

Research on the Development of Traditional Chinese Medicine Health Tourism

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Abstract

As an emerging trend of tourism industry, TCM health tourism has broad development prospects. Based on the research and analysis of TCM health tourism literature collected in CNKI periodical database from 2000 to 2020, this paper attempts to show the relationship of knowledge structure and its evolution law in TCM health tourism development. The research finds that: 1) The research on TCM health tourism started late and is still in the marginal field, showing obvious niche; 2) The author cooperation is limited to the same institution, and there is no close cooperation between the research institutions; 3) The development of TCM health tourism can be divided into two stages: initial stage (2000-2015) and developmental stage (after 2016). It is suggested that future research can be promoted from the following aspects: research content should pay more attention to the empirical and microcosmic level of operability; The research method should strengthen the application of quantitative analysis; The research trend should pay attention to resource integration and industry integration.

Keywords

Traditional Chinese Medicine; Health Tourism; Review.

1. Introduction

In recent years, due to the accelerating pace of life and irregular living habits, people's health condition has received the serious threat. The single sightseeing tourism can loosen body and mind, release the pressure, but can't meet the needs of people for health. Therefore, TCM health tourism has gradually become the a trend of tourism. As one of the branches of health tourism, TCM health tourism is a special form of tourism that integrates the health service industry and tourism. Its purpose is to give full play to the unique advantages of TCM and combine with other forms of tourism activities to provide the public with unique TCM health tourism services. The Chinese government has constantly issued decrees to encourage and guide the development of TCM health tourism. Based on the unique advantages of TCM in China, TCM health tourism projects with distinctive characteristics and brand effect have been actively developed. In 2016, the establishment of national TCM health tourism demonstration zones (bases and projects) was officially launched, with the goal of building unique TCM health tourism demonstration zones, demonstration bases and demonstration projects nationwide [1]. In 2020, the world is shrouded in the haze of COVID-19. In the process of COVID-19 treatment, TCM has demonstrated its unique advantages and provided effective solutions, contributing China's strength to the global fight against the unprecedented epidemic, which also ushered in a historical opportunity for the rapid development of TCM.

With the Traditional Chinese Medicine health tourism developing so far, all the scholar's research focuses on the development of Traditional Chinese Medicine health tourism service product, the analysis of product development facing the present situation, existing problems and putting forward countermeasures. However, they did not realize the instructional significance of theoretical research. In the future, how to develop the TCM health tourism has

not yet formed systematic theory research. The literature in this paper was retrieved from CNKI, and the source was selected as journals. Since there was no clear difference between the concepts of "TCM health tourism" and "TCM tourism", the retrieval conditions were set as "Subject = TCM health tourism or TCM tourism" and "year =2000-2020". The retrieval time is December 31, 2020. A total of 275 articles were obtained. After excluding the literatures without authors, English literatures and other irrelevant contents, a total of 188 original sample data literatures were obtained, and only 17 CSSCI and core papers were obtained. In order to provide valuable theoretical basis for the research in this field, the research status and knowledge structure of TCM health tourism are objectively presented by analyzing the research samples from the number of publications, authors of literatures, research institutions and keywords.

2. Time Difference Analysis

According to the publication time of 188 literatures retrieved from CNKI, several characteristics of TCM health tourism research in China can be concluded. First, Traditional Chinese Medicine health tourism in the field of tourism research in China starts late. It was not until 2000 that it was first proposed by Jingming Wang and Jinghe Wang. They think tourism can bring huge economic effect of Chinese medicine, so they put forward to promoting the development of economy and inheriting traditional culture of Chinese medicine in China, taking full advantage of rich resources of traditional Chinese medicine and cultural resources in our country, to develop TCM health tourism vigorously [2]. Second, in the ten years since 2000, there has been almost no research on TCM health tourism in China, with less than two articles published annually. Since 2011, more and more scholars have begun to pay attention to TCM health tourism, and the publication of relevant literature has gradually increasing. In 2016, the number of articles published suddenly increased greatly. This is mainly because a number of policies and guidelines on promoting the development of TCM health tourism were issued in that year, prompting a large number of scholars to focus on this field. Third, although the research on TCM health tourism has generally shown an upward trend in the past decade, compared with other tourism branches, the total number of publications is still in the marginal field, showing an obvious niche, which is consistent with the actual situation of TCM health tourism in China [3].

3. Analysis of Literature Authors and Research Institutions

Literature authors and research institutions are the fundamental driving force to promote the development of the discipline. The co-occurrence analysis of literature authors and research institutions is carried out to analyze the amount of their publications and the cooperative relationship between them.

The authors with a large number of publications mainly include Qun Zhang [4] from Hunan Institute of Engineering, Yuanyuan Sun [5] from Nanjing University of Traditional Chinese Medicine, Jin Feng and Jianbo Guo [6] from Hunan University of Traditional Chinese Medicine, Shuangyan Yu [7] and Dongming Yao [8] from Jiangxi University of Traditional Chinese Medicine. From the perspective of author cooperation, the cooperative network is relatively scattered, and there is less cooperation among domestic scholars. Most of the cooperative relations exist in the same university, such as Jin Feng and Jianbo Guo of Hunan University of Traditional Chinese Medicine. Scholars in this field should strengthen in-depth exchanges and cooperative research, contribute common wisdom, and promote the rapid and healthy development of TCM health tourism.

Nanjing University of Traditional Chinese Medicine, Hunan Institute of Engineering, Anhui College of Traditional Chinese Medicine, Jiangxi University of Traditional Chinese Medicine, Beijing University of Traditional Chinese Medicine and other universities pay more attention to

the research of Traditional Chinese Medicine health tourism. Most of them are Traditional Chinese Medicine universities, while other universities pay less attention to this field. Bo Ma, Rongbin Yang, Yi Deng, which come from Anhui college of traditional Chinese medicine, has published the "Traditional Chinese Medicine health tourism exploration and practice of talent cultivation". In the article, they creatively put forward novel and practical views. They think that in order to deal with the extreme lack of the talents needed by the market, colleges and universities need to have the curriculum reform, from a long-term point of view. Traditional tourism management only pays attention to imparting tourism related discipline knowledge, so the cultivation scheme already can not adapt to the needs of the market. Colleges and universities need to update the training plan urgently, increase relevant courses and knowledge of Traditional Chinese Medicine in its curriculum system, enrich the knowledge system of tourism management professionals, to make it better service to develop tourism [9]. At the same time, the cooperation between research institutions is the same as that between literature authors. There is a lack of cooperation and close contact between institutions, so exchanges and cooperation should be strengthened in the future.

4. Key Word Analysis

From the keyword frequency, occurrences more are: Traditional Chinese Medicine health tourism (65), Traditional Chinese Medicine tourism (43), Traditional Chinese Medicine (40), health tourism (24), the culture of Traditional Chinese Medicine (14), tourism (9), Traditional Chinese Medicine industry (8), trade in services of Traditional Chinese Medicine (6), tourism resources (6). In terms of keywords' centrality, the top keywords are: TCM tourism (0.56), TCM health tourism (0.55), TCM culture (0.24), Traditional Chinese Medicine (0.22), health tourism (0.15), health industry (0.13), and The Belt and Road Initiative (0.12). "TCM health tourism", "TCM tourism", "tourism", "TCM culture", "health tourism", "TCM" and "tourism resources" are the main keywords with high correlation. However, on the whole, the development of TCM health tourism industry lags behind and fights alone, lacks integration and development with other industries, and the industrial chain is incomplete. In the future development research, it is necessary to strengthen resource integration in all aspects and promote the integrated development of TCM health tourism industry with other industries.

The development and change of keywords can intuitively show the development and change of the research process of Traditional Chinese Medicine health tourism by Chinese scholars. Generally speaking, the development process can be roughly divided into two stages, which is consistent with the number of publications in this field over the years, because the development period of this field is relatively short and the development is slow in the first ten years.

The first phase is from 2000 to 2015. At this stage, TCM health tourism has just started, and there are few studies and publications in this field by scholars. In 2000, the concept of TCM health tourism was first proposed by Jingming Wang and Jinghe Wang, who believed that TCM health tourism would bring huge economic benefits and therefore proposed that TCM health tourism should be vigorously developed [3]. In 2005, Guangzeng Tian first analyzed the development status and existing problems of TCM health tourism, and then thought about the significance of TCM health tourism development and put forward several specific suggestions [10]. In 2010, Zongguang Diao proposed that TCM health tourism has good development prospects, mainly because TCM health tourism is a choice to adapt to the tourism market, and TCM health tourism can meet people's growing tourism needs [11]. In 2014, Shuai Shi also wrote in the article that medical tourism has great development space, and made an in-depth analysis of TCM health tourism and put forward relevant suggestions based on the development background, development significance and existing problems of TCM health tourism [12]. The term "TCM health tourism" is well known to the public in "Several Opinions of The State Council

on Promoting the Reform and Development of Tourism"[13]. However,until now, neither"TCM tourism"nor"TCM health tourism"has a unified concept[14]. During the ten years of the initial development of Traditional Chinese Medicine health tourism,the scholars agreed that Traditional Chinese Medicine health tourism's development prospect was good,so their research focuses on the development of tourism products of Traditional Chinese Medicine,but ignored the theory research.They focused on the analysis of Traditional Chinese Medicine health tourism product development facing the present situation,existing problems and put forward the corresponding solution countermeasures,without realizing the guiding significance of theoretical research.The development of TCM health tourism has not yet formed a systematic theoretical study,resulting in the current situation that TCM health tourism takes practice before theory.

The second phase is from 2016 to present. TCM health tourism has ushered in the opportunity of rapid development,and the government has issued various decrees to encourage and guide the development of TCM health tourism. In 2016, the government proposed to vigorously develop TCM health service tourism and formulated a strategic development plan.In the same year,the establishment of national TCM health tourism demonstration zones(bases and projects) was officially launched, with the goal of building unique TCM health tourism demonstration zones, demonstration bases and demonstration projects nationwide[1]. In 2017, "the Guiding Opinions on Promoting the Development of Health Tourism" proposed to actively develop TCM health tourism projects with distinctive characteristics and great brand effect [15]. With the in-depth development of TCM health tourism,resource integration and industry integration have become a new trend. The integration of various resources and the joint participation of TCM health services and tourism are new propositions and development directions. For example, under the background of "one belt,one road" strategic development, Traditional Chinese Medicine is one of the important cultural carrier,also ushered in the great development opportunity. Promoting the medical services of Traditional Chinese Medicine, Chinese medicine products trade, the rapid development of Traditional Chinese medicine health tourism, not only can promote culture of Traditional Chinese Medicine in a larger scope,but also enrich the content of the tourism industry in our country. But with the continuous development of Traditional Chinese Medicine health tourism, the disadvantages are also emerging. The lack of professional talents in this field becomes a big problem.For example, Traditional Chinese Medicine health tourism needs compound talents who can coordinate the overall situation. They not only need to have solid tourism professional knowledge,but also need to master the relevant knowledge of Traditional Chinese Medicine. Only professional compound talents can consciously infiltrate the cultural concept of Traditional Chinese Medicine in the process of tourism service and bring different tourism experience to tourists.However,at present,both the training of compound talents in colleges and universities and the training and continuing education of staff in scenic spots are insufficient.Therefore,the training of cross-professional talents in tourism and Traditional Chinese Medicine needs to be put on the agenda.

5. Conclusion and Revelation

To sum up, the author took 188 literatures as samples to sort out and review the development of TCM health tourism in China. Reviewing the development course of the past 20 years, we can not only understand the development and changes of the academic research in the field of TCM health tourism, but also better understand the characteristics of the research in different periods, so as to have a clearer understanding of the development context and evolution direction of TCM health tourism. After analysis of the research on the development of TCM health tourism, this paper draws the following conclusions and enlightenment:

On the research content, scholars' research focused on the macro level, and is still in the preliminary exploration stage. The research focuses on the nature of the analysis of Traditional Chinese Medicine health tourism, tourism exploration of Traditional Chinese Medicine health product development, market existing problems and providing the corresponding solutions and Suggestions, etc, but ignored the feasibility study of empirical and micro level. There are no theoretical guidance and specific suggestions on how to develop TCM health tourism products based on a certain region or scenic spot. Therefore, the research on TCM health tourism needs to change to the micro level, dialectically understanding the universality and generality of contradictions, and pay attention to the empirical and micro level operability of the research.

In terms of research methods, the development course of TCM health tourism in the past 20 years is reviewed. Qualitative analysis is mainly used to analyze problems in TCM health tourism market and propose solutions. This analysis method can provide solutions to problems of universality and non-typicality. But compared with quantitative analysis, through data analysis, quantitative analysis can make the research logic more scientific and rigorous, the results more accurate, and provide more suitable solutions for typical problems. Therefore, the application of quantitative analysis and the combination of qualitative and quantitative methods should be strengthened in the future research to promote the deeper development of TCM health tourism.

In terms of research trend, resource integration and industry convergence become the current development trend. At present, although the tourism industry of Traditional Chinese Medicine health development lags behind, the lack of integration with other industries, incomplete industrial chain and low added value of industrial chain, but with the further development of Traditional Chinese Medicine health tourism, resource integration and industrial convergence development become a new trend. All kinds of resources integration of Traditional Chinese Medicine and health tourism participation to one another, is a new topic and development direction. For example, the construction of characteristic cultural tourism bases, the integration of Traditional Chinese Medicine health tourism and cultural tourism, so that people can deeply experience Traditional Chinese Medicine culture, people can not only experience the road to health, relieve the pressure in the travel, happy body and mind, but also feel the extensive and profound culture of Traditional Chinese medicine in the travel.

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