The Study on Health Preserving Tourism of Chinese Medicine in Jilin Province

Yi QI¹, Yang SUN²,a,*

¹,² Jilin Business and Technology College, China

*6048065@qq.com
*Corresponding author

Keywords: Jilin Province, Health Preserving, Tourism of Chinese Medicine.

Abstract. In the process of struggle to disease for thousands of years, our people summarized special system of traditional Chinese medicine. They possess profound history and valuable experience and have a wide influence in the world. The paper introduces the emergence, development and current situation of tourism of traditional Chinese medicine from medical tourism and health tourism separately.

Introduction

Tourism of traditional Chinese medicine is the production combined medical tourism and health tourism, they contains mutually and complement. In recently years, international medical tourism has developed quickly because of market ranges of coverage widely, and health tourism emphasis on seniors market, but for the increasingly grievous aged population in recent years, the pace of improvement increased sharply every year.

1. The Current Situation of Chinese Traditional Medicine Health Tourism in Jilin Province

Currently, Chinese traditional medicine health tourism in Jilin province is just starting out, and rich Chinese Traditional Medicine resource and health tourism resource in dispersed and one-way development. The development of health tourism is only by plants or animal products in spring.

1.1 The current situation of Chinese traditional medicine resource

Chinese Traditional Medicine resource of Jilin province is a great reserves, main medicine producing areas in eastern part of Changbai Shan accounted for about half of the province. The province paid great attention to developing good agricultural practice of medicinal plants. There are 19 in 41 counties set up GAP base with 22 varieties and 36 quality Chinese medicinal herbs, which core area covered 300,000 acres. The demonstration planting projects have developed to 650,000 acres and 4 Chinese medicinal herbs and 7 base approved by country GAP, accounting for almost 1/5 of all the country. In the same time, as the “national medicine with modern technology industrial base”, Jilin province has made remarkable progress in development of traditional Chinese medicine, industry technology innovation and businesses cluster develop, which owned premier famous pharmaceutical companies like pharmaceutical group of Tonghua Dongbao, Xiuzheng, Jilin Aodong.

1.2 The current situation of health resource

1.2.1 Plant

The value of plant health tourism resources of Jilin province native products is being further understanding and development. Blueberries, acanthopanax, Chinese magnoliavine, propolis, black fungus, Lucid Ganoderma and others which has been proven to be of very high value of medical treatment and health care products in modern clinical medicine, becoming a health resources treasure house business with great potential.
1.2.2 Animal

There are many different kinds of wildlife and rich resources in Changbai mountain nature reserve. At present, there are 1225 kinds of animal that belong to 73 families and 189 families, and more than 60 can be used as a medicine for human health.

1.2.3 Spring

Jilin province have numerous hot springs, such as hot springs, spa river wells and mineral spring, including hot springs 32 (18 spa river wells and 14 natural hot springs), mineral spring 73 eyes.

1.3 Market trend analysis of Chinese traditional medicine health tourism

In 2008-2013, Jilin tourism revenue grown by 26.8% a year on average, tourism revenue is equivalent 11.4% proportion of GDP in 2013 and higher than 6.3% of the country. There are 223 tourism projects were constructed, with a total investment of 208.9 billion dollar. Wanda Changbai mountain international tourism resort and a batch of super billions dollar project were built. Transport facilities have improved and104 international and domestic air routes were opened led by tourism. That lay solid foundation for traditional Chinese medicine health tourism development.

In recent years, as living standard people improved, the traditional six elements: food, accommodation, transportation, traveling, shopping, entertainment, could not satisfy requirements of the tourism development on the leisure times. Tourism development in leisure vacation time should include seven elements: food, accommodation, transportation, traveling, shopping, entertainment, health. Leisure and vacation for tourists is to relax, achieve goal of physical and mental pleasure. The consumer demand will eventually lead to a new demand for the tourism development, namely “the keeping in good health”. The development of traditional Chinese medicine health tourism in Jilin province is catered to the future trend of tourism development and the development prospect is broad.

2. The Problems Existing in the Jilin Province Traditional Chinese Medicine Health Tourism

The problems existing in traditional Chinese medicine health tourism in Jilin, are restricting the development of Jilin province’s Chinese medicine tourism.

2.1 Insufficient understanding of the marketing of health tourism in TCM

At present, many Jilin province travel agencies didn’t realize that the traditional Chinese medicine health tourism is a big market, its not enough importance to it. At the same time, did not develop related tourism products. The lack of marketing causes traditional Chinese medicine health cultural scenic spots rarely.

2.2 Traditional Chinese medicine health tourism products uni-structural

Traditional Chinese medicine health tourism products may not meet deep travel demand of tourist, the lack of connotation of common products can’t attract the attention of visitors.

2.3 Traditional Chinese medicine health tourism talents market half-baked

At present, servent of traditional Chinese medicine health tourism of Jilin province almost can not talk the traditional healthy-staying Chinese culture of physical, can not speak foreign language, unable to provide good service for international tourists, also can’t transfer the charm of the Chinese medicine culture.

3. Significance of the Development of Traditional Chinese Medicine

Status of international tourism sector of Jilin province rising,more and more overseas tourists are attracted. Market awareness of Jilin province is also rising,provides a good social conditions for the development of Jilin Province Traditional Chinese medicine health tourism.
3.1 To raise awareness and promote traditional Chinese medicine tourism marketing integrated marketing.

Traditional Chinese medicine health tourism needs the support of the government and the tourist industry and Chinese Medicine Department. The travel agency tries to promote Chinese medicine health tourism products, increasing Capital investment. Take a variety of marketing mode. Jilin Traditional Chinese medicine health tourism development can avoid detours, distinctive image and brand.

3.2 The development of special tourism products in traditional Chinese medicine

3.2.1 Traditional Chinese Culture Forum

On the one hand, the special requirements are for the tourists. On the other hand, choose to have the universal significance, common and easy hand health knowledge of Chinese medicine special for the special explanation.

3.2.2 Field diagnosis and learning experience tourism products

The tourists visit the Chinese medicine diagnosis and treatment of the whole process, to strengthen the tourists understanding the culture of Chinese medicine.

3.2.3 Herbs picked

Identification of Chinese herbal medicine, understand the efficacy, edible medicinal species.

3.2.4 Medical diet

According to the physical condition of tourists, to customize personalize medical diet, and highlight the deep connotation the traditional Chinese culture.

3.2.5 Chinese medicine health club

In the high-end tourism market, the doctor of traditional Chinese medicine one to one diagnosis, to create personalized health programs, to form a complete health system.

3.2.6 The characteristics of traditional Chinese health tourism products to hot springs for the center

Contributed to the development of mineral water, the United Nations Organization of drinking water resource protection recognized Chinese first the high quality mineral water is Baishan. This is the third mineral water base.

The integration of hot spring tourism resources, prominent Chinese health characteristics, establishment of TCM nursing homes and traditional Chinese medicine resources, distribution of health care products or plantation.

3.3 The cultivation of professional talnets, to enhance the quality of service

On the one hand, we should try to strengthen professional quality training of existing employees, on the other hand, vigorously the introduction of professionals. High quality professional people to the profound TCM culture display and transfer to tourists.

3.4 Resource sharing, mutually beneficial cooperation

Many hospitals of traditional Chinese medicine can cooperate with tourist attraction, to change Scenic area into a health base for the outdoors. Many hospitals of traditional Chinese medicine can cooperate with clubs and chambers, to improve the product of the connotation of traditional Chinese medicine. Many hospitals of traditional Chinese medicine can cooperate with fitness clubs and yoga clubs, to promote the class and quality of the service. Many hospitals of traditional Chinese medicine can cooperate with rural tourism, to making the visitors experience the warmth of nature.

Acknowledgement

This paper is supported by foundation: the Project of Education Department of Jilin Province (Grant No. 2014. 460).
References