

# *Cultural Integration and Tourism: A Study of Innovative Elderly Care Using Traditional Chinese Medicine*

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**Abstract:** Traditional Chinese medicine is an important part of The Chinese traditional medicine, not only has a long history and profound cultural deposits, but also has a unique treatment and prevention of diseases. With the continuous development of modern medicine and the intensification of international exchanges, the TCM industry is facing unprecedented development opportunities and challenges. With the arrival of the aging society, the pension industry is gradually rising, and the industry is also facing multiple challenges, such as talent shortage, imperfect facilities, and uneven service level, etc. Through the research and integration innovation of relevant literature, it is learned that the integrated development of multiple industries is not only conducive to the integrated development of various aspects, but also full of challenges. And the urgent need to explore solutions is of great significance to promote the sustainable development of the elderly care industry of the elderly health care center. The purpose of this study is to study the development status, challenges and solutions of the health care center industry for the elderly by discussing the future development trend and suggestions of TCM. The results of the study show that efforts to strengthen talent training, optimize facilities and increase financial support can move the industry to a healthier and more sustainable path.

## 1. Foreword

### 1.1. Research Background

Xinhua News Agency, Beijing, China, February 28, 2023: The General Office of the State Council recently issued the Implementation Plan for the Revitalization and development of TRADITIONAL Chinese Medicine (hereinafter referred to as the Plan), to further increase the support for the development of traditional Chinese medicine during the 14th Five-Year Plan period, and focus on promoting the revitalization and development of traditional Chinese medicine. Through the implementation of the Plan, by 2025, the construction of a high-quality and efficient TCM service system will be accelerated, vigorously promote TCM culture, and further enhance the international influence of TCM.<sup>[1]</sup>

In April 2015, The General Office of the State Council issued the Plan for the Development of TCM Health Services (2015-2020), proposing the development of TCM health tourism and TCM characteristic tourism routes. In February 2016, The State Council issued the Outline of the Strategic Plan for the Development of Traditional Chinese Medicine (2016~2030), proposing the development of TCM health tourism services.<sup>[2]</sup>

We will promote the organic integration of TCM health services and the tourism industry, and develop TCM health tourism with TCM cultural dissemination and experience as the theme, integrating TCM recuperation, rehabilitation, health preservation, cultural communication, business exhibition, TCM scientific research and tourism. The support of national policies makes the integrated development of multiple industries full of opportunities, but it still faces multiple challenges such as shortage of talents, imperfect facilities and uneven service level.

## 1.2. Significance of studying

Read some documents about the mutual promotion relationship between the integration of culture and tourism and traditional Chinese medicine health care and elderly care industry. From the discovery:

First, the combination of tourism and TCM can not only realize the development of local characteristic culture and promote the cultural spirit of TCM culture, but also help meet people's demand for health preservation and promote the innovation and development of TCM industry.

Second, through the intervention of tourism, it can promote the service upgrading of TCM health care and elderly care industry, and improve the service quality.

Third, the paper discusses the role of cultural and tourism integration in promoting the international development of TCM health care and elderly care industry. It is believed that tourism is an open industry. Through the promotion of tourism, TCM health care and elderly care industry can be promoted to the international market and improve its international influence.

To sum up, the integration of culture and tourism is of great significance to the development of TCM health care and elderly care industry. Through the integration of culture and tourism, it can promote the innovative development of TCM health care industry, improve the service quality and expand the international market. However, some problems and challenges remain to be addressed. Therefore, future research needs to continue to discuss the development mode and development strategy of the integration of culture and tourism and traditional Chinese medicine health care and elderly care industry.

## 1.3. Problem Statement and Objectives

The main questions of the current study are in the following aspects:

First, the integration degree of cultural tourism and TCM elderly care industry is insufficient: At present, the integration of cultural tourism and TCM health care and elderly care industry is still in the initial stage, and the integration mode, path and mechanism between the two are not yet mature.

Second, the lack of relevant integrated policy support and industry standards: although the national level has issued a series of policies to support the development of culture, tourism, health and health care and traditional Chinese medicine, the specific policies and standards for mutual integration are still insufficient.

Third, there is a lack of relevant professionals: the shortage of professionals who understand both culture, tourism, health care and the TCM elderly care industry, which restricts the deep integration and development of the industry.

Fourth, the market awareness of related industries is not high: consumers' awareness of the products and services combining culture, tourism, health care and TCM elderly care industry is

limited, and the market promotion is facing challenges.

Objectives of the current study:

First, the relevant units in the cultural tourism industry should clearly put forward the integration strategy of cultural tourism and TCM old-age care industry, explore the effective integration mode of cultural tourism and TCM health care industry, and provide strategic suggestions for the development of the industry.

Second, we call on the Chinese government to issue policies and standards for the integration of related industries, and encourage relevant institutions to issue specific policies and standards for the integration of culture, tourism, health and traditional Chinese medicine old-age care industries.

Third, domestic and foreign education and training institutions and universities should emphasize the cultivation of relevant industry talents, emphasize the cultivation and introduction of cross-field professionals to meet the needs of industrial integration.

Fourth, in the field of foreign economic and trade, we should actively promote the coordination between China and the international market, broaden channels and ways to tell Chinese stories well, improve consumers' awareness of the combination of cultural tourism, health care, and traditional Chinese medicine pension, actively publicize Chinese traditional Chinese medicine culture, and stimulate related consumer tourism.

## **2. The current development status and significance of TCM**

### **2.1. The current situation of TCM in helping rural development**

One is the role of traditional Chinese medicine in rural medical services: On August 4, 2023, for example, China province township and village party branch organization volunteer teams, to "carry forward the essence of China, inheriting the traditional Chinese medicine culture" as the theme, in rural township clinics "sanfu regimen, winter disease summer" health promotion and clinic.

The residents of the area actively participated in the activity, and expressed the recognition of traditional Chinese medicine treatment technology, and fully recognized the professional guidance of a township health center, which greatly improved the awareness of the masses of traditional Chinese medicine health, treatment and prevention, and enhanced the residents' awareness of health care. It has laid a foundation for taking people's health as the center, integrating high-quality medical technology and quality services into the diagnosis and treatment, and improving the people's medical experience.

Second, the role of traditional Chinese medicine in the development of characteristic agriculture: for example: in recent years, Henan Hui County adhere to the party lead, lead the development of Chinese herbal medicine planting as an important gripper, make use of geographical ecological advantages, built 600 mu of golden silk chrysanthemum industry planting base, the construction of the village the drying workshop and drying field, registered hui river longwan trademark, and signed a contract with any industrial co., LTD., through the electric business platform sales floor village river longwan brand of agricultural products. Based on the advantages of regional resources and industrial foundation, it has expanded the planting scale of Chinese medicinal materials, extended the industrial chain to produce great economic and social benefits, enhanced the added value of the industry, cultivated the brand value, and become a leading industry to consolidate the achievements of poverty alleviation and boost rural revitalization. The integrated development model of "Party building + industry + health care" has been gradually improved, driving the increase of farmers' income with characteristic industries and boosting rural revitalization.

Traditional Chinese medicine has unique advantages in the characteristic agriculture, planting and processing according to local conditions. In the whole process of planting, breeding and processing of traditional Chinese medicine, local farmers and TCM experts can provide appropriate planting and

breeding technologies according to the natural environment and geographical characteristics of different regions, adjust the agricultural industrial structure, promote the development of characteristic agriculture, and increase farmers' income to boost the integrated development of traditional Chinese medicine culture and tourism.

<sup>[3]</sup> The Strategic Plan for the Development of Traditional Chinese Medicine (2016-2030) issued by The State Council puts forward that, with the development of new industrialization, information technology, urbanization and agricultural modernization, the process of population aging is accelerating, and health services are developing vigorously, people have an increasingly strong demand for traditional Chinese medicine services. Urgently need to inheritance, development and use of traditional Chinese medicine, Chinese medicine into full play its role in deepening the reform of medical health system, the benefit of human health. The introduction of the Outline brings an important opportunity for the development of TCM health services and health tourism industry, highlighting the unique role of TCM in the innovative development of home stay tourism. TCM home stay can not only provide tourists with traditional TCM health, rehabilitation and other services, to meet the diversified needs of tourists for health vacation.<sup>[4]</sup> In addition, we can cooperate with local farmers and fishermen to innovate and develop TCM experience tour and TCM food tour, so as to help the development of local rural home stay industry and increase farmers' income.

However, there are many problems in the integration of TCM health service and tourism industry, such as insufficient market segmentation and product development depth; governments at all levels and medical and cultural tourism need long-term consultation and cooperation to promote the positive development of industrial integration; TCM + tourism professionals, it is urgent to study and cultivate such compound talents to meet the surging demand of this emerging industry.

### **3. Traditional Chinese medicine power, the significance of cultural tourism and health care industry**

#### **3.1. Promote local economic development**

The National Health Commission held a press conference in Beijing on August 17, 2023 to introduce the fourth China (Gansu) Traditional Chinese Medicine Industry Expo.

Gansu TCM industrial cluster has established an industrial chain development system covering the whole process of planting, storage, circulation, processing, innovation and use of Chinese herbs, which has improved the quality level and industrial competitiveness of Chinese herbs in Gansu. In addition, in terms of TCM tourism, health and other industries, the region plays the advantages of TCM cultural resources such as "medical ancestor" and Huangfu Mi, "ancestor of acupuncture", to promote the deep integration of TCM culture and TCM health tourism. Through the construction of national traditional Chinese medicine health care tourism innovation zone in southeast Gansu, the province has built 31 traditional Chinese medicine health care tourism industry bases and industrial parks integrating centralized medical rehabilitation, health care and leisure tourism.<sup>[5]</sup>

In the development process of the TCM industry cluster in Gansu, it has increased the income of local farmers, improved the living standard of local farmers, satisfied the pursuit of a better life as much as possible, promoted the economic development of local rural areas, and helped the implementation of the "all-round well-off society". In addition, TCM industry is a low pollution and low emission industry. The development of TCM is conducive to the implementation of the local "clear water and green mountains are golden mountains and silver mountains", which is conducive to reducing local agricultural water and soil pollution, and improving the local ecological environment.

### **3.2. Help the diversified development of the rural excellent culture**

In recent years, a village in Henan Province of China has been planting traditional Chinese medicine (TCM) in combination with other villages, making contributions to the local rural revitalization through the inheritance and development of local TCM industry culture, such as TCM planting, processing, scientific research, tourism project integration and other innovations.

The village of Chinese medicine cultural tourism project director said the village will rely on their own advantages, adjust measures to local conditions to create characteristic brand village, on the basis of the introduction of cultivation of Chinese medicine culture and tourism industry, combined formation of planting, visit, experience, science, studies in the integration of TCM culture ancient village, promote the development of traditional Chinese medicine planting, processing, studies tourism integration. We will tell TCM stories well, promote TCM culture, promote rural revitalization, and help village collectives and the people increase their incomes.

Traditional Chinese medicine is the result of the Chinese people's continuous accumulation and summary in thousands of years of productive labor, living practice and medical practice. It is the Chinese working people who, in the process of fighting against diseases for thousands of years, have gradually accumulated rich medical knowledge. Traditional Chinese medicine has the profound cultural heritage in its location, and is an important part of the local rural culture. Through the development of the local traditional Chinese medicine industry, it is conducive to excavating the local rural cultural resources, promoting the inheritance and development of the local excellent rural culture, and enhancing the local people's confidence in its excellent rural culture. At the same time, the traditional Chinese medicine industry can promote the integration of local rural excellent culture and other industries, and promote the diversified development of rural excellent culture.<sup>[6]</sup>

### **3.3. Traditional Chinese medicine health care tourism helps comprehensively revitalize rural areas**

In recent years, Sichuan traditional Chinese medicine adheres to the integration of the three industries. The planting area of Chinese medicine in the province is 8.5 million mu, the comprehensive output value of Chinese medicine has reached 120 billion yuan, 247 Chinese medicine enterprises, with a revenue of 58.1 billion yuan, and the integrated development of "Chinese medicine + health care, tourism and culture". Many parts of the province use TCM industry to boost local economic development and rural revitalization.

According to the relevant person in charge of Sichuan S city health committee, S city make full use of the regional resources, adjust measures to local conditions to foster the "+" traditional Chinese medicine, developed the traditional Chinese medicine core industry base, traditional Chinese medicine shall planting and Chinese herbal medicine processing organic connection, build a sustainable, diversified, characteristic of Chinese herbal medicine region economy, help the rural revitalization. At the same time, focusing on "medicine", "health" and "health", with rural leisure business as the core, it has continuously strengthened the display of TCM health characteristics, and promoted the development of new forms of business such as "TCM + tourism" and "leisure agriculture + health care". This place has built up the local "medicinal fragrance garden of health" characteristic industry, and won the honor of "Sichuan Traditional Chinese medicine health tourism demonstration base".

Rural revitalization, industry is the foundation, and talent is the key. The local TCM industry can provide support for the local villages according to local conditions, provide employment opportunities for local farmers, increase their income and improve their living standards. The development of the local TCM industry is conducive to attracting more outstanding professionals from various aspects to enter the rural areas, promoting the revitalization of local rural talents, and

providing a strong guarantee for the rural revitalization in the local areas.

#### **4. Traditional Chinese medicine to help, cultural tourism and health care industry suggestions**

First, it is necessary to increase the policy support and support for the TCM industry, improve the formulation of relevant policies and measures, and promote the rapid development of the TCM industry. At present, China's TCM laws and regulations are not perfect, there is a lack of supervision and regulation of the TCM industry, and there are some chaotic and disorderly development problems in the TCM industry. In addition, the TCM industry lacks unified standards and objective data to support the curative effect, and it cannot accurately evaluate the efficacy of TCM, leading to the low recognition of TCM in the domestic and foreign markets, different standards among various TCM enterprises, resulting in uneven product quality and low trust of patients in TCM.

Second, we will increase investment in the TCM industry, attract private capital into the TCM industry, and promote industrial upgrading. It is necessary to strengthen the quality management of Chinese medicinal materials, formulate the quality management standards of Chinese medicinal materials, improve the quality of Chinese medicinal materials and enhance the overall level of Chinese medicine. It is also necessary to develop the TCM industry chain, improve the development model of the TCM industry, and improve the overall competitiveness of the TCM industry.

Third, the national government and other relevant institutions should increase the support to the TCM industry talents, cultivate and introduce TCM talents, and promote the development of TCM industry. Chinese medicine professionals are encouraged to study the theory of TCM, promote the development of TCM academic research, and provide theoretical support for the development of TCM.<sup>[7]</sup>

Fourth, we should give full play to the scientific and technological advantages of TCM in specialty agriculture, and promote the combination of TCM specialty agriculture with tourism, home stay and other industries. It is conducive to improving agricultural production efficiency and promoting the development of rural characteristic industries. It also clarifies the development direction and goal of TCM characteristic B & B, which is conducive to promoting the development of home stay industry, strengthen the management and service of TCM characteristic home stay, improve the service quality of home stay, meet the needs of tourists, and increase the farmers' income.

#### **5. Conclusion**

Traditional Chinese medicine is an important part of inheriting China's excellent traditional culture. But at present, the TCM industry is facing new opportunities and challenges. The TCM industry should grasp the development opportunities, make important measures to deal with the aging society, and explore the development potential. However, the industry still faces a number of challenges. By strengthening talent training, optimizing facility construction, and increasing financial support, the industry can move towards a more healthy and sustainable development path. Future research can further explore how to improve the service quality and operation efficiency of the health care center industry for the elderly, as well as how to build a good industrial ecosystem to realize the sustainable development of society, economy and environment. The related industries of the integration of TCM and its derivatives in China should not only strive to create a good environment for the development of contemporary health and traditional Chinese medicine (TCM) industry, but also actively strive to improve the quality of TCM personnel training by strengthening the theoretical construction of TCM industrial chain, strengthening the propaganda of TCM policy, and constantly improving the professional level and quality of TCM.

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