

Analysis on the Present Situation of Tourism Culture in Yao Medical

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Abstract

Yao medicine (hereinafter referred to as Yao medicine) culture is the treasure of Dayaoshan to Yao people and the source of Yao people's endless life. How to combine the protection and inheritance of Yao medicine culture with the development of tourism scientifically and reasonably, and better benefit mankind, there are still many obstacles in theory and practice. Such as the evaluation index and feasibility of Yao medicine culture tourism resources, the market prospect of Yao medicine culture tourism products and so on. If these basic obstacles in front of tourism development are not well solved, it is difficult to realize the beautiful blueprint of protecting and inheriting Yao's medical culture through tourism. From this, this paper combs and studies the problems to be solved in the development of Yao medicine culture tourism.

Keywords

Yao nationality; Medicine; Tourism.

1. Research Background

(1) Yao medicine culture heritage deep danger. Yao nationality does not have the language of their own nation, Yao medicine technology is based on the oral memory of the medical practitioners from generation to generation, in the process of spreading caused the loss of Yao medicine culture, plus father, son, son, daughter-in-law inheritance, some old Yao doctors before dying to pass on skills to future generations, elderly medical practitioners because of the lack of successors, coupled with the complexity of Yao medicine work, human costs, industrial manufacturing impact and other internal external factors to promote modern young people to Yao medicine transmission.



Figure 1. Yao folk doctors pick herbs

(2) Physical and mental health has become an urgent need of modern people. According to the World Health Organization, only 5% of the world's people are healthy, 20% are in a state of illness, and the remaining 75% are in a state of sub-health ^ such as fatigue syndrome, social maladjustment, depression, anxiety, etc. By paying attention to nature, life, and then themselves, they have produced a new concept of health care, which has become a new pursuit of urban sub-health people. As a way of life of modern people, tourism is gradually influenced by the concept of "health care ". The concepts derived from foreign medical tourism to domestic medical tourism are becoming more and more diversified. The concept of tourism is becoming more and more healthy.

2. Opportunities

At present, the development of Yao medicine culture has a good social conditions, coinciding with a rare opportunity.

(1) State and local policies ensure that since the "18th National Congress "report of the Party proposed to" support the development of traditional Chinese medicine and ethnic medicine ", the State Council has successively put forward various policies and measures. From "actively developing Chinese medicine health tourism" proposed in August 2015 to "promoting the organic integration of Chinese medicine health services and tourism industry" in November 2015, and "promoting the integration of traditional Chinese medicine with health care and tourism culture" in February 2016, Promote the development of Chinese medicine and ethnic medicine to national strategic level, pay special attention to its development.

(2) February 2016, In the outline of the Strategic Plan for the Development of Chinese Medicine (2016-2030), the State Council pointed out a line for the development of Chinese medicine, Mainly to promote the culture of traditional Chinese medicine, Build Chinese medicine health tourism demonstration products, March, The Outline of the Thirteenth Five-Year Plan for the National Economic and Social Development of the People's Republic of China proposes that under the background of "Belt and Road, Chinese medicine should be combined with education, culture, science and technology, sports and other fields. April, "The establishment of the National Chinese Medicine Health Tourism Demonstration Zone (Base, Project)" was officially launched by the National Tourism Administration and the National Administration of Chinese Medicine, The "19th CPC National Congress "report in 2017 explicitly proposed the implementation of the healthy China strategy, Advocating a healthy and civilized lifestyle, Stick to both Chinese and Western medicine, Inheritance and development of traditional Chinese medicine. Many policies from top to bottom have opened a new era of traditional Chinese medicine tourism, For Chinese medicine and tourism is a win-win state.

On March 30, 2017, the Guangxi health industry investment cooperation project promotion meeting was held in Nanning. A total of 130 projects of Guangxi health industry were introduced as key investment objects, including 8 projects of biomedicine and traditional Chinese medicine Zhuangyao medicine industry. During the 13th Five-Year Plan period, Guangxi made great efforts to develop the characteristics of traditional Chinese medicine (including ethnic medicine) in Guangxi through the platform of "Longevity Township ", encouraged the combination of ethnic medicine and health care and old-age tourism, focusing on the six health tourism sections of traditional Chinese medicine in the left and right river basin, Panyang River basin, Beibu Gulf coastal area, Dayaoshan and Northeast Guangxi, and made great efforts to construct the Guangxi health tourism brand of traditional Chinese medicine Jinyao proposed to complete the establishment of the " hometown of Chinese medicine "by 2020. During the 13th Five-Year Plan period, we should focus on building a brand, that is, the hometown of Chinese Yao medicine, and the two parks, namely Jinxiuyao Medical Health products Industrial Park and the China Yao Medicine Resource Reserve; Three centers,

namely, the International Yao Medical Health and Rehabilitation Center, the Chinese Yao Medical Culture Exhibition Center, the Jinxiu Ming Youteyao Medicinal Materials Trading Center, four bases, namely, the superior Yao medicine planting base, the Yao medicine health tourism demonstration base, the Yao medicine clinical application training base, the Yao nationality characteristic medicine bath cooperation innovation base.

It can be seen that both national government policies and local government planning have laid a solid policy guarantee for the development of pharmaceutical culture tourism.

3. Purpose of Study

In order to survive and live better, the Yao people created rich Yao culture with their own wisdom and sweat. Due to the limitation of geographical location, the lack of infrastructure, transportation and natural disasters restrict the development of Yao economy, and the imperfect industrial structure seriously hinders the development of local economy. The development of tourism has brought business opportunities and the possibility of getting rid of poverty to Yao Zhai. The original national customs have been moved to the stage of tourism performance. The Yao people who used to take agriculture as the main industry have more participation in tourism activities. At present, more and more scholars pay attention to the history and local customs of the Yao nationality. Under the gradually rich Yao research system, the researchers encourage the later researchers to study the Yao culture in detail and diversity. This topic selects the Yao medicine culture in the Yao nationality culture as the breakthrough point, through the tourism research angle of view, realizes the Yao medicine culture innovation inheritance. Through the development of Yao medicine cultural resources, the development of tourism with Yao characteristics can enhance the attraction of Yao medicine culture, reduce the possibility of the extinction of Yao medicine culture, and achieve the role of protecting and developing Yao medicine culture.

4. Research Significance

Yao medicine culture is the belief value of Yao people for thousands of years, and it is the material guarantee and spiritual motive force for Yao people to reproduce and develop sustainably. It is of great significance to study the protection, inheritance and development of Yao medicine culture under the new situation, both in reality and theory.

(1) Relevance

It is helpful to enhance the cultural confidence of Yao people in Yao culture. The Yao people growing up in Dayao Mountain are not afraid of difficulties and create a rich and colorful Yao medicine culture under the social environment of national oppression. Therefore, through the perspective of tourism development, more Yao people spontaneously and actively protect and inherit their own culture, objectively rescue the Yao medicine cultural heritage, and promote heritage protection to a new level. It is helpful to promote the economic development and social prosperity of Yao nationality area. The CPC Central Committee and the State Council attach great importance to the economic construction of ethnic areas and encourage and support the development of industries in ethnic areas. As far as Jinxiu Dayao Mountain is concerned, as many as 1351 of the 1528 native plants grown in ethnic areas will integrate and develop these resources into tourism resources. It will lead a group of Yao people to get rid of poverty and become rich, improve their living standards, promote local economic development and promote the leapfrog development of tourism in ethnic areas. It is helpful to enrich the cultural connotation of national characteristics. Cultural diversity is the source of interaction and innovation. Because the country adheres to the policy of national diversity and cultural diversity, it is the source of continuously stimulating the innovation vitality of society. Otherwise, it will lead to the social unification, lag, and even the consequences of extinction, the

arrival of a large number of foreign or foreign tourists, on the one hand, the relatively closed Yao medicine popular areas of the people really feel the rich and colorful outside world, Encourage them to go out and integrate into the world, on the other hand, foreign tourists can experience the diversity and mystery of ethnic minorities. Yao medicine culture, as an important part of Chinese culture, makes it a modern culture that conforms to the advanced socialist culture and reflects the national characteristics through the inheritance and development of tourism development platform. Further strengthen the cultural foundation of socialism with Chinese characteristics, so that the development of Chinese national characteristics culture vitality forever.

(2) Theoretical significance

It is beneficial to further explore the internal law of the development of Yao medicine culture. There are both universality and particularity between culture and culture. Yao medicine culture is more obvious because of its national particularity and regional characteristics. But at present, the research field of Yao medicine culture inheritance and development is relatively narrow, and there is less systematic research. Through the comprehensive and in-depth study of Yao medicine culture tourism, it is helpful to clarify the context of Yao medicine culture development, sum up the internal law of its development, and make up for the vacancy of Yao medicine culture tourism research. It is beneficial to expand the theoretical research system of special tourism of traditional Chinese medicine culture. At present, Chinese medicine cultural tourism has received attention and attention from all sides at home and abroad. Minority medicine has its own characteristics and laws in the system of traditional Chinese medicine, which condenses the natural environment and humanistic environment for the survival and development of ethnic minorities themselves, and together constitutes a diversified national culture. The in-depth study of the innovative inheritance road of Yao medical culture is helpful to better understand and understand the particularity and universality of minority medical culture and expand the development path of medical culture tourism.

It is helpful to enrich and develop the strategic theory of cultural development and prosperity. At present, the development of cultural industry has risen to national strategy, and the momentum of cultural tourism has sprung up. This paper makes a thorough and detailed analysis of Yao's medical culture, makes up for the blank of Yao's medical culture tourism, and enriches the strategic theory of the whole area tourism.

5. Overview at Home and Abroad

(1) research on medical or pharmaceutical tourism

The main foreign literature is medical tourism (Medical Tourism), and medical tourism is health tourism (Health Tourism). As early as ancient Rome, a small number of people chose to go to other countries for disease treatment S there was no related noun. With the development of economy and society, the phenomenon of medical demand has gradually attracted the attention of academic experts and scholars. Jonathan (1994) believe that health tourism attracts tourists through destination-specific attractions and medical services Smith and PuckS (2009) distinguish medical tourism from health tourism. They think medical tourism is one of health tourism, and tourists choose their destination for surgery or professional examination. Under the background of the prevalence of ecotourism (Ecological Tourism), some scholars have competed for the relationship between medical tourism and ecotourism. Christine N.B et al. (2012) think that medical tourism is a form of ecotourism and a kind of leisure tourism. In order not to be limited by local medical treatment, purposeful travel to another place for fun, relaxation, escape from daily tension and oppression. The connotation of medical tourism is diversified, Foreign scholars turn their attention to the classification of medical tourism, The classification of medical tourism by Malice and Karla(2007) is a more recognized way in the

world today, medical tourism is divided into invasive surgical treatment, medical diagnosis and lifestyle medicine, and the improvement of living standards. People are gradually paying attention to food and clothing, turning to nature, life, health. Medical tourism is considered to be an industry that will continue to grow in the next 10 years. Choosing to go to another country for medical services, in addition to considering cost and time, medical tourists will also consider, for example, in order to get special, rapid and effective treatment. Also pay attention to the protection of personal privacy and other factors. It's worth noting, At present, medical tourists, mainly from developing countries, seek medical services from more developed regions. Peter(2011) found that in order to escape the mainland's "one child policy", Chinese mainland many couples choose to give birth in Hong Kong. And children born in Hong Kong can obtain Hong Kong permanent residence conditions, visa-free, education, health care and other social benefits.

With the help of "Internet +", medical tourism has ushered in its network era. Cormany D. and Badoglio S. use (Correspondence Analysis) to analyze the content of medical tourism web service providers, such as contact information, local maps, medical cost valuation and other website links, as well as related medical services, such as translation services, air transportation services, medical appointments, hotel reservations and other 12 indicators. Select 57 website data for correlation analysis, and provide a reference for medical tourism intermediaries to provide better service for future tourists. As a new industry, medical tourism must have positive and negative effects, which are mainly manifested in increasing gross national product, increasing foreign exchange income, providing employment, maintaining balance of payments and so on. In contrast, the development of medical tourism has also brought many problems: living organ transplantation, doctor assisted suicide, abortion, stem cell therapy, etc. In addition, the wrong data information can lead to the reduction of medical quality and threaten the safety of patients. In recent years, international medical tourism has developed rapidly, and its good market prospect has attracted the attention of domestic experts and scholars. In China, the evolution process of medical tourism, traditional Chinese medicine tourism and national medicine tourism has emerged in this respect. "Medical tourism" is the original concept of our country. Domestic medical tourism is in its infancy, and most of the research results are still in the stage of theoretical and conceptual exploration. Liu Tingfang et al. (2009) believe that medical tourism is all tourism activities that can contribute to the health of tourists. It refers to providing fashionable and healthy participatory activities on the premise of tourism health care, disease prevention, emergency care, rehabilitation, beauty and recuperation, which not only enables tourists to expand their knowledge, but also achieves the effect of strengthening their health and pleasing their body and mind. Some scholars also put forward that medical tourism refers to a form of tourism combined with treatment and recuperation, and in a broad sense refers to healthy tourism. Zhang Qun (2002) believes that traditional Chinese medicine tourism is a kind of ecotourism, a tourism project based on traditional Chinese medicine resources, which combines tourism with traditional Chinese medicine. Tourists can not only understand the knowledge of traditional Chinese medicine, but also experience the special tourism activities of traditional Chinese medicine culture. Liang Xiangping and Gan Qiaolin (2008) have summed up the three main driving forces of international medical tourism development: the poor price of medical service, the contradiction between supply and demand of medical resources and the increasing demand for new medical tourism, and draw lessons from the experience of foreign medical tourism development. For our country Chinese medicine health care tourism brand building put forward the opinion 2. On the basis of studying the influencing factors, conditions and effects of the development of international medical tourism, most other scholars analyze the reasons for the lag of the development of medical tourism in China, so as to draw suggestions and measures for the development of related tourism in China in terms of management system, market norms,

product construction and so on. There is a lack of systematic research on ethnic medicine tourism, which is mainly summarized in the major categories of traditional Chinese medicine tourism research. A small number of scholars choose the western part of China as the research point, mainly aimed at the exploration of Tibetan medicine culture. Excavate local national medicine cultural resources, construct national medicine culture tourism model and industrialization development. Zhang Wenju (2010) used SWOT analysis to analyze the advantages, disadvantages, opportunities and challenges of medical tourism in Guangxi, and advocated the linkage development of medical and tourism industries in Guangxi to promote the development of medical tourism industry.

(2) Study on Yao's Medicine Culture

Taking December 30, 2017 as the time node, Through Baidu academic literature search tool, With "Yao" and "medicine" as the key words, Got 592 articles, Take "Yao medicine" as the key word, With 369 results, And "Yao medicine tourism" as the key word search, The result is 0. The research on Yao's medicine culture is mainly focused on the fields of medicine, ethnology, anthropology and historiography, Use qualitative and quantitative methods to study. Medically, According to the efficacy of Yao medicine, That is, in gynecology, pediatrics, orthopaedics, rheumatism, medicine bath and other content of medical professional inquiry; Ethnology, From the Yao religious ceremony, heritage protection and other aspects of Yao medicine culture; History, Because the Yao people don't have their own language, So there's no Yao monograph, Until modern times, there were monographs, The most comprehensive monograph on Yao Medicine is Qin Xunyun's Chinese Yao Medicine, The book collected thousands of Yao medicine recipe, test recipe, List by disease, Is the current more authoritative Yao medical books. The earliest Yao medicine records are Chinese history books, Yao's medical culture has become an economic activity, to make a living, Yao people used some medicinal herbs as a tool for barter, They live in the mountains, slash and burn, Amomum, beans, taro, nan, lacquer, leather, rattan, To the ground, Another mountain "." migration

Dong Mingjiao and Zhong Zhenguo (2005) found that before the 1970s, the research on Yao medicine was limited to the collection and arrangement of Yao medicine, while the study on Yao medicine began in the early 1980s. Dai Bin et al. (1997) conducted a four-year investigation on the varieties, naming principles, application characteristics and resource status of Yao medicine in Jinxiu, Gongcheng and Nanning, Guangxi, and pointed out the difficulties and obstacles faced by Yao medicine, cultural impact, and resource protection. Feng Qiuyu et al. (2013) and Liu Taoyan et al. (2014) investigated the Yao medical resources in Jinxiu County, Guangxi, respectively, and made constructive suggestions and suggestions on the development of Jinxiu Yao medicine.

(3) Research methodology

The research methods can be divided into four categories: descriptive, conceptual, structural model and mathematical statistics. There are many evaluation methods of medical tourism, such as the combination of investigation and econometric analysis, semi-structured interviews, foreign research on medical tourism pays more attention to the use of mathematical statistics, while domestic use of conceptual description methods. The starting point of the study of William and Lifters is based on whether medical tourism is encouraged and, if so, in what form, and then choose the ANP (Analytic Network process) method to analyze the benefits, costs, opportunities and risks of medical tourism. In order to evaluate medical tourism from many angles, some scholars use comprehensive data such as resources, tourist market, technology, price and regional accessibility. (a) A variety of survey methods will be used to analyse the main influencing factors from environmental factors; then the influencing factors will be arranged to form a SWOT matrix; and a horizontal and vertical evaluation will be used to evaluate the advantages and disadvantages of medical tourism development. The horizontal evaluation is to find the problems of medical tourism development and propose solutions. This evaluation data

is mainly derived from the economic data and social environment data of the tourist destination; The longitudinal evaluation is mainly to analyze the feasibility of developing medical tourism in tourist areas, in which the evaluation data mainly come from political, economic, social and environmental factors, and then carry out countermeasures analysis.

6. Review of the Study

Looking at the domestic and foreign literature related to this topic, it is not difficult to find that both medical tourism and medical tourism are relatively new tourism projects in the world. From the research content, the current research is in the transition from theoretical exploration to case pilot research, while the relative foreign research is more mature and diversified. Domestic related research is mainly referred to foreign theoretical basis, development model, development characteristics and so on, and then according to the actual situation in China to innovate, evolved more specific Chinese medicine tourism and national medicine tourism concepts. In terms of research methods, although some experts and scholars have used a combination of qualitative and quantitative methods, the research methods are relatively single and shallow, which urges later researchers to pay more attention to quantitative research on medical or pharmaceutical tourism. Using scientific data to analyze the culture of pharmaceutical tourism, especially ethnic medicine tourism, can effectively reduce tourists' concerns about ethnic medicine. Because pharmaceutical tourism is a cross-cutting research subject, it is biased against its own professional knowledge in the discussion and research. Domestic scholars have a wide range of concepts of pharmaceutical tourism, and the research conclusions are still in question. In particular, the study of ethnic medicine tourism, medicine, tourism, ethnology and anthropology have poor linkage research, such as Yao medicine culture tourism research is rare, the previous research data is less, which also increases the difficulty of this study, but based on the previous research is very necessary for this paper.

7. Conclusion

The development of national tourism is the demand of tourists' leisure experience. In the process of tourism, tourists to a place, the final impression is not necessarily how beautiful the local landscape, but the local folk customs, folk customs and other cultures. The mountains and rivers of Dayao Mountain are unique in nature, but they are a little inferior to the nearby Guilin mountains and rivers. What can attract tourists to come in and travel is often the national culture of Jinxiu Yao nationality, such as the fire sea, Yao song and dance, Yao dress, embroidery, and magic Yao medicine. This is a living culture, which is not only the accumulation of historical culture, but also the continuation of a culture, and it is also urgent to protect.

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