

Research on the Development of Tourism Products of Traditional Chinese Medicine

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Abstract: Based on the in-depth analysis of traditional Chinese medicine culture tourism, this paper puts forward the general classification of traditional Chinese medicine culture tourism products, and provides suggestions for the development of traditional Chinese medicine tourism industry.

The tourism industry of traditional Chinese medicine is a new way of tourism, which is based on the profound cultural connotation, unique theoretical system and content of traditional Chinese medicine, and takes various medical and fitness methods, medicinal materials ornamentation, purchase and use as the basic attraction after a certain stage of tourism development. China is a vast country with a vast area of 10,000 square kilometers. There are many rivers, lakes, hills, plains and vast sea areas. There are numerous strange mountains and rivers. Combining them with traditional Chinese medicine culture will produce a variety of forms of traditional Chinese medicine tourism. According to the diversity of tourists' needs, the types of traditional Chinese medicine tourism products can also show diversification. According to the current market characteristics, the tourism products of traditional Chinese medicine culture that need to be developed can be roughly divided into the following categories:

1. Traditional Chinese Medicine Eco-health Tourism

Livelihood maintenance is closely related to the ecological environment. Green ecological environment is the best place for health and leisure. The theory of health preservation of traditional Chinese medicine emphasizes “the unity of heaven and man”. People should conform to the changes of Yin and Yang in nature and the exchanges between cold and summer. There are countless places with beautiful mountains, rivers and scenery on the land of China, which provide a solid foundation for developing eco-health tourism of traditional Chinese medicine. Its main forms include forest bath health preservation, fog bath health preservation, hot spring health preservation and ecological sunbathing.

2. Chinese medicine recreation and health-preserving Tourism

Chinese medicine recreation and health preservation is based on different tourism resources and local conditions. It integrates traditional Chinese medicine culture with local scenery, history or cultural characteristics, designs some games or activities with strong participation and interest, and treats static and rigid things in situational and interesting way according to specific places. Tourists can actively participate in health and leisure activities, while relaxing their body and mind, but also increase some knowledge of traditional Chinese medicine.

3. Traditional Chinese Medicine Culture Tourism

Traditional Chinese medicine cultural tourism can be roughly divided into two categories:

traditional Chinese medicine humanistic landscape tourism and traditional Chinese medicine animal and plant ornamental tourism. The former includes the former residence of famous doctors, ancient buildings of traditional Chinese medicine, famous shops of traditional Chinese medicine, Museum of traditional Chinese medicine, etc. The latter is mainly traditional Chinese medicine botanical gardens and so on. Tourists can increase their knowledge and deepen their understanding of traditional Chinese medicine culture while touring various human and natural landscapes.

4. Traditional Chinese Medicine Medical and Health Care Tourism

There are roughly the following types of traditional Chinese medicine health care tourism. One is to go to the famous and veteran Chinese medicine department to see a doctor and solve their own health problems while traveling; the other is to experience the health care methods with Chinese medicine characteristics on the way of traveling, such as acupuncture, massage, foot bath, etc. The other is to purchase local authentic Chinese medicines, characteristic medicines, Chinese herbal pieces, Chinese patent medicines and so on at the destination.

5. Traditional Chinese Medicine Food and Health Care Tourism

The homology of medicine and food is one of the characteristics of TCM theory. Medicinal food products can be said to be one of the highlights of Chinese traditional medicine tourism products. Therefore, in the development of traditional Chinese medicine tourism products, we should pay attention to the development of medicinal diet products. The design of traditional Chinese medicine restaurant should be unique, reflecting the characteristics of traditional Chinese medicine, and can also be tailored to local conditions, combined with contemporary characteristics of traditional Chinese medicine products. Restaurant dishes should be rich, nutritional collocation is reasonable, to meet the tastes of different people.

6. Traditional Chinese Medicine Beauty and Health Tourism

The history of traditional Chinese medicine cosmetology can be traced back to 2,000 years ago. Various methods of traditional Chinese medicine cosmetology have been repeatedly used and screened by countless people, and are becoming more and more perfect. It is said that Empress Dowager Cixi is over the age of old and rare, but still looks like a middle-aged lady, that is, using traditional Chinese medicine cosmetology method. Nowadays, beauty and health preservation is a favorite activity for many female tourists. It combines beauty and health preservation with leisure tourism to get a better interaction. It can not only enrich the content of tourism activities, but also enhance the attractiveness of tourism products.

7. Some well-developed health and leisure projects

7.1 Medicinal Restaurant

The environment of Medicinal Restaurant should fully reflect the cultural characteristics of traditional Chinese medicine, and the contents of food including curative effect should be explained in detail.

7.2 Conference Center for Health Care of Traditional Chinese Medicine

It is based on the theory of health care of traditional Chinese medicine. At the same time, the design and function of the place can be built according to the characteristics of health care.

7.3 Places for purchasing Chinese herbal medicines

Develop around the picking and processing of local Chinese herbal medicines, embodying the health preservation characteristics of Chinese herbal medicines.

7.4 Health Training Base

There are many outdoor activities in the theory of health preservation of traditional Chinese medicine, such as Baduanjin, Wuqinxi, etc. Professionals can be employed to teach tourists. Tourists can learn health preservation exercises in this process.

7.5 Cultural Tourism Project

This project is the base of traditional Chinese medicine tourism industry. It can set up cultural tourism projects with local characteristics according to the unique history and regional characteristics of traditional Chinese medicine culture.

7.6 Old-age Leisure Apartment

This project has related old-age apartments as an example, while the beneficiaries should not only be reflected in the elderly group, hope to use the vacation to relax themselves, young people on leisure vacation, the choice of such apartments is also very necessary. This will be the main product of the tourism industry of traditional Chinese medicine, and also the key theme reflecting the culture of traditional Chinese medicine.

7.7 Health Resort

According to the mature mode of the resort, this kind of project positioned the theme characteristics as health care of traditional Chinese medicine, targeted consumers positioned some high-end or even very high-end customers, such as some landscape bars, which were produced in this kind of products.

7.8 Health-preserving Tourism Community

This project relies on a successful health-preserving tourism project to form a multi-functional gathering area of residual leaves of traditional Chinese medicine tourism, such as distribution, sightseeing, leisure, vacation, sports and recreation.

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