

Traditional Chinese Medicine Tourism Development and TCM Dissemination in the New Era

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ABSTRACT

The paper is based on the background of the new era mentioned by President Xi Jinping at the 20th National Congress of the Communist Party of China, "promoting the inheritance, innovation, and development of traditional Chinese medicine and advancing the construction of a healthy China," traditional Chinese medicine tourism emerges as an emerging form of tourism that not only enriches traditional tourism but also contributes to the inheritance and development of traditional Chinese medicine and its culture. Developing traditional Chinese medicine tourism can not only enhance public awareness of traditional Chinese medicine culture but also bring about certain economic benefits through the integration of traditional Chinese medicine and the tourism industry. By creating a traditional Chinese medicine tourism brand, China can better promote traditional Chinese medicine to the world, enabling more people to understand and enjoy it. This paper analyzes the prospects of developing traditional Chinese medicine tourism in China, identifies the existing problems in the development process, and provides suggestions for the future traditional Chinese medicine tourism industry. The paper first illustrates the attention paid by China to the cultural resources of traditional Chinese medicine in the new era and highlights the advantages in developing traditional Chinese medicine tourism. However, the current development of China's traditional Chinese medicine tourism industry faces issues such as insufficient development of traditional Chinese medicine tourism resources and low international visibility. Therefore, China should improve relevant laws and regulations, increase promotion of traditional Chinese medicine tourism, and strengthen the cultivation of traditional Chinese medicine foreign language talents in universities to better promote and disseminate traditional Chinese medicine culture. This study utilizes online survey data to analyze the prospects, problems, and countermeasures of traditional Chinese medicine tourism development. However, the research on the existing issues and corresponding strategies in traditional Chinese medicine tourism is still not deep enough and lacks certain professionalism. Therefore, the research conclusions provided are for reference purposes only.

Keywords: *Chinese medicine tourism, TCM dissemination, Countermeasure research.*

1. INTRODUCTION

TCM plays a crucial role in healthcare, and the emphasis on promoting the inheritance, innovation, and development of TCM in the report of the 20th National Congress of the Communist Party of China reflects the country's commitment to building a healthy China. China aims to contribute to the well-being of people worldwide by sharing TCM knowledge, practices, and experiences globally. Since 2020, the tourism industry in our country has been severely affected by the impact of the pandemic. According to survey reports, the Tourism Prosperity Index of China has sharply

declined since the first half of 2020. Tourism projects with elements of TCM are bound to become new opportunities for tourism development. The government has also introduced policies and measures such as the "14th Five-Year Plan for the Development of Traditional Chinese Medicine" to encourage the development of TCM and health tourism. The international community is also paying increasing attention to TCM, indicating that the golden age of TCM tourism development has arrived.

Although China is the birthplace of TCM and has a long history and abundant TCM tourism resources, the development of TCM tourism

resources has not been fully explored. A complete and systematic system has yet to be formed, and there is a lack of professional talent proficient in foreign languages for disseminating TCM. This paper highlights the need for vigorous promotion of TCM tourism to allow a greater number of individuals to gain a better understanding of TCM through tourism. The cultivation of foreign language talent in TCM should embody diversified goals. Only by studying traditional culture can people have a profound understanding of the significance of TCM culture and better help TCM and its culture go global for the benefit of the world.

2. OPPORTUNITIES FOR THE DEVELOPMENT OF TCM TOURISM

TCM tourism has great potential for development. With the growing interest in health tourism, TCM's efficacy and rich history make it an attractive option for tourists; Compared with traditional tourism, TCM tourism is innovative in both content and form. In addition, the state vigorously encourages the inheritance and innovation of traditional Chinese medicine, which also brings opportunities for the development of traditional Chinese medicine tourism.

2.1 Tourism Innovation

With the popular of mass the travel industry, the travel industry has progressively become quite possibly the main ways of life and social and monetary exercises for current individual. The travel industry has areas of strength for a fantastic advancement prospects, and has turned into the most unique sunrise industry in the worldwide financial industry. With the continuous development of social productivity and the continuous improvement of labor productivity, people's living standards have improved to varying degrees, and people's willingness to travel abroad have increased; tourism will continue to maintain rapid development and become one of the most important economic departments in China. As one of the emerging consumption hot spots in China, TCM tourism will usher in huge development opportunities after the pandemic.

Compared with 2003, China's tourism industry has produced a huge leap forward in both quantity and quality, and the quantity and structure of tourism demand, supply content and mode,

business form and mode have undergone great changes.[1]

2.2 Problems of Tourism

The pandemic incredibly affects the improvement climate of the travel industry market, and the travel industry market has been hit hard. Homegrown the travel industry, inbound the travel industry and outbound the travel industry are totally impacted, and the travel industry structure and content are single, and the tourism industry urgently needs to improve the overall innovation and quality of tourism.

Lately, the travel industry has increasingly become one of the points of support enterprises of China's economy. As per the National Bureau of Statistic's data, the added value of the national tourism and related industries in 2019 was 4,498.9-billion-yuan, accounting for 4.56% of the GDP. The total number of Chinese domestic tourists increased from 3.99 billion people in 2015 to 6.006 billion people in 2019. Accordingly, the absolute the travel industry income expanded from 3,419.505 billion yuan in 2015 to 5,725.092 billion yuan in 2019. Affected by the COVID-19 pandemic, the total revenue of China's domestic tourism industry in 2020 was 2,228.6 billion yuan, down 61.07% year on year; the number of passengers was only 2.88 billion.[2]

2.3 National Policy Supporting

"14 Five-Year Plan" focuses on the "Adhere to the integrated development of culture and tourism" and coordinates more the travel industry to send off more particular neighborhood the travel industry.

Since the flare-up of COVID-19, TCM has completely play important role in the avoidance and control of the pandemic and made significant commitments. In the beyond two years, the government joins extraordinary significance to the advancement of TCM. The government has proclaimed and carried out the "Law of the People's Republic of China on Traditional Chinese Medicine, Tutorial for Outline of the Healthy China 2030 Plan" and the 13th Five-Year Plan for the Development of TCM, updating the improvement of TCM to the public treatment methodology and advancing arrangements as a significant piece of the Healthy China system.[3]

In March 2016, the 13th Five-Year Plan for the National Economic and Social Development of the

People's Republic of China proposed to "advance the development of Belt and Road", and lead broad participation in instruction, innovation, culture, sports, the travel industry, ecological security, wellbeing and TCM; in July 2016, the National Tourism Administration and the State Administration of TCM together shipped off the "National TCM Health Tourism Demonstration Zone". Many arrangements show that the period of TCM the travel industry is going to open.

2.4 Advantages of TCM

TCM offers numerous advantages. With its long history and proven effectiveness, TCM focuses on restoring balance and harmony within the body, which aligns with the principles of wellness tourism. Furthermore, TCM emphasizes preventive care and health maintenance, making it an attractive option for individuals seeking to enhance their well-being while traveling.

2.4.1 Long History of TCM

TCM is a general name of all ethnic medicine, including Han and ethnic minority medicine, which reflects the understanding of the Chinese nation on life, health, and disease, and is a pharmaceutical system with a long historical tradition and unique theoretical and technical methods. Traditional Chinese medicine culture, as a result of its long history of millennia, is extremely rich. TCM culture has a long history, the Chinese development of 5,000 years, has left numerous TCM goliath works well known abroad.

TCM is a unique and integrated medical theoretical system with a long history of several thousand years. Its origin can be traced back to remote antiquity. Historically, case records are a delicate and irreplaceable form of reporting on the comprehensive application of TCM theories, a great treasure of TCM heritage, and a product of its long-term development. The possibly earliest TCM case records date back to the Yin and Shang Dynasties (1300-1046 BC). [4]

2.5 Abundant TCM Tourism Resources

China has extraordinary health resources, financial resources with great potential, excellent cultural assets and important natural assets. TCM plays an important role in the overall economic and social changes. TCM has a rich social wealth since it has a long history of millennia, so its heritage is extremely rich. However, both Chinese and

foreigners lack a comprehensive and profound understanding of its rich cultural connotations, which leads to some misunderstandings. The fundamental reason is that for a long time, our research and publicity of medical culture has not been enough. Assuming things go on this way, it will without a doubt be entirely horrible for the legacy, advancement, and advancement of TCM.

There are many different medicinal materials planted in various regions of China, and the varieties of authentic medicinal materials are rich. TCM has a long history of utilization and has drawn in increasingly more overall concern for its huge impact in avoidance and treatment of sicknesses.

3. PROBLEMS OF THE DEVELOPMENT OF TCM TOURISM

Despite TCM has its own potential, the development of TCM tourism faces some challenges. Two key issues include the incomplete development of TCM tourism resources and insufficient international visibility.

3.1 Incomplete Development of TCM Tourism Resources

The development of TCM tourism resources is not highly professional and lacks of management. Both Chinese and foreigners lack a comprehensive and profound understanding of their rich cultural connotation, which leads to some misidentification. The fundamental reason lies in that for a long time, our research and publicity on pharmaceutical culture have not been enough. Over the long haul, it is without a doubt truly horrible to the legacy, improvement, and advancement of conventional Chinese medicine.

Because during the pandemic, people's recognition of TCM is getting higher and higher, and TCM has begun to attract more and more attention, and the market prospects of TCM-related products are getting better and better. Therefore, the demand for TCM talents has also begun to increase, and there are also higher requirements for the quality of TCM compound talents.

The specialty setting of TCM talents does not match the market. In addition to cultivating TCM talents, many related talents need to be trained. For example, in the process of promoting the construction of TCM tourism, TCM foreign

language talents are needed. At the same time, the talents, marketing talents, management talents who need to plant Chinese herbal medicine, and now the professional setting is too single. At present, it is difficult for the TCM talent training plan to be in line with international standards. The training plans the government have implemented now are formulated for China. We lack the understanding of relevant foreign industries and international vision. The TCM talents trained cannot meet the requirements of leading the development of Chinese medicine in the world.

The development of the TCM tourism industry needs talents to understand TCM, and talents who need to master foreign languages and understand TCM when they help TCM to go global. At present, there is a lack of such talents that cannot meet professional requirements. Therefore, it is urgent to train professional talents and make up for the lack of talent. Some Chinese medicine universities offer characteristic English majors to master TCM knowledge and translation, but they still need a professional training.

3.2 Insufficient International Visibility

For 5,000 years, TCM and its culture have a long history. It isn't just the crystallization of the difficult work of the Chinese public, yet in addition the crystallization of the battle against sicknesses for millennia. With the continuous development of medicine and science and technology, people are more interested in the exploration of the efficacy of natural Chinese herbal medicine, and the preference and recognition of TCM for the treatment of diseases and its cultural heritage are constantly increasing. TCM has a long history and rich practice in the treatment of specific troublesome illnesses, and the cure impact is surprising. Although the course of treatment is relatively long, the side effects of natural plant therapy are smaller than those of Western medicine. Accordingly, TCM assumes a significant part in wellbeing safeguarding. Accomplishments are progressively acknowledged by individuals all over the world.

People's awareness of TCM is still maintained at a low level, mainly because the publicity of TCM is not enough, and its international popularity is low. Foreigners' understanding of TCM is still only on the surface. Even if TCM plays a vital role in the COVID-19, there is still some misunderstanding in the international understanding of TCM and not enough understanding of the source and history of TCM. Thanks to the positive role of TCM during

the COVID-19 pandemic, foreigners' awareness of TCM has increased significantly, and it has been bringing TCM to the world in the new era.

4. COUNTERMEASURES OF THE DEVELOPMENT OF TCM TOURISM

To facilitate the development of TCM tourism, it is essential to improve laws and regulations, enhance professional training, and expand publicity efforts. These measures will create an enabling environment, ensure high-quality services, and raise awareness of TCM culture among tourists, ultimately driving the growth of TCM tourism.

4.1 Improving Relevant Laws and Regulations

Another factor discouraging the internationalization of TCM is the high policy thresholds.[5] The improvement of the service business and TCM can't be isolated from support of strength for the of the state. Only with the implementation of laws and regulations can a certain standard and scale be formed, which is conducive to the development of the TCM tourism industry.

The development of TCM tourism is still immature. There is no complete guiding system or standard in terms of the concept definition, product development, and personnel training of TCM tourism. Improving relevant laws and regulations can rectify traditional Chinese medical tourism to a certain extent. The phenomenon of development of service industry creates good legal conditions for the development of TCM tourism and related industries and provides opportunities for its development from the perspective of policies, laws, and regulations.

4.2 Strengthening the Training of Professional Personnel

Professional talents in TCM tourism in external communication should have the comprehensive ability and quality of TCM, tourism communication and English. This high requirement poses certain challenges for the training mode of such talents, and it needs to gradually solve the problems of "who to cultivate" and "how to cultivate".[6]

The development of TCM tourism needs more talents in professional fields to better develop the TCM tourism industry and improve the

international popularity of TCM tourism. Only when individuals possess a sufficient understanding of Chinese medicine can publicize and spread of Chinese medicine and its culture be effectively achieved. It is also necessary to master certain foreign language skills to better help Chinese medicine tourism and Chinese medicine go to the world, let more people in the world understand TCM, and promote the development of the Chinese medical tourism industry and to better make Chinese medicine benefit the world.

The training of TCM talents should reflect the goal of diversification. From the development level, we cannot indiscriminately seek after the high level. In terms of type, the service orientation of the TCM talents we cultivate should be slightly wider. It is essential to not only cultivate clinical medical talents but also foster research talents, service-oriented personnel, technician personnel and management talents.

The training of TCM talents should meet the needs of the modernization and international development of TCM. In order to understand the development trend of TCM and achieve its integration with modernization and internationalization, there is a need to vigorously cultivate advanced talents of TCM who possess an international vision and innovative thinking. The cultivation of international vision and innovative thinking should not be limited to the master and doctoral stage, but the undergraduate stage must be strengthened.

The training of TCM talents should serve the local economic and social development. TCM higher education must adapt to TCM and relatively adapt to the needs of local economic and social development, and should be able to cultivate all kinds of relevant talents needed for the development of TCM industry, health service industry and other industries.

The training of TCM talents should be conducive to promoting the traditional TCM culture. It is true that TCM higher education should vigorously promote the reform. In addition to strengthening the study of TCM courses, the study of excellent traditional Chinese culture should be strengthened. In order to truly learn and understand the knowledge of TCM well, and understand the truth, people must have a deep understanding of the excellent traditional Chinese culture.

4.3 Extending Publicity

The development of TCM tourism industry can not only promote the upgrading of China's tourism industry, form a different tourism industry with Chinese characteristics, but also promote the dissemination and inheritance of TCM.

Promoting the continuous development of TCM after the pandemic is not only an inheritance of thousands of excellent traditional cultures in China, yet in addition a significant stage during the time spent understanding the extraordinary restoration of the Chinese country in the new period. Promoting the inheritance and dissemination of TCM and its culture is to promote the excellent Chinese culture to the world, and it also promotes human health and the progress of human civilization.

TCM have been spread to 185 countries and regions and its main markets still remained in Asia with the dominant target markets located in Hong Kong, Japan, Malaysia, South Korea and Indonesia. In 2016, China exported 526 million USD worth of TCM to the United States, accounting for 15.34% of TCM exports for China. It is anticipated that the United States would soon overtake Hong Kong and Japan and became the largest market of TCM exported from China [7].

Conclusively, we know that pertinent issues need to be addressed to control the future use of TCM; we need to simply make the adjustments ourselves, so the westerners do not have to. It is better to work out what we can do now to avoid the pitfalls of internationalization. Doing this will help to avoid problematic issues and facilitate a smoother transfer. Although riddled with possible obstacles, the future of TCM in the west still looks bright because after getting over the awkwardness of it, Chinese and Western medicine joining forces could do amazing things together. [8]

5. TCM TOURISM PROMOTES THE DEVELOPMENT AND DISSEMINATION OF TCM

TCM tourism plays a crucial role in promoting the development and dissemination of Traditional Chinese Medicine (TCM). By strengthening the recognition of Chinese medicine, TCM tourism helps to increase its acceptance and integration into mainstream healthcare systems. Additionally, TCM tourism contributes to the growth of the TCM trade, fostering economic development and creating employment opportunities. Furthermore, TCM

tourism serves as a platform for the international dissemination of TCM culture, allowing people from different countries to learn and appreciate the rich heritage and healing traditions of TCM.

5.1 Strengthening the Recognition of Chinese Medicine

Strengthening the recognition of Chinese medicine is crucial for the development of TCM tourism. This can be achieved by promoting the regional development of TCM culture, showcasing the unique practices and therapies of different regions. Additionally, promoting the innovative development of TCM culture, such as integrating modern technologies and research, can help enhance its credibility and appeal to a wider audience.

5.1.1 Promoting the Regional Development of TCM Culture

Many areas of China have authentic medicinal materials, but the planting scale is small and scattered, unable to form large-scale planting areas. Various areas are fit for the growth of various herbal materials. If the TCM tourism industry is developed, the communication between different regions will be enhanced, the planting of medicinal materials will be more large-scale and more professional, and people's planting willingness will be enhanced, which is conducive to the long-term development of the local TCM.

5.1.2 Promoting the Innovative Development of TCM Culture

Most of the development and promotion of TCM is mainly for medicinal use and health care, and the promotion method is relatively narrow. After the COVID-19, TCM plays had a significant impact in the guard of COVID-19, and which gave the spread of TCM has introduced a brilliant period. The innovative combination of TCM and tourism can not only make people learn more knowledge of TCM and its culture, but also be a new window for foreigners to understand TCM, create a characteristic TCM tourism brand, and better promote the dissemination of TCM.

5.2 Promoting the Development of TCM Trade

The blend of TCM and the travel industry, while framing a trademark the travel industry brand,

will create more added value during the time spent the advancement of the travel industry. Chinese herbal medicines can not only be used for trading and selling, but also can be Allowing tourists to personally participate in the whole process of Chinese medicine planting, growth, picking, and processing is not only a novel way of tourism experience but also spreads the knowledge and culture of Chinese medicine in a subtle process. The TCM establishing industry chain has been expanded, and the diversified trade development of Chinese medication has been advanced.

At present, in addition to the ticket income, other TCM tourism income is less, some peripheral products are also limited to agricultural and sideline products, the lack of TCM health elements, there is an embarrassing situation of "tourism without health". On the basis of the existing development, such as herbal tea, medicine bath bags, sachets and other products, according to the solar terms and seasons, to improve the service level and level. Picking and processing of Chinese medicine activities satisfy consumers' desire to return to the countryside; add science publicity to the plantation sightseeing, introduce pastoral elements and form a Chinese medicine industrial park integrating sightseeing, popular science, experience and sales.[9]

5.3 Promoting the International Dissemination of TCM Culture

With the assistance of the travel industry, it spreads magnificent customary Chinese culture with TCM as the transporter and recounts accounts of TCM in worldwide language. It is conducive to promoting mutual learning between civilizations and people-to-people communication, promoting the dissemination and promotion of TCM culture overseas, and promoting the construction of a community of human health.

6. CONCLUSION

After the pandemic, although the development of tourism has been hit, TCM tourism will be a major opportunity for the development of tourism in the future. China has a vast territory and has various types of TCM tourism resources. It has a long history and culture of five thousand years and a profound connotation of TCM culture.

The advancement of the TCM social the travel industry can additionally enhance and grow the customary Chinese medication culture in the travel

industry. TCM tourism can coordinate the cultural components and connotations of TCM into the travel industry, improve the quality of the tourism industry, and innovate the form of tourism activities.

TCM tourism as an innovative way, which can make traditional Chinese medicine fresh and brilliant in the international community, which could make it by developing authentic TCM tourism resources, vigorously strengthening the cultivation of foreign language talents of Chinese medicine, meeting the needs of the development of Chinese medicine and Chinese medicine tourism, vigorously promoting the characteristic Chinese medicine tourism culture, enhancing the popularity of Chinese medical tourism. The well-known regions have a more updated understanding of TCM, and the excellent cultural treasures of our country will be introduced to the world, which will help the development and dissemination of TCM, and make TCM better benefit the world.

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