

Study on the Development Path of Chinese Medicine Inheritance and Innovation in the Chifeng City

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Abstract: The 20th National Congress point out that further emphasis on promoting the construction of a healthy China, and Chinese medicine plays an important role as a powerful grip on health poverty alleviation and rural revitalization. Based on the good opportunities of Chinese herbal medicine industry in the context of the 20th National Congress and "Healthy China 2030", this paper proposes a feasible path for the inheritance and innovation development of Chinese medicine based on the history of Chinese medicine industry in Chifeng region of Inner Mongolia, focusing on the current situation and problems of the development of Chinese herbal medicine industry in Chifeng region.

The important speech on health China in the report of the Second National Congress points out that practicing the concept of "people-oriented and life-first" requires building a healthy China; taking a new path of China's modernization requires building a healthy China; providing Chinese solutions for global health governance requires building a healthy China. The 20th National Congress's important remarks on Healthy China reflect the economic value of improving health governance and promoting sound economic and social development, highlight the political value of institutional advantages and practising the greatest politics, reflect the cultural value of promoting health culture and inheriting Chinese medicine culture, highlight the social value of promoting people's well-being and promoting social justice, and present the ecological value of building a livable ecology and meeting people's healthy living needs. The ecological value of building a livable ecology and meeting people's healthy living needs.

1. Significance of Relevant Concepts

1.1. Connotations of the Concept of a Healthy China

The 20th National Congress pointed out in the report of the 20th National Congress that it is important to promote the construction of a healthy China, put the protection of people's health in a strategic position of priority development, establish a birth support policy system, implement a national strategy to actively cope with the ageing population, promote the heritage and innovative

development of Chinese medicine, improve the public health system, strengthen the prevention, control and treatment system of major epidemics and the construction of emergency response capacity, and effectively curb the spread of major infectious diseases. "[1] Healthy China 2030" has two meanings: one is to achieve a long and healthy life for all people; the other is to bring the quality of health and services of our people to a world advanced level. The right to life and health is the most basic right of citizens, and health is not just the absence of disease in the physical sense, but a state of well-being that is compatible to the level of social development. A long and healthy life has been a common aspiration and basic demand of people from all countries since ancient times. The Healthy China Plan adheres to the people-centred development ideology, with the core of improving people's health, reforming and innovating mechanisms and systems, focusing on improving health protection and popularising healthy living, integrating health into policies, and comprehensively maintaining and protecting people's health in an all-round way.[2] Healthy China strategy is an important element in building a well-off society in all aspects. Health is both the purpose and the source of development, an inevitable requirement for promoting all-round human development, a basic condition for economic and social development, an important symbol of national prosperity and national wealth, and a common pursuit of the general public.

1.2. The Significance of Developing the Chinese Herbal Medicine Industry

The development of Chinese medicine is not only an important part of the national health strategy, but the focus of the country's current reform of the medical and health system. [3] The recently introduced "14th Five-Year Plan", proposes to weave a solid public health protection net, to intervene in all aspects of health problems and influencing factors, to protect people's health in the whole cycle, to promote the inheritance and innovative development of Chinese medicine, to strengthen the health industry, and to strengthen the support and protection of people's health. Not only that, the development of the Chinese herbal medicine industry is also a powerful tool to help alleviate poverty through health and help to achieve rural revitalization. The basic connotation of health poverty alleviation is: under the guidance of relevant expressions on precise poverty alleviation, the government will co-ordinate and take scientific and effective measures to help poor people in poor areas develop health awareness and habits, ensure that the medical capacity and medical level in poor areas can provide appropriate protection, improve and optimize the living and living environment in poor rural areas, and interrupt poverty caused by diseases or re-set the poverty caused by serious. The aim is to prevent poverty caused by disease, or the relapse into poverty caused by serious illness. After the comprehensive poverty eradication in 2020, by consolidating the achievements of health poverty alleviation by carrying out to improve medical capacity, implementing a series of prevention and control relief means, further improving medical treatment capacity and perfecting New measures for health prevention and control services in the public sphere will enable households returning to poverty due to illness and vulnerable households to achieve the ultimate protection goal of having someone to take care of their illnesses, having the means to treat their illnesses, having their treatment costs reimbursed and receiving relief for major illnesses through health poverty alleviation. Sickness becomes an important contributor to poverty because in livelihood capital, the occurrence of illness implies the impairment of health, i.e., the impairment of human capital, leading to poverty. Although the determination of poverty is based on an intuitive economic income as a policy measure, the criteria for its determination are dynamic and multidimensional in nature. It is also clear that in the context of the initial success of poverty eradication, the disease has become a major cause of poverty regeneration. Therefore, the development of the Chinese herbal medicine industry for health poverty alleviation is of some significance in consolidating the results of poverty eradication and achieving rural revitalization.

2. History of the Chinese Herbal Medicine Industry in the Chifeng Region of Inner Mongolia and Its Inspiration

2.1. History of the Chinese Herbal Medicine Industry in the Chifeng Region of Inner Mongolia: The Example of "Deshenghengheng"

Chinese National leader has spoken highly of Chinese medicine on several occasions, pointing out that "Chinese medicine, with its profound philosophical wisdom and the thousands of years of health and wellness philosophy of the Chinese nation and its practical experience, is the treasure of ancient Chinese science and the key to opening the treasury of Chinese civilization." It is stressed that we should "deeply explore the essence of the treasury of Chinese medicine, give full play to its unique advantages, promote the modernization of Chinese medicine, promote Chinese medicine to the world, effectively inherit, develop and utilize this valuable treasure left to us by our ancestors, and write a new chapter in the great journey of building a healthy China and realizing the Chinese dream! ".[4] To inherit and develop Chinese medicine, we must first study traditional Chinese medicine in depth. And Chinese minority medicine as an important part of Chinese medicine plays an important role that cannot be ignored. With the opening of Chifeng in the early Republic of China, the development of the Chifeng region's pharmaceutical industry entered a prosperous phase. The philosophy of the pharmaceutical industry in the Chifeng region was developed and matured from the business wisdom accumulated by previous generations of medicine dealers. The Chifeng region's pharmaceutical industry dates to the Guangxu period of the Qing dynasty, and large pharmacies have appeared in the Chifeng region since the early Guangxu years. The author uses the example of the Deshenghengheng pharmacy to give an overview of the history of Chinese medicine in the Chifeng region.

At the end of the Qing dynasty, the Chifeng region was still in its infancy and attracted a large amount of foreign investment due to the lucrative profits. At the end of the Qing Dynasty, one-half of the pharmacies in the Chifeng area were managed by people from Wu'an County, Hebei Province, and one of the distinctive features of the pharmacies run by Wu'an people was that all of them were Wu'an people, from the top to the owner, from the boss down to the fellows and apprentices. The most famous pharmacy run by Wu'an people in the history of the Chifeng region is Deshenghengheng. As a member of the Wu'an gang, Deshenghengheng has been known far and wide in the Chifeng area for specialising in pharmaceuticals since it was opened at the end of the Qing dynasty, with several twists and turns in its rise and fall but always moving forward.

In the late Qing Dynasty, the pattern of pharmacies in the Chifeng area was based on the former shop and the backyard, with the market selling and buying medicines, the middle courtyard serving as a warehouse and the backyard as a factory processing and concocting herbs, and Deshenghengheng was no exception. The author chose Deshenghengheng to introduce because it was well-financed, had a complete industrial chain, and had the typical characteristics of a pharmacy of this period, taking into account wholesale and retail. The development of the pharmaceutical industry in the Chifeng region has changed in three main periods: the early days of Pseudo-Manchu period, late Pseudo-Manchu period and after the founding of New China. At the beginning of the pseudo-Manchukuo period, the Japanese invaded Chifeng, while the Republican government was politically corrupt and divided by warlords, with years of war in the country and Jehol province under the rule of the warlord Tang Yulin, Chifeng was caught in the middle of double oppression by the Japanese and warlords, and the people were not able to survive. However, at the beginning of Japanese invasion, in order to win the hearts and minds of the people, a strategy of steady development was adopted, and there was a short-lived development in various industries. "Deshenghengheng" also opened a branch in Chifeng Erxi Street South, followed by branches in

Weichang County and Weichang County Kigou, Wangye Dian. At the end of the pseudo-Manchu period, the Chifeng area's trade association changed its name to the Chinese Medicine Association, which was responsible for balancing the economic burden of the industry, and was also responsible for collecting medicinal materials from the pseudo-Rehe Prefecture of Chengde and distributing them to households in proportion. At this time, the head of the Han Medicine Association was also re-elected from Yang Rui Xuan, the head of Jisheng Tang, to Huo Guirong, the new head of Deshenghengheng. However, during this period the pseudo-police were so rampant that whenever the Han Medicine Group retrieved herbs, they looted them. It was not until the founding of New China that the situation improved and the pharmacy developed rapidly. In 1951, all walks of life began to implement public-private joint ventures or mutual aid cooperation, and pharmacies were no exception, with five pharmacies - Deshenghengheng, Fushengxiang, Yongqinghe, Deshouxing and Yongchuntang - being the first to be privately owned with the consent of the government, and named the "Joint Venture National Pharmacy", with Huo Yanwu, the proprietor of Deshenghengheng, as manager, later renamed Xinsheng Pharmacy.[5] Other pharmacies followed suit and set up Hongchang Pharmacy and Xinmin Pharmacy, but Xinmin Pharmacy was poorly run by Liu En, the chairman of the trade union, and a new manager and deputy manager were re-elected by mutual agreement between labour and management, forming a three-legged situation in the Chifeng area's Chinese medicine industry.

Staffing is very strictly managed, with a clear division between the upper and lower levels and sound rules and regulations. The apprentice enters the pharmacy and first learns the rules and regulations of the pharmacy and the etiquette of The Chinese herbal medicine industry in the Chifeng area has its own advantageous features. Upon completion of their apprenticeship, they are placed in positions according to their characteristics, with an orderly division of labour. The youngest and the oldest are responsible for the business of the shop, taking medicines and receiving customers, while the eldest is in charge of everything, keeping abreast of the market, adjusting the quantity of medicines, evaluating the prices of medicines and advertising in provincial and municipal pharmacies, making price lists and advertising for distribution to pharmacies in towns and villages, and supervising the other staff in their spare time. In addition to the above-mentioned staff, there was also a bookkeeper to manage the accounts and an outside counter for purchasing and marketing. De Shenghengheng always required the staff to love the shop as a family, to be diligent and thrifty, and not to drink alcohol on weekdays. The shopkeeper allocates salaries and rewards according to the profit and loss of the shop and the individual performance of the staff. As the most competitive pharmacy in the Chifeng area in the late Ming and early Qing dynasties, Deshenghengheng was very strict in every step of the process, starting with the purchase of herbs from different regions at different times, thus ensuring the quality of the herbs. When processing and concocting herbs, Deshenghengheng insists on following ancient concoctions, making different thicknesses according to the hardness of the herbs, and has its own specific requirements for the colour of the medicine. In addition to the selection of raw materials and fine production, Deshenghengheng also has its four non-payment principles in the sale of medicines: no payment for unprocessed concoctions, no payment for impurities, no payment for insects and moulds, and no payment for counterfeit medicines. The staffs are very strict in the process of grasping medicines and treating customers with courtesy, which have won a very good reputation for Deshenghengheng.

2.2. Inspiration from the Traditional Medicine Industry in the Chifeng Region of Inner Mongolia

The Qing dynasty was a period of great success for traditional Chinese culture, and as mentioned

above, the Chifeng region's pharmaceutical industry saw new developments and innovations that are still relevant today in many ways. By studying the prosperous development of the Chinese pharmaceutical industry in the late Ming and early Qing dynasties, we were able to gain inspiration in the following three aspects: firstly, the production and processing of herbs should focus on the quality of the herbs and production safety, the quality of the medicines and the skills of the practitioners in processing and concocting the herbs concern the lives of patients, and adherence to integrity is not only a moral reflection of the pharmaceutical industry, but also a business strategy. True medicine and excellent technology is the philosophy that the Chinese herbal medicine industry in Inner Mongolia's Chifeng region insists on, and it is also the core of pharmaceutical business. The development history of Deshenghengheng shows that honest management can bring long-term benefits to the Chinese herbal medicine industry and promote the healthy development of the Chinese herbal medicine industry. Secondly, in the case of Deshenghengheng, the attitude of service to customers is a grounded business rule in the operation of the pharmaceutical industry. In the daily operation of the pharmacy, the owner is very strict to the shopkeepers requiring them not to make any mistakes in the process of selling medicines, and to treat customers with enthusiasm, watching the seats when they come and seeing them off when they go. The shop not only addresses the needs of customers for advice on medicines, but also offers individual packaging and processing of medicines on behalf of customers.

3. Current Situation and Problems in the Development of Chinese Herbal Medicine Industry in Chifeng, Inner Mongolia

3.1. Rich Variety of Chinese Herbal Medicines, but Low Degree of Standardization of Production

The unique geographical location of the Chifeng region has created a significant climatic difference between the north and south, which is very suitable for the growth of Chinese herbal medicines. Therefore, the Chifeng region is rich in Chinese herbal resources, with 1,863 species of wild plants belonging to 118 families and 545 genera, of which 586 species have wild medicinal value, as detailed in Figure 1.^①

The wild plant resources mainly include Fangfeng, Astragalus, Ephedra, Licorice and other medicinal plants of about one thousand species. In addition to wild plant resources, artificially grown Chinese herbal resources are also very rich, and the scale of cultivation is huge, among which the quantity of Chinese orchids and northern ginseng is the largest. Among them, the most abundant are the Chinese orris and northern ginseng, which account for 65% of the country's total production, and the northern ginseng, which accounts for 85% of the country's total production in Figure 2 and 3.^②

^① Office of the People's Government of Chifeng City. Natural Environment [EB/OL]. http://www.chifeng.gov.cn/zjcf/cfgk/dlhj/202004/t20200426_62529.html, 2022-04-20.

^② Chifeng Daily. Chifeng's herbal medicine industry ranks first in autonomous region [EB/OL]. <http://www.northnews.cn/p/1905293.html>, 2020-09-18.

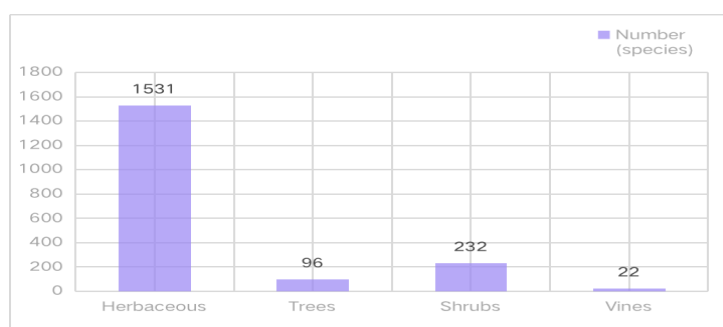


Figure 1: Number of wild plants in Chifeng by biological characteristics

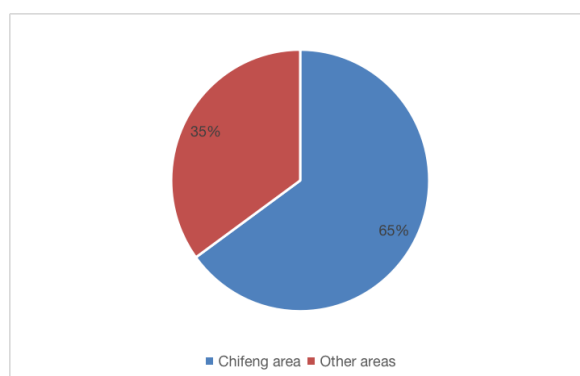


Figure 2: Distribution of total national production of Erythronium.

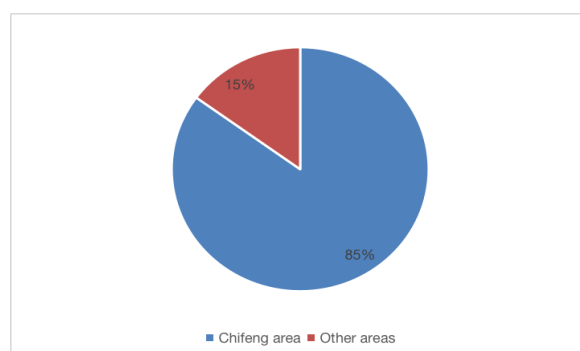


Figure 3: National total production distribution of northern ginseng.

Take Chifeng Rongxingtang Pharmaceutical as an example, as a leading enterprise in the processing of Chinese herbal medicines in Chifeng, it has formed a complete industrial chain from the selection and planting of Chinese herbal medicines to harvesting, processing and sales, with "company+base+farmers" as the main focus. However, the number of similar enterprises is low, and the number of farmers who can participate in this industrial chain is very limited, making the standardization of Chinese herbal medicine production low and making it difficult to form large-scale plantings.

3.2. Smooth Distribution Channels and Imperfect Systems for Chinese Herbal Medicines

The town of Niujiayingzi is located in the south of Chifeng City and the northeast of Karachi Banner, and is known as the "hometown of Chinese herbal medicine", an important production and sales base for Chinese herbal medicine in Shiquan Gou, with a history of more than 300 years of Chinese herbal medicine cultivation. The continental monsoon climate has created a unique climatic advantage in Niujiayingzi town, with low precipitation, large temperature difference between day

and night, fertile soil, not easy to rot the roots and increase the effectiveness of the medicine, very suitable for herbal medicine cultivation. Niujiayingzi town produces more than 20 kinds of Chinese herbal medicines, such as Bei Sha Shen, Radix Platycodon, Fang Feng and Huang Qi, etc. In recent years, the area under Chinese herbal medicine cultivation has been expanding, and Chinese herbal medicine cultivation is distributed in 12 banners and counties in the Chifeng area, see Figure 4 for details.

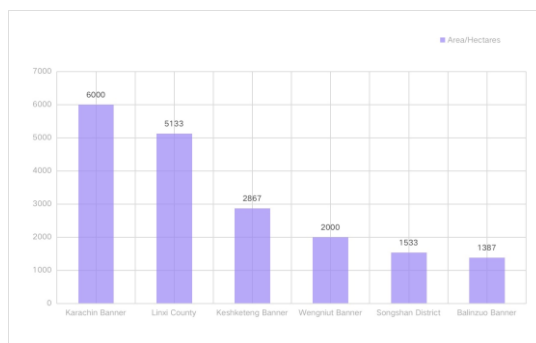


Figure 4: Area of Chinese herbal medicine cultivation in key counties.

As of the end of 2019, the cultivation of Chinese herbal medicines in Chifeng region is shown in Table 1, and the cultivation of Chinese herbal medicines has become a major economic source for local farmers.[6]

Table 1: Chinese herbal medicine cultivation in Chifeng area

Planting area	22,453 hectares
Total production	177,000 tons
Total Market Value	1.947 billion yuan

The Chifeng region has become a distribution centre for Chinese herbal medicines in the northeast of China and the eastern part of Inner Mongolia. Despite this, there are still some problems with the distribution of local Chinese herbs, such as the lack of a professional market management mechanism. When the demand for a certain type of Chinese herbs is high, farmers follow the trend of planting a large number of them, resulting in the production of Chinese herbs exceeding the demand, which seriously affects the economic returns and production motivation of farmers.

3.3. The Main Body of Chinese Herbal Medicine Cultivation Varies Widely and Is Significantly Vulnerable

In recent years, the herbal planting area in Chifeng area centered on Niujiayingzi town has gradually expanded, radiating to the neighboring Wengniut Banner, Aohan Banner, Yuanbaoshan District, and Linxi County. However, there are obvious differences in the main planting species and planting subjects in various places, as detailed in Table 2.

Although some areas have enterprises and cooperatives as the main planters, individuals and retail households also account for a significant proportion. Individuals and retail households are highly vulnerable, and vulnerability has the following four characteristics: first, a highly sensitive environment that induces problems; second, insufficient individual or environmental vulnerability to defend against problems; third, insufficient vulnerability to cope with adverse events that have occurred; and fourth, insufficient vulnerability to recover after coping. In the context of analyzing the problem of herbal cultivation in the Chifeng region, we corresponded these four factors. For example, in 2021, the Chifeng region was hit by a hailstorm in a highly sensitive environment, and

individuals and retail investors were unable to cope with the severe weather due to inadequate defense capabilities. After a large reduction in the production of Chinese herbs, farmers' incomes fell sharply, and both their ability to cope with the adverse events that had occurred and their ability to recover afterwards were slightly inadequate.

Table 2: The main body of Chinese herbal medicine cultivation species in each region

Region	Cultivars	Planting main body
Karachin Banner	Radix Platycodon grandiflorus, Radix Salviae Miltiorrhiza	Individuals and retail farmers
Kashiketeng Banner	Astragalus, Fructus	Cooperatives and large households
Linxi County	More varieties	Enterprises, cooperatives and retail households coexist
Wengniut Banner		
Songshan District		
Balinzuo Banner		

3.4. Leading Enterprises are Growing, but Lacking in Science and Technology

At present, the Chinese herbal medicine industry in the Chifeng region is developing rapidly, and there are already a certain number of Chinese patent medicine manufacturers and Chinese herbal medicine processing enterprises. With the government's policy support and their own continuous efforts, they have formed a certain scale and become the leading enterprises in the Chifeng region's Chinese herbal medicine industry. Each enterprise signs contracts with farmers, provides support for technical services, as well as introduction to the market, and purchases products, forming a community of interest. However, the small number of leading enterprises and the relatively weak level of independent research and development have become the "bottleneck" of the modernization and development of the Chinese herbal medicine industry in the Chifeng region. The lack of technical personnel has led Chifeng Rongxingtang Pharmaceutical and Danlong Pharmaceutical to seek cooperation with research institutes such as Beijing University of Traditional Chinese Medicine and Tianjin University of Traditional Chinese Medicine, but the progress has been relatively slow due to financial problems.

4. Countermeasures for the Development of Chinese Herbal Medicine Industry in Chifeng, Inner Mongolia

4.1. Seize the Great Opportunity and Realize Standardized Production

China great importance to the development of the Chinese herbal medicine industry, and health awareness has increased significantly. The Chifeng region should seize this opportunity to formulate a scientific and sustainable development plan, standardize the cultivation of Chinese herbal medicines, and guide the high-quality development of the Chinese herbal medicine industry. We should also encourage the modernization of Chinese herbal medicine enterprises, not simply to pursue economic benefits, but to improve the quality of production and processing of Chinese herbal medicines. The company has also developed new models and ideas for planting such as "enterprise farmer cooperation", "talent and technology assistance" and "large households driving retail households" to improve the level of Chinese herbal medicine planting and achieve standardized production.

4.2. Improve the Market System and Promote Drug Circulation

On the basis of the Niujiayingzi herbal trading market, technical talents are introduced and professional theoretical knowledge is used to complete a comprehensive and deep change in the Niujiayingzi herbal trading market, from concept to system, to ensure the compliance of the circulation of Chinese herbal medicines, in order to fundamentally improve the sense of access and happiness of farmers growing Chinese herbal medicines. It is worth recognising that the Chifeng region has taken the promotion of "Healthy China 2030" as an opportunity to strengthen the government's support for the whole process and coverage of the Chinese herbal medicine industry's protection system, and to further improve the system and management system of the Chinese herbal medicine industry. In addition, in terms of development strategy, the Chifeng region should be oriented towards differentiated competition, digging deeper into the local resource advantages and further improving the added value of Chinese herbal products on the basis of consolidating the existing Chinese herbal industry. At the same time, we should combine the development trend of high technology and information technology to build a market information platform for Chinese herbal medicine, using advanced network technology to analyse market demand through data, accurately predict market dynamics, and update information on the demand for Chinese herbal medicine through new media to ensure that farmers can rationalise their cultivation. Establish an online sales platform for Chinese herbal product lines to broaden the sales channels of Chinese herbal medicines, increase the economic income of farmers and promote the development of the Chinese herbal medicine industry in the Chifeng region towards a high level and modernization.

4.3. Increase Policy Support and Form Large-Scale Planting

The local government should combine the current situation of local enterprises, provide corresponding support policies, increase capital investment, and drive the development of the local Chinese herbal medicine industry by relying on resources and using Chinese herbal medicine enterprises as a link. Governments at all levels should set up special funding support for the cultivation of Chinese herbal medicines, focusing on supporting local TCM enterprises and professional cultivation cooperatives, and providing tax incentives to eligible TCM enterprises and professional cultivation cooperatives. Using the policy advantages of TCM enterprises and professional planting cooperatives to attract growers of different scales to join, reduce the number of individual and scattered households, avoid the blindness of TCM planting, form a scale effect, and enhance the initiative of TCM planting industry development. The construction of "group" Chinese herbal medicine planting bases, so that individual and retail households can participate in large-scale planting, is of great significance in reducing the vulnerability of individual and retail households.

4.4. Cultivate Leading Enterprises to Help Revitalise the Countryside

The government and relevant departments should strengthen communication and coordination, increase confrontational support, grasp the advantages of resources, give and implement preferential policies in line with the characteristics of the Chifeng Chinese herbal medicine industry, select a number of enterprises with good development prospects in the Chifeng Chinese herbal medicine industry as key support targets, strengthen financial and financial coordination and cooperation, actively promote investment attraction, increase financing, create a good investment environment, and attract investment from financial institutions.[7] Attracting investment from financial institutions to promote the rapid development of the Chifeng region's Chinese herbal medicine industry. In addition to giving policy support, it is also necessary to strengthen guidance at the

technical level and strengthen technical support in the process of growing Chinese herbal medicines. The Chinese medicine industry in the Chifeng region of Inner Mongolia should give full play to its own resource advantages with policy support, give rich cultural connotations to the Chifeng region's Chinese herbal medicine industry with its long history of growing Chinese herbs, develop a Chinese herbal medicine industry with local characteristics, create a local Chinese herbal medicine brand and improve the income of Chinese herbal medicine growers. The Chifeng region should insist on introducing quality talents and building a talent team so that all kinds of talents can actively participate in the construction of local branding of Chinese herbal medicines and actively innovate to boost the development of the Chinese herbal medicine industry with talent support. Focus on the development and growth of the leading industry of Chinese herbal medicine and make the Niujiayingzi Chinese herbal medicine trading market the fourth largest national herbal medicine trading market on par with Bozhou in Anhui, Anguo in Hebei and Shuyang in Gansu, so as to cultivate the Chinese herbal medicine industry into a regional advantageous industry, a brand industry and an industry that enriches the people. On this basis, we will support the construction of Chinese herbal medicine planting bases, expand the scale of the bases, drive local employment and turn resource advantage into economic advantage.

In recent years, the vigorous development of the rural economy has gradually become the focus of the country's work. As a result, China has also put forward the policy of rural revitalization, to put forward the policy of rural revitalization to bring the development of the countryside up to date, drawing on advanced experiences for innovative practices and providing a feasible path for the development of rural cultural industries. The rural revitalization strategy is a hot topic at present. Rural revitalization is not a partial one-sided revitalisation but a comprehensive revitalization. As an important part of China's poverty eradication efforts, rural revitalization provides an opportunity to change the face of the countryside and develop the rural Chinese herbal medicine industry chain. Taking the Chifeng region as an example, local villages should seize this opportunity, combine with their own actual situation, actively develop the Chinese herbal medicine industry by making use of their resource advantages, and constantly carry out innovative practices, and drive the economy forward. In the context of the rural revitalization strategy, the local government should reasonably develop cultural resources according to the actual situation and drive the rural economy forward. As an important part of rural revitalization in the Chifeng region, the Chinese herbal medicine industry needs to make full use of Chifeng's resource advantages and turn them into a driving force for economic development. The Chinese herbal medicine industry in the Chifeng region plays an essential role in promoting the economic development of the local ethnic villages and can contribute to the prosperity of the local economy and society. There is an intersection between the rural revitalization strategy and the development of the Chinese herbal medicine industry, so the Chinese herbal medicine industry in the Chifeng region should be organically integrated with the rural revitalization of the Chifeng region as a unified system, and the two should be planned from a holistic perspective to achieve synergistic development. The development of the Chinese herbal medicine industry should not only meet the needs of the local people in terms of economic income, but also change the quality of life of the local people. The Chinese herbal medicine industry in the Chifeng region has special characteristics. Under the policy of rural revitalization, the establishment of a gathering place for the Chinese herbal medicine industry between townships using the advantages of existing resources can better promote the development of the Chinese herbal medicine industry in the Chifeng region to speed up the process of rural revitalization.

On March 6, 2021, China National leader mentioned in his speech when visiting members of the medical and health sector and the education sector participating in the fourth session of the 13th National Committee of the Chinese People's Political Consultative Conference (CPPCC) and attending the joint group meeting: We should do a good job in keeping the righteousness and

innovation of Chinese medicine and its inheritance and development, and establish a service system, service model, management model and talent training model in line with the characteristics of Chinese medicine, so that traditional Chinese medicine can flourish.[8] The guiding ideology for the development of the Chinese herbal medicine industry under the new situation has been clearly defined, indicating the direction for the revitalization of the herbal medicine industry. After years of development the Chifeng region's Chinese herbal medicine industry has taken shape, and with the further implementation of the Healthy China and Rural Revitalization strategies, and with the promotion of the 20th National Congress, the Chifeng region's Chinese herbal medicine industry has unparalleled opportunities and greater room for development. Establishing a unique industrial model for the Chifeng region around local resource advantages will help to achieve high-quality development of the Chifeng region's Chinese herbal medicine industry. It is worthwhile to pay attention to and discuss how to maintain and develop the glory of Chifeng's Chinese medicine industry.

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