

Jiangxi Traditional Chinese Medicine Health Tourism: Development Model and Practical Exploration

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Abstract: Traditional Chinese medicine health tourism is a "cross-border" cooperation between the Chinese medicine industry and the tourism industry. It is based on traditional Chinese medicine resources and tourism resources, and aims at win-win cooperation. With the rapid rise and growth of TCM health tourism, more and more provinces are actively investing in the wave of promoting TCM health tourism. Jiangxi has been recognized as the city with splendid resources. Traditional Chinese medicine resources and tourism resources are at the forefront of the country. It is a natural thing to vigorously develop traditional Chinese medicine health tourism. Based on an in-depth analysis of various natural, human, and traditional Chinese medicine resources in Jiangxi, this paper proposes the modes and practical explorations that Jiangxi can use to develop TCM health tourism, and provides reference for Jiangxi's innovative development of TCM health tourism.

Foreword

At present, with the development of the economy and the growing demand for people's health services, TCM health tourism is more and more welcomed by people. It is an industry based on the cultural communication and experience of traditional Chinese medicine, integrating traditional Chinese medicine medical treatment, rehabilitation, health, cultural communication, business exhibitions, traditional Chinese medicine research and tourism. It is an extension and expansion of traditional Chinese medicine and tourism [1]. In April 2015, the General Office of the State Council issued the "Traditional Chinese Medicine Health Service Development Plan (2015-2020)", which specifies one of the seven key tasks: fostering and developing the traditional Chinese medicine culture and health tourism industry, and building a traditional Chinese medicine health tourism brand. Jiangxi is rich in traditional Chinese medicine and tourism resources. Cultivating healthy tourism in traditional Chinese medicine has the advantages of time, location and harmony, but there are still many problems in the current construction, such as a single development model, homogeneous products, and weak brand awareness. Based on a detailed analysis of the tourism resources of traditional Chinese medicine in Jiangxi, this study proposes developable models and practical explorations that can be made, hoping to provide some ideas for others scholars.

Necessity and Feasibility of Developing TCM Health Tourism in Jiangxi

The Necessity of Developing TCM Health Tourism. With the improvement of people's quality of life, people's needs have showed its diversified. The most obvious is that culture and health demand increased much more. Traditional Chinese medicine health tourism is an extension and expansion of the traditional Chinese medicine cultural industry and tourism industry. Different from previous single activities, people can not only learn about traditional Chinese medicine knowledge, improve cultural literacy, but also experience traditional Chinese medicine health services, maintenance and enhancement health. Cultural and health needs are meet at the same time.

The development of TCM health tourism requires a solid foundation in TCM, which is conducive to protection, discovery, development and inheritance of TCM. TCM health tourism

provides TCM medical treatment, rehabilitation, etc, which exhibits the unique advantages of TCM and expands TCM services. Furthermore, when experiencing TCM health tourism, people's popularization of TCM cultural knowledge will help promote TCM culture, promote Chinese traditional culture, enhance national self-confidence and cultural self-confidence.

In recent years, TCM health tourism has ushered in huge development opportunities. Data has showed that by 2025, the number of health tourism of Chinese medicine will reach 5% of the total number of tourists, and the income of health tourism of Chinese medicine will reach 500 billion yuan [2]. Jiangxi's vigorous development of TCM health tourism will directly promote GDP growth and increase the proportion of the tertiary industry. In addition, it will promote the development of clothing, food, housing, transportation, entertainment and other related industries. New industries such as cultural creativity and health care will be created by it too[3]. In addition, it will optimize and upgrade the industrial structure of Jiangxi and promote the transformation and development of the industry.

Feasibility of developing TCM health tourism. The development of TCM health tourism is inseparable from the two cornerstones of TCM and tourism resources, Jiangxi enjoys rich and prolific land. Traditional Chinese medicine resources are at the forefront of the country, and tourism resources are abundant and diverse. The development of traditional Chinese medicine health tourism has huge advantages.

The scenery of Jiangxi is unique, and the natural and cultural landscapes are colorful. In terms of natural landscapes, there are the summer resort Lushan, the Taoist sacred place Dragon Tiger Mountain, the revolutionary sacred place Jinggang Mountain, the World Geopark Sanqing Mountain, the Mingyue Mountain, the Jiugong Mountain, the perfect place to watch rape blossoms Wuyuan, the love sacred place Xinyu Fairy Lake, the largest freshwater in Asia Wetland Panyang Lake, etc. There are fresh air, good ecology, suitable for health care and recuperation of forest oxygen bars and hot springs, such as Wuyuan Raoheyuan National Wetland Park, Suichuan Wudoujiang National Wetland Park, Lichuan Yanquan National Forest Park, Baishui Scenic Area, Yangshimu Scenic Area, Lushan Xihai Hot Spring, Linchuan Hot Spring, Xihai Hot Spring, Anyuan Hugang Hot Spring, Tanghu Hot Spring, Lushan International Sunshine Hot Spring, etc.

In terms of human landscape, there are more than ten scenic spots in the Taiping comprehensive reclamation site in Wanli District, Nanchang City, including the 4A Lion Peak Scenic Area, the top of Nanchang, the medicine washing lake at 841 meters above sea level, the Shenlong Lake with green bamboo waterfalls, and the Taiping Millennium Ginkgo. With distinctive ethnic customs, Yuanlong Dai Village, Dayu County, Ganzhou City, which integrates Dai culture, mountain and town tourism, leisure and entertainment, recreation and sports, and interactive experience. colorful colors, like colored villages in Xiannühu District, Xinyu City, entering the world of fairy tales. Jiangxi currently preserves one of the most complete ancient villages of the Jiangxi style.

Traditional Chinese medicine resources include Chinese medicinal materials, traditional Chinese medicine technology, Chinese medicine culture, Chinese medicinal material planting bases, and pharmaceutical enterprises. Jiangxi is a large province of traditional Chinese medicine resources and has natural advantages in many aspects. In terms of traditional Chinese medicine culture, there are Xujiang medicine school, one of the four major local medical schools in ancient times, Taoist health culture in Longhu Mountain, the zhangshu culture of "the medicine is not good but the zhangshu is not good, the medicine of the zhangshu is uneven", and the traditional Chinese medicine Xinglin culture. The main technical aspects are thermal moxibustion, acupuncture, moxibustion, massage, physical therapy, Chinese herbal medicine processing, Baduanjin, Taijiquan, Yijingjin, and "Jiang" orthopedics. There are 103 Chinese medical institutions in the province. Chinese medicine Well-known pharmaceutical companies include Jimin Credible, Renhe, Hui ren, Jiangzhong, Qingfeng Pharmaceutical and other groups. Traditional Chinese medicine materials include psyllium seed, coriander shell, coriander fruit, gardenia, sea sand, powder anti-self, rutaecarpine, summer no, gold Yingzi, etc. Traditional Chinese medicine cultural sites include Magushan, Zaogeshan, Gong Tingxian's former residence, and so on.

The Jiangxi Provincial Government vigorously supports the development of healthy tourism of traditional Chinese medicine and guarantees policy support. There are "Health Jiangxi 2030 Planning Outline and Evaluation Index System Construction", "Several Opinions of Jiangxi Provincial People's Government on Accelerating the Development of Traditional Chinese Medicine", "Jiangxi Province Traditional Chinese Medicine Health Service Development Plan (2016-2020)", "Jiangxi Province" The 13th Five-Year Plan for the Development of the Great Health Industry, etc, have laid a strategic foundation for the development of TCM health tourism and escorted its rapid development.

Development Model

Traditional Chinese Medicine + Religion. Since ancient times, religious holy places, religious culture, and religious buildings have continuously attracted religious believers and tourists. In recent years, Chinese medicine culture and experience have also been welcomed by people. The integration of traditional Chinese medicine and religion will attract more tourists. Jiangxi not only has abundant Chinese medicine resources, but also rich religious resources such as Taoism and Buddhism. Combining Taoist health consciousness, culture and traditional Chinese medicine, and following the concepts of religious mind-building and traditional Chinese medicine, some pharmacist cultural experiences, cultural awareness activities, and various types of health experiences are provided to tourists. It will be a whole new kind of enjoyment.

Traditional Chinese Medicine + Scenic Area, Forest Oxygen Bar and Hot Spring. Scenic areas, forest oxygen bars, and hot springs all have beautiful scenery and good ecology, which can bring tourists to relax physically and mentally. They have always been the first destination for people to go on holiday. Such resources in Jiangxi are rich and carry most of the tourists traveling in Jiangxi. The introduction of Chinese medicine to these places will improve the quality of play. After people are tired of playing in the scenic area, they perform acupuncture, massage and other services to give their bodies a complete relaxation and change the state that they have been out for a long time. Putting Chinese herbal medicine in hot springs can have the therapeutic effects of hot springs and traditional Chinese medicines, and strengthen your body and body. In addition, in these places can also provide dialectics of Chinese medicine physiotherapy, physical therapy, convalescence, beauty and body care, medicated diet, etc. It gives tourists a comprehensive experience, making play more valuable and deeper. The integration of traditional Chinese medicine into landscapes, forest oxygen bars, and hot springs can enrich its cultural connotation. At the same time, because of a more humane experience, it allows tourists to come and enjoy themselves, and to enhance their reputation virtually, which is conducive to their development.

Traditional Chinese Medicine + Rural Leisure. There is a close relationship between TCM health services and rural tourism, both of which fit the current health needs of people. Jiangxi has many villages with different styles. Traditional Chinese medicine + rural tourism can rely on rural tourism resources and carry out in-depth cooperation with relevant departments such as local governments, tourism agencies, and traditional Chinese medicine departments to provide tourists with a diverse experience. Beyond the natural ecological sightseeing, local characteristic culture, lifestyle experience, specialty foods, and tasting of farmhouses, visitors can also experience traditional Chinese medicine therapy, traditional Chinese medicine diet therapy, traditional Chinese medicine technology, picking and using traditional Chinese medicine, simple preparation of medicated diet, tasting, medicated bath preparation, etc[4]. This model can increase employment opportunities for surrounding farmers, and lead farmers out of poverty to a well-off society.

Traditional Chinese Medicine + Culture. The development mode of traditional Chinese medicine + culture is to permeate the traditional Chinese medicine related culture in the tourists' play and create a tourism route with strong traditional Chinese medicine characteristics. Jiangxi has a profound traditional Chinese medicine culture. It has one of the four major local medical schools, the Xujiang medical school, the traditional Chinese medicine Xinglin culture, and the traditional Chinese medicine culture "Jianchang Gang" and "Zhangshu Gang". Integrating Chinese medicine culture into tourism can develop cultural tourism and cultural experience. First, Building such as the

Museum of Traditional Chinese Medicine Culture, the Museum of Traditional Chinese Medicine Specimens, the square of traditional Chinese Medicine Culture, and the hall of celebrities of Traditional Chinese medicine culture to fully showcase Jiangxi's traditional Chinese medicine culture to tourists, it can highlight the typical "Xujiang medicine school" and "medicine capital Zhangshu culture"; Secondly, the government build a theme park of Chinese medicine cultural tourism, which will include leisure and entertainment areas, traditional Chinese medicine viewing areas, traditional Chinese medicine specialty products and medicinal materials shopping areas, and places statues of Xujiang doctors and medical reliefs, etc. The Chinese medicine cultural festival is regularly held. Third, pay attention to enhancing the cultural experience of tourists, and experience in traditional Chinese medicine technology, traditional Chinese medicine law and traditional Chinese medicine. For group tourists, TCM exercises such as Baduanjin, Taijiquan, and Yijingjin can also be moderately conducted.

Traditional Chinese Medicine + Healthcare. With the globalization of the world economy and the development of trade integration, the medical tourism source market is huge. Traditional Chinese medicine has unique effects in disease treatment, and has obvious advantages in disease prevention and health rehabilitation. Acupuncture, scraping, cupping, qigong, Taijiquan, massage, massage, medicated diet, etc. have great potential for medical tourism development [5]. Jiangxi has unique advantages in traditional Chinese medicine resources. Among them, the original and unique heat-sensitive moxibustion therapy is well-known overseas. Currently, there are heat-sensitive moxibustion Chinese medicine museum and heat-sensitive moxibustion town. Jiangxi can combine its own local advantages and regional characteristics to build an internationally competitive Chinese medicine medical tourism brand. First, vigorously develop heat-sensitive moxibustion technology, keep pace with the times and innovate continuously, create more advantageous therapies, and attract more people to experience; Second, with the hospital as the main body and the tourism convalescent base as the auxiliary body, form a traditional Chinese medicine medical care service that integrates centralized medical treatment, physical health care, rehabilitation and recuperation, tourism and leisure, and medical care [6], while focusing on providing a series of comprehensive supporting services for tourists; Third, pay attention to the coordinated development of the TCM medical tourism industry, and form an industrial advantage.

Traditional Chinese Medicine + Industry. At present, the tourism mode of traditional Chinese medicine + industry is less developed in various places. The more well-known is Baicao Garden in Dayu Town, Yanqing, Beijing. Traditional Chinese medicine industry tourism is a kind of tourism mode where some Chinese medicinal material planting bases and pharmaceutical companies are open to tourists, allowing them to visit the process of medicinal material cultivation, selection, drug production and distribution, and participate in the selection, slicing, and processing of medicinal materials to satisfy their curiosity and experience. Chinese medicine + industrial tourism can integrate medicinal planting, experimental demonstration, medicated food processing, finished product display, sightseeing tourism, and science education. It attracts all primary and secondary schools to carry out science tourism, ordinary tourists for sightseeing tourism, and it will also become a university and expert learning Place, interest training and learning center for interested tourists. There are many planting bases and well-known pharmaceutical companies in Jiangxi, such as Psyllium, Huangzizi, Fructus Corni, and Fructus Aurantii in Zhangshu City, Linchuan District, and Nancheng County; Jiangxi Jimin Trust, Jiangzhong, Renhe, and Qingfeng Medicine Industry can provide conditions for the development of tourism in the traditional Chinese medicine industry.

Traditional Chinese Medicine Health Tourism: A Case Study of Jiangxi

The momentum of Jiangxi traditional Chinese medicine health tourism is in the ascendant, and a lot of practical explorations have been carried out in various places. Based on a detailed study of the practical explorations in various places, combined with various resources in Jiangxi, it is believed that the following practical explorations can be carried out.

Enriching the Connotation of TCM Cultural Tourism and Creating a Cultural Tourism Brand. Jiangxi's TCM culture has a long history and deep roots. The development of TCM cultural

tourism has outstanding advantages, but the current development form is not optimistic. The development is in its infancy, with a single homogeneous content and no brand awareness. Xujiang medicine school, Xinglin Culture of Traditional Chinese Medicine, and Zhangshu Culture of "Medicine Capital" are famous Chinese medicine cultures in Jiangxi. Among them are many historical and cultural celebrities, legends, and traditional Chinese medicine processing techniques. The first is to fully explore the development and changes of the Xujiang medical school, related cultural sites, the life experiences, academic contributions, academic influences and medical ethics of famous doctors Chen Ziming, Huang Gongxiu, and Wei Yilin, etc. These cultural sites, celebrity resources for "activation". Renovating Cultural Heritage sites, building celebrity parks, and using modern technologies such as Vr to vividly present to visitors the daily life and learning experiences of famous doctors, the academic contribution and influence will be displayed in the form of pictures and texts and will be explained on the spot. The second is to introduce funds to create stage plays melodrama, documentaries, etc. Spread Jiangxi traditional Chinese medicine culture. The third is to improve the interactive participation of tourists. Simulate the process of making traditional Chinese medicine by ancient pharmacists and allow visitors to participate in the experience; teach some simple traditional Chinese medicine techniques on-site. The fourth is to create distinctive brands based on the Chinese medicine culture of different contents. The Ganfu River Basin is "one of the four major local medicines of Xujiang Medicine", Jiujiang Xingzi is the "Xinglin Culture", and Zhangshu is the "Cultured Culture of Traditional Chinese Medicine". Carry out a series of brand activities, such as the promotion of new media and mass cultural activities, to form a joint development.

Relying on Industrial Culture to Broaden the Form of Tourism in the Traditional Chinese Medicine Industry. With the development of the economy and society, people's tourism needs have changed. While enjoying the convenience of life brought by modern industrial civilization, they are also curious about the situation inside [7]. The processing technology of traditional Chinese medicine materials in Jiangxi, the cultivation base of traditional Chinese medicine materials, and pharmaceutical enterprises provide conditions for the development of tourism in the traditional Chinese medicine industry. Traditional Chinese medicine + industrial tourism is a development model that integrates knowledge, aesthetics, tourism, and shopping, and is intended to promote economic development. If you want to develop such a win-win tourism, you need to do a good job in the design of the inner and outer layers. The interior design is corporate culture and scientific culture, and the surface design is catering, transportation, accommodation, tourism, entertainment, shopping and so on. To broaden the form of tourism in the TCM industry, we can consider it from the following perspectives. Take Jiangzhong Group, a well-known pharmaceutical company in Jiangxi, as an example. Jiangzhong Group is a company integrating pharmaceutical manufacturing, health food, and real estate. Known products include Jianweixiaoshi tablets, Jiangzhong brand compound grass coral tablets, Jiangzhong monkey mushroom brand breakfast rice, etc., and its corporate culture is rules, innovation and extreme. To attract tourists for Chinese medicine industry tours, Jiangzhong Group can arrange some routes. Guide tourists to visit their showrooms, museums, or entrepreneurial industrial parks, and introduce them to Jiangzhong's development history, corporate culture, products, unique innovations, and social responsibilities, etc., so that the world knows about this company; open designation Some laboratories and production lines allow visitors to enter and participate in, understand a series of R & D and production processes of medicines and health foods, allow interested tourists to participate in the production process, and increase people's sense of security and trust in the company ; Set up free product tasting areas for tourists and prepare suggestion boxes, and tourists can make suggestions on any aspect of the river. Introduce tourists to Jiangzhong's environmental protection concepts and efforts in energy conservation and environmental protection to improve the company's favorability. Finally, shopping centers and commercial streets will be built to provide tourists with one-stop services such as catering, leisure and shopping. According to different objects, the forms of tourism that can be carried out are various. The important point is that based on the characteristics of its own resources,

from the perspective of customer needs, it can continue to expand the form of tourism in the traditional Chinese medicine industry.

Seize the Young Group and Expand the Tourism Market of Traditional Chinese Medicine.

With the development of the times, the proportion of young people in tourism and leisure has gradually increased, and their consumption capacity has gradually become stronger. Although TCM health tourism has developed rapidly in these years and has become a travel option for many people, it is still dominated by middle-aged and elderly people, and it lacks attractiveness to other groups, especially the younger generation. Under the influence of the new era, the younger generation has begun to pay attention to a new way of life. They are pursuing health, health care, and self-cultivation. The wolfberry in a thermos cup has become a daily routine for many people. It can be said that traditional Chinese medicine has gradually integrated into every aspect of their lives. To attract the younger generation to join the army of TCM health tourism, the first is the use of new media and new methods methods for extensive publicity. Tap into the diversified needs of modern teenagers for Chinese medicine, and conduct demand hotspots and related topic marketing on popular apps such as Weibo, WeChat, Douyin, Kuaishou, Xiaohongshu, etc. Invite popular bloggers to shoot Jiangxi Traditional Chinese Medicine Videos about health tourism are uploaded to these apps, and soft articles are written. The second is to innovate the content of TCM health tourism. Develop traditional Chinese medicine health tourism routes suitable for young people, and innovate and develop traditional Chinese medicine services such as health care, traditional Chinese medicine physiotherapy, traditional Chinese medicine weight loss, traditional Chinese medicine beauty and body care according to the needs of young people; actively integrate traditional Chinese medicine cultural landscape, traditional Chinese medicine skills and contemporary high technology Innovate the display form; develop culturally innovative Chinese medicine tourism products, co-sale with fashion brands, and build tourism products with a young and high-end brand image.

Development of Multiple Types of Tourism Projects. In recent years, various regions have actively developed TCM health tourism and introduced a series of policies and plans. However, at present, the scale of the TCM health tourism market is small enough to attract a wide range of people. In response to this problem, traditional Chinese medicine tourism projects can be integrated into other tourism projects to form tourism routes, and popular tourism spots drive traditional Chinese medicine health tourism. In Jiangxi, there are many areas with popular Chinese medicine health tourism spots around popular attractions. Take the “Zhu Mountain” of the camphor medicinal gang and the 4A-level scenic spot Zaogeshan as examples. In its surroundings, there are famous scenic spots such as the ancient sea of China and the Three Palaces. The large-scale Chinese medicinal materials market. Jiangtai, Jade Mountain, Yangjing Ancient Village, Jinggangshan Scenic Area, etc. These attractions are connected in series to create a refined route, which not only enriches the tourism content to meet the diverse needs of tourists, but also drives the expansion of the TCM tourism market.

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