated industry-benchmarking tools and data-driven course recommendations to curate strategic job-relevant learning programs that teach new-age skills.
8. Upskill talent by offering custom learning paths that are linked to work and career advancement.
9. Develop students, teachers and parents with a mindset of personal sustainability and peace in learning and teaching, relationship building and caring with a pool of talents with *multi-disciplinary knowledge and STEM/ STEAM Mindset*, better than knowing the techniques of climbing up the ladder.

A significant expectation gap between required skills and the ones currently provided, as well the current curriculum versus the real world has been identified. Respondents thought education on *self-management, resiliency, critical thinking and creativity* could be the way out.

(For the details of the survey, please refer to the following website, please refer to the website: <https://peacecentres.unesco.org.hk/futures-education-forum-2021/>)

5. Strategy in Professional Services - Resources Management and Competency

According to Itami (1987) in Lowendahl (1997) that “strategic management should be centered around the management of form resources such that the firm’s resource base is improved over time.” (Lowendahl, 1997, p. 75) Lowendahl (1997) also mentioned that the first strategic process concerns the product/ market strategy, well defined by Ansoff (1967) that an organization has to define its target markets to be served, “in terms of types of clients as well as geographical; reach, and also what types of products or services are going to be delivered to these markets. For professional service firms, this decision is important, as it sets boundaries for the types of expansions

which are acceptable for professionals taking on new types of clients and offering different services from the traditional ones.” (Lowendahl, 1997, p. 75)

Under COVID-19, organizations, especially professional service providers need to relearn the ways of operating businesses for survival, excellency and transformation from a perspective of resources management. There are four fundamental categories of resources mentioned by Lowendahl (1997) to be considered in strategic management. They are:

- 1) Financial assets
- 2) Tangible resources, such as production equipment, plants, office buildings, etc.
- 3) Human resources, in terms of labor input
- 4) Intangible or information-based resources, including competence, reputation, and brand equity.”

(Lowendahl, 1997, p. 79)

This article focuses on exploring intangible resources, attributes of transformative business servant leadership with competency to perform professional services for transformations, for example, identifying a new target group of customers at organizational level.

“Managerial Competences include, but are certainly not limited to, the following:

- Competence in terms of recruiting, motivating, and otherwise mobilizing other people’s competences
- Competences in terms of putting together teams in order to achieve creativity and other key synergies
- Competence in terms of creating the necessary ‘glue’ to keep key knowledgeable individuals loyal to the firm.”

(Lowendahl, 1997, p. 85)

Educators, trainers, curriculum designers, management of professional service organizations and business leaders can be regarded as leaders for creating business and social impacts. Their strategic decision making includes ways of utilizing intangible assets, for example, professional employees and networked partners who possess a certain level of self-management skills, resiliency, critical thinking and creativity to provide feasible creative solutions to solve the challenges we are currently facing under COVID-19. Hence, the attributes of transformative business servant leaders and the factors leading to empowerment and self-management are worth studying for transfer knowledge, re-building updated skills, attitudes and values to at an individual level via on-the-job and off-the-job training and at an organizational level for a better operation workflow.

5.1 The Rise of Drone Technology in Entertainment Business and Low-Altitude Economy

Based on experiences of UNICEF 2021, it is realised that “UNICEF is using Uncrewed Aircraft Vehicles (UAV), commonly known as drones, to deliver life-saving medical supplies, to collect aerial imagery that helps map risks and save children’s lives in emergencies, and to help bridge the connectivity gap.” (UNICEF Office of Innovation & ICTD, 23rd and 24th Nov. 2021). They also mentioned that “Students from UNICEF Innovations Lab study UAV during drone testing for search and rescue operations in Kazakhstan, UNICEF Kazakhstan 2019.” Besides using drones in life saving medical supplies and rescue operations, drones, have been transitioned to mainstream commercial uses and entertainment business under the low-altitude economy. According to the Hong Kong Government’s InvestHK portal, drone technology is seen as a catalyst for new business opportunities, particularly in media, tourism, and creative industries (InvestHK, 2023). Drones enable capturing stunning aerial footage for films, concerts, and live events, enriching entertainment experiences and creating novel content formats.

In the context of tourism, drones facilitate innovative marketing and promotional activities by providing immersive aerial views of Hong Kong’s iconic skyline, beaches, and cultural sites. This not only elevates the city’s profile globally but also stimulates local creative talent to develop new content, thus nurturing a vibrant entertainment ecosystem. Moreover, drones are integral to the development of low-altitude economies (LAE) —urban areas where activities and services operate at low altitudes—beyond traditional manufacturing or logistics. For instance, drone delivery services and aerial inspections are emerging sectors within this economy, promising efficiency and cost savings. The Hong Kong government actively promotes these sectors, recognizing their potential to diversify the economy and create high-value jobs (InvestHK, 2023).

5.2 Skills Development and Innovation in Hong Kong and Asia

The proliferation of drone applications underpins a pressing need for specialized skills and innovative talent. To capitalize on these opportunities, Hong Kong and Asia are investing in workforce upskilling and education programs. The government’s emphasis on technology-driven talent development aligns with global trends towards

digital literacy and STEM (Science, Technology, Engineering, and Mathematics) education. In Hong Kong, skills development initiatives focus on fostering expertise in drone piloting, maintenance, data analysis, and application development. The government encourages partnerships with universities, vocational schools, and industry stakeholders to create training programs that align with industry needs.

For example:

Asia's broader approach involves establishing innovation hubs and incubators that promote entrepreneurship in drone technology. (<https://itif.org/about/>) (<https://www2.itif.org/2025-itif-chey-national-innovation-systems.pdf>)

6. Design Thinking and Inquiry Learning Models in Skills Development

To effectively nurture our young talents with transformative mindset and innovative problem-solving skills, the five steps of design thinking are crucial. Design thinking, characterized by user-based, scope defined, experimentation, and iterative problem-solving, motivates learners to develop creative solutions in the real-world contexts. In Hong Kong, curriculum designers in higher education institutes have to consider the qualification framework (QF) requirements of The Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) for quality assurance so as to prepare students for meeting future challenges in business, technology and social aspects. (https://www.hkcaavq.edu.hk/en/accreditation/QF_Related_Accreditation/)

"HKCAAVQ is appointed under the [Accreditation of Academic and Vocational Qualifications Ordinance](#) (Cap. 592) as the Accreditation Authority and Qualifications Register (QR) Authority under the Hong Kong Qualifications Framework (HKQF). It is empowered to conduct accreditation activities for academic and vocational operators and their associated education and training programmes and assessment agencies."

Very often, higher education institutes and vocational institutions adopt design thinking into curriculum design, and assessment requirements, encouraging students to identify the root causes of problems, brainstorm solutions from different perspectives with prototypes, and test the proposed prototypes for desirable solutions. In fact, drone-related applications in desert eco-tourism and art-cultural tourism are a challenge for both educators and students. Hence, a project-based learning site in experimental approach involve students to design and test drone-based applications for new service management with selected targets under SDG# 9 innovative and SDG#13 climate change is needed to raise awareness for sustainable tourism services.

Besides, inquiry learning approach complements design thinking by promoting curiosity-driven exploration in the selected learning site, where students may have a chance to feel the real world experience in the desert, investigating new services with ISO standards, flight-related regulations, and ethical considerations. This holistic approach of design thinking with inquiry approach cultivate not only technical skills in drone applications, but also entrepreneurial mindset with innovative quality management concepts and values of **resilience, and teamwork**—the traits which are essential for thriving in the green low-altitude economy.

7. Analysis and Findings

Qualitative Analysis

A research was performed to analyze factors possibly related to Lijiang Heritage Wellness for Sustainable Development Goal (SDG) #3 Wellness and #9 Innovations with AI for Rehabilitation Space (228 references). Four articles published from 1996 to 2024 were discovered. By thoroughly delving into the articles, various relatable factors are identified to the topic. To further determine their relationship to the topic, by using Nvivo, a text search was performed for the mentioned keywords. The search result showed that a few of the factors for Lijiang Heritage Wellness Tourism (43 references): 1) Rehabilitation Space Design (163 references), 2) Social Life Space (124 references), and 3) Jobs for Traditional Chinese Medicine (TCM) (77 references). This is managerial relevant to understanding heritage wellness tourism on space design with technology for skills development, curriculum planning and heritage wellness tourism development with job duties design. Moreover, quantitative and qualitative research for drone event management business framework on Qualification Framework (QF) is needed for competency building on service providers.

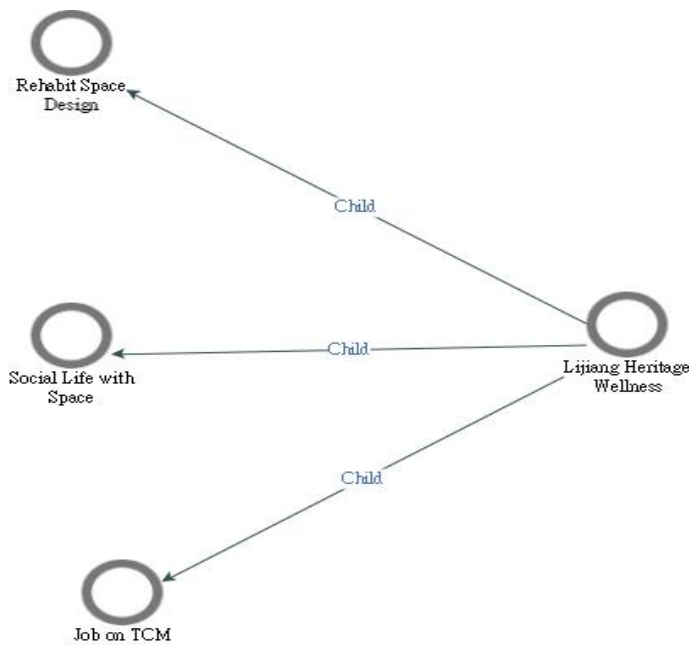


Diagram 1 - Factors for Lijiang Heritage Wellness SDG#3 and 8

Lijiang Heritage Wellness for SDG

Name	In Folder	References	Coverage
50th Book Lijiang 20260731	Files	25	0.54%
Lijiang SDG Paper BF03545663	Files	18	0.13%

Total 43 References

Diagram 2 – Tree Diagram and References Table on Similar Meaning on Rehabilitation Space Design for Heritage Wellness

Name	In Folder	References	Coverage
50th Book Lijiang 20260731	Files	70	1.64%
Lijiang SDG Paper BF03545663	Files	93	0.68%

Total 163 References

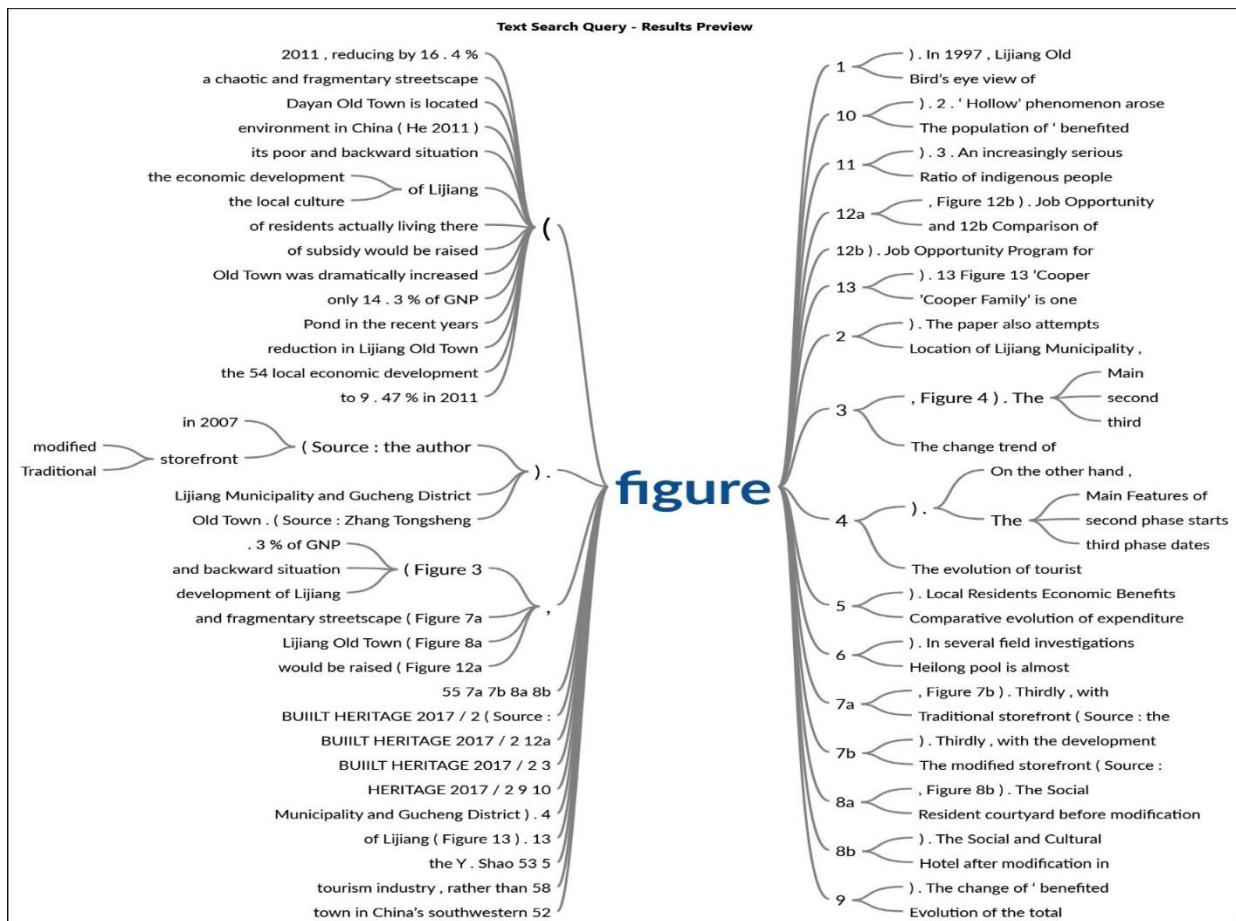


Diagram 3 – Tree Diagram and References Table on Similar Meaning on Social Life Space for Heritage Wellness

Name	In Folder	References	Coverage
50th Book Lijiang 20260731	Files	53	1.10%
Lijiang SDG Paper BF03545663	Files	71	0.46%

Total 124 References

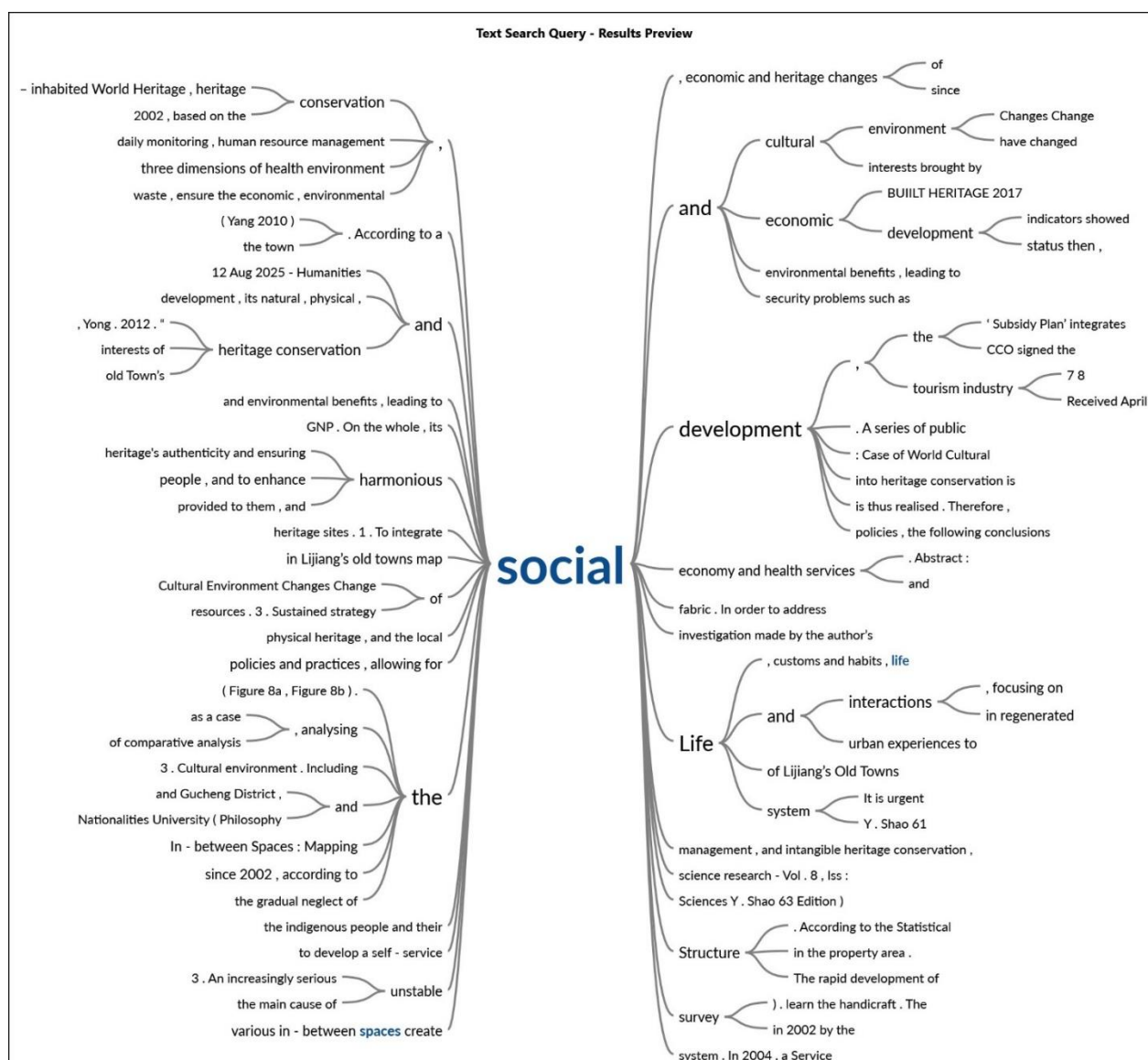


Diagram 4 – Tree Diagram and References Table on Similar Meaning on Jobs on Traditional Chinese Medicine (TCM) for Heritage Wellness

Name	In Folder	References	Coverage
50th Book Lijiang 20260731	Files	16	0.51%
Lijiang SDG Paper BF03545663	Files	61	0.60%

Total 77 References

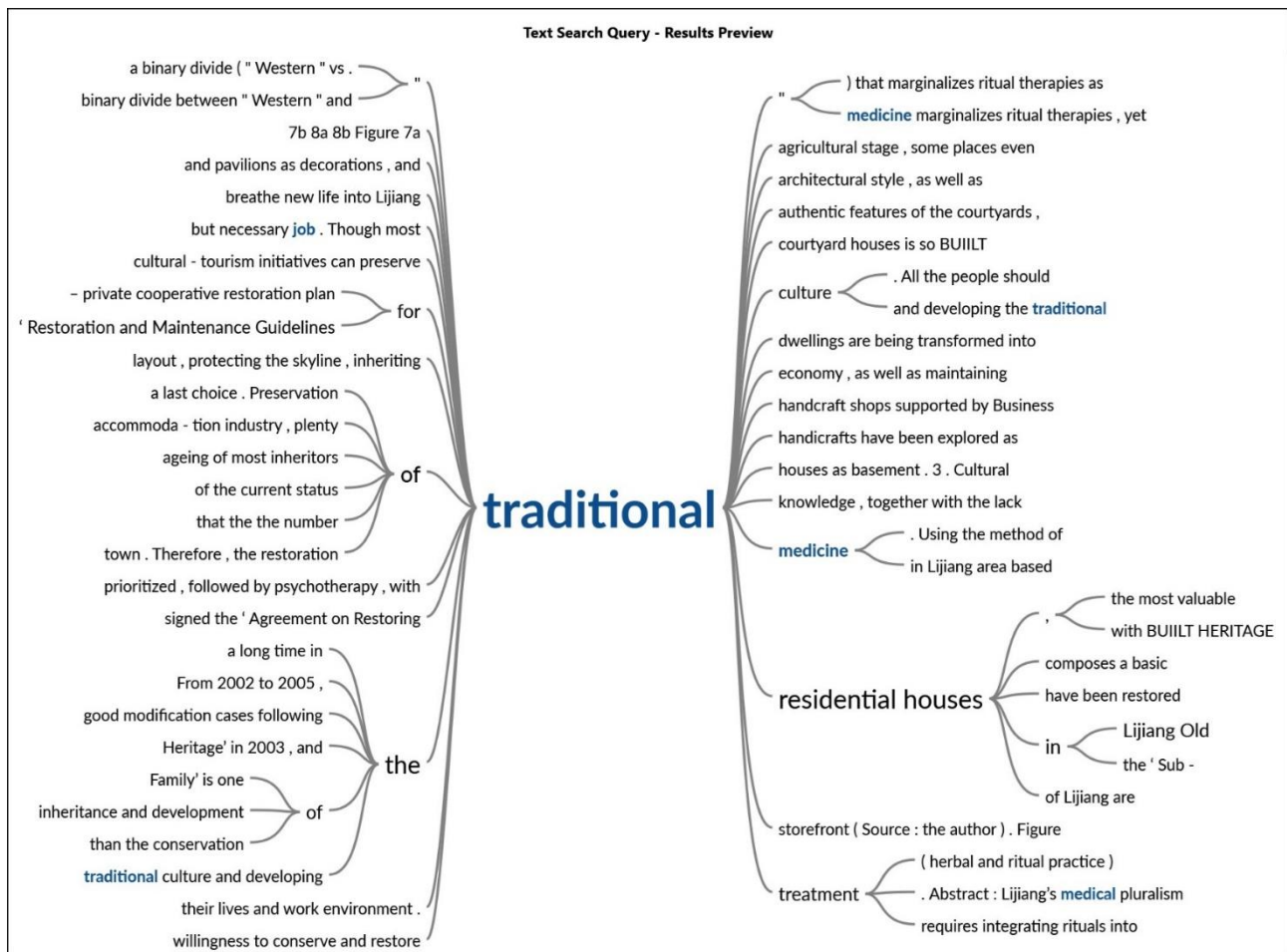


Table 5 AI for Rehabilitation Space

Name	In Folder	References	Coverage
50th Book Lijiang 20260731	Files	44	0.73%
Lijiang SDG Paper BF03545663	Files	184	1.61%

Total 228 References

CONCLUSION AND DISCUSSION

Based on the qualitative analysis on Heritage Wellness Tourism with SDGs, it is found that :1) Rehabilitation Space Design for Heritage Wellness (163 references), 2) Social Life Space for Heritage Wellness (124 references), 3) Jobs for Traditional Chinese Medicine (TCM) (77 references) and 4) AI for Rehabilitation Space (228 references) are critical elements in space design for achieving SDG 3 wellness, for example, AI-driven treatments for mental health care, economic growth, and healthcare services delivery and AI-powered initiatives for SDG 8, for example, job creation, cost reduction, productivity gains, and improvements in general public health. Future research areas have then been opened up for curriculum design on the kinds of AI applications in developing heritage wellness tourism for business, hospitality and public health students. Ongoing data collection of AI initiatives applied in heritage wellness tourism for quality service management are needed for business and social impacts.

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Appendix I - SY Model

