



Yao Ethnic Medical Cultural:Health Tourism in Jinxiu Autonomous Region.

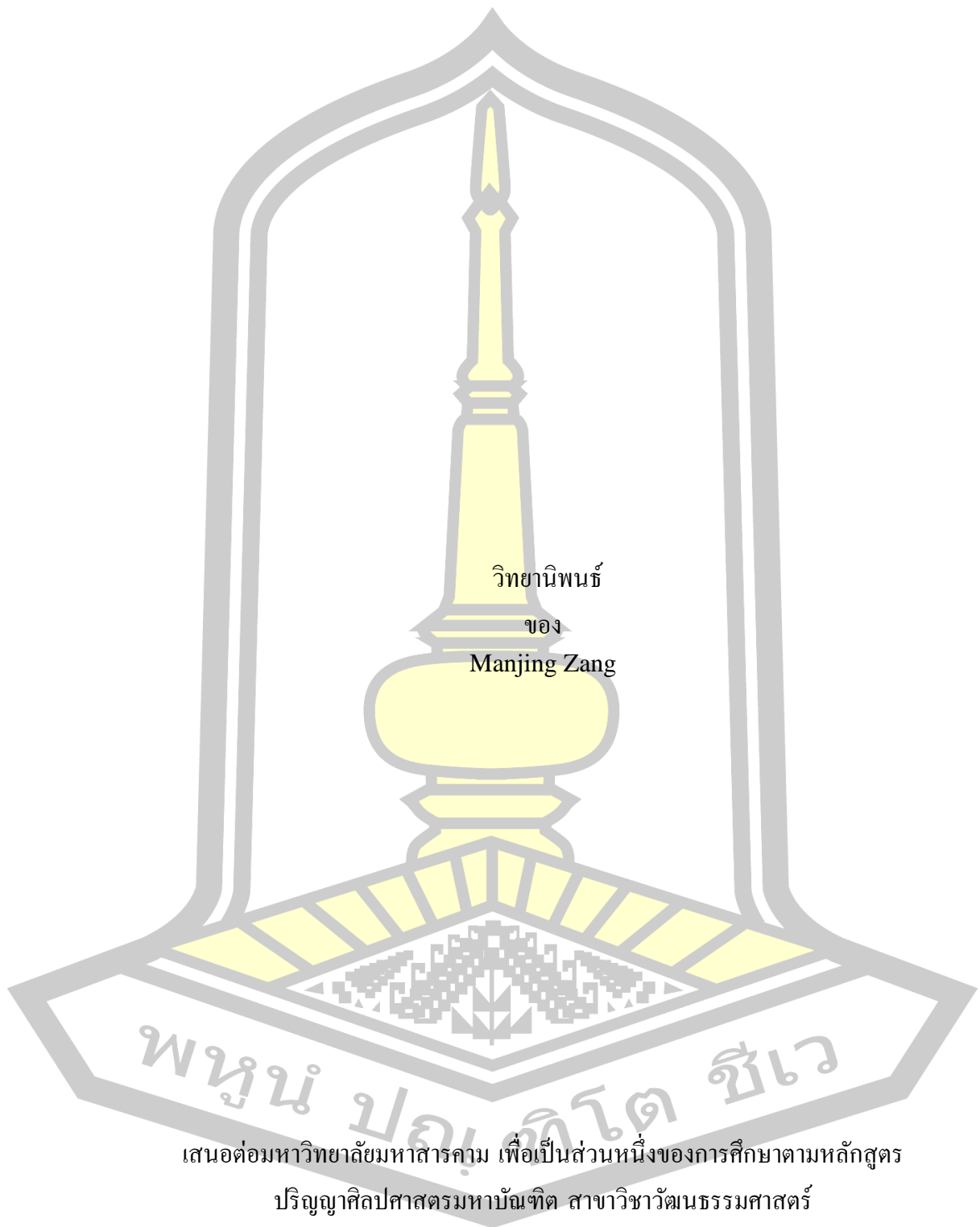
Manjing Zang

A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Master of Arts in Cultural Science

November 2024

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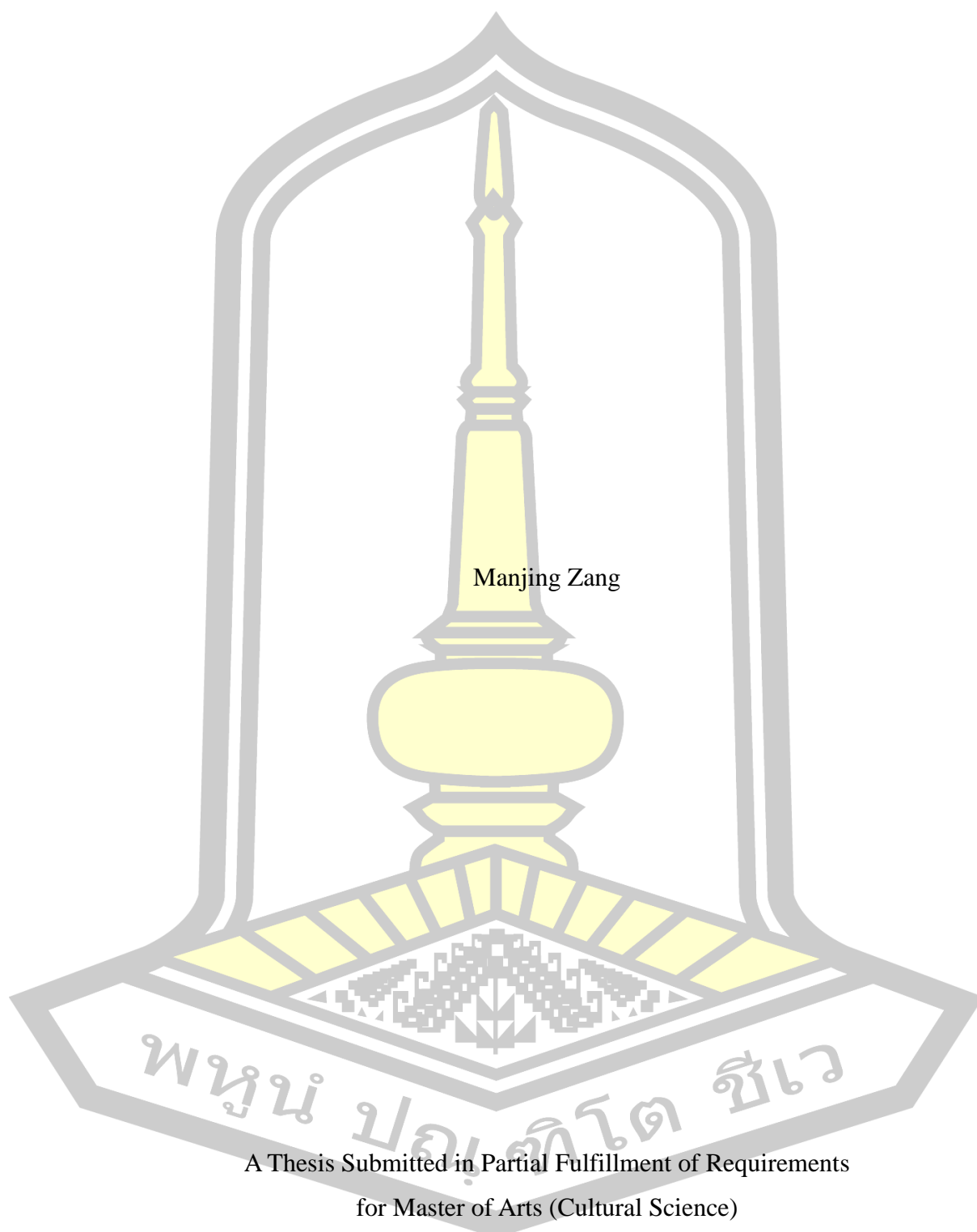
เสนอต่อมหาวิทยาลัยมหาสารคาม เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร

ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาวัฒนธรรมศาสตร์

พฤษภาคม 2567

ลิขสิทธิ์เป็นของมหาวิทยาลัยมหาสารคาม

Yao Ethnic Medical Cultural:Health Tourism in Jinxiu Autonomous Region.



Manjing Zang

A Thesis Submitted in Partial Fulfillment of Requirements
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November 2024

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DEGREE	Master of Arts	MAJOR	Cultural Science
UNIVERSITY	Maharakham University	YEAR	2024

ABSTRACT

The main purpose of this paper is 1) to study the historical memory of Jinxiu Yao medical culture; 2) To study the current situation, inheritance and development of Yao medical culture in Jinxiu; 3) Study the cultural adaptation of Jinxiu Yao medical health tourism in modern society. About 10 key information providers, 15 practice information providers and 20 general information providers were selected by literature review and qualitative research methods. Through field investigation, in-depth interview, in-depth observation and group discussion, as well as data collection through the Internet, telephone, wechat and QQ, literature and field investigation data are analyzed, and descriptive analysis is used to introduce them.

The results of the study show that: 1) Jinxiu Yaoyao medicine and Yao medicine culture has a deep historical origin, carrying the history, tradition, values and lifestyle of Yao people. Yaoyao medicine and Yao medicine have the characteristics of combination of medicine and diversified treatment methods, and have remarkable results in the treatment of difficult and complicated diseases and health care. 2) At present, the wild Yao medicine resources have been destroyed, the Yao medicine talent gap is serious, the transformation and development of traditional Yao medicine methods and Yao medicine products are insufficient, and the publicity and promotion of traditional Yao Yao medicine culture is weak. It is urgent to strengthen the protection of Jinxiu Yao medicine natural resources, diversify the training of Yao medicine talents, strengthen the excavation and sorting of Jinxiu traditional Yao medicine, increase the development of traditional Yao medicine, and fully build the brand to promote Jinxiu Yao medicine. 3) At present, the exploitation of Yao medical cultural resources in Jinxiu is not creative enough, and the brand awareness of health tourism is not high; Yao medical culture resources and health tourism industry integration development transformation utilization is insufficient. It is urgent to excavate the connotation of Jinxiu Yao medical culture resources and integrate health tourism development products, deepen the integrated development of "Yao medicine + health tourism" and cultivate brand publicity, innovate and integrate Yao medical culture resources and health tourism industry, jointly develop and further extend the industrial chain of Jinxiu Yao medical culture health tourism, and enhance the visibility and economic value of Yao medicine.

The results of this research are helpful for the inheritance and protection

of the Yao medical culture of Jinxiu, helping the pharmaceutical industry of Jinxiu break through the bottleneck, further research of the Yao medical culture health tourism, the formulation of government industrial policies, the creative development of the Yao medical culture health tourism industry of Jinxiu, and boosting the local economy.

Keyword : Yao nationality, Yao Ethnic Medical Cultural, Health tourism



ACKNOWLEDGEMENTS

During the investigation, research and writing of my master's thesis, my advisor Kla Sriphrt gave me a lot of guiding opinions and inspiring suggestions from topic selection, data access, research methods, discussion, research framework to the final draft of the thesis, giving me meticulous guidance. In the process of exploring the Yao medical culture and health tourism, I can have a deeper understanding of the uniqueness and richness of this field. My advisor, Kla Sriphrt, is young, knowledgeable, rigorous and a role model for me. From the instructor, I have learned the methods of seeking knowledge, researching and dealing with people, which will be of great help to my future study, work and life. The guidance of a number of defense experts pointed out the direction of my research and revised my research thinking. I learned a lot and grew up a lot during my master's degree. I would like to take this opportunity to express my sincere thanks to my advisor Kla Sriphrt and many other experts.

I would like to thank the school leaders and teachers. Their earnest teachings have constantly motivated me to improve, allowing me to learn about and appreciate the rich and charming culture of Thailand. This learning journey has been a lifelong benefit to me. I am also grateful to my fellow alumni for sharing their insights and experiences, which enabled me to gain a more comprehensive understanding of the cultural background of Yao medicine and the development potential of wellness tourism. I would like to thank the Yao medicine practitioners who participated in the interviews. Their real-life stories and experiences helped me gain a deeper understanding of the uniqueness and importance of Yao culture, enriching the content of my research.

Lastly, I want to express my deep appreciation to my family and friends for their unconditional support, both emotionally and financially. Their encouragement helped me persevere through challenges and adapt to a new environment, making my study abroad experience fulfilling.

To everyone who has guided and supported me on this journey, your contributions have left a lasting impact on my heart and fueled my academic pursuits. Thank you all sincerely!

Manjing Zang

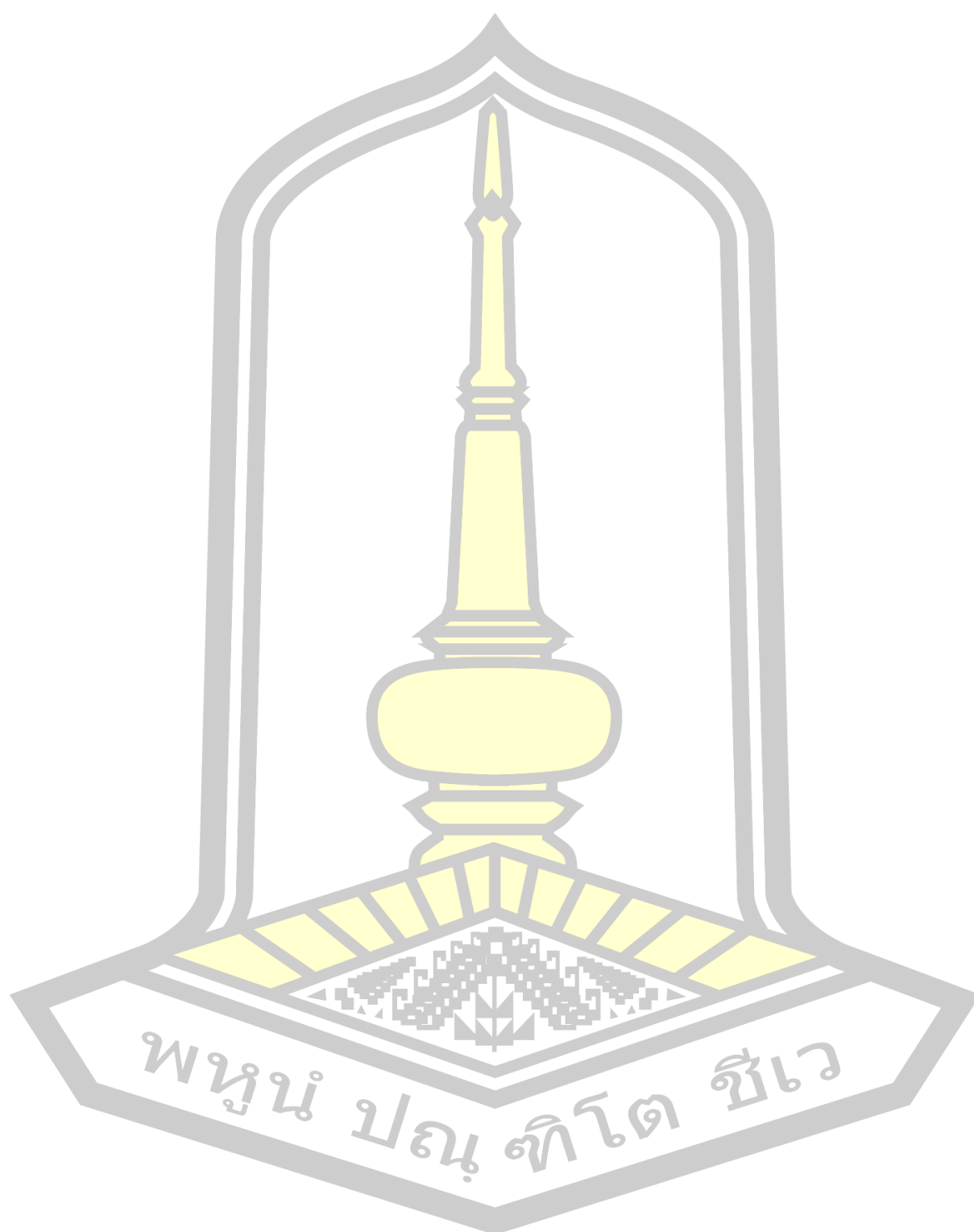
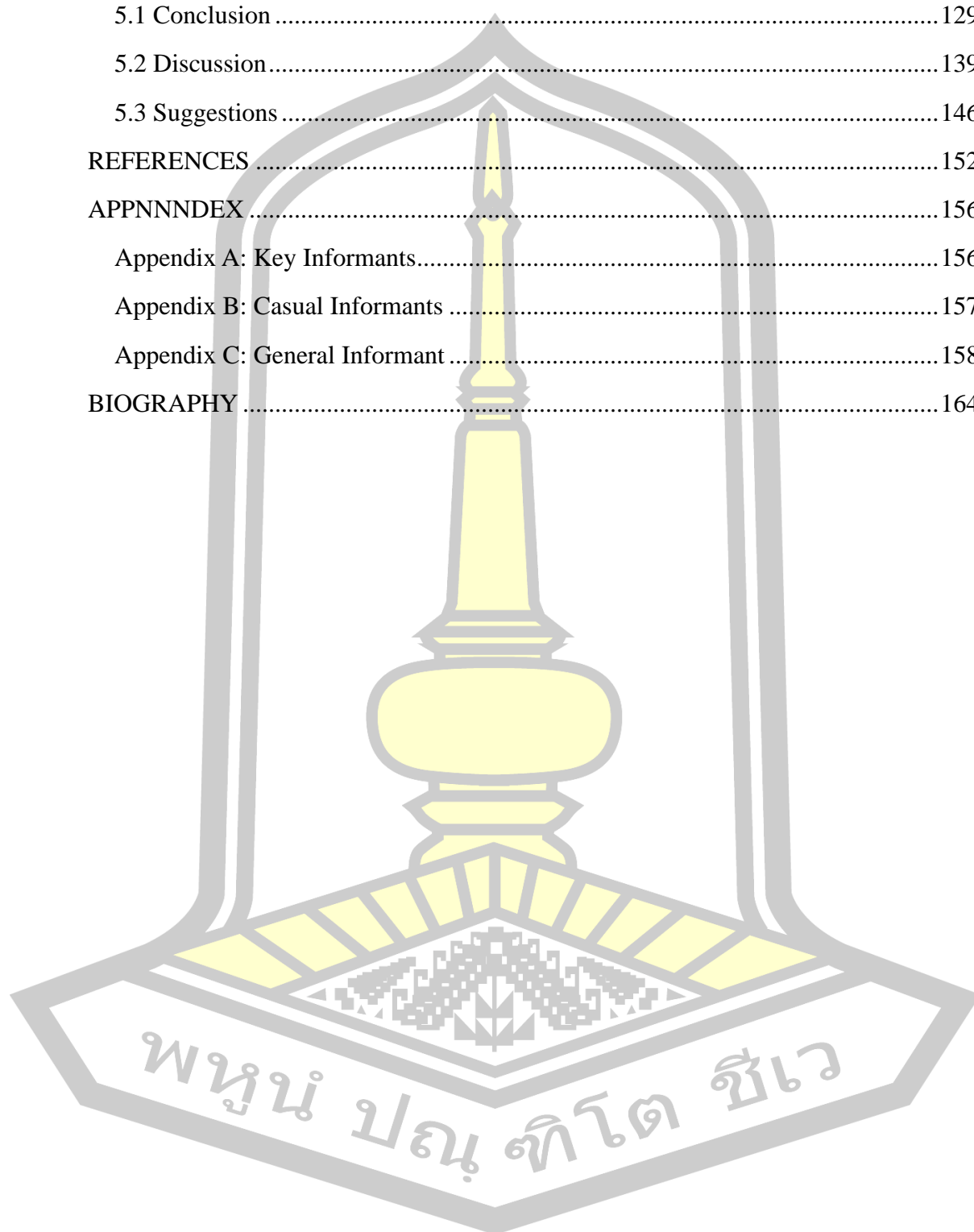


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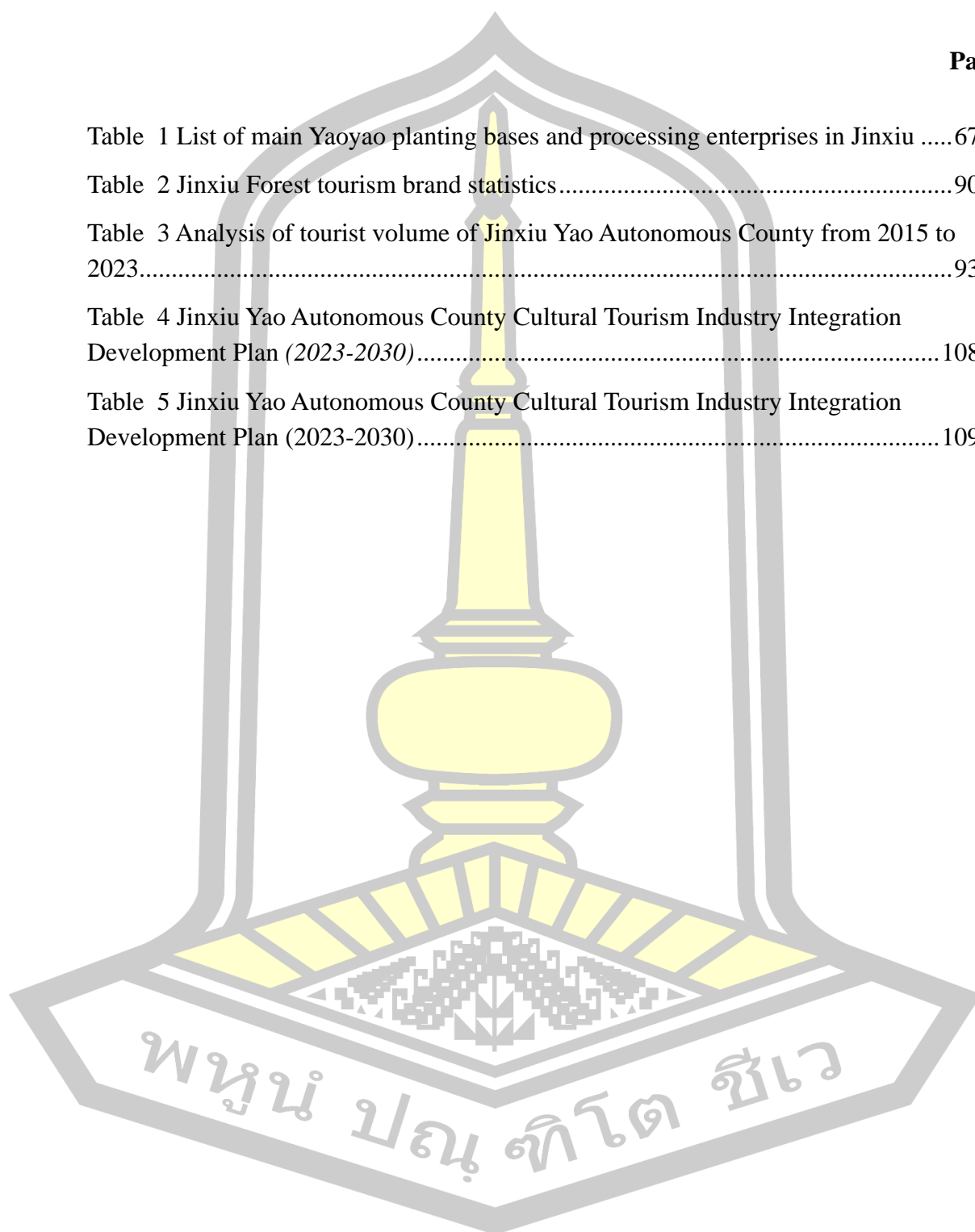
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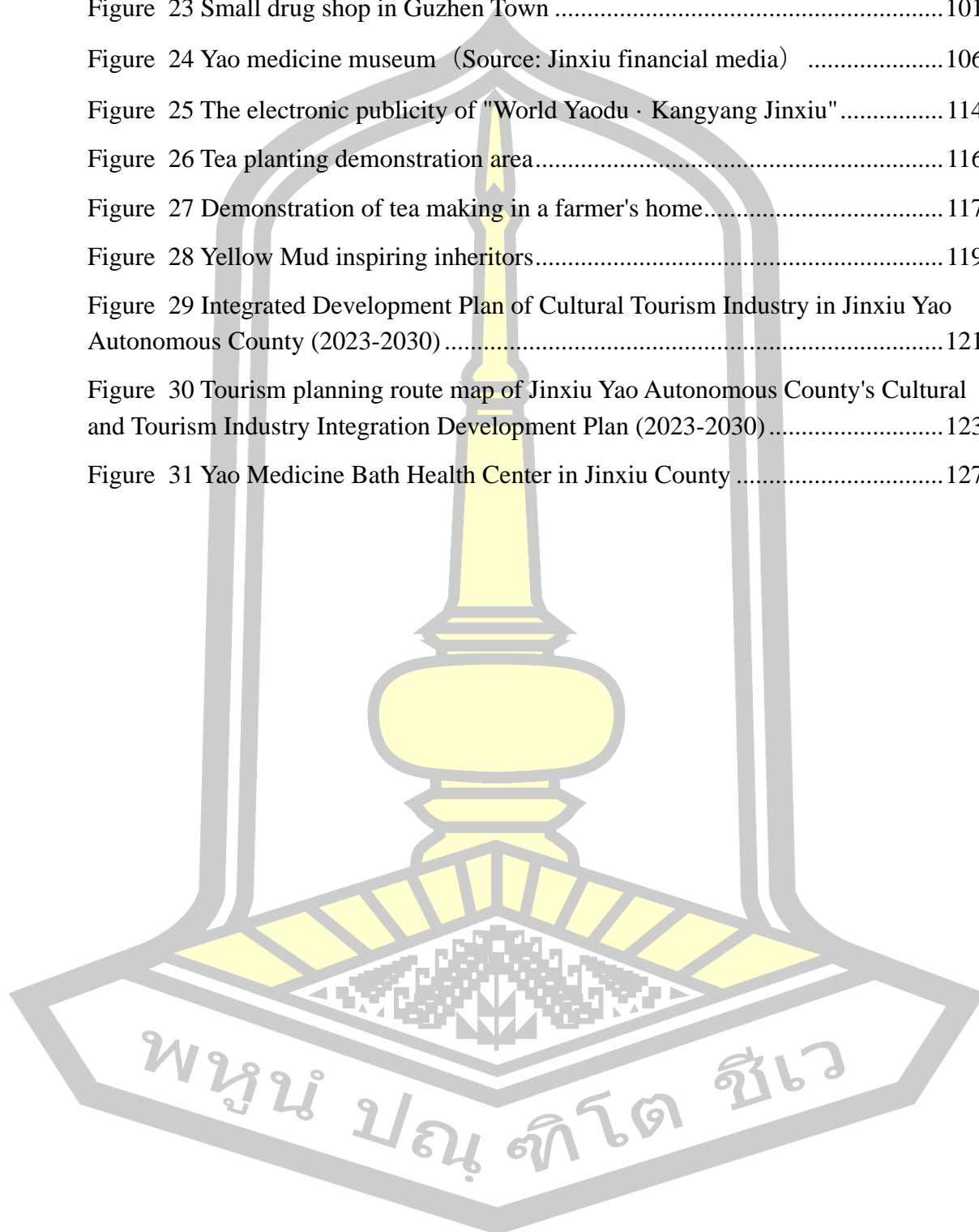
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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Jinxiu Yao Autonomous County of Laibin City, Guangxi Zhuang Autonomous Region, People's Republic of China (hereinafter referred to as Jinxiu) has beautiful mountains, green water, natural scenery and rich medical resources. In terms of medicinal plant resources, there are more than 1350 kinds of medicinal plants, which is a rare place for health. Yao's medicinal materials, medical relics, medical characteristics and medical health resources are unique. Yao medical treatment technology is unique, suitable for the development of Yao medical resources health tourism products. For a long time, Jin Xiu folk Yao doctors have made outstanding contributions to disease prevention and treatment by relying on their ancestral secret recipe and personally practiced prescription and single prescription as well as dozens of special diagnosis and treatment techniques (Feng, 2013)(Feng, 2013) Yao medicine is successful for its curative effect. It not only has many simple and effective prescriptions and techniques for common diseases and frequent diseases, such as cold, intestinal diseases, bruises, fractures, rheumatism, internal and external injuries and bleeding, burns and scalds, snake bites, etc., but also has become an indispensable health resource for local prevention and treatment of diseases, rehabilitation and health care. It is also effective in the treatment of some difficult and complex diseases.

Jinxiu integrated health tourism to develop Yao medicine resources are quite rich. Abundant local medicinal resources attract a large number of enterprise investors to develop Yao medicinal bath powder, Yao medicinal food, Yao medicinal ointment, Yao medicinal tea, Yao medicinal health care wine and other health care tourism products, and form "Shengtang Pharmaceutical Industry", "Dekun Pharmaceutical Industry", "Yifeng", "Pang drum", "Huichao Herbal medicine", "Jinyuan" and other Yao pharmaceutical independent brands. Jinxiu makes full use of Yao medical tourism resources to promote the development of local health tourism. Jinxiu integrates the resource advantages of Yao medicine, builds Jinxiu's new brand of "Yao medical culture + health care + tourism", and gradually forms the product format of "tourism +

health care". From 2016 to 2020, 11 patents of Yao medicine and health care products have been certified, and 5 patent scientific research achievements have been transformed. 104 classic Yao medicines and 14 kinds of Yao medicines for key clinical use were listed in the catalogue of the first volume of Yao Medicine Quality Standard in Guangxi, and "Yao Medicine 'postpartum three foam'" undertaken by the county Yao Medical Hospital obtained the registration approval of hospital preparations, becoming the first approved hospital preparations of Yao medicine in Guangxi. At present, Jinxiu has more than 400 practitioners of Yao medicine, 26 individual clinics of Yao medicine, and has built a special street of Yao medicine with more than 40 stalls (Huang, L., & Peng, 2024). Jinxiu has comprehensively promoted the high-quality development of Yao medicine and health industry, built 13 planting bases for traditional Chinese medicinal materials, and now has 25 Yao medicine processing enterprises and 29 small and micro enterprises for health care services. The annual comprehensive output value of Yao medicine industry chain reaches about 652 million yuan. In recent years, Jinxiu has accelerated the construction of Yao medicine health care culture, fully displayed its rich ethnic culture and ethnic medicine heritage in front of the world, and made it a national characteristic tourism brand in Guangxi, so as to continuously expand the influence of Yao medicine and create a more favorable cultural environment for the development of Yao medicine.

The mode of integrating health tourism to develop Yao medicine in Jinxiu has achieved initial results. At the beginning of 2024, Jinxiu continued to increase its support for the Yao medicine industry. Dozens of pharmaceutical experts, Yao medicine scholars and Yao medicine industry technicians from enterprises and institutions such as Guangxi Academy of Sciences Big Health Industry Research Institute, Jinxiu Yao Medicine Industry Technology Research Institute, Guangxi Academy of Sciences Big Health Industry Research Institute, Guangxi Jin Xiuyao Yiyao Medicine Health Industry Investment Co., Ltd. gathered together to explore the road of Yao medicine industry inheritance. To discuss the development strategy of Yao pharmaceutical industry and seek a plan for the high-quality development of Yao pharmaceutical industry. At present, efforts are being made to build "Guangxi Jinxiu International Yao Medical Hospital", "National Yao Medical Characteristic health Demonstration Base" and "National Yao Medical Treatment Center for difficult and

complicated diseases", and build an international Yao medical exchange platform. Jinxiu County Bureau of Culture and Tourism launched the theme route of "World Yaodu Health Care and Golden Show", the very representative "three-day work" traditional Yao medicine health experience, the annual travel comfort period of 244 days "Natural Oxygen Bar" leisure and fitness experience, etc., which are favored by tourists. Jinxiu has a solid foundation for the development of its unique and rich medical resources. It builds and develops health tourism in accordance with the health tourism boom, which can play an excellent role in promoting the inheritance and development of local Yao medicine as well as tourism development.

China attaches great importance to the integrated development of tourism and health service industry, actively promotes and implements the Healthy China strategy, formulates the standard of National Health and Wellness Tourism Demonstration Base, plans to build a complete health and wellness service industry system by 2030, and encourages the improvement of the supply capacity of diversified forms of tourism with health and wellness as the theme. Health tourism, health tourism and medical tourism are People's Daily needs. China strongly supports the development of medicine and health tourism for the Yao people. In November 2023, the General Office of the Party Committee of Guangxi Zhuang Autonomous Region and the General Office of the People's Government of Guangxi Zhuang Autonomous Region issued the Implementation Plan on Further Improving the Guangxi Medical and Health Service System, proposing to support the inheritance and innovative development of traditional Chinese medicine Zhuang Yao medicine. The People's Government of Jinxiu County has incorporated the development of Yao medicine into the national economic and social development plan, strengthened the construction of Yao medicine management and service system, rationally planned and allocated Yao medicine service resources, and coordinated the development of Yao medicine. The required funds are included in the budget at the same level and will gradually increase with the economic and social development. In 2021, the promulgation of the Regulations on the Development of Yao Medicine in Jinxiu Yao Autonomous County will greatly guarantee and promote the development of Yao medicine. The 14th Five-Year Plan for National Economic and Social Development of Jinxiu Yao Autonomous County and the Outline of 2035 Vision Goals released in June 2021 have anchored the

goal and direction of "improving quality, upgrading and accelerating the integrated development of health and tourism" in the county in the future period. Yao Medical Hospital of Jinxiu Yao Autonomous County is currently the only public second-class A Yao medical hospital in China. The hospital has developed into a general hospital under the jurisdiction of Tongmu Headquarters of Yao Medical Hospital, Jinxiu Yao Medical Outpatient Department, Jinxiu "National Yao Medical Characteristics Health Demonstration Base" and Jinxiu Yao Medical Research Institute. Jinxiu Yao medical resources are rich, Yao medical health tourism industry is in the ascendant, strengthen and enlarge Jinxiu Yao medical health tourism industry, can better serve the strategy of healthy China.

At present and in the future, Jinxiu has entered a new stage of integrated development of cultural industry and tourism. Rich cultural and tourism resources, superior location conditions and excellent ecological environment are the solid foundation for the integrated development of Jinxiu Yao medical culture industry and tourism industry. Multiple preferential policies have brought good development opportunities for Jinxiu cultural industry and tourism industry. However, the development of Yao's medical culture industry and tourism is greatly restricted by such problems as weak economic foundation, lagging traffic development and lack of land for construction. There are insufficient efforts to protect Yao's medical and cultural resources and lack of creativity in development and exploitation. Lack of publicity and promotion, Jinxiu Yao medical culture, health tourism brand is not well known; Insufficient integration, development, transformation and utilization of Yao medical culture resources and health tourism industry. To study the integration of Yao medical culture and health tourism in Jinxiu, analyze that by seizing policy, industry and market opportunities, Jinxiu should give full play to its resources, location and ecological advantages, transform surrounding challenges into regional cooperation advantages, actively expand Yao medical culture and health tourism industry chain, and properly deal with the contradictions between resource protection, ecological protection and development. Explore the strategy of integrating health care tourism to develop the Yao medical culture, further develop the Yao medical health tourism products that meet the current consumer demand, and develop the Jinxiu Yao medical health tourism industry; To inherit and protect Jinxiu Yao medical resources, spread

Yao medical culture, and help Jinxiu Yao medical industry break through the bottleneck; It has positive practical significance to boost the local economy.

1.2 Objectives of the Research

- 1.2.1 To study the historical and development of Yao ethnic medical culture
- 1.2.2 To study the current situation and problems of Yao ethnic medical culture
- 1.2.3 To Present Guidelines tourism for Yao ethnic medical culture

1.3 Research Questions

- 1.3.1 The historical background of Jinxiu Yao medicine culture.
- 1.3.2 The current status, challenges in the inheritance, and development of Jinxiu Yao medicine culture.
- 1.3.3 How to implement, promote and develop Jinxiu Yao medical health tourism strategy in modern society.

1.4 Importance of Research

- 1.4.1 The results of this study contribute to understanding the historical background, current status, challenges, and development recommendations for Jinxiu Yao medicine culture.
- 1.4.2 This research aids in the better inheritance of Jinxiu Yao medicine culture, the protection of its resources, the dissemination of Yao medicine culture, and the development of Jinxiu Yao medicine.
- 1.4.3 Developing Jinxiu Yao medicine wellness tourism helps innovate wellness cultural forms, enrich the cultural content of wellness, and accelerate the prosperity of wellness tourism. It not only offers new perspectives for the innovative development of Yao medicine wellness tourism products, the formulation of government policies, and the updating of consumer concepts, but also supports the transformation and upgrading of tourism in Guangxi and globally, promoting local economic growth. This study provides a reference for further in-depth research into innovative ethnic medicine wellness culture and the enrichment of Yao medicine wellness cultural content, fostering the prosperity of ethnic medicine wellness tourism.

1.5 Definition of Terms

1.5.1 Jinxiu Yao Autonomous County

Jinxiu Yao Autonomous County has a long history. The Yao people began migrating to what is now Jinxiu County around 1368 AD. On August 26, 1955, the Dayao Mountain Yao Autonomous Region was renamed Dayao Mountain Yao Autonomous County, becoming the earliest established Yao autonomous county in China. On April 8, 1966, it was renamed Jinxiu Yao Autonomous County.

Jinxiu Yao Autonomous County is geographically located between 109°50'-110°27'E longitude and 23°40'-24°28'N latitude, with a total area of 2,468.79 square kilometers. It administers 3 towns, 7 townships, 77 administrative villages, and 4 communities. As of the end of 2023, the county's registered population is 153,900, with the Yao ethnic group making up 40.03% of the population. Among the Yao people, there are five subgroups: Pan Yao, Chashan Yao, Hualan Yao, Shanzi Yao, and Ao Yao, making it one of the counties with the most Yao subgroups and a major Yao settlement area.

Jinxiu is home to 1,351 medicinal plants out of 2,622 native plant species, with about 104 classic Yao medicines, earning it the title of "Guangxi's Largest Medicinal Gene Bank." Local specialty resources include aromatic grass, star anise, shiitake mushrooms, tea, ginseng, sweet tea, and ganoderma. The county's Gross Domestic Product (GDP) in 2023 was 5.964 billion yuan.

Jinxiu has a subtropical mountain climate with an average annual temperature of 17.3°C and an average annual rainfall of 1,824 mm. The air contains up to 150,000 negative oxygen ions per cubic centimeter. The major ecological tourism resources in Dayao Mountain, such as Lianhua Mountain, Shengtang Mountain, and Shengtang Lake, are well-developed. The Yao villages in Jinxiu boast rich Yao culture, preserving traditional Yao music, dance, crafts, cuisine, and architecture, reflecting the true characteristics of Yao culture. Jinxiu is an ideal destination for tourism, vacations, summer retreats, and health care, and has received several honorary titles, including "China's Longevity Town," "China's Folk Culture and Art Town," "China's Natural Oxygen Bar," "China's Yao Medicine Hometown," and "National Forest Tourism Demonstration County."

1.5.2 Yao Medicine

Yao medicine, the medical system of the Yao people, has evolved through long-term practice and reflects their understanding of life, health, and disease. It is a significant part of China's ethnic medicine.

The Yao people, who lived in remote mountainous areas, developed extensive experience using local plants and animals for treatment. Their methods include internal medicine, fumigation, herbal baths, external applications, cupping, fire therapy, acupuncture, and moxibustion. Yao medicine is especially effective for treating fractures, snake bites, rheumatic pain, liver and kidney diseases, stomach disorders, and pediatric issues (Dong, 2007)

The theoretical foundations of Yao medicine are the "Three Yuan Harmony Theory," "Ying-Yang Balance Theory," and "Qi Transformation Theory," emphasizing the harmony between heaven, earth, and humanity, and the role of Qi (Zou, 2017) Jinxiu Yao medicine, with its over 1,300 medicinal plants, has become known as the "Hometown of Chinese Yao Medicine" (Wei, 2023)

1.5.3 Cultural adaptation

Culturology believes that cultural adaptation is a process in which different cultures change their original nature, characteristics and patterns through long-term contact, contact and exchange. The essence of acculturation model is cultural exchange, inheritance, dissemination and innovation. Redfield (1936) definition: When people of different cultural groups have continuous direct contact, the change of one or both of the original cultural types is called acculturation. Berry (1990) proposed a model of acculturation, which divides acculturation into four types: assimilation, separation, integration and marginalization. This thesis focuses on Jinxiu Yao medical culture, including ancient and magical Yao medicine, diagnosis and treatment methods, health theory, etc., deeply integrated with health tourism culture, combined with the innovation and development of health tourism industry to explore.

1.5.4 Health tourism

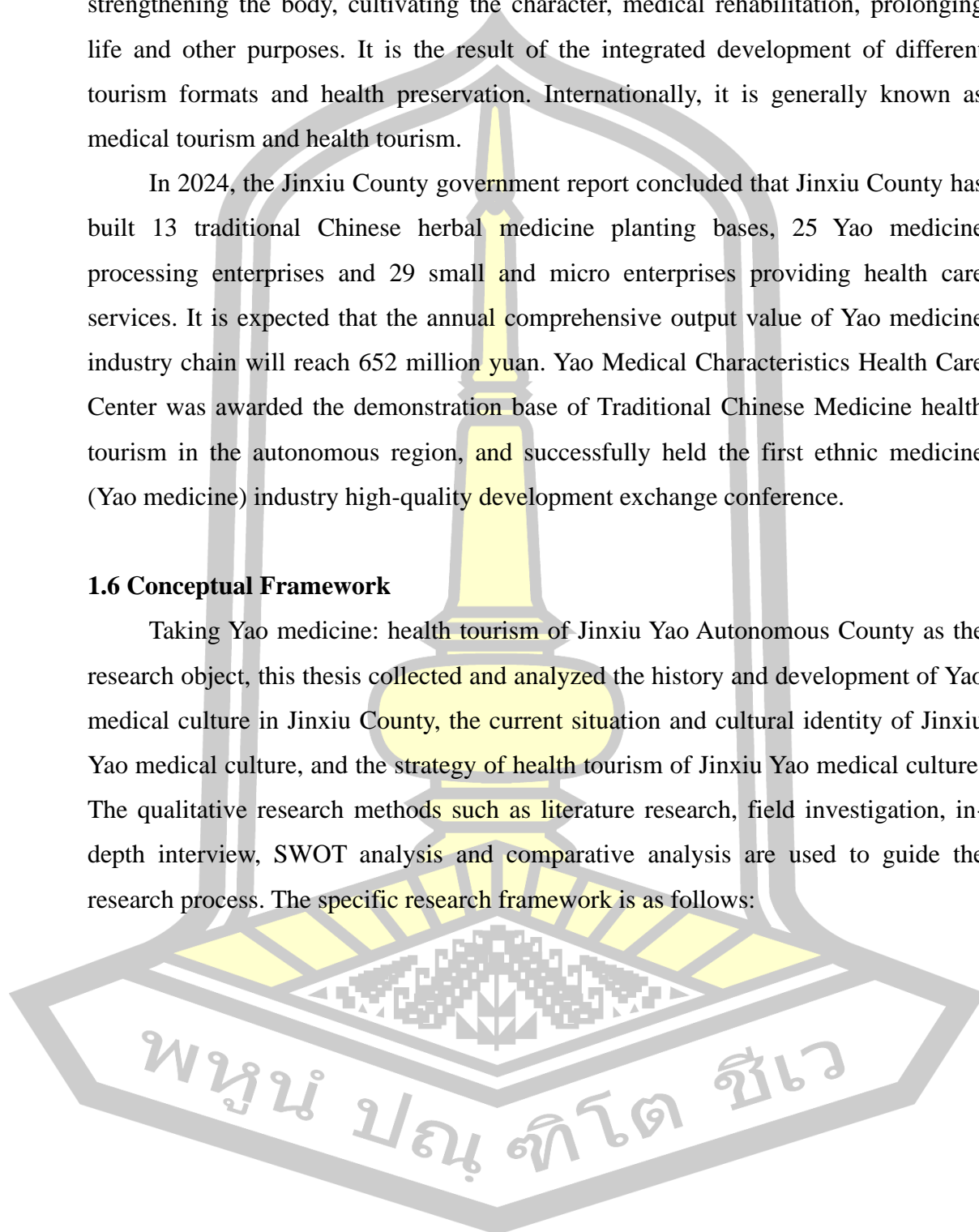
Health tourism generally refers to a new type of tourism activity that relies on a good natural ecological environment, cultural activity environment and other resource conditions to maintain or promote physical and mental health as the demand motivation, and combines tourism, leisure and vacation, sports and health, medical

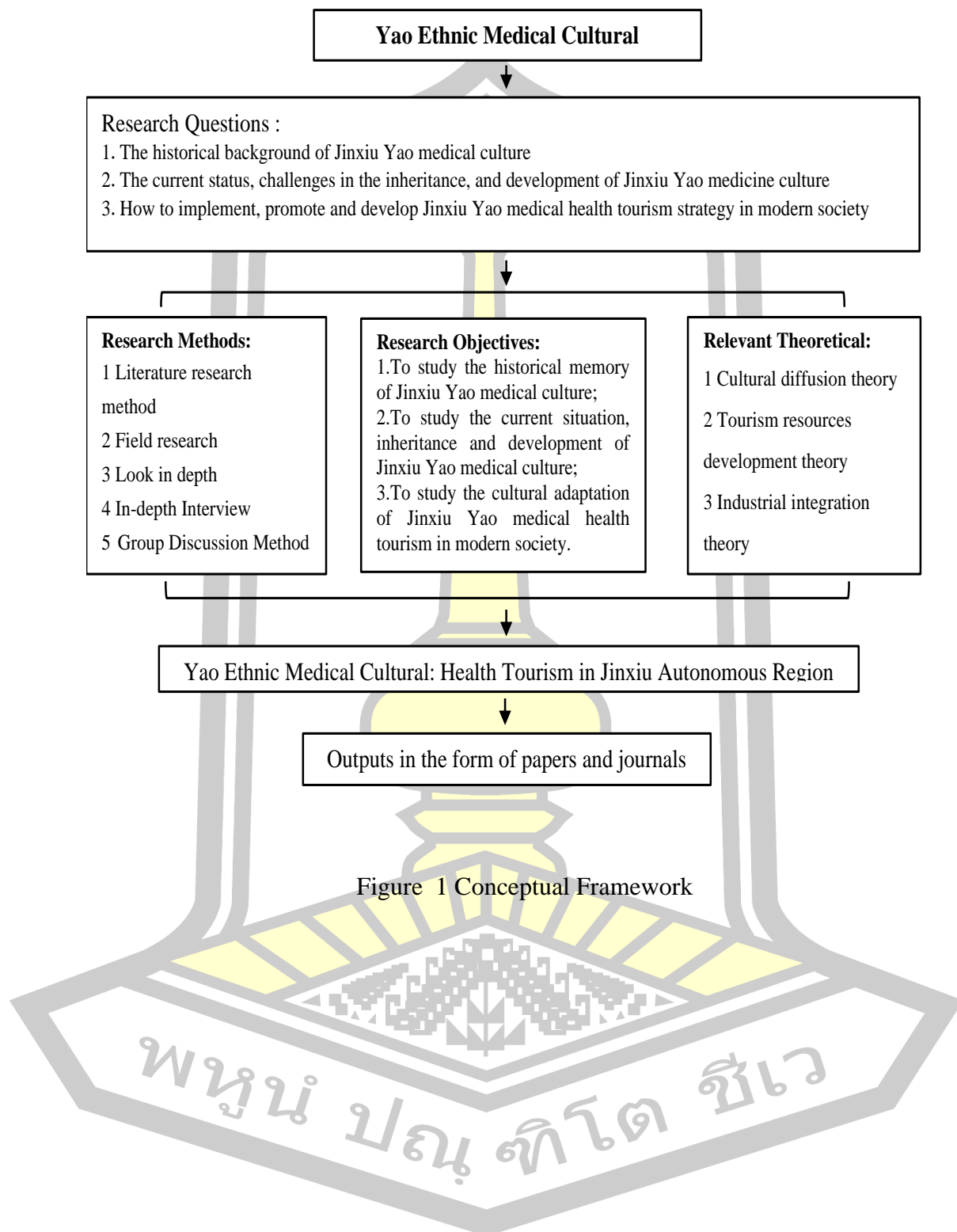
care, health care, health care, healthy diet and other forms to achieve the purpose of strengthening the body, cultivating the character, medical rehabilitation, prolonging life and other purposes. It is the result of the integrated development of different tourism formats and health preservation. Internationally, it is generally known as medical tourism and health tourism.

In 2024, the Jinxiu County government report concluded that Jinxiu County has built 13 traditional Chinese herbal medicine planting bases, 25 Yao medicine processing enterprises and 29 small and micro enterprises providing health care services. It is expected that the annual comprehensive output value of Yao medicine industry chain will reach 652 million yuan. Yao Medical Characteristics Health Care Center was awarded the demonstration base of Traditional Chinese Medicine health tourism in the autonomous region, and successfully held the first ethnic medicine (Yao medicine) industry high-quality development exchange conference.

1.6 Conceptual Framework

Taking Yao medicine: health tourism of Jinxiu Yao Autonomous County as the research object, this thesis collected and analyzed the history and development of Yao medical culture in Jinxiu County, the current situation and cultural identity of Jinxiu Yao medical culture, and the strategy of health tourism of Jinxiu Yao medical culture. The qualitative research methods such as literature research, field investigation, in-depth interview, SWOT analysis and comparative analysis are used to guide the research process. The specific research framework is as follows:





CHAPTER II

LITERATURE REVIEW

This chapter introduces the literature on the Yao medicine culture and wellness tourism in Jinxiu Yao Autonomous County, as well as related existing research. It elaborates on Yao knowledge, the historical origins, development process, characteristics, and challenges of Yao medicine culture. It also discusses the current state of research on traditional Chinese medicine wellness tourism, while reviewing and summarizing the relevant literature on Yao medicine culture and wellness tourism in Jinxiu County. Currently, there is limited research on the Yao medicine culture and wellness tourism of Jinxiu Yao Autonomous County.

The chapter primarily focuses on applying the theory of cultural diffusion to analyze the diffusion mechanisms of Jinxiu Yao medicine culture and proposes relevant development models and strategies. It introduces the use of tourism resource development theory to analyze how to fully leverage the unique and ancient Yao medicine cultural resources of Jinxiu, aiming to develop personalized, highly competitive wellness tourism products that are well-received in the market. Moreover, it applies the theory of industrial integration to study the driving factors, barriers, pathways, and methods of integrating Jinxiu Yao medicine culture with wellness tourism, providing a theoretical foundation for this research.

The chapter adopts literature review, data collection, and field research methods to study the historical development of Yao medicine culture and its cultural adaptation within modern wellness tourism in Jinxiu. Data was primarily collected through fieldwork, observations, interviews, and group discussions to obtain insights into the history of Yao medicine, the current state of its development in Jinxiu, and the growth of wellness tourism based on Yao medicine culture. These methods pave the way for further research on the history of Yao medicine culture and strategies for developing wellness tourism in Jinxiu.

2.1 Yao Nationalit

- 2.1.1 Yao people claim to be the same as other
- 2.1.2 Distribution of Yao nationalit
- 2.1.3 Yao's language and ethnic origin
- 2.1.4 Religious belief of Yao nationality
- 2.1.5 Yao people's production and customs
- 2.1.6 Yao Culture Research

2.2 Yao medical culture

2.3 Traditional Chinese medicine health tourism

- 2.3.1 International research on TCM health tourism
- 2.3.2 Research on Chinese Traditional medicine health tourism

2.4 Conceptual and theoretical review

- 2.4.1 Cultural diffusion theory
- 2.4.2 Tourism resources development theory
- 2.4.3 Industrial integration theory

2.5 Research articles on the study site

- 2.5.1 Yao medical culture in Jinxiu
- 2.5.2 Yao medical health tourism in Jinxiu Yao Autonomous County

2.1 Yao Nationality

The Yao people are a member of the Chinese nation and a transnational nationality. For thousands of years, Yao has been known for its long history, wide distribution, rich culture, hard-working people, strong resistance, and good knowledge of herbal medicine (Liu, Y.H., & Ding, 1995)

2.1.1 Yao people claim to be the same as others

The Yao people refer to themselves using 28 different names, according to linguistic surveys. Among these, the most common self-designations are "Mian" (勉) and "Men" (吉门), which account for over 70% of the Yao population and are found across six provinces in southern China. Some scholars suggest that "Mian" and "Men" are phonetic variations of the Chinese character "蛮" (Man), indicating a connection between the Yao people and the ancient "Man" tribes. Other self-

designations include "Bunu," "Bingduoyou," "Naugelao," and "Lajia." Those who share the same self-designation tend to speak the same or similar languages, while different self-designations correspond to linguistic differences.

The Yao people are known by many external names as well. According to Huang Jue's "A Brief Explanation of Yao Names," there are 296 recorded external names. The name "Yao" is derived from the Chinese character "徭" (Yao), which is associated with corvée labor. There are two theories regarding this: one suggests that the Yao ancestors were exempted from corvée labor due to their contributions to the feudal dynasty, leading to the name "Mo Yao"; the other suggests that after being conquered by the feudal dynasty, the Yao people were subjected to corvée labor, hence the name "Yao Min" (Yao people). The term "Yao" originated from the ancient system of corvée labor and military garrisons. The famous Tang Dynasty poet Du Fu mentioned "Mo Yao" in his poetry, and poet Liu Yuxi also referred to "Mo Yao" in one of his works, indicating that the name Yao had already been established by the Northern and Southern Dynasties through the Tang Dynasty (420-896 AD). The term "Yao" first appeared as "徭" in the Song Dynasty's historical texts, later evolving into "瑶" in both the Yuan and Ming Dynasties, with the latter being used until the Republic of China period. In the 1920s, scholars from Sun Yat-sen University in Guangdong advocated for changing "瑶" to "瑶," and this practice was adopted by some academics. The "Yao" character was also used in inscriptions on the Longwei Temple stele in Yangshuo County, Guangxi, and in slogans during the Red Army's Long March. After the founding of the People's Republic of China, the character "瑶" became the standard designation.

2.1.2 Distribution of Yao nationality

The development history of the Yao people can be traced back to the Baiyue people in ancient times. In the Qin and Han Dynasties, the Yao ancestors took Changsha, Wuling or Wuxi as their residential centers, and in the Southern and Northern Dynasties, Hengyang and Lingling counties as their residential centers. "Sui Shu · Zhi twenty-six · Geography" contained Mo-min distributed in Changsha, Wuling and Xi Ping and other eight counties. According to the historical data of the Tang Dynasty, Mo's corvée is distributed in more than the above eight counties.

According to historical records, the distribution of Mo 's corvee in the Tang Dynasty includes Changsha, Wuling, Baling, Lingling, Guiyang, Liyang, Hengshan, Xiping and other counties and Jianghuai, Jiangnan West Road Hong, Ji, Qian, Fu, Yuan Wuzhou, Shao, Lianhe, Chenzhou, Langzhong of Sichuan and Jianning County of Fujian. Mo's corvee is the barbarian's subordination, the printbook, the hereditary soldier, the field garrison, free from corvee, which was formed for a long time. It is an ethnic group formed by the barbarians based on the system of military service and paying service. In the Song Dynasty, the Yao people were distributed in Hunan, Guangdong, Guangxi, Guizhou and Jiangxi. In the Ming Dynasty, the Yao people were distributed in Hunan, Guangzhou and Guangxi. "After the death of Ding Guo, there were still several thousand of them. They lived together on the border of Yunnan, a hundred miles east of Awa City" (Xie, 1957) Part of the Qinwang Yaobing in Hunan, Guangdong and Guangxi provinces spread to Vietnam and Laos outside the border of Yunnan, and later moved to Thailand. The Yao people have spread throughout the Song and Yuan Dynasties. According to the Yuan History Taiding Benji 1, it is stated that in the third year of Zhi (1323), Yao soldiers in Dali and Wei Chu were bandits. The Yao people of Yuan Dynasty had indeed entered the Yunnan-Guizhou area at this time. In Ming and Qing Dynasties, Yao people mainly lived in Hunan, Guangxi, Yunnan, Guangdong and other places, namely the area of Nanling Mountains (Wu, 1999) In the Ming and Qing Dynasties, the Yao people began to migrate from southwest China to Southeast Asia.

The Yao people in China are mainly distributed in six provinces and regions, namely Guangxi, Guangdong, Hunan, Yunnan, Guizhou and Jiangxi. Guangxi has the largest population of Yao people in China. According to statistics, in 1953, 1956, 1982 and 1990, the population of Yao nationality in China was 66.59, 74.42, 141.19 and 2.1340 million, and the population of Yao nationality in Guangxi was 40.46, 45.52, 86.38 and 1.32 million. Accounting for 60.76%, 61.17%, 61.17% and 61.80% of the total population of Yao in China. It can be seen that from the 1950s to the 1990s, the Yao population in Guangxi has always been more than 60% of the total Yao population in China, ranking first in all provinces and regions of the country (Mo Jinshan, 2014). There are 13 autonomous counties of ethnic minorities in China. The population of the Yao ethnic group in the world is about 3.8 million. The Yao

population in China is 3,309,341 (2021 census figures). In addition to China, the Yao live in Vietnam, Laos, Thailand, the United States, France, Canada and other countries. These Yao people all migrated from China. In the early 1980s, some Yao people living in Southeast Asia migrated to Europe and America. Thus, the Yao became a cross-border ethnic group in the world.

2.1.3 Yao's language and ethnic origin

In terms of language, Yao belongs to the Miao branch or Yao branch of the Chinese-Tibetan Miao-Yao language family, and a few parts belong to the Zhuang-Dong language group. Due to their mixed population, many Yao people can speak Chinese, and some of them can speak Zhuang, Dai and Miao languages. The different language appellations of Yao people also reflect the pluralism of their ethnic origin. Scholars have different opinions on the origin of Yao people. Most people believe that Yao people originated from "Changsha, Wuling Man" or "Wuxi Man", and originally lived in Changsha and Wuling County, namely the Xiangjiang River, Zijiang River and Yuanjiang River basin and the Dongting Lake area in Hunan Province (Compilation Group of A Brief History of Yao People, 1983). In the Qin and Han Dynasties, the Yao ancestors lived in Jingman from present-day Sichuan, Hubei, Hunan, Jiangxi and Anhui to Wuyue, northeast Guangxi and northern Guangdong, and their migration routes were different. There is also a legend of crossing the sea in the "Pass the Mountain", crossing the sea in the face of fierce winds and waves, praying for the blessing of the Pan King, showing the characteristics of the nationality, mass and inheritance of their religious belief.

2.1.4 Religious belief of Yao nationality

The Yao people's religious belief is the belief of ancestor worship and polytheism with Panwang as the core. The Yao people come from multiple sources. After a long history of changes and ethnic migration and communication, their religious beliefs also differ from place to place. Polytheistic beliefs, such as belief in witchcraft, Buddhism and faith, have emerged. Song Dynasty "Fang Yu Sheng LAN" volume 30: "Yao custom, fear of ghosts and gods, like sexual worship. Yao people's religious beliefs developed on the basis of ancient natural worship and belief in witchcraft. In the process of migration and integration, they absorbed some rituals, lists, charms and other contents of Taoism and Buddhism to perfect and enrich their

religious activities, forming their unique folk beliefs. The legend of Panhu shows that the Panhu barbarians (the ancestors of the Yao people) respected the dog as a totem and a symbol of the nation, showing their loyalty to the dynasty. We understand that the dog in the legend is loyal to the master, indicating the obedience and subordination of the Panhu barbarians to the Central Dynasty, and is a military force to defend the dynasty. Lemonie of the French National Center for Scientific Research investigated the Yao people in Kaisau village, south of Luang Prabang, Laos, and obtained the Yi Dian Shu (Yao classic document). "Ritual book" is the book used by Yao sacrificial rites (that is, Yao classics), the north of Guangdong Yao people commonly known as "Please God book", that is, when the festival worship king (worship Pangu king), the ritual master (wizard) read and sing Yao classics priests.

2.1.5 Yao people's production and customs

The Yao people are hardworking and kind-hearted. They are good at making use of natural resources and geographical conditions to produce and live. They grow rice, corn, sweet potatoes and other crops, raise chickens, ducks, pigs and other domestic animals and poultry, and collect herbs and wild animals and plants. At the same time, the Yao people also pay attention to the production and processing of handicrafts, such as embroidery, weaving, carving and other skills are excellent. The customs of Yao people are very rich, including Yao wedding customs, Yao costumes, Yao diet, Yao festivals and so on. In Yao society, traditional festivals such as Panwang Festival, Spring Festival and Dragon Boat Festival are one of the important festivals. People will hold grand celebrations to show their cultural traditions and artistic talents. Traditional Culture of the Yao People (Xie, M.X., & Yu, 2000) (mainly discusses the formation and development of the traditional culture of the Yao people.

2.1.6 Yao Culture Research

The study of Yao culture as a discipline can be traced back to the 1830s. A Survey Report of Yao People in Lingyun, Guangxi describes the language and living customs of Yao people in Lingyun County. The investigation on the social production and living customs of Yao people in Dayao Mountain of Guangxi includes Investigation of Yao People in Guangdong and Guangxi, Social Organization of Huaxanyao People, Yao People in Pancun, and Culture of Chashan Yao People "On Yao Traditional Culture" mainly discusses the relationship between Yao's degree ring

and Taoism, the relationship between Pangu and Panhu, the relationship between Yao and Han ethnic groups, traditional moral concepts, marriage customs, etc. Investigation of Yao in Thailand summarizes the population distribution, origin and migration of Yao in Thailand, comments on the Emperor's scroll, marriage, funeral, religious belief and so on. On the Change of Yao Traditional Culture (Zhang, 1992) mainly deals with the change of traditional culture, religious belief, education, social form and festival dance. History of the Yao People (Wu, 1999) studies the situation of the Yao people before the Qing Dynasty according to the historical materials and dynasties. Overview of the Yao People in the World mainly introduces the origin, name, social development, literature, art, customs and beliefs of the Yao people in China, Vietnam, Laos, Myanmar, the United States, Canada and France. The Yao Stone Brand System (Mo, 2014) focuses on the stone brand system of Dayao Mountain Mountain in Guangxi. History and Culture of Yao People (Zhang, 1992) mainly discusses the general situation of Yao people's social and historical development, language and culture, religious belief and the situation of Yao people overseas. These research results have deeply discussed the traditional culture of Yao from different angles, and active the study of Yao culture.

2.2 Yao medical culture

Yao medicine is an ancient and unique medical system created, improved and developed by the Yao people in the harsh living and living environment for thousands of years. It has a very long history like the Yao people. The origin of Chinese traditional medicine, according to the existing history can be traced back to the ancient Fuxi family. The primitive medicine culture of Yao nationality has lasted for more than 3000 years. From the Spring and Autumn period to the Qin and Han Dynasties about 2,000 years ago, with the continuous discovery and accumulation of the efficacy of plants, animals and minerals in the treatment of diseases, Yao culture deepened and sublimated. The Yao medical culture not only includes the knowledge of medicine, but also involves ethnology, psychology, anthropology, folklore, archaeology, botany, ecological environment religion, culture and art and other disciplines.

Yao Medicine under Religious Ideology. Li Ruhai (2015) pointed out that Yao medicine, throughout its development, has gone through several stages: the original Yao medicine stage characterized by using divine power to treat diseases; the shamanistic culture stage, marked by communicating with spirits to cure illnesses through magical and divine power; and the shaman-medicine combination stage, where medicine was primarily used alongside magical and divine powers. Additionally, in some Yao regions, Yao medicine has evolved to a stage where unique techniques, methods, and medicines are used to treat diseases without reliance on spirits or magic, marking a distinct phase in Yao medical culture. Under the influence of religious thinking, the Yao people have accumulated and summarized a wealth of experience in treating diseases using both plants and animals, as well as religious rituals. Spirit worship fulfills the spiritual need of the Yao people to ward off evil and seek blessings, while the "Jiejie" ritual connects spirits, ancestors, and moral teachings, encouraging people to cultivate virtue and maintain a peaceful mind. The external form of "shamanistic medicine" involves worshipping gods to heal illnesses, while its essence includes nourishing the spirit and body, considering the spirit as the foundation of life, and integrating shamanism, medicine, immortality, and Taoism. Talismanic healing, a clinical treatment method frequently used in Yao medicine, carries a strong religious and theological significance. Li Haiqiang (2016) discussed Yao medicine from the perspective of religious ideology. After thousands of years of transmission and development, Yao medicine has moved beyond the confines of spirit beliefs and talismanic practices. Its concepts of disease, health, and treatment, based on the fundamental idea of balance, continue to have a positive impact on contemporary society.

Yao medicine and Yao medicine. According to the survey, there are 1392 varieties of Yao medicine, among which 104 are the most commonly used ones: "Five tigers", "nine cows", "eighteen diamonds" and "seventy-two wind". Yao medicine is honored as "Laobanyao". The classification of Yao medicine has its unique national characteristics, and in the process of its historical evolution, it deeply contains rich cultural connotations of Yao medicine. It is of great significance for the establishment of the theoretical system of Yao medicine. According to the imbalance of the body, Yao medicine adopts various drug or non-drug treatment methods to adjust or

promote the balance between the profit and loss between the body and soul as well as the viscera of the body system, so as to restore the body to normal (Li, 2011) The diagnosis and treatment methods of Yao medicine can be described as unique and rich. In addition to the common methods of looking, smelling, asking and touching, Yao medicine also developed folk song question and answer diagnosis, drug test diagnosis, nail diagnosis, palm diagnosis, tongue diagnosis, ear diagnosis, nose diagnosis, eye diagnosis and face diagnosis. It has a variety of therapies, using acupuncture, needle picking, bone moxibustion, egg moxibustion, moxibustion, cupping, massage, gua sha and special grinding medicine, fir thorn, fire attack, fire oil lamp, fire push and other therapies to treat some difficult and miscellaneous diseases, often receive satisfactory curative effect. Yao medicine also uses the rich animal and plant medicine resources in Yao Mountain, the use of internal administration, external application and medicine pad, medicine hanging, medicine bath, medicine, medicine ironing, medicine moxibustion and other methods to treat, simple medication, convenient collection, abundant source and low price. Yaoyi hemiplegia decoction has satisfactory effect on the sequelae of cerebral apoplexy, and it is worth promoting. "Yaoyi Hemiplegia External washing Qi Recipe" has a satisfactory effect on hemiplegia, numbness swelling and spasm of hands and feet after stroke. Yaoyi's combination of songpin and Yao medicine wine is effective in the treatment of lumbar disc herniation. The characteristics and advantages of Yao medicine are nurtured by the rich and unique excellent traditional culture of Yao (Zhang, L., & Liu, 2013) In the 1970s, Guangxi organized a survey on ethnic medicine in 36 counties where seven ethnic groups, including Zhuang and Yao, gathered together, and compiled Selected Ethnic Medicines of Guangxi, Annals of Traditional Chinese Medicine of Guangxi, Selected Materia Medica of Guangxi, and List of Medicinal Plants of Guangxi, which contain a large number of Yao medicines and experience prescriptions. Since 2001, Chinese Yao Medicine, Chinese Yao Pharmacy and Concise Yao Medicine have been published.

Yao medicine combination of medicine and maintenance. Yao medicine believes that the dynamic balance of heaven and earth can maintain human health. Taking this as the guiding ideology of health preservation, Yao medicine attaches importance to the concept of regulating the spirit of Qi and paying attention to the

concept of disease prevention and health preservation in accordance with the natural laws of the four seasons. Yao medicine is not disease prevention reflected in: comply with the four seasons, take the method of dynamic and static combination, should be the time to cultivate; Superior marriage and good breeding for disease prevention; Isolate the source of diseases and prevent infectious diseases. In the process of searching for food, the ancient Yao people found some homology ingredients that could not only be eaten, but also have health care and therapeutic effects, such as: five-color glutinous rice (fragrant maple leaf, red orchid, yellow ginger, black cypress leaves, purple muscatine and other plant juice dyed glutinous rice) to strengthen the spleen and stomach; When going out, ginger was used to avoid dirt; Eat raw garlic to prevent parasites; Ginger bath dispelling cold dispelling dampness and so on. Du Junfang & Wang Xuene & Zhang Man (2018) Explore the application advantages of Yao medicine in the combination of medicine and maintenance, and provide reference for the role of ethnic medicine in the combination of medicine and maintenance. Further explore Yao medicine health care theories: three-way harmony theory, break-even theory, Qi ten thousand theory, heart-kidney life and death theory, nose pass total entrance theory, disease entering pulse theory, etc., and summarize and verify the effective health care methods passed down from generation to generation by Yao folk, such as emotion, environment, diet, sports, Yao characteristic therapy and health care. Xu Jingbin (2005) sorted out the development vein of Yao traditional diet culture. During their long-term migration, Yao people absorbed the diet and healing culture of Central Plains, processed food materials together with Yao medicine and ate them in daily life, forming a unique diet and healing culture, which enriched Yao medicine's methods of health care and disease prevention and treatment. (1) Staple food: corn, sweet potato, taro, rice and other miscellaneous grains are not only the staple food of the Yao people, but also have the effect of tonifying the spleen and kidney and prolonging life. During the Spring Festival, soak the steamed bun with calamus water; The first day of February to do chicken leaf cake; March Qingming edible yellow sticky rice; The eighth day of April leek fried glutinous rice; May Dragon Boat Festival, package white flower Dan and leek 粽子, drink fruit liquid, drink realgar wine, eat 粽子. (2) Sauces. According to the "Pepper Pepper is not different" section in Chiya · Volume Xia, "Pepper pepper is common in every Yaotong, and it is mainly

long pepper mixed with herbs, which is good in taste but not different." For example, bird fermented is Yao Zhenjia product, can also be used as medicine, stored more than 15 years of bird fermented, has become glue juice, melted into liquid after taking, can treat dysentery. (3) Medicinal tea class. According to the changing laws of the seasonal climate and the understanding of the balance of the human body, the Yao people make a variety of medicinal tea with different effects. In spring, you can drink gynosteme tea and arhat fruit tea to clear heat and moisten lung, relieve phlegm and cough; Summer can drink stevia and pueraria tea or Jiujiu wind and MAO root tea, clearing heat and relieving summer heat, producing fluid to quench thirst; Autumn can drink peppermint and stevia tea, remove dampness turbidity, wake up the brain; Winter can drink cinnamon old ginger tea, dispel wind cold, warm Lian in. "Play oil tea". First of all, the tea leaves are stir-fried and beaten in water to cook soup, with ginger, chili, scallion, salt or sugar and other seasoning, and then add fried rice, fried beans, rice krispies, fried peanuts and so on when drinking. Drinking all year round can refresh the brain, warm the stomach and strengthen the spleen, promote digestion. (4) medicine and wine. Yao wine is usually made of millet, sweet potato, corn, glutinous rice, black rice and other raw materials, such as calamus wine commonly used in folk. This wine expels phlegm, dispels dampness and detoxification, and has the functions of analgesia, sedation, anti-convulsion, antispasmodic, lowering blood pressure, anti-arrhythmia, relieving cough and asthmatic asthma, expelling phlegm and inhibiting bacteria. There are also Huangjing glutinous rice wine, Ganoderma lucidum wine and Jinying wine. (5) Soup type. Such as Luohan Guo pig lung soup (Luohan Guo, pig lung, ginger slices, rice wine, salt) lung moistening dryness, cough and phlegm. Huanghua pour water lotus pot pig foot soup, moon water can play a good disease prevention and treatment and health care effect. Rich diet and treatment method fully reflects its cause time, due to place, people's health care and disease prevention and treatment characteristics.

The development status and existing problems of Yao medical culture. Zou Defang.(2017) Believed that the cultural origin of Yao medicine, The development and evolution of Yao medicine are rare in literature records, and there are no successors of Yao medicine. Dong Mingjiao et al. (2007) proposed such a huge and numerous project for the inheritance and development of Yao medicine culture, including the

protection of Yao medicine, strengthening the survey of Yao medicine resources, establishing a large-scale Yao medicine research institution, and strengthening the joint research of related disciplines. Zou Defang (2017) proposed to obtain national policy support, formulate relevant regulations and measures for the protection of Yao medicine, and strengthen the construction of organizations; Strengthen the general survey of Yao medicine; Training Yao medical talents; Protecting Yao's natural medical resources and Yao's characteristic medicinal materials; Increase the study of Yao medicine.

2.3 Traditional Chinese medicine health tourism

In recent years, the combination of traditional Chinese medicine and health tourism has developed rapidly, and the new tourism format with the main purpose of traditional Chinese medicine health and health has attracted the attention of domestic experts and scholars. The research in this field in China has evolved from medical tourism, traditional Chinese medicine tourism and ethnic medicine tourism. The research on TCM health tourism in China is in its infancy, and most of the research results are still in the stage of theoretical and conceptual exploration. Compared with the international research, Chinese research pays more attention to the discussion on the resource conditions of TCM health tourism.

2.3.1 International research on TCM health tourism

Literature review finds that there are no direct studies on TCM health tourism in foreign countries, most of which are discussed from the aspects of medical treatment, health and health tourism. In particular, the majority of medical tourism-related literature publications.

Medical tourism is a form of ecotourism, related to leisure tourism, that is, seeking fun, relaxing, escaping the physical and mental stress and tension brought by daily life, and purposefully escaping from medical restrictions. Buzinde Christinen. B. (2012). SnyderJeremy (2013) believes that medical tourism refers to international travel by patients in order to seek medical services. Anetamathijse (2019) Medical tourism is a kind of behavior that patients travel from their own country to other countries to seek medical services to obtain health. At present, the definition recognized by most academic circles is the World Health Organization (2012) medical

tourism is a tourism service with the themes of medical care, illness and health, rehabilitation and rest.

According to the World Tourism Organization, health tourism refers to the development of national natural resources, especially mineral springs and climate resources, into health tourism products. Jonathan (1994) believes that health tourism attracts tourists through the unique attraction of destinations and medical services. Robyn Bushe (2011) is a kind of tourism that improves tourists' life and quality of life. Hung VCS(2013) defines health tourism as more inclusive than medical tourism, and divides health tourism into medical tourism and health tourism. Loh (2015) Activities in which consumers travel abroad to obtain health services. The above situation shows that most scholars believe that health tourism is richer in connotation than medical tourism.

The term health tourism originated from hot springs in ancient Greece and the Roman Empire. In 1995, American physician HHalberDun defined wellness tourism as a state of high personal health that is determined by the sum of one's body, mind, spirit and condition in a given environment. According to Reisman (2011), wellness tourism is a kind of tourism mode to prevent and cure diseases. The Institute of Leisure and Tourism of Bernier University (2015) defines wellness tourism as the sum of all tourism activities and phenomena generated by people to maintain or promote their own health. It can be seen that the opinions of researchers vary.

2.3.2 Research on Chinese Traditional medicine health tourism

2.3.2.1 Definition of TCM health tourism

Traditional Chinese medicine health tourism conforms to the trend of The Times and is welcomed by the majority of tourism enthusiasts. Liu Tingfang (1996) first put forward the concept of "medical tourism". Wang Jingming et al. (2000) believe that TCM tourism is a branch of ecotourism and an integrated industry integrating tourism and TCM. Tian Guangzeng (2005) believes that TCM health tourism is a new type of tourism that integrates various kinds of health preservation, health care, recuperation and leisure. Zhao Hengbo (2022) believes that TCM health tourism is a new type of tourism that deeply integrates TCM culture, unique health concept and TCM medicinal resources with sightseeing and leisure. It is a new form of business that provides all-round and full-cycle health services for the people. It is

not only an extension of the traditional Chinese medicine industry chain, but also an innovative development of tourism. The definition of TCM varies, basically focusing on the purpose of tourists' health, regimen, rehabilitation, health care and fitness. In the Outline of the Strategic Plan for the Development of Traditional Chinese Medicine (2016-2030), The State Council clearly defined traditional Chinese medicine health tourism, which takes the dissemination and experience of traditional Chinese medicine culture as its main purpose, and integrates traditional tourism with traditional Chinese medicine convalescence, rehabilitation, health preservation, cultural communication, business exhibition and scientific examination in a reasonable and effective way to form a service-oriented traditional Chinese medicine trade.

2.3.2.2 Research on resource conditions of traditional Chinese medicine health tourism

Resources are the prerequisite and basis for the development of TCM health tourism. Pan Yafang (2015) and Ma Renfeng (2015) pointed out that having rich tourism resources and rich medicine and plant resources is the advantage of developing forest health tourism. Deng Jinchun (2016) and Li Jiren (2018) believe that superior mountain forest resources, climate, negative oxygen, altitude, water quality, medicine and plant and other health resources, and profound medical culture lay the foundation for the development of traditional Chinese medicine health tourism. Yang Hongbo (2018) discussed that forestry, traditional Chinese medicine recuperation, cultural resources and a large number of lake resources are the basis for the development of traditional Chinese medicine health tourism. Wu Haibo (2019) pointed out that local apricot forest culture, reorganization of traditional Chinese medicine and traditional Chinese medicine processing techniques were local advantages in developing traditional Chinese medicine and traditional Chinese medicine tourism based on the endowment of traditional Chinese medicine and health tourism resources, beautiful ecological environment resources, historical and cultural resources and profound traditional Chinese medicine resources. Meng Changhai (2020) pointed out that the history and culture of traditional Chinese medicine, rich resources of traditional Chinese medicine and China's policy support are important conditions for the development of traditional Chinese medicine health tourism.

According to the literature review, TCM health tourism resources focus on medical resources, followed by ecological environment resources and historical and cultural resources.

2.3.2.3 Research on types and development of traditional Chinese medicine health tourism and tourism products

First of all, in terms of the types of TCM health tourism products, Sun Yongping et al. (2007) believe that TCM health tourism includes medical tourism, medical tourism, visiting and learning, exhibition and other products. Zhang Qun (2012) believed that TCM health tourism includes medical consultation, viewing and cognition, health convalescence and TCM procurement. Huang Jinlin, Yang Rongbin (2009) Divided the tourism into three categories: the development of traditional Chinese medicine health care, rehabilitation and convalescence, and medical beauty and body beauty products. Zhang Guanghai (2013) divided them into four categories: the development of health care and health, traditional Chinese medicine resources, traditional Chinese medicine treatment and comprehensive rest therapy.

According to Li Shi (2008) and Hou Xiaowen (2013), TCM health tourism mainly includes four kinds of products: shopping tourism, sightseeing tourism, experiential tourism and academic MICE tourism. Dong Shaohua (2012) divided the tourism into five categories: development and treatment of diseases, beauty and plastic surgery, health care, leisure and vacation, and medicine and shopping. Feng Yuzhu (2015) believes that food culture, tea culture and wine culture should be included in food health tourism products, and puts forward countermeasures and suggestions for the development of food health tourism products. Liu Sihong et al. (2019) believe that TCM health tourism products mainly include TCM medical treatment, health care, culture and education, and health industry. Scholars have different classification standards for traditional Chinese medicine health tourism. In addition, Ning Xiaomei (2018) discussed the development of health tourism products from the perspective of religion; Or from the perspective of young women's mental health, she put forward suggestions on the development of tourism products such as beauty, body beauty, fitness and shopping (Guan Tao, 2009)

Guo Jianbo (2012) In terms of marketing strategy, some scholars believed that we should pay attention to characteristics, excavate cultural connotation and

develop experienced products; In the promotion, we should use film and television, public relations, personnel and other channels for communication. Yu Linhui (2021) believes that the connotation of solar term culture should be explored based on ontological resources. The government, enterprises, communities and other subjects should work closely together to develop health and wellness tourism products at different levels according to the characteristics of the tourist market. A new business form that integrates traditional tourism industry with traditional Chinese medicine. This new business form integrates traditional Chinese medicine culture, unique health concept and traditional Chinese medicine resources with sightseeing and leisure to provide people with all-round and full-cycle health services (Zhao, 2022)The academic community should further explore a more universal strategy for the development of TCM health and wellness travel products (Fu Qiannan,2020).

Based on the research and analysis of many experts, there are mainly the following ways to develop TCM health and wellness tourism products: (1) TCM sightseeing. Visit TCM planting bases, TCM museums, well-known TCM pharmacies, TCM factories and TCM hospitals; Visit the famous TCM hospitals, pharmacies and traditional Chinese medicine practitioners to observe TCM diagnosis and treatment, etc. (2) Chinese medicine shopping tour: buy local rare medicinal materials, commonly used Chinese medicine slices, special prescriptions and proprietary Chinese medicine. (3) Traditional Chinese medicine health care experience tourism: attend lectures on traditional Chinese medicine health care knowledge, learn traditional aerobics; Tasting medicinal food, medicinal drink and medicinal wine; Acupressure, Chinese medicine foot bath, Chinese medicine physiotherapy, etc. (4) Chinese medicine research and tourism: Hold activities such as Chinese medicine exhibition, Chinese medicine cultural academic research association, and Chinese medicine production site visit to fully demonstrate Chinese medicine culture, so as to bring significant economic and social benefits.

2.3.2.4 Research on the development status and countermeasures of traditional Chinese medicine health tourism

After consulting the materials, it is found that most scholars have studied the existing problems and suggestions on the development of TCM health tourism. Li Shi (2008) and Ma Liang (2013) believe that the development of TCM health tourism has

such problems as single product development mode, lack of product differentiation, lack of characteristics, lack of overall planning of product marketing, and less domestic than international market positioning. Yang Jianyu (2011) believed that to develop TCM health tourism, the first step is to further improve the product system and develop characteristic products. Zhang Xiaoying (2014) believes that government support should be strengthened, management system should be improved, and it is suggested to attach importance to government guidance and overall planning to form an intensive industrial chain. Hu Lingjuan (2014) emphasizes the need to do a good job in top-level design. Yu Weimo (2015) believes that in order to cultivate relevant well-known brands, products should reflect the cultural characteristics of traditional Chinese medicine. Lai Qihang (2016) et al pointed out that the development of TCM health tourism should be promoted in such aspects as improving infrastructure, cultivating talents, enhancing city image and building industrial parks. Wang Ailin (2017) believes that high-quality talent team and perfect policy support are also necessary for the development of TCM health tourism. Ling Changrong (2018) believes that efforts should be made from the perspectives of establishing health tourism brand, improving the quality of tourism products, exploring culture and increasing publicity. Wang Wenqi (2018) proposed that in addition to optimizing industrial organizations and creating unique health tourism products, relevant resources should be integrated and the promotion of traditional Chinese medicine health tourism should be carried out in order to develop traditional Chinese medicine health tourism. Zhang Baoxiang (2019) explained that ethnic medical tourism relies on the special climate environment of ethnic areas, special diagnosis and treatment techniques of ethnic medicine and famous doctors and other resources to meet the needs of medical tourists for disease treatment, health care, vacation and entertainment, etc., and provides one-stop high-end services such as transportation, accommodation, medical examination and sightseeing for non-local and even foreign tourists. Su Chunyan (2021) proposed industrial integration development strategies such as the deep integration of traditional Chinese medicine technology concepts and health care tourism products, the creative integration of traditional Chinese medicine cultural knowledge and sightseeing cultural popular tourism products, and the integration of traditional Chinese medicine characteristic resources and experience-

based leisure and shopping tourism products, so as to promote the better and faster development of traditional Chinese medicine health tourism industry. Based on SWOT analysis, Xiao Jiancai (2022) analyzed the crisis of the current TCM health tourism system and gave reasonable strategies and suggestions, and tried to point out the prospects of the development of TCM health tourism from the perspectives of promoting TCM culture, regulating the TCM market, implementing the concept of green development, and promoting ecological civilization. Zhao Hengbo (2022) pointed out that we can rely on the culture of health and longevity to vigorously develop the system of health and health care for the elderly; Focus on the development of health industries such as health care for the elderly, leisure tourism, ecological and green planting.

Zhou Xuejuan (2020) used SWOT analysis to discuss the advantages of climate, resources and national culture in the development of traditional Chinese medicine health tourism in Sichuan; The disadvantages of inadequate infrastructure, low popularity, shortage of talents and broad market; Policy support, the opportunity of large market demand, and the threat of fierce competition and product assimilation; Sha Sha (2017) systematically analyzed the current situation of the development of Chinese medicine health tourism in China based on the literature data method, and pointed out that a customized talent training model should be built to promote the healthy development of Chinese medicine health tourism in China. Yang Hongbo (2018) found out the problems such as lagging regulations, shortage of infrastructure and shortage of talents in Yunnan health tourism by means of conversation and literature analysis, and proposed the establishment of talent pool and emphasis on brand building to promote the development of Yunnan health tourism. Xia Yunliang (2023) used field investigation, questionnaire survey and other research methods, SWOT analysis, Pearson analysis and SPSS data analysis software to analyze the development resources, market and product status of traditional Chinese medicine health tourism products in the industrial park. First, there are deficiencies in the development of TCM health and wellness tourism resource products, which do not fully reflect regional characteristics, with fewer product categories, insufficient innovation and expansion, lack of product price hierarchy, serious product quality homogeneity, insufficient comprehensive service content, and gaps between reality

and marketing. It is suggested to realize the integration and utilization of resources and create personalized products with regional characteristics. In addition to qualitative analysis, there are also a few quantitative studies. How Mang (2017) conducted an exploratory factor analysis to find the health care resources that tourists are most concerned about, and proposed feasible solutions to the problems concerned, aiming at improving the participation of tourists and cultivating their recognition of traditional Chinese medicine health care tourism. There are many influencing factors involved in the development of traditional Chinese medicine health tourism, so quantitative analysis is inevitable. However, it is found that the research focus on the influencing factors of traditional Chinese medicine health tourism at home and abroad is still on qualitative analysis.

To sum up, the international research on health tourism has been relatively comprehensive and mature, but there is almost no research in the field of traditional Chinese medicine health tourism. China has carried out a certain degree of research in the field of traditional Chinese medicine health tourism. The research involves the definition of TCM health tourism, development status, obstacles and strategies, product development, personnel training and so on. However, the problems and countermeasures proposed are general, and the views are similar to some extent; In the research methods of TCM health tourism, most scholars adopt qualitative research such as literature analysis and field investigation, while quantitative research and the combination of qualitative and quantitative methods are few.

2.4 Conceptual and theoretical review

2.4.1 Cultural diffusion theory

Cultural Diffusion refers to the mutual transmission of ideas, skills, and other cultural traits, also known as cultural transmission, which is one of the fundamental cultural processes. For any culture to exist and develop outside its place of origin, it must both adapt to the local societal needs and integrate with the local traditional culture. Regarding the spatial diffusion of culture, the famous Swedish geographer Torsten Hägerstrand (1953) categorized cultural diffusion into two types: relocation diffusion and expansion diffusion. Relocation diffusion occurs when individuals or

groups migrate, bringing new ideas or technologies to new areas. This type of diffusion often covers long distances and creates a significant gap between the original cultural area and the new one. Expansion diffusion refers to the gradual spread of a new idea or innovation from a core area to surrounding regions, resulting in an increasing number of people and places adopting this culture.

Chen Li (2011) analyzed the factors influencing urban cultural diffusion in Harbin and Changchun, focusing on the impact of two main media—migration and religion—on the cultural diffusion in these cities.

I believe that by combining the theory of cultural diffusion with the historical memory of Jinxiu Yao medicine, and by thoroughly understanding the development process of Jinxiu Yao medicine, we can better utilize and protect the cultural resources of Jinxiu Yao medicine in the development of wellness tourism. This approach can transform the potential advantages of Jinxiu Yao medicine into tangible economic benefits, maximize the value of tourism resources, and enhance the recognition of Jinxiu Yao medicine wellness tourism. It will also provide theoretical guidance for the development of Jinxiu Yao medicine wellness tourism. This thesis attempts to analyze the diffusion mechanism of Jinxiu Yao medicine wellness tourism using cultural diffusion theory and proposes relevant development models and strategies.

2.4.2 Tourism resources development theory

Tourism resources, as an important component of the tourism industry, require theoretical research to provide better guidance for their development. The theories related to the development of tourism resources in China cover various aspects, with different focuses in their discussions.

Sustainable Development Theory: The development of tourism resources, grounded in the principles of sustainable development, is instrumental in safeguarding these resources while simultaneously fostering the sustainable advancement of the tourism industry and achieving economic, social, and environmental benefits.

Systemic Theory: The development of tourism resources constitutes a systematic endeavor that encompasses both natural and cultural landscape assets. It is imperative to strike a balance among economic, social, and environmental advantages; thus, resource development should be predicated on comprehensive planning that systematically evaluates resources, infrastructure, tourist markets, and investment

conditions while progressing methodically with clearly defined priorities. Location Theory: The 'Point-Axis' system theory serves as a foundational framework for regional resource development. This concept was introduced by Chinese economic geographer Lu Dadao based on central place theory, spatial diffusion theory, and growth pole theory. Tourist Behavior Theory: The objective of developing tourism resources is to fulfill both the physical and psychological needs of individuals; therefore, it is crucial to consider patterns of tourist behavior comprehensively in order to understand their requirements fully and develop tourism resources accordingly.

Using CNKI as the search platform and "tourism resource development" as the search term, 459 relevant articles have been identified from 1991 to the present. Most of these articles focus on the current status of tourism resource development or specific regions or types of tourism resources, while fewer studies focus on national-level or comprehensive system tourism resource development. A review of CNKI materials reveals that current tourism resource development theories mainly revolve around tourism resources, tourism industry development, tourism markets, and tourism attractiveness. The research content and perspectives are more focused on the significance and effects of tourism development, with more in-depth attention given to cultural and ecological aspects of tourism. Current theoretical research mainly emphasizes applied research, with foundational and specialized studies still relatively weak. There is limited exploration of the formation and development patterns of tourism resources. The research is more inclined towards empirical qualitative analysis and statistical methods, often using field surveys, questionnaires, and interviews to gather data, which are then analyzed using complex statistical methods like cluster analysis and factor analysis. However, the application of quantitative methods remains insufficient.

This study applies tourism resource development theories to explore the expansion of Jinxiu Yao medicine culture and wellness tourism resources. It analyzes the strengths, weaknesses, opportunities, and challenges of developing Jinxiu Yao medicine culture and wellness tourism, aiming to uncover and utilize existing or potential resources to enhance their attractiveness to tourists, transforming these resources into highly valuable tourism products. Jinxiu Yao medicine, with its unique

characteristics, requires development plans tailored to the actual conditions of Jinxiu's tourism resources. By reorganizing and innovating the value of existing Yao medicine and wellness resources, a new value chain can be formed. The Yao medicine culture is the soul of wellness tourism products. By skillfully leveraging Jinxiu's unique and ancient Yao medicine culture, highly personalized, competitive, and market-friendly wellness tourism products can be developed.

2.4.3 Industrial integration theory

The research on industrial convergence was first proposed by British scholar William Dehan in 1713 when he discussed the convergence and divergence of light rays, and then extended to many fields such as meteorology and biology. Industrial convergence is a new economic phenomenon that appears with the process of technological change and diffusion. American Rosenberg (1963) put forward the concept of industrial integration earlier. In its Green Paper, the European Commission defined industrial integration as the integration of technology network platform, market, industrial alliance and merger from three perspectives (European Commission, 2010). Li Wuwei & Wang Huimin (2002) believe that "industrial integration is a dynamic process through which resources, markets and technologies penetrate, cross and restructure each other to make different industries merge and form new industries." Linde (2005) believes that technological revolution has triggered the redefinition of industrial boundaries, and industrial integration can create new market demand, expand the original market scope, and extend the life cycle of the original traditional industries to achieve industrial innovation. Based on scholars' literature, the theory of industrial convergence is summarized as the interaction, penetration and synergy between different industries or sectors, aiming to create new value, improve efficiency and promote economic growth.

Type research on industrial integration. Grinsten and Hanna (1997) believe that "industrial integration includes alternative integration and complementary integration." Hacklin (2005) classifies industrial integration into three categories: application integration, horizontal integration and potential integration. According to Wang Dan (2008), "the three forms of industrial integration are transformational integration, complementary integration and alternative integration." The high-speed integration between industries has brought many positive effects. Industrial

integration helps to promote the optimization of industrial structure, the innovation of industrial organization, the improvement of the overall efficiency of the industry, and the enhancement of industrial competitiveness. The theory of industrial integration emphasizes that through the integration of technology, products and markets, resources can be shared and advantages can be complementary, so as to enhance industrial competitiveness and promote economic development.

Based on the theory of industrial integration, this study studies and analyzes the development status of Jinxiu Yao medical culture and health tourism, analyzes the driving factors, obstacles, paths and ways of integration, which will be conducive to a more comprehensive and systematic analysis of Jinxiu Yao medicine and health tourism. The problem analysis and development path proposed based on this theory are more conducive to the long-term development of Jinxiu Yao medicine and health tourism.

2.5 Research articles on the study site

2.5.1 Yao medical culture in Jinxiu

Yao medicine has no written records of its own nationality, and its rich contents are passed down from generation to generation in the form of word of mouth, except for scattered records in ancient Chinese. In the late 1950s, there was a nationwide upsurge of "offering prescriptions and presenting treasures". Yao medicine began to be compiled into various Chinese herbal medicine manuals after collection and compilation. The systematic study of Yao medicine independently began in the late 1980s and early 1990s. In 1989, the Guangxi Institute of Ethnic Medicine established Yao Medicine Research Office and Yao Medicine Outpatient Department. Yao Medical Research Institute and Yao medical Clinic were established in Jinxiu Yao Autonomous County, Guangxi. Yao medicine has its own clinical and research base since it was spread among the people by itself.

The long history of Yao medicine was recorded sporadically in the classic works of the Song Dynasty. Shu Song,n.d., describes Sharen as "only found in the southern part of the Lingnan region today". The Yao ancestors took sharen to remove miasma and relieve heat to aid digestion. The living, working and living conditions of the Yao people were poor, resulting in injuries and fractures. Snake and insect bites had a high

incidence. The Yao ancestors had already developed a set of methods for treating injuries. Apart from taking medicine internally and externally, they also mastered some simple and effective surgical methods. For example, in Zhou Qufei's *Lingwai Daida*, it is recorded that the Yao people "suddenly encountered the medicine arrow and cut off its flesh with a knife, but they never died". This is the most primitive and effective surgical method.

At present, there are relatively few researches on the Yao medical culture in Jinxiu. Taking July 10, 2024 as the time node, 639 articles related to Yao medicine were obtained by searching "Yao Medicine" as the keyword through Baidu academic literature search tool. With "Jin Xiuyao Medicine" as the keyword search, the results are 49. The research on Jinxiu Yao medicine culture mainly focuses on ethnology, Chinese medicine, public health and preventive medicine. Qualitative and quantitative methods are used for the study. In medicine, researchers study the efficacy of Yao medicine from the aspects of medicine, medical treatment, mostly medicinal bath, etc., to carry out medical professional exploration; Ethnology, from Jinxiu Yao medicine history development, heritage protection and other aspects to explore Yao medicine culture; In the aspect of history, the modern works represented by Qin Xunyun's *Chinese Yao Medicine* collected Yao medicine secret recipe and prescription. There are few studies on Yao medical culture tourism.

Relying on the rich drug resources of Dayao Mountain, Yao people have gradually formed their own unique Yao medicine culture in the long-term struggle against diseases. Basic theories of Yao medicine, such as the theory of break-even balance, the theory of the same disease and different disease, the theory of ternary harmony, and the theory of Qi ten thousand, were gradually formed (Feng, 2013) Pan Xiaohui (2017), from the dilemma of the protection and inheritance of Yao medical culture, elaborated the Yao medical culture tourism for vacation and health, sightseeing, folk experience, and research tourism products, and discussed a series of issues such as the future development mode of ethnic medicine system, inheritance mode, and how to enter the market of medical products. It proposed the combination of Yao medical culture and tourism, taking famous mountains, rivers, doctors and drugs as nodes, and adopting the point-axis mode to form the overall layout of Yao medical culture tourism resources. The tourism product planning of Yao medical

culture on the tourism development platform is preliminarily explored to further enrich the research system of Yao medical culture. On January 19, 2021, the 13th People's Congress of Guangxi Zhuang Autonomous Region approved the "Regulations on the Development of Yao Medicine in Jinxiu Yao Autonomous County", which will greatly promote the development of local Yao medicine.

Yao medicine is a part of ethnic medicine and represents a summary of the Yao people's experience and wisdom in understanding life, maintaining health, and preventing and treating diseases through long-term living, production, and medical practices. (Zang, 2019) Pan Xiaohui (2017) discusses the challenges of preserving and inheriting Yao medicine culture, including its applications in cultural tourism, sightseeing, folk experience, and research tourism. She explores issues related to the future development models of ethnic medicine systems, inheritance methods, and market entry strategies for medicinal products. Pan proposes integrating Yao medicine culture with tourism, using prominent mountains, waters, doctors, and medicines as nodes, and adopting a point-axis model to form a comprehensive layout of Yao medicine cultural tourism resources. This preliminary exploration aims to enrich the system of Yao medicine culture research through tourism product planning on development platforms.

On January 19, 2021, the 13th People's Congress of the Guangxi Zhuang Autonomous Region approved the "Yao Medicine Development Regulation of Jinxiu Yao Autonomous County," which significantly promotes the development of local Yao medicine. Yao medicine is a crucial component of traditional Chinese medicine, reflecting the wisdom of the Yao people in their long-term struggle against diseases. It has a long history and unique ethnic characteristics. Studies of ancient texts, customs, and health practices provide insights into the current state of Yao medicine. According to a survey, among 1,528 native plants in Jinxiu, 1,351 are medicinal, making it the county with the most comprehensive collection of medicinal herbs in Guangxi and the largest drug gene bank (Zhou, 2022).

Jinxiu Yao Medicine Hospital and Research Institute have applied for over 70 Yao medicine patents, collected over 5,000 folk remedies, gathered more than 1,000 Yao medicinal specimens, and published three Yao medicine monographs: "Classic Yao Medicine Atlas," "Yao Medicine Health Preservation Songs," and "Yao Medicine

Clinical Prescription Collection" (Zhou, 2022) Research on the "Development of Yao Medicine Industry" focuses on exploring, protecting, enhancing, and promoting Yao medicine product development (Hou, 2017)

In terms of "Inheritance of Yao Medicine," Xie Yangjiao (2016) suggests increasing efforts to explore and protect Yao medicine resources and advancing the establishment of Yao medicine standards (Luo Yihui & Huang Fangping, 2014). Issues related to Yao medicine include the legality of Yao medical practice, the loss of Yao medicine techniques, overharvesting of wild medicinal herbs, and the development of talent. Recommendations include establishing basic rural healthcare services, strengthening the medical talent workforce, and protecting and inheriting Yao medicine (Lin, 2020)

Research identifies three main types of Yao medicine practitioners: rural herbalists and shamans, hospital-based Yao medicine doctors, and Yao bath health operators. The characteristics and activities of these groups are summarized. It is suggested that the government increase positive guidance and negative sanctions, strengthen the effective combination of administrative supervision and industry self-discipline, and support the systematization of Yao medicine theory and the standardization of talent training. Li Jianzheng (2022) points out that Pan Yao has commercialized traditional medicinal baths, creating economic value under local tourism and domestic health environments. However, symbolic consumption has led to "consumption alienation," distorting normal consumption views and causing some waste of medicinal resources. It is recommended that modern consumers adopt a rational consumption perspective and focus on the practical value of medicinal baths.

2.5.2 Yao medical health tourism in Jinxiu Yao Autonomous County

As of July 10, 2024, a search using the keyword "Yao medicine tourism" on Baidu Scholar resulted in 12 relevant articles.

Based on the development concept of ecotourism, Pan Xiaohui (2017) proposed the basic connotation and development principles of Yao's medical culture tourism. This paper puts forward development suggestions from three angles of tourism subject, object and individual, and lays a theoretical foundation for further research of Yao medical culture tourism. Hou Xiaotao (2017) pointed out that the development of Yao medicine health tourism products should be promoted, and the international Yao

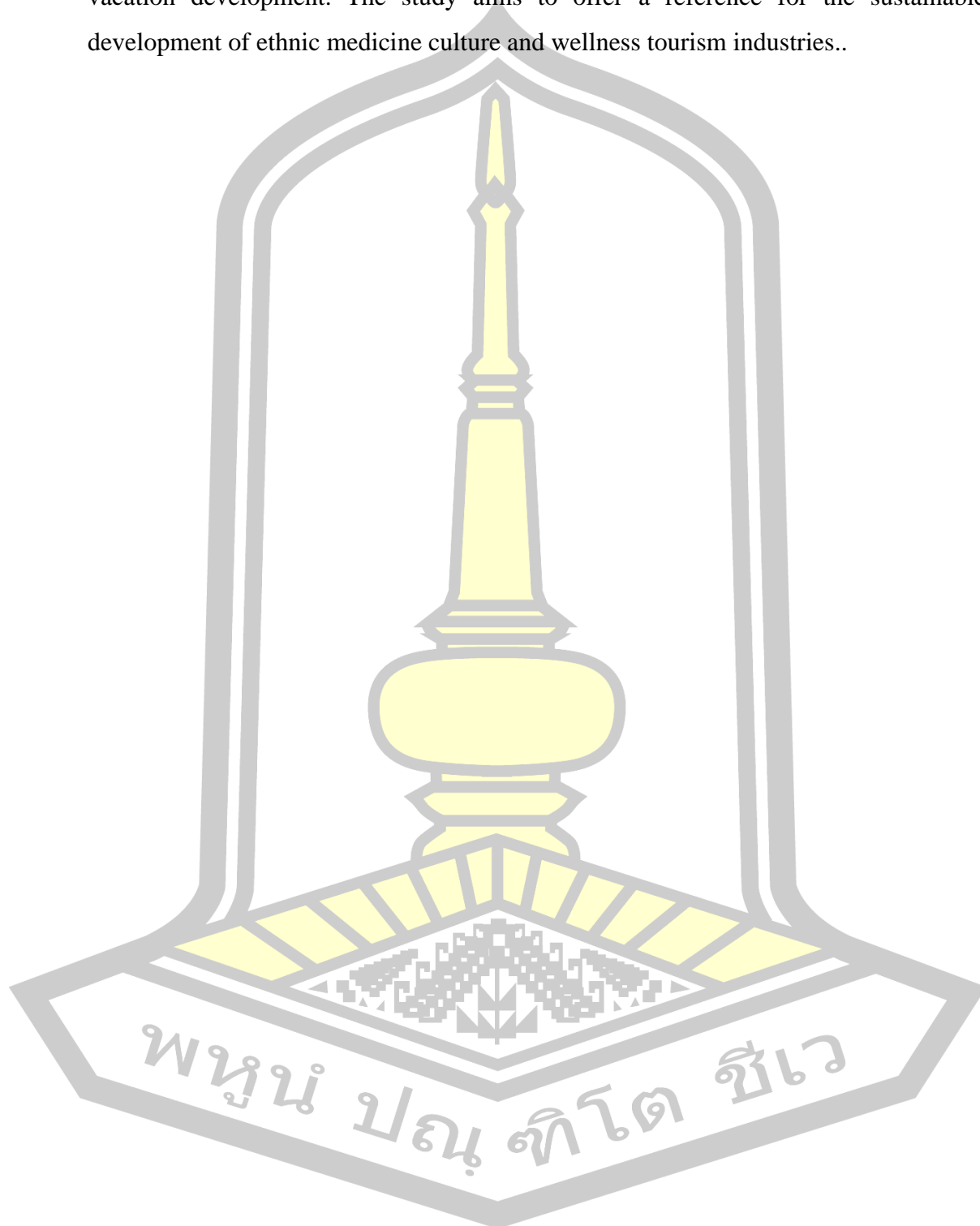
medicine health rehabilitation center, the Chinese Yao medicine Culture Exhibition Center, and the Yao medicine health tourism demonstration base should be built in line with the development orientation of Jinxiu International health tourism. Zhou Yanting (2020) took Jinxiu Yao Autonomous County as the research object and guided by tourists' needs to build a new Yao medical tourism product system. Based on "innate resources + enterprise construction", establish a stable health tourism industry chain to help Jinxiu health tourism sustainable development. Zhou Yanting & Li Li & Fan Sugna (2022) proposed to build a new Yao medical tourism product system based on the development difficulties of local health tourism. With information modernization as the background, a new modern service system of "one-stop service on the cloud" is built; Based on "innate resources + enterprise construction", a stable health tourism industry chain will be established to help the sustainable development of health tourism in Jinxiu Yao Autonomous County. Wu Dongxia (2022) summarized and integrated the tourism resources in Jinxiu Yao Autonomous County, and put forward the development strategy of taking health tourism as the pillar industry. This paper summarizes and integrates the tourism resources in Jinxiu Yao Autonomous County, and puts forward the development strategy of taking health tourism as the pillar industry from the aspects of talents, optimizing industrial structure, investment and financing, supporting enterprises and settling medical insurance in different places. From the perspective of health culture, this paper puts forward the problems and countermeasures of the development of medical tourism in Jin Xiuyao of Guangxi. Zhao Xuanzhi (2023) believes that Jin Xiuyao has unique characteristics and unique advantages in the development of health tourism, and proposes to enrich the health tourism projects of Jin Xiuyao. To create high-quality tourism products and provide high-quality tourism services; Using the network platform to improve the popularity of Jin Xiuyao medicine. By analyzing the status quo and problems of Jinxiu health tourism products, comparing with other regions, investigating the market of Jinxiu health tourism products, and understanding the needs of consumers, choosing natural oxygen bar as the core of Jinxiu health tourism product development, and combining the development of Jinxiu health tourism products with a variety of health products as the auxiliary, to create an innovation to meet the needs of various groups of health tourism products Rich complex. Redesign the unique

brand, make the brand deeply integrated with the image of Jinxiu health tourism, and promote various effective marketing strategies (Peng, 2021)

From the perspective of the development process of domestic Yao medical culture health tourism, the first is to carry out practical exploration; The second is the development of theory. At present, Chinese scholars lack the authoritative definition of Jinxiu Yao medical culture and health tourism concept. According to the previous studies, there are few studies on medical health tourism of Yao nationality in Jinxiu. Most researchers study Yao medicine in Jinxiu or health tourism. The research of Yao medicine in Jinxiu focuses on the development of Yao medicine industry, such as the research progress of Yao medicine, the training of senior talents in Yao medicine, the discovery, arrangement and promotion of Yao medicine, and the characteristic advantages and development prospects of Yao medicine. From the aspect of health tourism, most of the studies are simply mentioned Jinxiu Yao medicine. Pan Xiaohui (2017), who planned and developed Yao medical culture tourism resort health products, Yao medical culture tourism sightseeing tourism products, Yao medical culture tourism folk experience tourism products, and travel research tourism products, analyzed and developed Yao medical culture tourism in Jinxiu Yao Autonomous County. To study the feasible, beneficial and practical ways of innovative inheritance of Yao medical culture.

In summary, research on Yao medicine culture and wellness tourism in Jinxiu Yao Autonomous County is relatively sparse. The development of Jinxiu wellness tourism still lacks sufficient momentum and is hindered by issues such as the lack of "high value-added" and "personalized tourism," inadequate reception capacity, and low tourism added value. Research on Yao medicine culture is especially limited, with articles being brief and superficial. This study aims to address these gaps by examining Yao medicine culture and wellness tourism resources in Jinxiu from a tourism resource development perspective. It will analyze the advantages and disadvantages of these resources, explore the significance of developing Yao medicine wellness tourism, and propose a new experiential comprehensive project integrating traditional Yao medicine, Yao medicine culture, and wellness tourism. This project will utilize famous scenic areas such as Shengtang Mountain and Lotus Mountain and include high-tech medicinal herb cultivation, Yao medicine cultural displays, outdoor

activities, wellness relaxation, ancient town commercial activities, and retirement vacation development. The study aims to offer a reference for the sustainable development of ethnic medicine culture and wellness tourism industries..



CHAPTER III

RESEARCH METHODOLOGY

This thesis mainly adopts qualitative research method. The primary information is obtained by field investigation, in-depth observation and in-depth interview. Jinxiu County, Laibin City, Guangxi, People's Republic of China was selected as the site of the field investigation. Through the collation and summary, the research trends and relevant theories of the multi-dimensional integration and development of Yao medical culture and health tourism at home and abroad were studied, which provided relevant theoretical basis for the research of this thesis and relevant basis for the follow-up research of this thesis. This chapter introduces the research methods used in this research, which is mainly divided into two parts, the first is the scope of the research. It mainly includes research content, research period, research method, research field, investigators and samples. The second is research management. It mainly includes research tools, literature investigation, Data Collection, Data Process and Analysis, Data Process and Analysis, etc.

3.1 Scope of research

- 3.1.1 Research content
- 3.1.2 Research period
- 3.1.3 Research method
- 3.1.4 Research area
- 3.1.5 Investigators and Samples

3.2 Research Process and Analysis

- 3.2.1 Research Tools
- 3.2.2 Data collection
- 3.2.3 Data process and analysis
- 3.2.4 Presentation of research results

3.1 Scope of research

3.1.1 Research content

Study the historical background, inheritance and development of Jinxiu Yao medicine;

To study the current situation and existing problems of health tourism of Yao medicine in Jinxiu;

To study the strategy of integrating health tourism to develop Jinxiu Yao medical culture.

3.1.2 Research period

July 2023 - August 2024.

Research schedule:

1. one Selection, research and collection of relevant literature: July 2023 - November 2023
2. Field research, data collection and data collation: December 2023 - March 2024
3. Data analysis and related research thesis content writing, research analysis related solution strategy: March 2024 - August 2024

3.1.3 Research method

From the initial proposal of the thesis to the conclusion of the research, research methods using multiple evidence sources are used to provide a basis for high research quality. The diversity of data sources is an important feature of qualitative research methods. Through qualitative research, we mainly use participative observation and in-depth interview to obtain first-hand information. Specific methods include participative observation, action research and historical research to observe the reasons, attitudes, efforts and policy basis of the observed's actions on Jinxiu Yao's medical and health tourism. Through participation, researchers can obtain the feelings of the observed on Jinxiu Yao medical health tourism in a specific social situation, so they can understand the actions of the observed more comprehensively and obtain a large number of first-hand information. Through sorting out and summarizing, the research trends and relevant theories about Yao medical health tourism at home and abroad are studied, which provides relevant theoretical basis for the research of this thesis and relevant basis for the follow-up research of this thesis. In order to do a good

job in the research and analysis of the topic, this study mainly adopts the following 5 research methods.

3.1.3.1 Literature reviews

Make full use of the library of Mahasarakham University, the official website of China Library, the official website of Guangxi Zhuang Autonomous Region Library, etc., to obtain international journals, books, conference thesis and other materials and related books from CNKI, Wanfang, Weipu, Longyuan and Baidu academic network databases on the Internet for literature collection. Historical documents and related materials were obtained from Laibin City Library, Jinxiu Yao Nationality Museum, Laibin City and Jinxiu County government cultural administration departments, etc. Collect the materials of Jinxiu Yao nationality's medicine, health tourism resources, various infrastructure and service facilities supporting industrial development, human resources, market players and other materials, collect relevant documents such as planning, plans, reports, monographs, thesis and so on, and get a lot of first-hand information. Through consulting, summarizing, summarizing and sorting out the concepts and theories related to Yao medicine and health tourism, etc., the theoretical system of this study is constructed. To sum up the research ideas and methods of relevant parties at home and abroad, and form the implementation system of this research.

The research trends and relevant theories on the integration of Yao medicine and health tourism at home and abroad provide relevant theoretical basis for the research of this thesis, provide relevant basis for the follow-up research of this thesis, and determine the theoretical basis of this thesis.

3.1.3.2 A basic survey

Field investigation or on-site research, actively participate in the local investigation of Yao medicine and health tourism in Jinxiu Yao Autonomous County, Guangxi, collect data such as text, sound and pictures, experience the atmosphere and health environment of Yao medicine culture in Jinxiu, understand and analyze the status quo and potential of the development of Yao medicine culture industry and health tourism in Jinxiu, including social and economic conditions and natural conditions. The field investigation or field research obtained will be used as a reference for the research.

3.1.3.3 In-depth interviews

In-depth interviews with more than 70 interviewees: Laibin City, Jinxiu County Culture, Radio, Television and Tourism Bureau, health bureau, some travel agency management personnel, hotel management personnel, Yao doctors, village villagers, etc. Through free conversation, an unstructured, direct and personal interview method is adopted, and deep interview techniques such as step forward, hidden problem searching and symbolic analysis are used to conduct in-depth discussion on complex and abstract topics such as Jinxiu Yao medical and health tourism resources, various infrastructure and service facilities supporting industrial development, human resources and market players. In order to reveal the interviewees' potential motives, beliefs, attitudes and feelings on this issue, clarify the development of Yao medicine in Jinxiu and the development of Yao medicine in the integration of health tourism, organize, calculate and analyze the data, and summarize the information to be understood for the subsequent research on the characteristics of the development of Jinxiu Yao medicine in the integration of health tourism. Advantages, stages of development, direction and goals to provide relevant evidence.

3.1.3.4 Comparative analysis

Also known as analogy method or analogy method. Through the comparison of materials of Yao medical culture industry and health tourism in Jinxiu in different periods, as well as the horizontal comparison with surrounding counties (cities and districts), the characteristics, advantages, development stages, direction and goals of integrating health tourism into the development of Yao medicine in Jinxiu are determined.

This thesis comprehensively uses the knowledge of cultural resource management, tourism, anthropology and other related disciplines, hoping to provide a broader theoretical vision for the study. Based on the perspective of industry integration, this thesis studies the multi-dimensional integration and development of Yao medical culture and health tourism in Jinxiu Yao Autonomous County, Guangxi, in order to help the development of Yao medical culture in Jinxiu Yao Autonomous County find pain points and get out of difficulties, and also hopes to provide useful references for the exploration of the characteristic road of ethnic medical health tourism and the development of ethnic medicine.

3.1.4 Research area

This thesis mainly studies the medicine, health tourism resources and the effective path to support the development of Yao nationality in Jinxiu. The research place is Jinxiu Yao Autonomous County, Laibin City, Guangxi Zhuang Autonomous Region. Jinxiu Yao Autonomous County is rich in medical resources. Among the 2,622 native plants growing in the county, 1,351 species of medicinal plants are found. It is "the largest pharmacogene bank in Guangxi" and also the county with the most complete varieties of Chinese herbal medicine in Guangxi. Abundant local medicinal resources attract a large number of foreign investors to develop Yao medicinal bath powder, Yao medicinal food, Yao medicinal ointment, Yao medicinal tea, Yao medicinal health wine and other health tourism products here. Jinxiu Yao Autonomous County makes full use of Yao medical resources to promote the development of local health tourism. Through studying the advantages of Yao medical tourism resources in the region, the path of integrating health tourism to develop the Yao medical culture of Jinxiu is discussed, which provides certain reference for the sustainable development of ethnic medicine and health tourism.

3.1.5 Investigators and Samples

This study will adopt the qualitative research method. The research was carried out in the contemporary inland areas of China represented by Jinxiu Yao Autonomous County, including the administrative personnel of Laibin City, Jinxiu County Culture, Radio, Television and Tourism Bureau, health Bureau, some drug dealers, pharmaceutical enterprise managers, scenic spot staff, entertainers, local residents and so on.

A total of more than 10 key investigators, mainly Laibin city, Jinxiu experts and cultural, radio, television and tourism bureau, health bureau leaders, Yao doctors, herbal medicine sales and planting personnel, scenic spot staff, tourists, villagers and elders, performers to provide Jinxiu Yao medicine and health tourism related information.

Temporary investigators total more than 15 people, mainly from Jinxiu Yao doctors, medicine dealers, medical enterprise managers, hostel staff, tourists and so on. They are mainly responsible for providing information about the Yao medical culture and health tourism in Jinxiu.

There are more than 20 general investigators, mainly Jinxiu Yao doctors, medicine dealers, pharmaceutical enterprise managers, tourists, and local residents, who are mainly responsible for providing the most intuitive and popular feelings and collecting the views of Jinxiu Yao medicine and health tourism.

3.2 Research Process and Analysis

3.2.1 Research Tools

The research object of this project is to integrate health tourism to develop the Yao medical culture in Jinxiu. This study will start from the perspective of Jinxiu Yao medicine and health tourism. Therefore, the choice of research tools is diversified, and the use of research tools to complete different levels of qualitative research in theory and practice.

3.2.1.1 Literature investigation

Collect relevant literature materials by using network database data and related books, and study domestic and foreign research trends and related theories through consulting, summarizing, summarizing and organizing, so as to provide relevant theoretical basis for the research of this thesis. In addition, the Yao medicine, Jinxiu Yao medical culture, health tourism and other related materials were collected and studied to provide relevant basis for the follow-up research of this thesis.

3.2.1.2 Interviews

Interview method is an investigation method in which the interviewer collects data systematically and systematically according to the requirements and purposes determined by the investigation research, according to the interview outline or questionnaire, through individual interviews or collective conversations. This study interviewed the administrative personnel of Laibin City, Jinxiu County, Culture, Radio, Television and Tourism Bureau, health Bureau, some drug dealers, pharmaceutical enterprise managers, scenic spots, hostel staff, entertainers, tourists, local residents and so on. Through a purposefully planned conversation, the discussion is carried out closely around the research theme: Yao medicine, Jinxiu Yao medicine culture, Yao medicine health tourism and other contents, and relevant data are collected as the basis for discussion.

3.2.1.3 Observations

Observation is a method to directly observe the object of study with one's own senses and auxiliary tools according to certain research purpose, research outline or observation table, so as to obtain data. The researcher obtains information and information through informal conversation and small talk. It is contingent and random; In this study, whether the questions are closed or open-ended, participants are allowed to answer freely outside their own frame of reference, so a wide range of responses will be collected. In contrast to open-ended questions, which are easier to design, but the process of analyzing the collected data can be cumbersome and time consuming, closed questions take more time to construct and make it easier for participants to answer the questions faster. During the study, the observer takes notes on what is seen, what is said by the observer, what experiences they have, where they stand and so on. In the research of this subject, through the field observation in the relevant departments and sites of Jinxiu, the observation method is used to participate in the observation to obtain first-hand information.

3.2.1.4 Group Discussion Method

Group discussion is an effective research method, which can broaden research ideas, deepen understanding, improve quality and enhance cooperation ability. In the implementation of the group discussion method, it is necessary to set up a group with classmates, tutors and Yao medical experts, determine the discussion topic, formulate the discussion rules, conduct the discussion and summarize the discussion results. Keep an open mind during the discussion, control the discussion time, avoid arguments and conflicts, and organize the results in a timely manner. In the group discussion, the members come from different backgrounds and perspectives, providing diverse views and insights for my graduation thesis. Just like my graduation thesis topic, after three discussions and several modifications, I finally decided to use the current topic. The author gained inspiration from the speech in the group discussion and found the problems and angles that the author had not considered, thus broadening the research ideas, bringing more theoretical support and analytical framework for the author's research, allowing the author to get feedback and suggestions from others, and helping to improve the quality of the graduation thesis.

3.2.2 Data collection

I went to Jinxiu County for field collection, and collected data of Jinxiu Yao medical resources such as prescriptions, Yao medicine, Yao medical products and other resources by means of the Internet, telephone, wechat and QQ, as well as the number and satisfaction of Jinxiu health tourism tourists, the role of health tourism and suggestions on starting tourism routes. Throughout the investigators' visit to Jinxiu, data was randomly collected and ultimately aggregated. Interview data will be collected by recording and taking notes. Collection of practice data - comparison of sample data, practice data and data information.

3.2.3 Data process and analysis

Field investigation is an important method of market research, including three kinds of methods, such as interview method, observation method and experiment method. Through the qualitative analysis of Jinxiu Yao medical resources and Yao medical health tourism, we can better grasp the current situation and development trend of Yao medical and health tourism.

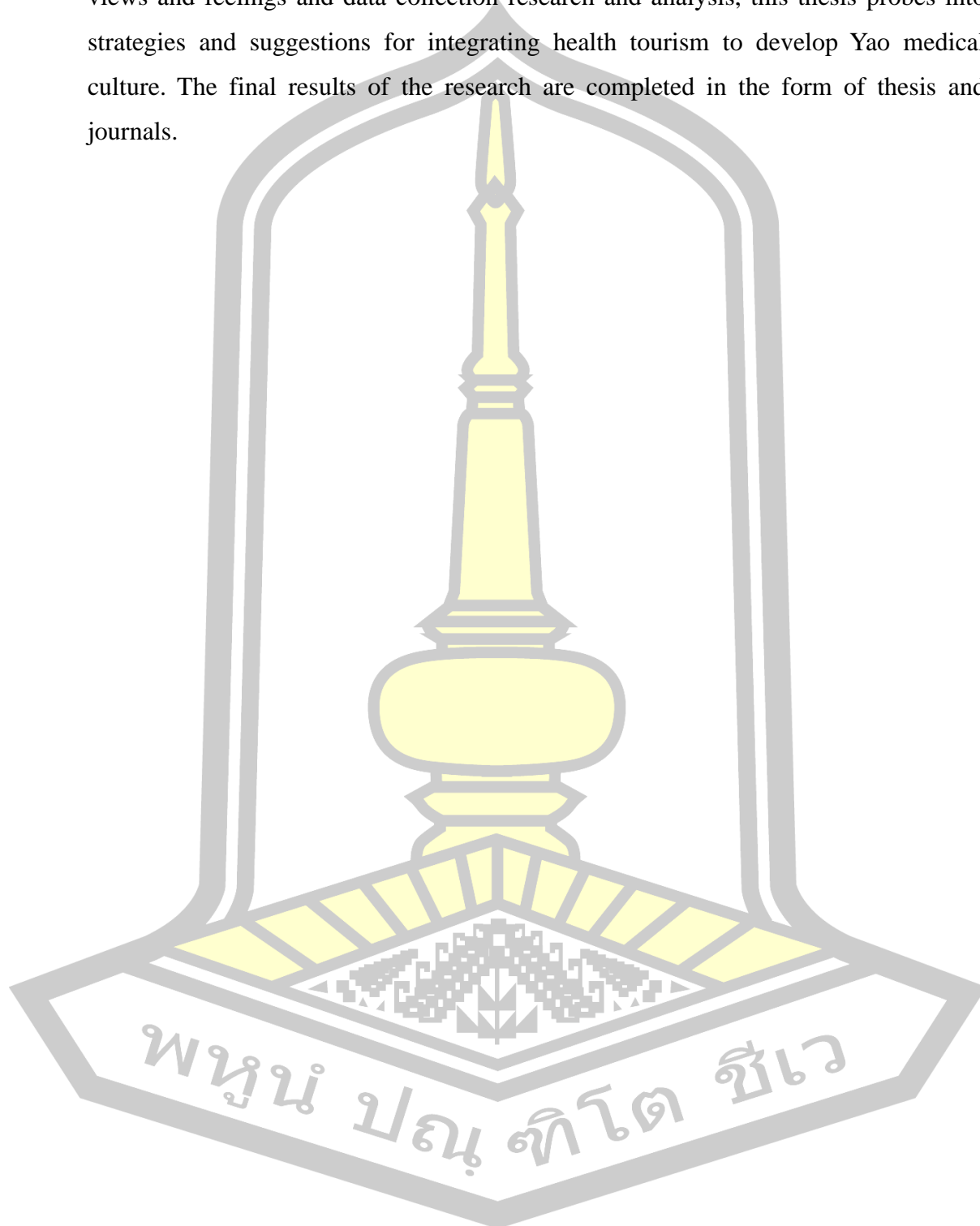
Data analysis is to think about the problems related to data from the perspective of statistics, and to make reasonable decisions through the process of collecting data, describing data and analyzing data. A reasonable analysis of the sources of data, the methods used to collect and describe the data, and the conclusions drawn from the data. The main activities of the data analysis process consist of identifying information needs, collecting data, analyzing data, and evaluating and improving the effectiveness of data analysis. Data analysis can be used as an important argument to demonstrate the subject's point of view.

Steps of data analysis: In view of the complexity of the research, the initial data of the research on the status quo of medicine and health tourism of Yao nationality in Jinxiu involves many aspects, and the law can be seen from disorder through analysis. Therefore, in the first step of data analysis, we will summarize the data, analyze the characteristics of Jinxiuyao medicine and health tourism, and explore the strategy of integrating health tourism to develop Jinxiu Yao medicine culture.

3.2.4 Presentation of research results

Through qualitative analysis of Jinxiu Yao medical culture's historical background, health tourism situation, Yao medical health mode, integration of health

tourism to develop Yao medical culture and other factors, as well as respondents' views and feelings and data collection research and analysis, this thesis probes into strategies and suggestions for integrating health tourism to develop Yao medical culture. The final results of the research are completed in the form of thesis and journals.



CHAPTER IV

RESEARCH RESULTS

The main research and analysis of this chapter: the first part through the collection of literature to sort out Jinxiu Yao medicine history memory; The second part studies the current situation, inheritance and development of Jinxiu Yao medicine culture; The third part studies the cultural adaptation of Jinxiu Yao medical culture health tourism in modern society. Among them, the researchers mainly adopted the methods of field investigation, in-depth interview and in-depth observation, went to Jinxiu County for field collection, and collected the resource data of Jinxiu Yao medical resources such as prescriptions, Yao medicine and Yao medical products by means of the Internet, telephone, wechat and QQ. As well as the number of Jinxiu health tourism tourists, satisfaction, the role of health tourism and suggestions for starting tourism routes, etc. In the whole process of the investigators' visit to Jinxiu County, random data were collected, sorted out and analyzed the problems existing in the integration of health tourism to develop the Yao medical culture in Jinxiu. By grasping the policy, industry and market opportunities of China, giving full play to the resources, location and ecological advantages of Jinxiu Yao medical culture, the thesis analyzes the surrounding challenges to transform the advantages of regional cooperation, actively expand the industry chain of Yao medical culture tourism, deal with the contradictions between resource protection, ecological protection and development, and explore the strategy of integrating health tourism to develop Yao medical culture. Further develop Yao medical tourism products and Yao medical culture industry that meet the needs of consumers at the present stage, develop Jinxiu Yao medical industry and boost the local economy.

4.1 Historical and development of Yao ethnic medical culture.

- 4.1.1 Origin and history of Yao medicine in Jinxiu
- 4.1.2 Yao Medicine and traditional culture complement each other
- 4.1.3 Unique advantages of Yao medicine in Jinxiu

4.2 Current situations and problems of Yao ethnic medical culture

- 4.2.1 Development status of Yao medicine in Jinxiu
- 4.2.2 Bottlenecks in the Development of Yao Medicine Culture in Jinxiu
- 4.2.3 Protection and inheritance of Yao medicine in Jinxiu

4.3 Guidelines tourism for Yao ethnic medical culture

- 4.3.1 The general situation of Jinxiu Yao medical health tourism resource
- 4.3.2 The current situation of the integration of health care and tourism with Yao medicine as its feature
- 4.3.3 Advantages and disadvantages, opportunities and challenges of Jinxiu Yao Nationality's medical and health tourism development
- 4.3.4 Problems in integrating health tourism to promote the development of Yao medical culture in Jinxiu
- 4.3.5 Jinxiu Yao medical culture health tourism development strategy

4.1 Historical and development of Yao ethnic medical culture.

4.1.1 Origin and history of Yao medicine in Jinxiu

The ancestors of the Yao people were deeply connected to the natural world, often seeking out the highest peaks and densest forests in the Dayao Mountain Mountains. Over centuries, the Yao people in these mountains adapted to and conquered nature, making extensive use of the rich medicinal plant resources available to them. Through their long struggle against diseases, they gradually developed a unique Yao medicine culture. Their understanding of medicine evolved from early superstitions involving spirits and gods to a combination of shamanistic and medical practices, and eventually to a dominant focus on medicine. In addressing illnesses and injuries, the Yao people relied primarily on traditional herbal medicine, in addition to seeking divine intervention. They used various shamanistic practices, including incantations, talismans, dances, and sacrifices, while also employing methods like herbal massages, hot compresses, bloodletting, and acupuncture to assist in treatment. Over time, they identified the properties of various plants and developed a comprehensive system using plant stems, roots, bark, leaves, flowers, and fruits to maintain their health and wellbeing. Historical records such as Zhou Qufei's "Lingwai

Daida" from the Song Dynasty (960-1279) mention the cultivation of "Lingling fragrance" (also known as patchouli or aromatic grass) in the mountainous regions of Yao Dong, Jingjiang, Rongzhou, and Xiangzhou. This indicates that the Yao people had a long history of cultivating and processing Lingling fragrance over 700 years ago. Additionally, Su Song's "Tujing Bencao" mentions that sand ginger, used medicinally, was known to be found in the southern mountains of Lingnan, suggesting that the Yao people were already familiar with its use for treating ailments and used it as a significant trade commodity. In "Qidong Yeyu," Zhou Mi recorded that in the spring, dozens of Yao women would sing and search the valleys for medicinal herbs and wild vegetables. This indicates that the use of medicinal herbs was widespread among the Yao people, with not only medical practitioners but also ordinary women knowledgeable about foraging for herbs. By the Song Dynasty, the Yao people not only gathered and used herbs but also cultivated them. Over 500 years ago, the Yao people in Jinxiu County, Guangxi, were known as "tea people," with legends, stories, and songs about tea cultivation, processing, and trading. This illustrates that tea drinking had a long history among the Yao people and that tea cultivation and processing were closely related to their practices of growing and preparing medicinal herbs. Modern scientific research has validated the medicinal and health benefits of tea. The development of acupuncture, herbal medicine, and tea culture reflects the evolution of Yao medicine. Traditionally, Yao medical knowledge was passed down orally from teacher to student, from father to son, and from mother to daughter. "Lingbiao Jiman" notes that the Yao people (mainly referring to the Yao ethnic group) used herbal medicine to treat various injuries, abscesses, sores, and other ailments with remarkable efficacy. After the Qing Dynasty, Yao medicine from Dayao Mountain began to spread beyond counties and provinces, with a long-standing tradition of effective herbal remedies being passed down through generations. Guangxi's Dayao Mountain, known as the "hometown of Yao medicine," boasts a rich variety of medicinal herbs, with hundreds of types documented. Every year, dozens of herbalists send tens of thousands of pounds of herbs to major cities across the country, practicing medicine and selling herbs simultaneously. According to historical records from the Daoguang era of the Qing Dynasty, the Yao people have been practicing and selling medicine in southern towns for at least 150 years. If one considers the sale of

medicinal products like Lingling fragrance and beeswax from the Song Dynasty, this tradition extends over 600-700 years.

Before 1949, according to a survey conducted by an authoritative health organization, the probability of Yao women contracting gynecological diseases was only one percent of the average survey during the same period, so the Yao people were also known as "the nation without gynecological diseases". What is even more amazing is that Yao women can go to work in the mountains three to five days after giving birth if they soak in medicinal baths. At the same time, Yao people lived in the mountains for a long time, but they did not suffer from rheumatism. The Yao people have lived deep in the mountains for a long time, with abundant rainfall and a humid climate, which is supposed to be a high incidence area of rheumatic diseases. But surprisingly, the people here have almost no rheumatic diseases. The reason is that in their daily work bath, there are a large number of precious medicinal materials such as Jiujiu Feng, bone transparent grass and soft tendon rattan, which can remove the lingering evil of wind cold and dampness in their bodies and improve their body's resistance ability to stay away from rheumatic diseases. As for severe infectious diseases such as smallpox, the Yao people "strictly forbid smallpox patients to return to the original village to live in, and separated the patients from the residents to reduce the prevalence of the disease". This kind of isolation method has been used in Luyun area of Jinxiu Yao Autonomous County, Guangxi. Since ancient times, Chashan Yao and Hua Lanyao on Dayao Mountain in Guangxi have also had the habit of limiting population growth. The average family has only two children. Some women do not need to take medicine, just wear the medicine on the body can achieve the purpose of birth control. The average woman knows how to use medicine to prevent pregnancy and abortion. The Yaojia River Regulations state that "no debris should be dumped to pollute the river", and the Yao people's "stone plaque" (see Figure 1) also stipulates that no drugs should be placed to kill fish. This shows that the ancient Yao people realized very early on that simple isolation methods and local laws and regulations could protect the environment, eliminate infectious sources and stop the spread of diseases.



Figure 2 "Stone Plaque" of the Yao nationality

In 1959, the Institute of Medicine was established in Jinxiu Yao Autonomous County to compile the Jinxiu Prescription Collection, and the related work of systematic discovery, sorting and research of Yao medicine was gradually carried out. In 1979, Jinxiu Ethnic Medicine Research Institute was established to excavate and sort out Yao medicine. In 1986, the Jin Xiuyao Medical Clinic was established, which used Chinese herbal medicine and primitive cupping and needle-picking techniques to treat common and frequent diseases of women and children, such as scalding burns, stomach diseases, rheumatism, bone hyperplasia, fractures, and disintegrations. Yao medical prescriptions were used for clinical diagnosis and treatment. Since its establishment in 1985, Shengtang Pharmaceutical Co., LTD., Jinxiu Yao Autonomous County, has developed a series of products such as gynostemon tea bags, instant tea, oral liquid, etc. In recent years, it has also produced liver-protecting gold tablets (for hepatitis B treatment) and Jingxuening capsules (for gynecology) using traditional Yao prescriptions. After the above products are put into the market, the curative effect

has been affirmed by the majority of users. It not only plays a bridge role in the development of folk Yao medicine prescriptions and effective prescriptions for the benefit of patients, but also provides a new economic growth point for farmers to increase their income by making full use of local natural resources and through the collection, sale and planting of medicinal materials.

From 1986 to 1989, the Guangxi Health Department carried out a general survey of ethnic medicine in Jinxiu Yao Autonomous County. According to statistics at that time, there were 414 ethnic doctors in Jinxiu County, including 247 Yao doctors and 312 people who went out to practice medicine and sell medicine. At that time, the famous folk Yao doctors were Qin Xunyun, Liu Yangjian, Zhao Xiuying, Feng Chunxiang, Pang Youyuan, Deng Guilan, Zhao Xiue, Zhao Huacai, Pang Youguo and so on. Jinxiu County collected and sorted out 585 secret prescriptions of Yao medicine in internal, external, women, children and other fields, and completed the suppression of drug specimens and identification of more than 1000 kinds of varieties. Liu Yangjian wrote "Investigation and Research on Yao Medicine in Jinxiu County". In 1987, Luo Jinyu edited a Selection of Effective Prescriptions of Yao Medicine, the first monograph of Yao medicine (see Figure 2), which systematically sorted out and incisive analyzed the selection of remedies for the common diseases of Yao. A total of 419 effective prescriptions and 433 kinds of drugs were selected in this book. The names of each recipe include Yao name, proper name, local Han alias, usage, curative effect, and are classified according to the indications of their diseases, providing valuable materials for the clinical research of Yao medicine. Zhang Chaoliang et al wrote "Selection of Convenient Prescriptions for Common Diseases of Ethnic Minorities in Guangxi", which included 211 Yao medical prescriptions.

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Figure 3 Cover and explanation of Selected Effective Prescriptions of Yao Medicine

Huang Xecai waits for the internal data of the Compendium of Ethnic Medicine in Guangxi, which contains 645 kinds of Yao medicine and 73 tested prescriptions. Liu Yangjian and Luo Jinyu wrote "Traditional Application of Yao Medicine", which contained 970 kinds of Yao medicine, 1700 secret and tested prescriptions. "The Dictionary of Chinese Ethnic Minorities · Yao Nationality Volume", which contains part of Yao medicine and Yao medicine entries, China Pharmaceutical and Biological Products Inspection Institute, etc. A total of 63 kinds of Yao medicines are collected in the first and second volumes of the Annals of Chinese Ethnic Medicine. In March 2004, the New Drug Research and Development Center of Guangxi College of Traditional Chinese Medicine established Yao Medicine Research Office with the approval of the college. In 2010, Yao College of Medicine was established in Guangxi University of Chinese Medicine, becoming the first college of higher learning in China to train high-level talents of Yao Medicine. In 2012, the research and development project of "Yao Medicine Sanbao Granules Pharmaceutical Preparation for medical Institutions" was listed as a major science and technology research project of 100 billion yuan industry by the Science and Technology Department of Autonomous Region, and became the first approved pharmaceutical preparation of Yao Medicine in Guangxi, which has been promoted and used in medical institutions in the whole region (see Figure 3).



Figure 4 Yao Medical products: Yaosheng Three-bubble bath pack - Yaoyao three-bubble postpartum medicine

The history of practicing medicine of Qin Yao doctor in Guangxi can be traced back to the thirty-second year of Kangxi in the Qing Dynasty (1693). In 1949, Qin Dekun, the 12th descendant of Qin Yao doctor, left the Dayao Mountain Mountain with high mountains and dense forests and became the first generation of Yao medical college students. Later, he treated severe and malignant diseases (lupus erythematosus, tumor) with his ancestral skills. Qin Xunyun, the 13th generation descendant of Qin Yao doctor, the leader of Yao medicine in China and the chief physician of Dayao Mountain, graduated from Heilongjiang College of Traditional Chinese Medicine. He studied medicine with his father Mr. Qin Dekun since childhood. He is good at treating various difficult and complicated diseases, specializing in tumor, lupus erythematosus, chronic liver disease and skin diseases. He has published "Chinese Yao Medicine" (see Figure 4), "Chinese Yao Medicine", "Practical Yao Medicine", "Selected Yao Medicine", "Quality Standard of Yao Medicinal Materials in Guangxi Zhuang Autonomous Region" and other investigation reports, thesis and works of Yao medicine in other regions, filling a gap in the field of ethnic medicine.

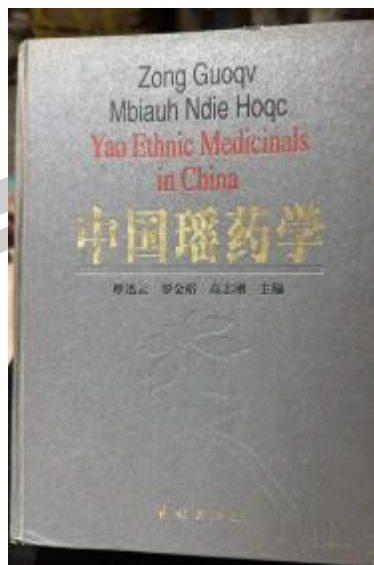


Figure 5 Cover of "Chinese Yao Medicine"

4.1.2 Yao Medicine and traditional culture complement each other

The "Wind-Strike Medicine Classification Theory" is an important component of Jinxiu Yao medicine theory. "Wind" refers to softness and gentleness, while "Strike" refers to hardness and strength. "Wind medicine" has a soothing effect and balances the internal organs, while "Strike medicine" acts quickly to expel. The "Wind-Strike" classification reflects the therapeutic characteristics of the medicines and serves as a basis for clinical use in Yao medicine.

As a crucial part of Yao culture, Yao medicine theory is deeply rooted in primitive religious practices, rich in original religious color. Jinxiu Yao culture is vibrant with various activities and grand festivals among its five branches, such as the "Return to the Panwang Wish" of the Pan Yao, the "Merit Festival" of the Tea Mountain Yao, the "God Tour Festival" of the Flower Basket Yao, the "Langping Festival" of the Ao Yao, and the "Regulation Festival" of the Mountain Yao. These festivals express gratitude for the protection of various deities and prayers for the safety and health of family members.

The "Regulation" ceremony (see Figure 5), derived from Taoism, is a significant male coming-of-age ritual in Yao society. During this ceremony, participants undergo various trials, including walking through fire, climbing a mountain of knives, biting bowls, swallowing chopsticks, and stepping on burning plow heads, amid the noise of drums, firecrackers, and gunshots. This ritual not only signifies the participant's

transition to adulthood but also symbolizes their acquisition of divine power and their capability to assist others. This psychological preparation helps them become more confident and dedicated in learning scriptures and rituals to serve as shamans or Taoist priests for blessings, exorcisms, and healing. Some Yao villages also wrap items such as mugwort, calamus, and earthworm in cloth and hang peace charms with small wooden sticks. The Yao belief in "ghosts and deities" and the use of "charms" reflect a religious ideology based on nature worship, polytheism, and ancestor worship, embodying the Yao view of "everything has a spirit." The external form of "shamanic medicine" involves ritualistic healing, while its essence includes nurturing the spirit and health, with the divine as the foundation, connecting shamanism, medicine, immortality, and Taoism. After thousands of years of inheritance and development, Yao medicine has evolved beyond mere "ghosts and deities," and its concepts of disease, wellness, and treatment continue to have positive effects on contemporary society.



Figure 6 Degree Ring Ceremony (Source: Micro-laibin)

Jinxiu Yao people live deep in the mountains year-round, facing a humid climate and frequent migrations, which make them prone to illness. The Pan Yao celebrate the "Clothes Drying Festival" on the sixth day of the sixth lunar month. During the Dragon Boat Festival and Double Ninth Festival, many families perform medicinal

baths, and on the New Year's Eve, everyone must take a medicinal bath. There are many types of medicinal baths, including those for postpartum care, children, the elderly, and the sick. It is said that regular medicinal baths not only strengthen the body, refresh the mind, and prolong life, but also treat colds and fevers, and are effective against rheumatic pain and paralysis. During the Dragon Boat Festival, medicinal baths are made with mugwort, calamus, and realgar to prevent skin diseases; while foot baths with herbs that dispel wind, remove dampness, warm the meridians, and invigorate blood circulation are used to prevent and treat rheumatism.

The Yao people use a large variety of herbs for medicinal baths each year, ranging from a few dozen to over a hundred types, usually gathered by individual families or shared among neighbors. Another hygiene practice among the Yao is to tie fresh thatch into a bundle and hang it by the front door if someone in the household is seriously ill, indicating to others not to enter to avoid spreading the illness. This practice reflects the Yao people's virtues developed from living in the Dayao Mountain area and their scientific understanding of disease transmission and prevention formed through long-term experience.

The Yao people's unique dietary therapy also plays a positive role in their health and prosperity. They often combine grains, fruits, vegetables, chicken, fish, pork, and eggs with a small amount of medicinal herbs to treat various diseases. In the Jinxiu area of Guangxi, the Yao have a tradition of eating "medicinal cakes" to expel intestinal parasites. They also drink oil tea, a beverage made from ginger and tea leaves, which is known for its warming and invigorating effects, commonly referred to as "refreshing tea." This drink is both a dietary specialty and a remedy for disease. Additionally, "Grain Rain Tea" (made from tender leaves of various plants collected around the Grain Rain period) is used to prevent seasonal colds; various medicinal wines are brewed to strengthen the body; and festivals are celebrated with mountain songs and group dances to uplift spirits. The practices of medicinal baths, drinking realgar wine, and eating medicinal cakes are significant for disease prevention (Li Shenghui, 2024, Interview).

Local legends about Yao medicines include stories such as "The Legend of Gu Jiao Liang," "The Return of the Plank," "The Roadblock Tiger," and "The Kudzu Vine." These preventive and integrative life experiences in Dayao Mountain have

important practical significance for improving the health and quality of life of the Yao people.

4.1.3 Unique advantages of Yao medicine in Jinxiu

Jinxiu Dayao Mountain 's unique environment and unique natural conditions have bred an unusually rich variety of medicinal plants, rare birds and exotic animals. According to the medical survey records, among the 1,528 kinds of native plants growing in Jinxiu, there are as many as 1,351 kinds of medicinal plants in 149 families and more than 200 kinds of medicinal animals.

Combination of medicine. Since ancient times, Yao doctors have been diagnosing diseases by themselves, collecting and processing medicines locally, and distributing medicines by formula. Those who learn medicine must understand medicine, and those who recognize medicine must be able to cure. Collect, process, formulate and distribute medicine by yourself. After long-term practice, Yao medicine divided drugs into four categories: anti-inflammatory and detoxification, water and swelling of the cold medicine, such as bamboo leaf stretching tendon, iron horsecrop; Relieving the surface syndrome to treat chancre disease surface drugs, such as Zeeland, sweet stuffed grass; Warm drugs to expel cold and dampness and promote blood circulation, such as Manshanxiang, stone dragon vine, etc.; And for treating injuries from falls, bites from venomous snakes and abortions, such as bamboo leaves and old roots. There are more than 1,000 kinds of classic Dayao Mountain Yao medicine, among which the five tigers, nine cows, 18 diamonds, 72 winds and 104 flavors of classic Dayao Mountain Yao medicine are the most famous. It is also divided into wind medicine and percussion medicine according to the efficacy of medicine.

The diagnostic methods of Yao medicine include looking (looking at the face, nose, mouth, lips, skin color and the patient's shape, body position, mental state, etc.), questioning (asking about cold and heat, diet, urine and bowels, the condition of relevant parts of the body and medical history, etc.), and touching (touching the patient's relevant body position). When diagnosing diseases, most of them are named after pathological clinical manifestations, such as swollen knees, small withered legs such as crane knees called "crane knee wind", infants' lips were blue and black as "iron lock", yellow as "copper lock", women's uterine bleeding called "blood

Bingshan", children's fever, convulsions as "acute convulsion" and so on. There are many medical methods in Yao, which can be divided into two categories: internal treatment and external treatment. Internal treatment means decocting medicine in water or dipping it in wine. External treatment can be divided into two kinds: drug treatment and non-drug treatment. External drug treatment is the use of drugs applied to the human body or the affected area, through the skin, meridians, so that the effect enters the body, to achieve the curative effect; Clinical non-drug external treatment methods include applying medicine, ironing, fumigation, soaking and washing, cleaning, gargling, and dusting with drops, etc., which are commonly used in Yao folk therapy. Common methods include ceramic needle pricking, fire inflammation, forceps holding, touching, bloodletting and cupping.

Yao medicine has a wide variety of medicinal materials. Through continuous practice and summary, it has developed from the original "five tigers", "nine cows", "eighteen diamonds" and "seventy-two winds" to more than 1700 kinds. Yao medicine has also summed up rich experience in medicine recognition and drug use. There are many kinds of diagnosis and treatment methods in the proverb of medicine recognition. In terms of disease diagnosis, in addition to looking, smelling, asking and palpating, Yao doctors also use nail diagnosis, palm diagnosis, tongue diagnosis, ear diagnosis, eye diagnosis and face diagnosis. According to the causes and clinical manifestations of diseases, summarize the names of diseases such as wind, sand, tuberculosis and so on. There are many kinds of treatment methods in Yao medicine, but they are roughly internal therapy and external therapy. Internal therapy is taking herbs and boiling them in water. The most common external treatments are bathing, applying, fuming, ironing, wearing and hanging medicine, as well as bloodletting, pricking, cupping, picking, hammering, patting, scratching, grasping, fire needle, rolling egg, rolling oil, steam, massage, cold water therapy, shiatsu therapy, salt therapy, rubbing therapy and lamp-fire moxibustion (see Figure 6), moxibustion, bone moxibustion, medicated stick moxibustion, mat moxibustion, medicated moxibustion; Finger-scraping, bowl scraping, spoon scraping, bone bow scraping, straw scraping, ramie scraping and so on. "Bath" uses herbs boiled in water and washed into a basin or a large wooden bucket to achieve the purpose of dispelling wind, activating the channels and relieving the surface. For example, Jin Xiu's "Pang Bucket Medicine

bath", Yao bath medicine treatment and health care within the unique, not spread outside. Common medicines include dragon bone wind, drill bone wind, nine section wind, mountain wind, mountain tiger, mountain tiger, two-sided needle, loose bone wind, blood rattan, wall wind, river dragon, through broken stone and so on. "Scraping", that is, scraping the sand, the general operation is to use tea oil to wipe the patient's neck, back, waist, legs, first from the back of the neck began to scrape down, from top to bottom, from left to right, repeated in turn, until scraping out the sand gas purple so far. "Tie", generally used for fractures, dislocated bandaging, and then applied medicine, the return to the original position. "Stab", that is, acupuncture, commonly used tile slagging, three rib acupuncture two kinds, according to different diseases using different acupoint acupuncture method, such as high fever headache prickling head white will, both sides of the sun, Zhuzhu, God ting, wind pool, hands numb stab shoulder well, Quchi, foot ze, God gate, Liyue, internal Guan, etc., children's chancre thorns, four peng, ten xuan, long strong. "Cupping", is also commonly used to dispel the wind, activating the colaterals, the method of solving the surface, the operation method has wandering pot, fixed pot, flash pot three kinds. "Finger pinch", that is, pinch the sand, generally use the index finger and middle finger on the patient's acupoint pinch forceps, pinch out the sand so far. "Applying medicine", refers to the drug applied to the patient, often used for fractures, white, rheumatism, nameless swelling poison and other serious diseases. There are many kinds of applying medicine, such as beating the medicine to the ground, stir-frying the medicine with wine, steaming the medicine to the ground, etc.

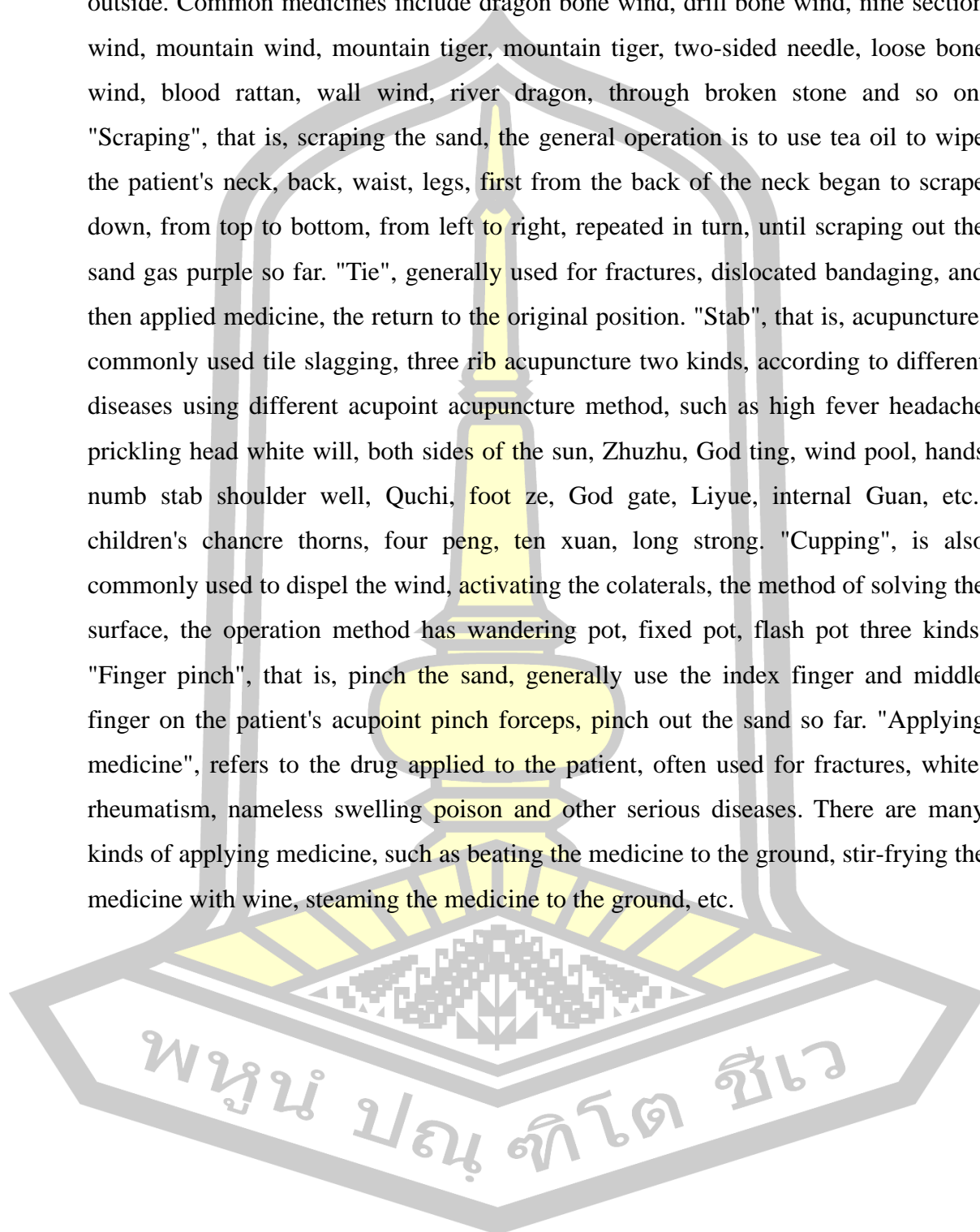




Figure 7 Moxibustion therapy of lamp grass
(Photo source: Jinxiu Yao Autonomous County Health Bureau)

Yao medicine can treat almost anything from common diseases to all kinds of difficult diseases. Including internal, external, women, children, skin, facial features and neuropsychiatric and other departments more than 280 kinds of diseases, of which liver disease, anal disease (hemorrhoids), gynecological diseases, pediatric diseases are the best(Huang Jinguan,2023,Interview). Moreover, the therapeutic effect of some diseases is very remarkable, and has long been recognized by people, such as "Lingbiao Ji Man", there are barbarians (mainly referring to Yao) with herbs to treat injuries and boils, sores, poison, surgery all miscellaneous diseases, each has a miraculous effect record.

Yao Lajiatong moxibustion therapy originated from Jinxiu Yao Autonomous County in Guangxi is a moxibustion treatment method that first applies medicine to the affected area to break up and soften the tumor, and then uses cupping to remove the tumor outside the body to cure cervical vertebra, lumbar vertebra, rheumatic bone pain and various cancers (Zhuo Lixin,2024,Interview). Jinxiu Lajiatong moxibustion therapy (see Figure 7) has been passed down through family oral and clinical practice, and some of the prescriptions have been written into the "Selected Yaoyao Medical Effective Prescriptions" as a reference for medical practitioners, and it was included

in the Guangxi Zhuang Autonomous Region level intangible Cultural Heritage protection list in 2018.



Figure 8 Yao Lajiatong moxibustion therapy (removing "poison" process)

4.2 Current situations and problems of Yao ethnic medical culture

4.2.1 Development status of Yao medicine in Jinxiu

Leveraging its ecological advantage and resource endowment, Jinxiu has explored innovative development methods, forming an ecological and multi-dimensional composite business model that includes beekeeping, cultivating medicinal herbs, and producing specialty agricultural products under the forest canopy. The Huicui Herbal Yao Medicine Industrial Demonstration Zone has been recognized as a Guangxi Autonomous Region-level modern specialty agriculture demonstration zone. By capitalizing on its ecological assets, Jinxiu has vigorously promoted the "Yao Medicine" brand series. The county has reached a total of 180,000 mu of medicinal herb cultivation area and established 13 medicinal herb cultivation bases. By accelerating the development of the Yao medicine industry, Jinxiu has nurtured small and medium-sized Yao medicine technology enterprises, created the Jinxiu Yao Autonomous County Ethnic Medicine and Health Industry Park, and established the Jinxiu Yao Autonomous County Yao Medicine Technology Enterprise Incubation Base, thereby promoting the growth of the Yao medicine industry.

Jinxiu has cultivated 24 Yao medicine processing and production enterprises and developed more than 10 regional public wellness projects, including Yao medicine foot baths, Yao medicine wooden bucket baths, hot compress therapy, ceramic needle therapy, fire therapy, moxibustion, cupping therapy (see Figure 8), and gua sha. Twenty-two Yao medicine wellness techniques have received national copyright certificates. Utilizing the rich resources of medicinal cuisine in the Greater Yao Mountain area, companies have been guided to develop dishes like the Panwang Feast, Bamboo Basket Feast, and Mountain Delicacy Feast. Jinxiu has nurtured 10 businesses producing substitute teas from medicinal ingredients listed in the food-medicine homologous directory and 8 licensed medicinal liquor manufacturers. Over 40 related products, including Yao medicinal wellness wine, Yao medicine brain-nourishing and refreshing medicinal soups, Yao Wang Gao, and Yao medicine baths, have been developed. Among them, 6 products have received food-grade licenses, 15 have received cosmetic licenses, and 20 have received disinfectant licenses, enhancing Jinxiu's reputation as a "Wellness Destination."



Figure 9 Yao medicine characteristic medicine pot therapy (photo source: micro guest).

Jinxiu's Yao Medicine Street is home to 46 Yao medicine shops and 6 Yao medicine enterprises, welcoming approximately 80,000 tourists from across the country each year. Seventy-four related patents have been filed, 15 of which have received certificates, and 59 have received acceptance notifications from the National

Patent Office. Five patented scientific research achievements have been successfully commercialized, laying a solid foundation for the promotion of Yao medicine and the development of cultural tourism industries. Today, Jinxiu Yao Autonomous County has established the only secondary grade A Yao medicine hospital in the country, along with 17 Yao medicine specialty clinics, 11 township health centers, and 75 village health rooms that offer Yao medicine health services.

In order to inherit and carry forward traditional Yao medicine, safeguard and promote the development of Yao medicine, the Regulations on the Development of Yao Medicine in Jinxiu Yao Autonomous County was adopted in 2021. In 2022, more than 10,000 folk, secret and proven recipes will be excavated and sorted out; Published "Yao Medicine Clinical Prescription Collection (second series)", "Yaoyaoshan Health collection", "Jin Xiuyao Medicine" and "Jin Xiuyao Medicine" special issue 1; Yaoyao Hospital applied for 4 preparations in Yaoyao hospital, declared 5 patents, applied for 1 "food word" No. Product (Yaoyun Yiyao Shen Wine), applied for 13 kinds of health care products.

Yao medicine and health industry. Jin Xiu seized the opportunity of the development of traditional Chinese medicine in the whole country and the whole region, made the Yao medicine industry practical, bigger and stronger, and expanded the scale of Chinese herbal medicine cultivation in accordance with the concept of "planting medicine in the mountains, pharmaceutical at the bottom of the mountain", and guided the construction of Chinese herbal medicine production standard base. Relying on the International Yao Hospital, it comprehensively strengthens the research, application and promotion of Yao medicine, builds a national development platform for the health industry, promotes and applies Yao medicine diagnosis and treatment techniques, and builds a health industry chain of Yao medicine. Yao medicine planting industry. Jinxiu's unique natural ecological and climatic conditions provide an excellent growth environment for various Yao medicinal materials, and more than 1000 kinds of Yao medicinal products have been bred, which provides rich raw materials for the development of the Yao pharmaceutical industry in Jinxiu. In order to meet the strong demand of Yao medicine market, Jinxiu actively develops Yao medicine planting industry and guides the large-scale, industrialized and professional development of Yao medicine planting industry. At present, Jinxiu has

developed a number of large-scale Yao medicine planting bases, such as Vanling Yao Medicine planting Base (see Figure 9), Huicui Herbal Medicine planting Base of ten thousand mu Yao Medicine, and Linxia Yao Medicine planting base of Jinxiu Town and He Village. *Ganoderma lucidum*, five tigers, nine cattle, eighteen diamonds, seventy-two Feng and other precious Yao medicine planting base has begun to take shape.



Figure 10 Planting base of Yaoyao medicine in Vanillin

Yao Medicine Processing Industry. With the growing market demand for Yao medicine, the processing and production industries in Jinxiu have rapidly developed. Jinxiu actively promotes the development of Yao medicine processing industrial parks, establishing a national medicine and health industry park in Tongmu Town and setting up a Yao medicine technology enterprise incubation base. The park now houses 17 companies, with 10 already in operation. The county has nurtured a number of specialized Yao medicine processing and product development companies, including Yicaofengmou Yao Medicine Co., Ltd., Dayao Mountain Yao Medicine Co., Ltd., and Guangxi Jinxiu Yaodu Pharmaceutical Co., Ltd. (see Table 1). These companies produce a variety of Yao medicine products, including Yao bath series,

herbal paste series, medicinal mud, medicinal plasters, medicinal wines, oils, and powders, with the industry scale expanding gradually.

Table 1 List of main Yaoyao planting bases and processing enterprises in Jinxiu

Serial Number	Yao medicine planting base and processing enterprise	Location
1	Vanilla Lingyao medicine planting base	Kim Soo-Jin
2	Huizhao Herbal · Wan Mu Yao medicine planting base	Sanjiang Township
3	Jinxiuzhen Gonghe village Linxia Yao medicine planting base	Kim Soo-Jin
4	Yicao FengMaoyao Pharmaceutical Co., LTD	Jin Xiuzhen
5	Jinxiu Jin Guyao Prescription Pharmaceutical Technology Co., LTD	Tongmu Township
6	Dekun Pharmaceutical Co. LTD	Jin Xiuzhen
7	Jinxiu Yuanlan Yao Fang Pharmaceutical Co., LTD	Tongmu Township
8	Jin Xiuyao Weng Xinglin Tangyao Medicine Development Co., LTD	Jin Xiuyao
9	Guangxi Jinxiu Yaodu Pharmaceutical Co., LTD	Tongmu Town
10	Dayao Mountain Yaoyiyao Pharmaceutical Co., LTD	Jin Xiuzhen
11	Jinxiu Shengtang Pharmaceutical Co., LTD	Jin Xiuzhen

4.2.2 Bottlenecks in the Development of Yao Medicine Culture in Jinxiu

4.2.2.1 Destruction of Wild Yao Medicine Resources

Overharvesting of medicinal herbs has led to a significant reduction in Yao medicinal materials(see Figure 10), bringing them to the brink of extinction. The destruction of native Yao medicine resources has also been severe. Pharmaceutical companies have been purchasing large quantities of medicinal herbs from Yao areas, resulting in chaotic and destructive harvesting practices that severely damage Yao medicine resources. The variety and quantity of Yao medicinal materials in the Dayao Mountain region are continually decreasing. Since Yao medicine treatments are rooted

in the unique herbs of the Yao people, it is crucial to address and regulate this situation (Chu Qingchun,2023, Interview) .



Figure 11 Large quantities of herbs for sale
(Source: Jinxiu financial media)

4.2.2.2 A Shortage of Successors in Yao Medicine

Most of the elderly Yao doctors in Jinxiu are accompanied by their descendants or apprentices when collecting and identifying medicinal herbs or discussing diseases. They travel around with the herbs to practice medicine and sell remedies while teaching their successors about their medical experiences. Traditionally, medical knowledge is often passed down only to family members or sons, rather than outsiders or daughters, leading to a fragile inheritance mechanism.

Folk Yao doctors mainly rely on traveling to practice medicine and sell remedies, with uncertain income and sometimes struggling to make a living. Many Yao doctors have not received formal medical training and cannot obtain medical licenses, leading most patients to prefer conventional medical institutions and Western medicine. As a result, Yao medicine faces a lack of professional trust and its practitioners face precarious conditions.

In rural areas, there is a diminishing recognition of traditional Yao medicine, and fewer people are willing to engage in its preservation. Currently, there are very few renowned elderly Yao doctors aged 75 to 90, and due to traditional views, market

economy pressures, societal biases, and the lack of a protection and inheritance mechanism, the Yao medicine field is facing a shortage of successors. Some excellent techniques are at risk of being lost. Since September 2012, some Yao doctors have been trained and received certification, but the scope of this training and certification is limited. Mastery of Yao medicine knowledge and skills requires long-term learning and practice, and it is challenging for those without a solid foundation in Yao culture and perseverance. Consequently, there are few practitioners of Yao medicine, and the development of Yao medicine talent remains slow.

4.2.2.3 Yao medicine experience is facing the crisis of loss

As there is no written record of Yao medicine, the medical experience is retained in the mind of old Yao doctors and passed down from generation to generation by word of mouth. This method of inheritance is easy to be spread in a narrow range and has no technical standards, which is not conducive to case records and technology accumulation, technology improvement, peer communication and innovation, large-scale inheritance, and is easy to be lost. In addition, due to the impact of modern medicine, the clinical application space of Yao medicine is narrowed, so that many Yao medicine experiences are faced with the crisis of loss with the natural attrition of old Yao doctors, and cultural relics are abandoned due to neglect. Yao is still a lot of diaspora in folk medicine heritage, many have lost or been separated prescription techniques need to be collected. Although the state has given strong support to ethnic medicine, for a long time, there is a lack of comprehensive planning and implementation steps for the protection and inheritance of the overall ethnic medicine, and the phenomenon of abandoned medicine is extremely serious (Xu Minling, 2023, Interview).

4.2.2.4 The transformation and development of traditional Yao medicine method and Yao medicine products are insufficient

The medicinal knowledge of the elderly Yao doctors is passed down orally, which makes it vulnerable to loss. As society moves faster and Western medicine gains prominence due to its rapid results, the market share of traditional Yao medicine is diminishing. However, some believe that traditional Yao medicine has advantages in treating chronic and complex diseases, as it is perceived to be cost-effective and with fewer side effects. Despite this, the conversion and development of traditional

Yao medical methods and products are insufficient, and there are limited ways for people to use Yao medicine for treatment.

4.2.2.5 The publicity and promotion of traditional Yao Yao medicine culture is weak

The Yao medicine theory and clinical research are mainly based on the understanding and thinking methods of extrinsic knowledge and analogy. Instead of using the methods of logical reasoning, mathematical description and experimental testing, it is obvious that the value of Yao medicine culture is different from the thinking of modern people. Most patients tend to choose formal medical institutions and use Western medicine for treatment, with little knowledge of Yao medicine. Due to the limitation of history and many conservative and backward contents of the medical culture itself, the inheritance, dissemination and innovative development of the Yao medical culture in modern times are hindered. The popularization of Yao medical culture is not strong enough, the development of Yao medicine is not enough, and the characteristic therapies are not fully utilized. Coupled with the lagging construction of Yao medical institutions and service networks, Yao medicine supply channels are not smooth, Yao hospitals are few, specialized clinics are not many, and few people use Yao medicine for treatment in hospitals. The means of communication are old and lack of brand marketing. Many traditional therapies of Yao medicine can not play a role, and some are on the verge of extinction or loss, let alone innovation and development. In order to carry forward and prosper Yao medical culture, it is necessary to strengthen the construction of medical culture communication platform and strengthen the popularization of Yao medical culture.

4.2.3 Protection and inheritance of Yao medicine in Jinxiu

Based on the analysis of the development history and current situation of the Yao medical culture in Jinxiu, it is still necessary to strengthen the protection and inheritance of the Yao medical culture. Continue to strengthen the protection of Jinxiu Yao medicine natural resources; Train Yao medical talents to give full play to Yao medicine's unique advantages in the treatment of some difficult and complicated diseases, chronic diseases and health preservation. Intensify efforts in digging, rescuing, sorting out and developing Yao medicine.

4.2.3.1 Strengthen the protection of Yao medicine natural resources in Jinxiu

In order to protect and enrich the varieties of Yao medicinal materials, the scope and varieties of Yao medicinal materials natural resources should be scientifically delimited, rotation of picking and breeding should be carried out, closed mountains and forests should be cultivated, and supervision of wild medicinal species resources should be strengthened. The measures of seed stock bank preservation, ex situ preservation and in-situ protection should be implemented to strengthen the protection of endangered wild species of medicinal materials, so as to achieve a high degree of unity and harmony of social, ecological and economic benefits. On the basis of local Yao medicinal materials resources in Dayao Mountain, the development and utilization of unique and resource-dominant varieties should be increased. Vigorously develop the cultivation and processing of authentic medicinal materials, and build a demonstration base for planting medicinal materials, a planting and breeding base for endangered and scarce Yao medicinal materials, a production base for bulk and high-quality Yao medicinal materials, and a breeding base for fine varieties of Yao medicinal materials. To stabilize the planting of herbs, guide the construction of standard bases for the production of herbal medicines, ensure that the planting area is stable at more than 200,000 mu, and provide high-quality raw materials for the development of Yao medicine. Large-scale and standardized planting of Yao medicinal materials should be promoted. Encourage pharmaceutical production enterprises to extend and expand the industrial chain to the fields of planting and primary processing and intensive processing of Yao medicinal materials, guide leading pharmaceutical enterprises inside and outside the region to carry out original ecological and imitation ecological planting of Chinese medicinal materials in the mode of "company + cooperative + base + farmer", so as to achieve standardized, large-scale and industrialized development of Chinese medicinal materials planting. Relying on scientific and technological progress to improve the scientific and technological content and added value in the planting and processing of Chinese herbal medicine in Jinxiu. With the industrialization of superior varieties as the starting point, introduce and promote famous varieties, give play to and strengthen farmers' professional cooperative economic organizations, promote the penetration and diffusion of high and new technologies to traditional Chinese herbal medicine

planting industry, increase the scientific and technological content of Chinese herbal medicine and Yao medicine products, and improve the competitiveness of Jinxiu Chinese herbal medicine products (Mo Sulin, 2024, Interview).

4.2.3.2 Cultivate Yao medical talents in a diversified way

The training of Yao medical talents should be diversified according to their own development needs. Respect and protect the intellectual property rights of inheritors, implement the "three major projects" of Guangxi Famous Chinese Medicine Training Project, Qhuang Talent Training Project and Traditional Chinese Medicine personnel training Project, adopt the traditional Chinese medicine clinical undergraduate training (five years), and build a team of Yao medical talents with originality, forming a training mode of college education, post-graduation education and continuing education, and teacher education throughout. Further excavate and sort out Yao medicine characteristic culture, improve the standardized service system of various Yao medicine health care, strengthen the cooperation with colleges and universities, secondary vocational colleges, establish and improve the training mechanism of Yao doctors and various technicians, and lay a solid foundation for Yao medicine health care service industry. Inviting "local famous doctors" into the classroom will help the inheritance and development of Yao medicine experience. We will build a workshop for inheriting medical experts and build a backbone network of Yao medical talents at five levels, including provinces, cities, counties, townships and villages. Relying on innovation platforms such as the Southwest National Engineering Research Center for the Development of Endangered Medicinal Materials Resources and the National Clinical Research Base of Traditional Chinese Medicine, Yao medicine-related scientific research projects at or above the provincial and ministerial levels will be carried out. To strengthen cooperation with traditional Chinese medicine colleges and medical research institutions inside and outside the region, and vigorously introduce Yao medicine talents.

We will improve the evaluation and appointment system for professional and technical positions of ethnic medicine personnel. Those who have learned Yao medicine by way of tutoring or have more than six years of Yao medicine practice experience and have real expertise in medicine can obtain the qualification of Yao medicine doctors after passing the test of practical skills and effects by organizing Yao

medicine experts and Yao medicine doctors who have been practicing Yao medicine in public Yao hospitals for more than 10 years in an examination group organized by the county health department. For some Yao medicine practitioners who do have expertise in medicine but cannot pass the Yao doctor qualification examination due to culture, age and other reasons, the county health department may conduct training focusing on clinical effect and work practice, and issue rural doctors practicing certificates after passing the examination organized by the health department of the autonomous county people's government. They should engage in practicing Yao medicine according to the scope of practice of rural doctors.

Speed up the introduction of Yao medical professionals. Implement the policy of introducing Yao medical professionals, and do a good job in introducing talents urgently needed by the industry. Combined with the characteristics of the industry, we should strengthen the introduction of compound talents such as planting of medicinal materials, research and development of modern medicine, and drug production, operation and management. To improve the treatment of professional personnel, the state has formulated preferential policies for Yao medical professionals at the grassroots level in terms of their children's schooling and spouse's employment, in addition to their salary, living conditions and professional title promotion, so as to ensure the stability of grassroots medical staff.

4.2.3.3 Strengthen the excavation, rescue and sorting of traditional Yao medicine in Jinxiu

It is necessary to explore and perfect the theoretical system of Yao medicine, increase the tracing and research of the development source and inheritance of Yao medicine, and carry out the investigation and research on the application characteristics and comparative advantages of Yao medicine. It includes the category, inheritance scope, inheritance situation and historical research of Yao medicine; Yao medicine history books, medical books, diagnosis, treatment and medication experience; Through a comprehensive general survey of the living conditions, medical treatment process, inheritance methods and contents of old Yao doctors, the existing experience of Yao medicine will be collected and sorted out, so as to avoid the loss and loss of Yao medicine and do a good job for the improvement of Yao medicine system. It will make every effort to explore and sort out the essence of Yao medicine's

unique diagnosis and treatment culture, vigorously study the diagnosis and treatment techniques and prescriptions of various dynasties, conduct interviews, visits and online surveys with local famous folk medicine practitioners and the public, summarize the basic clinical diagnosis and treatment rules of Yao medicine's dominant diseases, and dig and sort out the traditional Yao medicine techniques and prescriptions scattered among the people into documents. Taking full advantage of intellectual property protection measures and methods, the Yao medicine literature has been compiled, and the Yao medicine culture has been better protected and inherited with the physical object as the carrier. Yao medicine culture is rooted in the natural resources, social culture, customs and habits, mode of thinking, values and other aspects of Yao inhabited areas, and has formed distinct national characteristics in terms of medical cognition, diagnosis and treatment methods, medication techniques and other aspects. Knowledge of traditional medicine can be highly documented, and physical objects, natural resources, social and cultural background related to traditional medicine can be protected. The whole material environment and ecological environment related to the medicine culture will be protected and valued.

4.2.3.4 Strengthen the development of Jinxiu traditional Yao medicine

Constantly improving the clinical level of Yao medicine involves utilizing its unique diagnostic and therapeutic methods in hospital settings, such as emergency care, infectious disease departments, traditional Chinese medicine (TCM) pharmacies, acupuncture and rehabilitation, and the application of suitable technologies for common, recurrent, and chronic diseases. This effort aims to enhance the accessibility of Yao medicine's clinical services. At the same time, actively incorporating and learning from both Western and traditional Chinese medicine clinical techniques and experiences will help integrate Yao medicine with modern medical practices, elevating its clinical standards and broadening its scope globally. This integration aspires to advance Yao medicine into a valuable asset for humanity.

Vigorously develop Yao pharmaceutical industry. The development of Yao medicine has experienced from the natural economic state of self-marketing and self-use to the industrialization stage of using modern technology to develop new products and new technologies (Huang Kuiying,2023,Interview). This development idea from culture to industry is the inheritance of Yao medicine culture, and it is also a new

opportunity for the innovation and development of ancient medicine. Support enterprises to promote existing drugs, and gradually build a number of well-known brands and production enterprises of Yao medicine. Increase cooperation with universities, scientific research institutes and pharmaceutical enterprises to carry out pharmacological research, collection and research of Yao pharmaceutical folk prescriptions and clinical efficacy, and gradually form a reserve batch, and develop and launch a batch of new drugs with obvious efficacy every few years.

While inheriting and preserving the production characteristics of traditional Yao medicine, we should make full use of modern science, technology and methods to research and develop traditional Yao medicine by taking advantage of the abundant Yao medicine resources in Jinxiu. To develop research and development, processing, manufacturing and incubation bases for some distinctive Yao medicine and prescription products, develop Yao medicine and nutrition industry and the production of various Yao medicine preparations, focusing on the development of Yao medicine bath, oral liquid medicine diet, Yao medicine powder (see Figure 11), Yao medicine, Yao medicine health care, postpartum maintenance, medicinal wine and other Yao medicine products. The effectiveness, safety, controllability, stability and acceptability of traditional Yao medicine should be continuously improved, so as to form a standard standard in line with international standards and improve the competitiveness of Yao medicine products. The added value of Yao medicine products should be continuously improved, and the characteristic economic industry of Yao medicine planting should be gradually formed.

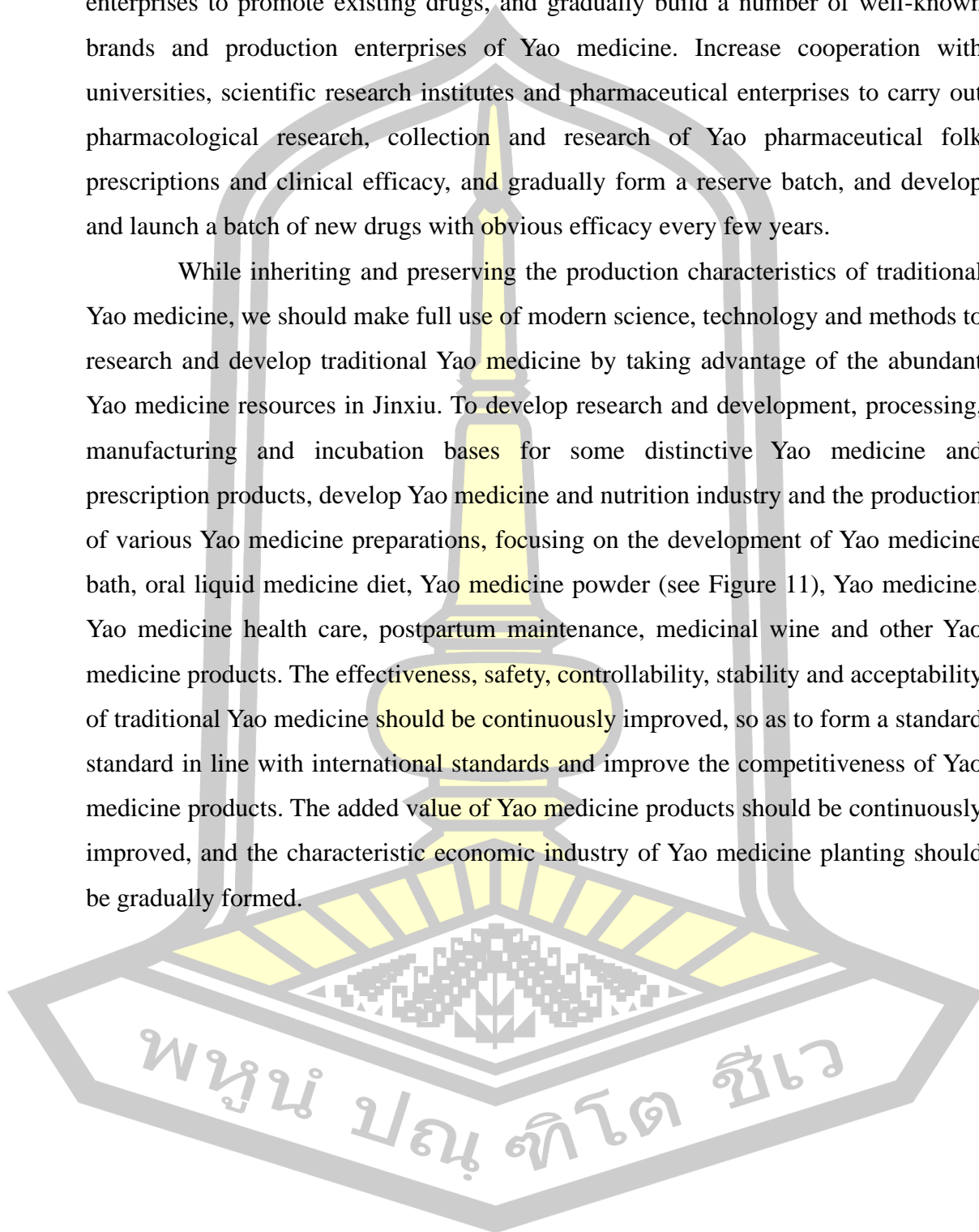




Figure 12 Yaoyao medicine bath kit.

Vigorously develop the Yao medicine industry. With Jinxiu Yao Medicine Hospital as the leading institution, focus on establishing several key Yao medicine specialties, developing diagnostic and treatment standards for key diseases unique to Yao medicine, and creating renowned Yao medicine specialty hospitals. Conduct research on the theoretical system of Yao medicine and develop new Yao medical methods. Accelerate the construction of Yao medicine-themed towns, the Guangxi Jinxiu International Yao Medicine Hospital, centers for treating complex and difficult diseases, demonstration bases for Yao medicine rehabilitation and wellness, Yao medicine museums, and medicinal plant gardens.

Form a Central Guangxi Health and Wellness Medical Consortium. Led by Jinxiu Yao Medicine Hospital, establish a medical consortium and encourage collaboration between Jinxiu Yao Medicine Hospital and traditional Chinese medicine (TCM) centers (Yao medicine centers) across the country. Integrate a comprehensive suite of Yao medicine wellness services, including equipment, facilities, and products, into eligible TCM centers (Yao medicine centers). Regularly dispatch expert teams to provide consultations, ward rounds, guidance, and business training to address the challenges of limited availability of Yao medicine wellness services outside Jinxiu and the inability to claim insurance reimbursement.

4.2.3.5 Make full use of geographical indication resources to build brand and publicize Jinxiu Yao Medicine

Strengthen the construction of medical culture communication platform and promote the popularization of Yao medicine culture. To build a number of Yao medical culture publicity and education bases with outstanding themes and characteristics, strong development potential, and great value and influence in inheriting and propagating Yao medical culture. It will focus on promoting the construction of projects such as the Xianyao Medicine Museum and the China Yao Medicine Ecological Science Popularization Park. Through the Yao medicine and health knowledge exhibition board (see Figure 12), propaganda wall posters, LED scrolling screen, publicity brochures and other means, various resources are concentrated to build a publicity platform directly facing the audience. Publicity and promotion of Yao medicine should be carried out, including Yao medicine knowledge and Yao medicine culture into the scope of health education and popular science education. Continue to carry out health culture publicity and service activities through doctor teaching group, free health clinic, Yao medicine culture into the grassroots and campus activities; To produce a batch of popular science works of Yao medicine that are easy to understand, vivid and interesting, so that the people can enjoy more health services and constantly improve their health literacy and health level.



Figure 13 Jinxiu Yao medicine protection and inheritance publicity column

To promote the establishment of Yao Medicine hospitals, vigorously advocate the concept of "sincerity of great medicine", establish a number of advanced models of benevolence, benevolence and skill, form a good industry fashion, and create a social atmosphere of "trust Yao medicine, love Yao medicine and use Yao medicine". Cultivate a Yao medical culture science popularization team, actively popularize Yao medical knowledge to the masses, promote the concept and knowledge of Yao medical treatment, provide simple and effective methods for health care and prolonging life, and meet the people's health and cultural needs. To strengthen the innovative development of Yao medical culture through external publicity translation. By means of translation, the Yao medical culture should be spread in the construction of the foreign discourse system, the influence of the Yao medical culture should be expanded, and the internal development motivation of the Yao medical culture should be improved. Hold a series of activities of "Yao Medicine X Country Tour", Yao medicine culture communication action and the activities of pairing to build the Yao medicine culture in Guangxi into XX brand, implement domestic and international cooperation of Yao medicine, and take multiple measures to comprehensively promote the inheritance and innovation of Yao medicine.

Make every effort to build "famous hospitals", "famous doctors" (see Figure 13) and "famous medicines" to guide the attention of the whole society. Accelerate the construction of "Famous Hospital" International Yao Medical Hospital. As soon as possible, it will be built into a comprehensive modern international hospital featuring Yao medicine, based on traditional Chinese medicine and supported by modern diagnosis and treatment technology, integrating medical treatment, prevention, health care, rehabilitation, teaching, scientific research, preparation, inheritance of ethnic medicine culture and international exchange, with strong ethnic cultural characteristics. Jinxiu International Yao Medical Hospital will be built into a state-level key hospital with characteristics, a national Chinese Medicine inheritance and innovation base, and a TCM disease prevention and control base (see Figure 14), which will drive the development of the county's medical level and health care. Actively promote the "famous doctor" inheritors of Yao medicine. Jinxiu Yao medicine has a series of Yao medicine products such as Yao medicinal bath, oral

liquid medicinal diet, Yao medicine powder, Yao medicine, Yao medicine health care, postpartum maintenance, medicinal wine, etc.; Ceramic needle-point method, fire moxibustion method, bloodletting scraping therapy, needle picking therapy and other magical therapies; "Birds don't stand", "smelly urine rattan", "Niuefeng", "Xian MAO" and other "strange" medicinal materials have been concentrated on the core value of Yao medicine, and they have strived to become a Yao medical brand with high recognition, obvious differences and strong uniqueness. The Yao pharmaceutical enterprises speed up the certification process of the Yao pharmaceutical brand, improve the development plan of the Yao pharmaceutical brand, cultivate famous pharmaceutical products, and enhance the brand effect of the famous pharmaceutical products. Strengthen cooperation with pharmaceutical enterprises and pharmaceutical research and development institutions, achieve the certification of 2 to 3 kinds of medicinal materials, and promote Yao hospitals to apply for important cultural heritage. To develop new medicinal materials and patents of Yao medicine, improve its popularity and social influence, not only benefit mankind, but also preserve and inherit the Yao medicine tradition and culture, and seek a way out and new hope in its own development.



Figure 14 Publicity column of Yao medicine famous doctors



Figure 15 Yao Medical Hospital of Jinxiu Yao Autonomous County (Photo from microcosmic Laibin)

Actively support the application of "Geographical indication certification trademark", "geographical indication protection products" and "registration of geographical indication of agricultural products" for Yaoyao specialty varieties, large varieties, and medicinal and food dual-use varieties in origin, main producing areas and distribution centers, etc., to build well-known regional brands. To carry out the identification of national forest ecological indication products, actively carry out organic certification of major Yao drugs, and expand the market share of organic Yao drugs. To excavate and sort out Yao medical literature, support the development and use of hospital preparations of ethnic medicine, and cultivate a number of Yao pharmaceutical brands. Strengthen brand publicity, support and encourage leading enterprises and other brand creation subjects to hold various forms of brand promotion activities, participate in the selection of various ethnic medicine brands, fully demonstrate the long history and profound connotation of Yao medicine culture, and constantly improve the brand image of Yao medicine in the county. By 2025, five new "three products and one standard" brand certifications will be added.

Yao medical culture and modern information technology integration propaganda. The integration of traditional medicine and high technology is bound to greatly promote the inheritance and innovation of traditional culture. Sharing services for knowledge innovation and data development will be provided for medical institutions and enterprises through the establishment of a Yao medicine culture database and the use of information data centers for the Yao medicine industry on the

Internet. Online services such as an online technology trading platform and diagnosis and treatment information communication will also be opened. For example, through Yao Hospital and Yao Pharmaceutical brand wechat public account, the content is output with profound "writing power" to build an important medium for hospital and patient information dissemination, and build a bridge of communication between the two sides. Through close integration with the Internet, Yao medicine has further developed a new service model, so that diagnosis and treatment activities are no longer limited by time and space. Different regions and different conditions have improved the convenience and flexibility of medical services, promoted the reform of Yao medicine service model, and increased the total number of Yao medicine services. So that the scarce Yao medicine resources can be used more effectively. Thus, Yao medical knowledge and products can be promoted, Yao medical culture can be accepted more widely, Jinxiu's popularity and influence can be enhanced, and the development of health tourism in Jinxiu can be injected with new vitality.

Actively organize and participate in Yao medicine academic exchange activities. Strengthen health and medical exchanges and cooperation with ASEAN countries. Actively strive to include Yao medicine as an important part of international cooperation under the Belt and Road Initiative, accelerate the implementation of major cooperation projects on Yao medicine, encourage Jinxiu Yao medicine industry to "go global", and build an ethnic medicine highland with distinctive characteristics, facing Guangxi and radiating the Guangdong-Hong Kong-Macao Greater Bay Area. On the one hand, the Guangxi-ASEAN Yao medicine culture promotion activities can be held offline and offline to build a platform for interaction and communication among the people. On the other hand, the theoretical innovation and practical application of Yao medicine can be promoted by holding online Yao medicine official and non-governmental exchange forums and Q&A websites. Actively participate in the formulation of international standards, steadily explore new models of international health and medical big data application and development cooperation, and constantly improve the core competitiveness and internationalization level of Yao medicine industry. In accordance with the requirements of the state and autonomous region to position Guangxi, through the way of "government support, institutional operation and enterprise participation", innovate cooperation forms, expand the

existing bilateral and multilateral mechanisms of Yao medicine, and rely on the China-Asean Traditional Medicine Exchange and Cooperation Center (Guangxi) and China-Malaysia Traditional Chinese Medicine Center. Actively participate in the platforms of China-Asean Traditional Medicine Forum and China-Asean International Forum on Traditional Medicine and Health Tourism (Bama Forum), and promote the communication and exchange of traditional Yao medicine culture in Southeast Asian countries. It has actively held the national Yao Medicine academic seminar, Yao medicine industry development seminar, Yao medicine talent training meeting, health industry integration development Summit Forum, etc., and actively built a platform for foreign exchanges and cooperation of Yao medicine.

4.3 Guidelines tourism for Yao ethnic medical culture

4.3.1 The general situation of Jinxiu Yao medical health tourism resources

Jinxiu Yao Autonomous County is under the jurisdiction of Laibin City, located in the central and eastern regions of Guangxi, on the main mountain of Dayao Mountain, with a total area of 2518 square kilometers. Jinxiu external traffic conditions are improving day by day. The existing national highway 355 crosses the county border from east to west, National Highway 323 and provincial highway 307 pass through the northwest of the county, and Wuliu Expressway crosses the southern part of the county, forming the main skeleton of Jinxiu external traffic network. The total population is about 150,000 people, and the forest coverage rate is 87.91%. Jinxiu Yao Autonomous County is located in the Tianqiaoling-Dayao Mountain water conservation and biodiversity conservation area. It is one of the national key ecological functional areas, an important water source protection area in the upper reaches of the Pearl River Basin, the largest water source forest protection area and the most complete natural forest area in Guangxi, and undertakes the important task of ecological barrier construction in the lower reaches of the Pearl River. It is a large ecological resource county integrating "reservoir", "carbon bank", "oxygen bank" and "biological gene bank".

Jinxiu is a national forest park, a national nature reserve, a national demonstration county of the source of protection forest in the Pearl River Basin, a key county in the national poverty alleviation and development work, the town of Octagon

in China, and the largest national water source forest area in Guangxi. The forest coverage rate of the county is 87.99%, which is the largest and most important water source forest area in Guangxi. There are 2,622 kinds of native plants, including 1,351 kinds of medicinal plants. It is "the largest drug gene bank in Guangxi", and also the county with the most complete varieties of Chinese herbal medicine in Guangxi, known as the natural "Wanbao Mountain". The county year-round average temperature of 17 degrees Celsius, summer without heat, winter without cold, pleasant climate, fresh air, air content of negative oxygen ions up to 150,000 / cubic centimeter, known as the "Lingnan summer resort" and "the world of peach fairy country", is the ideal tourism, vacation, summer, health resort, is the autonomous region level scenic spot, Won the "China longevity township", "China folk culture and art township", "China natural oxygen bar", "China Yao medicine Township", "National Forest tourism demonstration county", "Guangxi excellent Tourism County", And "National Tourism Demonstration Area", "Guangxi Tourism Standardization Demonstration County", "Guangxi Top Ten leisure Tourism destination", "Guangxi Characteristic Tourism Famous County", "China's most beautiful County", "2019 China's Tourism Influence Annual County", "2020 China's County Tourism Development potential 100 counties", "National Yao Medical characteristics Health Demonstration Base" and other honorary titles.

Jin Xiu dug deep into the local Yao resources, and vigorously cultivated the unique brand of medicine, culture and tourism integration (see Figure 15). For example, Yao cuisine, Yao folk houses and Yao medicinal baths are used as carriers to build cultural brands of "cuisine", tourism brands of "hostel" and health brands of "Yao Medicine"; Relying on Yao songs and dances, strange customs and stunts, Yao intangible cultural and art will be displayed to strengthen the brand effect of "Yao Capital of the world".



Figure 16 Overall planning of integrated development of rural, cultural and tourism industries in Liuduan Village

At present, Jinxiu relies on Yao Hospital in Tongmu Town and the county town. On the one hand, Jinxiu increases the research and development of Yao medicine and health care products, and on the other hand actively promotes the marketization of Yao medicine and health care drugs, health treatment techniques and health care experience projects. At present, the county international Yao Hospital has set up a special health center, for tourists and residents to launch a special medicinal bath, massage, acupuncture, medicinal diet, cupping and other more than 30 kinds of health experience projects, while opening a Yao medicine health and health drugs exhibition and sales counters. Under the radiation and drive of International Yao Hospital, Yao medicine health and wellness drugs, health and wellness techniques, health and wellness experience projects have been extended to scenic spots, hotels, and guest houses, etc. Jinxiu County City has become a gathering area for Yao medicine and health tourism industry. There are more than 10 Yao medicine and health experience pavilions of various kinds in Jinxiu County (see Figure 16). Major hotels and homestays in Jinxiu all provide special Yao medicine and health and health experience projects, which have become the formats of Jinxiu's characteristic tourism industry.



Figure 17 Yao Medical Center of Jinxiu County Health Center

Rural tourism is growing rapidly. Jinxiu focuses on the style gallery of Baili Yao Village, takes the brand of rural tourism area, farm music and key village of rural tourism as the starting point, strengthens the development and utilization of Jinxiu special Yao Village, speeds up the construction of rural tourism projects, and continuously improves the facilities such as tourist center, parking lot, tourist toilet and signboard of rural tourism area. Vigorously build ecological leisure, Yao cultural experience, agricultural leisure, sojourn vacation and other rural tourism products. For example, Liudan Village has taxus chini community and thousands of ancient taxus trees under State protection, the most beautiful mountain tea garden in Jinxiu, 77 well-preserved ancient Yao Village houses built from Daoguang to Guangxu in the Qing Dynasty, and incorporated all kinds of unique folk activities such as "climbing stairs and singing, fests, piling on bonfires and praying for blessings". Good ecological resources and original national culture make Liuduan Village sing the "concerto" of the integration of agriculture, culture and tourism (see Figure 17).



Figure 18 Publicity column of rural tourism activities

The "characteristic industry + Tourist experience" agricultural tourism project, which integrates the "leisure agricultural tourism" experience and homestay in Liudian Village, the ancient village architecture (see Figure 18) and the folk culture of Chashan Yao nationality, homestay, health preservation, tea culture, sacrificial methods and plant wonders, is gradually mature. Daling Village was awarded "China Beautiful Leisure Village"; Liudian Village was awarded the Guangxi leisure agriculture and rural tourism demonstration site, and was listed as the pilot village for the integrated development of Guangxi characteristic villages and rural tourism, and Guangxi ecological characteristics cultural tourism demonstration village; Dishui Village was rated as a four-star rural tourism area, and Jinxiu Town and Jintian Village were rated as key villages and towns of Guangxi rural tourism. Yaojiazhuang Nongjiale was awarded the title of the first Guangxi four-star Forest family in Laibin City, and 8 villages were awarded the title of autonomous region level forest village. By the end of 2023, Jinxiu has 6 star-rated rural tourism areas (including 2 5-star, 3 4-star and 1 3-star), 1 key rural tourism township in the country, 4 key rural tourism villages in the country and 5 key rural tourism villages in Guangxi, and the scale of rural tourism industry is constantly expanding(Wang Yungui,2024, Interview).



Figure 19 Liuduan village ancient building

Tourism accommodation, catering and other industrial elements continued to improve. To meet the needs of tourism market development, Jinxiu vigorously promotes the upgrading and development of tourism accommodation and catering industry, guides the construction of accommodation and catering facilities, and improves the reception capacity of tourism accommodation and catering industry. Focusing on Shanshui Yao City, Tongmu Town, Shengtang Mountain Scenic spot and Baili Yao Village Style Gallery, Jinxiu actively guides the construction of tourist homestay and hotel. The county's rural homestay tourism has developed rapidly, and 17 characteristic homestays, such as Daling Yaotianxia, Yaojia Zhuang and Shengtang Leisure Residence, have fully displayed Yao customs, promoted the high-quality development of rural tourism in the county, consolidated and expanded the achievements of poverty alleviation and effectively linked up with rural revitalization, and went out of the road of green development with Jinxiu characteristics. By the end of 2023, Jinxiu has developed 27 star-rated farmhouses (including 1 five-star, 3 four-star, 11 three-star and 12 two-star) and 81 homestays (including 31 star-rated and featured homestays in Autonomous County). In-depth exploration of Jinxiu local special dishes, the development of a number of Yao theme restaurants, to create "food Jinxiu" local special catering brand, to carry out "Ten Yao special dishes" and "Five Yao special snacks" and other food activities, to promote the sustainable and healthy development of Jinxiu catering industry.

4.3.2 The current situation of the integration of health care and tourism with Yao medicine as its feature

In recent years, Jinxiu has leveraged its unique mountain landscapes, ecological resources, and Yao medicine resources to further advance its distinctive tourism brand, "World Yao Capital - Health and Wellness Jinxiu." This has led to the integration of Yao medicine with health and wellness tourism. The new brand of Jinxiu's "Health + Tourism" has gradually formed various cultural and tourism product models, including "Culture + Wellness," "Tourism + Wellness," and "Cultural Tourism +." By focusing on the protection, inheritance, and development of Yao medicine, Jinxiu aims to establish itself as the "Southern Capital of Yao Medicine," promoting the development of health tourism and leveraging tourism to advance the Yao medicine industry.

Jinxiu, capitalizing on its rich Yao culture and Yao medicine heritage, has vigorously developed Yao folk art and health tourism entertainment products, creating a distinctive tourism entertainment model. The county has actively explored Yao cultural arts, producing a wealth of folk song and dance performances, and built various performance venues such as the Pingmeng Village Scenic Stage, Yao Arts Center Theater, Ancient Zhan Folk Performance Venue, and Meng Village Performance Spaces. Regular folk performance activities are held. Jinxiu also promotes the commercialization of Yao medicine by popularizing techniques such as the Pang Tong medicinal bath, acupuncture, massage, Yao foot therapy, and medicinal diet therapy. Many hotels and tourist lodgings now offer various Yao medicine wellness services. Jinxiu's health and wellness tourism has expanded significantly, with over ten Yao medicine wellness experience centers now in operation, offering services such as Yao medicine consultations, cupping, needle therapy, moxa therapy, leech therapy, massage, and herbal wine, attracting numerous visitors to experience Yao medicine culture.

In recent years, Jin Xiu has established three major brands: "Ecology, Ethnicity, Longevity," and has focused on creating the "Hundred-Mile Yao Village Scenic Gallery" to drive the county's economic development. It has received numerous honors, including "Guangxi Health and Wellness Town," "Guangxi Tourism Standardization Demonstration County," "Guangxi Characteristic Tourism County,"

and "Autonomous Region-Level Tourism Resort." The county has hosted events such as the "Ten Thousand People Yao Bath" (see Figure 19) and wellness tourism markets, organized health clinics with Yao medicine experts, and showcased Yao medicine health products, agricultural and sideline products, Yao cuisine, specialty foods, and folk performances. Other activities include drone shows and fireworks displays, allowing visitors to experience the unique charm of "Health and Wellness Jin Xiu." Visitors can also enjoy events like the Panwang Prayer Ceremony, intangible cultural heritage performances, exhibitions of embroidery by a hundred artisans, and the "Yao Alley" Starlight Market. A "Heritage" display area has been created at the county's Yao Arts Center in the form of a "small theater," showcasing Jin Xiu's Yao brocade weaving skills from the "Five Branches" and involving Yao folk artists in performances to enhance the cultural atmosphere. Today, visitors to Jin Xiu can not only enjoy scenic views and folk customs but also experience wellness tours, dietary tours, and educational tours (Qin Lingling 2024, Interview). By organizing large events like the Rhododendron Flower Tourism Culture Festival, Panwang Festival, Merit Festival, and the Yao Dragon Boat Festival, also known as the "Medicine Festival," Jin Xiu effectively integrates county tourism resources, shapes its overall tourism image, expands its tourist market, and creates high-quality travel routes.



Figure 20 Ten thousand Yao medicine foot bath activity site (Source: Jinxiu financial media)

Jinxiu has also actively developed forest wellness tourism, with attractions like Yinsan Forest Park, Yaoling Tianxia Inns, and Shengtang Mountain Scenic Area creating various cuisines. The county has cultivated ten businesses producing medicinal tea products, eight certified liquor producers, and developed over 40 series of Yao medicine products including medicinal wellness wine, brain-nourishing soups, and more. These efforts have polished the "Health and Wellness Jinxiu" brand. The county's "14th Five-Year Plan" for characteristic industry development includes adding two new autonomous region-level research bases. The Daling Forest Ecological Cultural Tourism Demonstration Zone has been recognized as a modern characteristic agricultural demonstration zone (four-star). Through the development of rural tourism areas, inns, and farm stays, Jinxiu is creating a premium green, ecological, leisure, and wellness tourism experience. By integrating the "Hundred-Mile Yao Village" rural tourism project with Yao medicine wellness culture, Jinxiu promotes the deep integration of Yao medicine wellness with ecological cultural tourism. The county has also been named a "National Health County" through practical evaluations and has received the "Autonomous Region Health Tourism Demonstration Base" honor for Jinxiu Yao Medicine Hospital.

Table 2 Jinxiu Forest tourism brand statistics

Brand type	Name	Location
National Forest Park	Jinxiu Dayao Mountain National Forest Park	Jin Xiuzhen
	Guangxi Dayao Mountain National Forest Park silver fir health base	Kim Soo-jin
Forest health base	Silver fir forest health base, Dayao Mountain National Forest Park, Guangxi	Jin Xiuzhen
	Laibin Daling Yao Tianxia forest health base	Liouxiang Township
National forest village	Daling Village, Liouxiang Township	Liouxiang Township
	Luoyun Village, Luoxiang Township	Luoxiang Township
	Pingdao Village, Changdong Township	Changdong Township
	Pingmeng Village, Changdong Township	Changdong Township

Actively develop cultural tourism brand building, Shengtang Grand Canyon has been successfully established as a national 4A-level tourist attraction; Shanshui Yao City Night tour was awarded the 2023 Guangxi night tour brand. Give full play to the

advantages of resources such as ecological environment and Yao culture, do a good job in the article "culture + tourism + health", and launch the brand of "World Yao City health and Gold Show" (see Figure 20). The brand of national festival activities such as Azalea Cultural Tourism Festival and Yao Panwang Festival has become the flagship products of Jinxiu Tourism; The first Yao non-heritage creation exhibition center in Jinxiu was inaugurated, and 6 non-genetic learning bases and 3 intangible cultural heritage villages in the county were integrated into the health tourism products, forming 24 quality lines with 5 major themes. Deepen the cooperation of Guangdong-Guangxi cultural tourism, hold the national 100 travel agencies into Jinxiu collection activities and Jin Xiuwen tourism "Please come in" promotion activities, launch the "One hundred thousand Guangdong tourists Golden Show" activity, and carry out a series of promotional activities such as "Winter tour Guangxi". It has carried out characteristic cultural tourism activities such as "Exploring the World's Capital of Beauty", research Tours, half marathons, motorcycle mountaineering races, and actively explored the development of new formats such as "cultural tourism + sports", "cultural tourism + research" and "cultural tourism + health care", so as to stimulate new driving forces for the development of tourism in the whole region.



Figure 21 World Yaodu Kangyang Jinxiu brand publicity column

Since 2015, Jinxiu has been focusing on creating famous tourism counties with Guangxi characteristics and the whole region tourism demonstration zone, constantly improving the tourism development system and mechanism, innovating the development model, realizing rapid growth of tourism, and consolidating the position of Jinxiu tourism as a strategic pillar industry. Tourism economic indicators continue to rise, the county's total tourism consumption increased from 1.904 billion yuan in 2015 to 6.373 billion yuan in 2019, an increase of more than 2 times, with an average annual growth of 35.26%; The total number of tourists received in the county increased from 2.8776 million in 2015 to 6.834 million in 2019, doubling, with an average annual growth of 24.14%. In 2019, it was named the county of the Year of China's Tourism Influence. In 2020, the tourism market achieved a strong recovery, with the county receiving 4.939 million tourists, a recovery of 72.27% according to the comparable caliber, and the total tourism consumption of 4.513 billion yuan, a recovery of 70.81% according to the comparable caliber. In 2021, the county received a total of 6.1611 million tourists, an increase of 24.8% over the previous year, and achieved a total tourism consumption of 5.806 billion yuan, an increase of 28.7%, indicating a strong recovery of the tourism industry. In 2022, the county received 5.518,400 tourists, and the total consumption of tourism was 4.957 billion yuan, opening up the channel to realize the value of ecological products, and continuously demonstrating the value of ecological products and cultural resources. The scale of tourism industry continues to expand, and the county has 1 autonomous region level tourist resort, 6 AAA level tourist attractions, 1 AAA level tourist attractions, and 3 Guangxi eco-tourism demonstration zones. In 2023, the county will receive 8.5 million tourists, up 86.2% year on year in 2022, and the total tourism consumption will be 7.66 billion yuan, up 81.5%; It has successively won the titles of "National Tourism Demonstration Zone", "Clear waters and lush Mountains are Golden Mountains and Silver Mountains" practice and innovation base, and "the most beautiful County in China" (see Table 3).

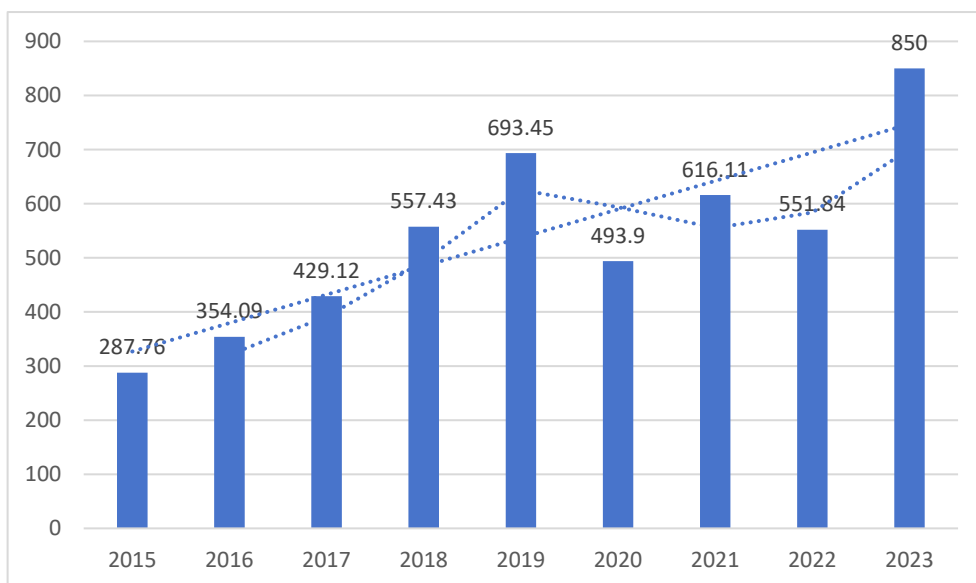


Table 3 Analysis of tourist volume of Jinxiu Yao Autonomous County from 2015 to 2023

4.3.3 Advantages and disadvantages, opportunities and challenges of Jinxiu Yao Nationality's medical and health tourism development

4.3.3.1 Advantage analysis

Advantaged ecological environment. Jinxiu County is located in the Dayao Mountain area in the eastern part of central Guangxi Province. It has a subtropical mountain climate with warm winter and cool summer. The annual sunshine duration is 1243.1 hours, the average annual temperature is 18.0°C, the average relative humidity is 83%, the average annual precipitation is 1610.2 mm, and the negative ion content in the air in the mountainous area of the county is 9194 / m³, which is a natural oxygen bar. With less sunshine, suitable temperature, large water storage and high humidity, it is very suitable for the growth of animals and plants, making its forest coverage rate as high as 87.91%. Rich forest resources and alpine environment gives birth to rich water resources, Jinxiu has 26 main rivers, a total length of 1879.4 kilometers, the river density of 0.74 kilometers/square kilometers, an annual output of 2.57 billion square meters of water, water capacity reserves of 260,000 kw, is the largest "natural green reservoir" in Guangxi. Jinxiu Dayao Mountain is huge, complex terrain, relative height difference of 1800 meters, the climate horizontal and vertical changes are quite obvious. The diverse climatic conditions make its vegetation

composition complex and species types diverse, so it is known as "Wanbao Mountain" and "three-dimensional resource treasure house".

Rich and excellent Yao medicine resources. Guangxi is the second largest province of Chinese traditional medicine resources, and the number of Jinxiu species ranks first in Guangxi counties. There are 2,335 species of vascular plants of 213 families and 870 genera in Guangxi, including 7 species under state primary protection, 17 species under state secondary protection, 4 species of State Class I precious tree species and 11 species of State Class II precious tree species. In addition to the national key protected plants, there are more than 100 other rare and endangered plants, which are assessed as vulnerable (VU) or above by the Chinese Species Red List or the IUCN(International Union for Conservation of Nature) Red List of endangered Species, or are included in CITES(International Convention on Endangered Species of Wild Fauna and Flora) Appendix II. In addition, Dayao Mountain is home to one endemic family in China, the Macrohemataceae, 18 endemic genera in China and 21 monophyletic genera (only one plant species in this genus), which is an important gene pool of species in Guangxi. Among all plant varieties, medicinal plants account for 1457 species, which is the area with the most complete varieties of Chinese herbal medicine in Guangxi, the largest pharmacogene bank in Guangxi, and the second largest Chinese herbal medicine gene bank in China. Among them, there are more than 900 species commonly used in folk medicine, and 104 kinds of classic medicines used in Yao medicine, commonly known as "old class medicine".

Yao medical technique with distinctive characteristics. Yao medicine has a long history. The earliest written records of Yao medicine can be found in the Fifty-Two Disease Prescriptions of the Western Han Dynasty. Jinxiu County is one of the earliest Yao inhabited areas in Guangxi. The Yao people collected herbs in the mountains, and used Yao medicine prescriptions and folk remedies to treat many common and intractable diseases. Yao medicine is characterized by the combination of medicine and medicine, rich diagnosis and treatment methods, unique techniques, among them, Yao medicine in addition to the general diagnosis methods such as looking, smelling, asking, touching, testing, but also pay special attention to eye diagnosis, eyebrow diagnosis, nose diagnosis, human diagnosis, hand diagnosis, nail

diagnosis, ear diagnosis, navel diagnosis and other special diagnosis methods. Yao medical treatment is divided into internal treatment and external treatment, internal treatment is mainly decocted medicine, Yao medical emphasis on fresh medicine, special prescription, most of the internal medicine is simple and cheap test; There are many kinds of external treatment in Yao medicine, including acupuncture therapy, moxibustion, scraping and pushing therapy, cupping method, fumigation and ironing therapy, aromatherapy, external application therapy and more than 30 kinds of unique therapies in nine categories such as fresh taking, grinding medicine therapy, food therapy and psychological suggestion therapy.

The foundation of health care tourism is good. Jinxiu is the second batch of Guangxi characteristic tourism famous counties and the first batch of national all-region tourism demonstration zones, and enjoys a high reputation in the tourism market of Guangxi and even the whole country. At the same time, Jinxiu has won the titles of national Pearl River Basin protection forest construction source Demonstration County, Dayao Mountain National Forest Park and Dayao Mountain National Nature Reserve, which has improved the popularity of Jinxiu ecological tourism resources and health tourism resources area. In recent years, the scale of Jinxiu's tourism industry has grown significantly, and its comprehensive benefits have been greatly improved. At present, the county has built 6 national 4A level scenic spots, 1 national AAA level tourist scenic spot, 5 star-rated rural tourism areas, 3 national key villages for rural tourism, 1 five-star hotel and 3 three-star hotels, 25 star-rated farmhouse and 67 tourist homestays. Has won the national tourism demonstration county, the national "green mountains is Jinshan Silver mountain" practice innovation base, the national forest tourism demonstration county, the national forest health base pilot construction county, China's natural oxygen bar, China's longevity township, the whole district health care town (Jinxiu Town) and other titles. Jinxiu Yao Autonomous County health care tourism started late, the integration of Yao medical culture to develop more tourism resources, health tourism development potential is huge, especially the Yao medical culture health special tourism is ready to start.

4.3.3.2 Analysis of disadvantages

Industrial competitiveness is not strong. Yaoyao in the county is mainly planted under the forest, with scattered planting, small scale and low output, and the advantages of leading products are not obvious. Most of the existing Yao Yao production enterprises are small workshops with simple and backward processing equipment and low processing capacity. The main business is small and scattered, the industry is still in its infancy, the lack of leading enterprises to drive, the integration level of production, processing and sales is low (see Figure 21), the connection is not close, the production organization system is incomplete, and it is difficult to form a scale advantage. Yao pharmaceutical products are mainly primary products such as tablets, with few products, single management, low added value, and low output value. It is difficult to convert resource advantages into economic advantages, which is not enough to support the development of Yao pharmaceutical industrialization. At present, there is no large-scale Yao medicine trading market in the county, the lack of trading platform and circulation means, product sales are mainly through agents, stalls, online sales and other forms, and no stable sales channels have been formed. At present, Yao medicine in Jinxiu is still in the planning and start-up stage. Compared with Miao medicine, Tibetan medicine and other ethnic medicines that have been very familiar in the market, Jinxiu Yao Medicine not only lacks industry scale enterprises and leading enterprises, but also most of the existing enterprises are weak, small, scattered and disorderly. There is still a big gap between them and other ethnic medicine enterprises in terms of production scale, product grade and technical level.



Figure 22 Small medicine shop

The development level of high-quality health tourism of Yao medicine is not high. Due to the lack of investment in development and construction funds, the high-quality tourism resources of Yao medicine and health care have not been fully tapped, resulting in fewer types of Yao medicine and health care tourism products, lower development level and weak attraction. The high-quality health and wellness tourism resources of Yao medicine are still in the planning and construction stage, and the medicinal bath products exported at home and abroad have not been well integrated with tourism. The development level of tourism elements such as accommodation, catering, transportation, shopping and entertainment is low, and a complete tourism reception system has not been formed. The overall performance is low development level of Yao medicine health tourism resources, insufficient tourism reception capacity, and lack of Yao medicine health tourism atmosphere. At the same time, the driving force and driving force of the tourism industry have not been fully reflected, and the related driving effect on other departments is not obvious.

Lack of industry professionals. The development of Yao medicine industry requires not only technical talents with knowledge of traditional Yao medicine, but

also scientific research talents with knowledge of modern technology and talents with knowledge of culture and performing arts, intangible cultural heritage protection and inheritance, B&B operation and management, research and education, network culture, tourism marketing, tourism project planning, cultural creative design, rural tourism and other aspects. The shortage of talents is a normal situation in the county. The Yao medical talents, who have relative advantages, are also facing the problem of decreasing year by year due to the influence of traditional inheritance methods, cultural level and capital investment. The shortage of talents who understand Yao medicine and are proficient in tour guides has become an important bottleneck restricting the development of healthy tourism of Yao medicine industry, which seriously restricts the high-quality development of Jinxiu Yao medical culture and tourism industry.

4.3.3.3 Opportunity Analysis

Opportunities provided by the national consolidation cohesion policy. The 14th Five-Year Plan period is an important stage to consolidate and expand the effective connection between poverty alleviation achievements and rural revitalization. The state will continue to adhere to the policy of giving priority to agricultural and rural development, accelerate the implementation of the rural revitalization strategy, and focus more resources and factors on rural areas. Jinxiu, as a poverty alleviation county and a key rural revitalization county in the autonomous region, enjoys the policy of establishing a five-year transitional period after the completion of the poverty alleviation goals and tasks, and the existing support policies will be extended and optimized, and the key rural revitalization support policies will be obtained. This provides a new opportunity for the county to consolidate and improve the planting and processing of Yao medicine, enhance the ability of Yao medical and medical services, promote the integrated development of Yao medicine and other industries, promote the "introduction and going out" of Yao medicine industry, and promote the development of Yao medicine health tourism.

Opportunities brought about by continuous improvement of transportation infrastructure. Through the implementation of the "transportation live county" strategy during the "13th Five-Year Plan" period, the Jinxiu section of Heba Expressway will be opened to traffic in the near future, and the road network pattern

of "external connectivity and internal circulation" will be basically formed in the county. The improvement of the traffic environment will provide a fast transportation channel for the development of Yao medicine industry and health tourism in the county, and the planting, processing and sales areas of Yao medicine in the county will be interconnected, the problem of the transportation of medicinal materials will be solved, the cost of transportation services will be reduced, the supply of raw materials in the industrial park will be guaranteed, the production efficiency will be improved, the sales network will be extended outward, and the time for foreign tourists to Jinxiu will be shortened. It will save people's travel time and increase the travel opportunities for the surrounding residents. It is conducive to opening up the whole industry chain of Yao medicine and health tourism, and promoting the development of Yao medicine industry to the "fast track".

Opportunities brought about by continuous improvement of ecological environment. The unique natural resources, medical resources, cultural resources, economic resources and scientific and technological resources in the county have their own characteristics and advantages in Guangxi ethnic medicine, especially in recent years. Jinxiu has won a series of honorary titles such as National Key ecological function Zone, National National Tourism Demonstration Zone founding County, National Forest Tourism Demonstration County, China Natural Oxygen Bar, China Longevity Town, National Top 100 deep breathing town, National Pearl River Basin Shelbelts Construction source Demonstration County, National Forest Tourism Demonstration County, Guangxi Characteristic tourism famous county, etc. It has provided opportunities for transforming ecological advantages into development advantages, giving play to the unique advantages and influence of ecological environment, and realizing the development of Yao medicine and health tourism industry as "overtaking the curve".

Opportunities brought by the development of health and health industry. With the sharp increase of sub-health and chronic diseases, and the frequent emergence of new infectious diseases, people's health needs will show personalized, diversified and high-quality characteristics, leisure and tourism, health and wellness consumption is gradually becoming a trend, and the service field is developing from mainly providing medical services to providing services integrating medical treatment, prevention,

health care, health care and rehabilitation. The service model is developing from disease-centered to health-centered. Yao medicine pays attention to the holistic view, pursues the unity of heaven and man, pays attention to the treatment of diseases and pays attention to the differentiation of symptoms and treatment, which conforms to the development direction of today's health care industry, ADAPTS to the changes of disease spectrum and the coming of the aging society, and has a huge market space for the development of Yao medicine and health care tourism industry.

Opportunities brought by the prevention and control of the COVID-19 epidemic. In the prevention and control of COVID-19, traditional Chinese medicine has played an important role in the fight against the epidemic. It has been recognized by the whole society for its role in alleviating symptoms, reducing the progression of mild and ordinary cases to severe ones, raising the cure rate and reducing the death rate, and promoting the physical recovery of convalescent people. Yao medicine, as a component of traditional Chinese medicine, uses Yao medicine decoction, spray, patch, acupuncture and moxibustion in the treatment of epidemic infectious diseases and has excellent effects. The unique role of Yao medicine in the treatment of epidemic infectious diseases has provided a good development opportunity for the Yao medicine industry in the county in the post-COVID-19 era.

4.3.3.4 Challenge analysis

The 14th Five-Year Plan period (2021-2025) is not only an opportunity period for the development of Yao medicine health tourism industry, but it will still face new situations, new problems and new challenges. The system, model and scale of Yao medicine industry cannot meet the standards of modern ethnic medicine industry, and the development task is still arduous. It is urgent to solve the outstanding problems of the Yao medical health tourism industry, such as weak competitiveness, lack of scientific and technological support, lack of professional talents and low brand value.

(1) Increasing pressure on ecological protection. The state vigorously promotes ecological progress, implements the concept that lucidwaters and lush mountains are invaluable assets, implements the strictest ecological and environmental protection system, promotes the intensive use of land, and puts forward stricter requirements for the management and control of cultural and tourism projects

and industrial development. Jinxiu is located in Dayao Mountain area, the control of ecological red line limits the scale of land used for construction of cultural industry and tourism projects. In cultural and tourism development, how to properly handle the relationship between cultural and tourism development and protection, so that the development of Jinxiu culture and tourism can not only ensure the economic benefits of high production of cultural industry and tourism. At the same time, effective protection of the ecological environment on which it depends is a major challenge for the development of Jinxiu cultural industry and tourism.

(2) Low value of industrial brand effect. Weak original ability, lack of hard, loud fist products, lack of demonstration and leading effect in the integration development of Yao medicine and health service industry and cultural tourism. Jinxiu Yao medical products have few types, single varieties, narrow application, low-end products (see Figure 22), serious homogeneity, weak brand appeal, few product sales terminals, insufficient consumer understanding and recognition, and low communication and reuse rate among consumer groups.



Figure 23 Small drug shop in Guzhen Town

(3) Lack of support from industrial science and technology. Yao medicine resource protection and sustainable development mode, Yao medicine resource supply guarantee system has not been established and improved, Yao medicine theory research is insufficient, research and development and technological innovation is insufficient. Due to the oral transmission of Yao medicine from teacher to disciple, father to son, mother to child from generation to generation, there are few historical theoretical studies. Although theoretical research has begun in recent years, the published research results show that the pharmacology and medical technology of Yao medicine are far less than those of other ethnic medicines such as Tibetan medicine and Miao medicine. Compared with the research, development and application level of other ethnic medicines, there is still a big gap in the innovation and research of Yao medicine in the county. At the same time, Yao medicine research funds and research platforms are far from meeting the needs of Yao medicine research work, and the overall scientific and technological innovation ability of Yao medicine is relatively weak.

4.3.4 Problems in integrating health tourism to promote the development of Yao medical culture in Jinxiu

In recent years, the development of Yao medicine in Jinxiu has made great progress, the theory of Yao medicine has been further deepened, and the service level of Yao medicine has been continuously improved. However, on the whole, the total amount of Yao medicine services is insufficient, the industrial concentration is low, and the resource advantages have not been fully brought into play. Integrating health tourism to promote the development of Jinxiu Yao medicine culture can properly protect, inherit and develop the Yao medicine culture.

4.3.4.1 The creativity of mining Yao medical culture resources is insufficient, and the depth of integrated health tourism is insufficient

After years of rapid development, health tourism has formed a relatively mature systematic industry, and its scale and industrial competitiveness have also been significantly improved. However, health tourism products are obsolete, lack of tourism connotation and other disadvantages have gradually emerged, especially the enthusiasm for the development of health tourism around the world is high, and the homogenization phenomenon is obvious. The industrialization transformation and

utilization of Yao medical and cultural resources abundant in Jinxiu is still insufficient. First, the industrialization of Yao medical culture develops slowly, and the overall development foundation is relatively weak. There are still few types of Yao medical culture industry, such as creative design industry and health tourism industry, which need to be cultivated. Second, the strength of the market main body is weak. At present, the Yao medical culture enterprises in Jinxiu are still dominated by small enterprises and folk workshops, lacking large scale, strong and influential Yao medical culture enterprises, and the production capacity of Yao medical culture products is still limited. Jinxiu Yao medical and health tourism is still in the initial stage of cultural tourism market development. The key cultural resources of Yao medical culture, such as regional characteristics, medical history, cultural relics and monuments, and health tourism, are not developed enough and innovation is insufficient. As the Yao medical culture industry is gradually improving, the Yao medical tourism industry urgently needs to integrate internal resources to optimize the industrial system and contents, highlight the novelty and uniqueness of Jinxiu Yao medicine and other highlights, increase the driving force of health tourism, increase the need to tap the unique and creative characteristics of Jinxiu Yao medical resources to meet the needs of tourists and improve the competitiveness of Jinxiu Yao medical health tourism. In order to better protect, inherit and develop the Yao medical culture.

4.3.4.2 Jinxiu Yao medical culture and health tourism brand is not well known

Jinxiu is remote, Yao medicine industrialization, project, brand is low, Jinxiu Yao medicine is not well known, it is difficult to get enough social value. Jinxiu Yao medical culture and health tourism market development and promotion of the shortcomings are prominent, the "Yao medical culture", "Yao culture", "Jinxiu Dayao Mountain" and other cultural and health tourism brand products of the in-depth planning, packaging and publicity are insufficient, resulting in the influence of Jinxiu Yao medical culture and health tourism brand is not strong, low visibility. It has a low degree of recognition in the market, has not formed a development trend based on Guangxi to radiate China and even the whole world, and has failed to form considerable external effects. With the introduction of mobile Internet, cloud computing and big information construction, it is necessary for Jinxiu Yao Medicine

to strengthen the Internet to provide Yao medicine diagnosis and treatment services, drug distribution and other convenient services, so as to better enhance its visibility and solve the problem of insufficient total Jinxiu Yao medicine services. The construction of Jinxiu Yao Medicine health tourism brand route needs to strengthen the re-integration of Yao medicine cultural resources and tourism resources, enrich the content and connotation of the industry, avoid the similarity with health tourism in other regions, create health projects with distinctive characteristics, promote the effective dissemination of Jinxiu Yao medicine health tourism brand, and make the tourism effect more and more large. At present, the scale effect of Jinxiu Yao Medicine is not high and it has failed to break through the previous tourism experience mode. Tourists can not fully enjoy the charm of Jinxiu local Yao medicine and health care during the tour. Jinxiu Yao medicine brand tourism radiation range is limited, the market visibility and consumer sources need to be further improved.

4.3.4.3 Insufficient Integration and Utilization of Yao Medical Culture and Health Tourism Industry

The innovation and reorganization of national culture is to organically implant the available cultural connotation into the inherent culture from a new perspective, so as to restructure the structure of national culture and innovate its operational functions. Such adaptive replacement of national culture is the so-called cultural reconstruction. The focus of Yao medical culture is not only on hospitals, but also on the reorganization of its cultural resources through the integration with the health tourism industry to the audience's vision, and the application of universal tourism cultural forms to let people experience diversified health culture experience. Jinxiu Yao medical culture is not closely integrated with the development of health tourism, and it is difficult to bring enough impetus to its unique development mode. It is necessary to rely on the unique industrial advantages of Yao medicine and integrate health tourism to develop the cultural industry of Jinxiu Yao medicine to be restructured so as to form a new value chain with value innovation. Actively explore the international tourism market to form a virtuous cycle mechanism that Jinxiu Yao medicine products drive the promotion of regional visibility, promote the development of health tourism with regional visibility, and promote the development of Jinxiu Yao medicine industry with tourism development.

4.3.5 Jinxiu Yao medical culture health tourism development strategy

With rich Yao medical resources, Jinxiu can integrate health tourism to actively explore the cultural connotation of Yao medicine, and strive to promote the transformation of Yao medical resources into products. Realize the development of Yao medical resources in exchange for economic development, promote the development mode of Yao medical cultural resources protection with the help of health tourism industry advantages, and drive the rapid development of Yao medical industry.

4.3.5.1 Deeply excavate the connotation of Jinxiu Yao medical and cultural resources and integrate health and health tourism development products

Traditional Chinese medicine is the soul of Kangyang cultural tourism, which is the carrier of traditional Chinese medicine. Jinxiu health tourism can be divided into three types: Yao medicine ecological planting tourism, Yao medicine humanistic tourism, Yao medicine health care tourism. Among them, Yao medicine ecological planting tourism mainly relies on Yao medicine resource planting base, natural health resort, mainly Yao medicine natural landscape; Yao medicine cultural tourism sites mainly rely on Yao medicine cultural sites, Yao medicine museum (see Figure 23), Yao medicine medical institutions, Yao medicine enterprises, mainly Yao medicine cultural landscape; Yao medicine and health care tourism sites mainly rely on enterprises, medical institutions, rehabilitation institutions, health hotels, health tourism resorts, health hotels, health food restaurants, etc., which mainly provide Yao medicine and health care services. The Yao medicine of Jinxiu simply relies on its own strength to develop, and it is often difficult to give full play to its own advantages in a short period of time. The homogeneity of health tourism resources also makes it difficult to obtain competitive advantages by relying on existing resources. Therefore, at present, the unique value of Yao medicine culture with excellent originality, characteristics and novelty should be deeply explored, and the atmosphere of Yao medicine health tourism integrated with health tourism should be created to promote the upgrading of Yao medicine culture industry. Mining the characteristics, value and essence of Yao medical culture by health tourism to promote the development of Yao medical industry is easy to be widely recognized. Jinxiu continuously promotes the integrated development of Yao medical health tourism industry, focusing on targeted

research in health resources development, product line building, basic service facilities construction, service quality improvement, publicity and promotion innovation, and giving full play to the three advantages of "medicine + longevity + ecology" to build a "world Yaodu Health health Jinxiu" cultural tourism brand. With the help of the advantageous industry of Kangyang tourism, the development mode of the cultural industry of Yao's medical and cultural resources protection is promoted.



Figure 24 Yao medicine museum (Source: Jinxiu financial media)

Focus on integrating Yao medical culture resources and health tourism resources, guide the comprehensive development of resources with the nature of Yao medical culture and health tourism, promote the mutual penetration and sharing of related industrial resources with integrated development value, and form a new business form and product chain. The Yao medical culture and health tourism resources should be explored and innovated with new resource concepts and new

thinking, which should be combined with modern services, history and culture, and special ethnic customs, and displayed through scene reproduction, relic display, local customs experience, immersive performing arts, interactive experience, etc.

Jinxiu Yao Autonomous County cultural tourism industry integration development plan (2023-2030), proposed the integration of natural ecological environment and Yao township longevity culture and other superior resources, with Jinxiu pleasant health climate, excellent ecological environment, profound Yao medical culture as the core, with ecological health, Yao medical health as the tipping point, Promote the deep integration of Jinxiu's health industry and tourism, accelerate the construction of major health and cultural tourism projects, create 3 core projects, 6 key projects and 9 other projects, and build a "health + cultural tourism" characteristic industry system (see Table 4). In-depth development of rich forestry resources in Jinxiu, speed up the transformation and upgrading of traditional forest tourism products, improve the construction of forest tourism facilities, build a number of forest health bases, forest health pilot characteristic towns, forest health villages, forest health resort centers, forest health industrial parks and other projects, to expand and strengthen the forest health industry, including 1 core project and 6 key projects. 5 other projects (see Table 5). The construction of these projects focuses on the Yao medical culture and health care projects. Do a good job in the article "Yao Medicine + Tourism + health care", make every effort to launch the brand of "Yao Medicine City", optimize the environment for industrial development, introduce more excellent enterprises and talents, and inject new vitality into the sustainable and healthy development of Yao medicine industry. It will help inherit and protect Yao medicine resources, spread Yao medicine culture, and help Yao medicine industry break through the bottleneck.

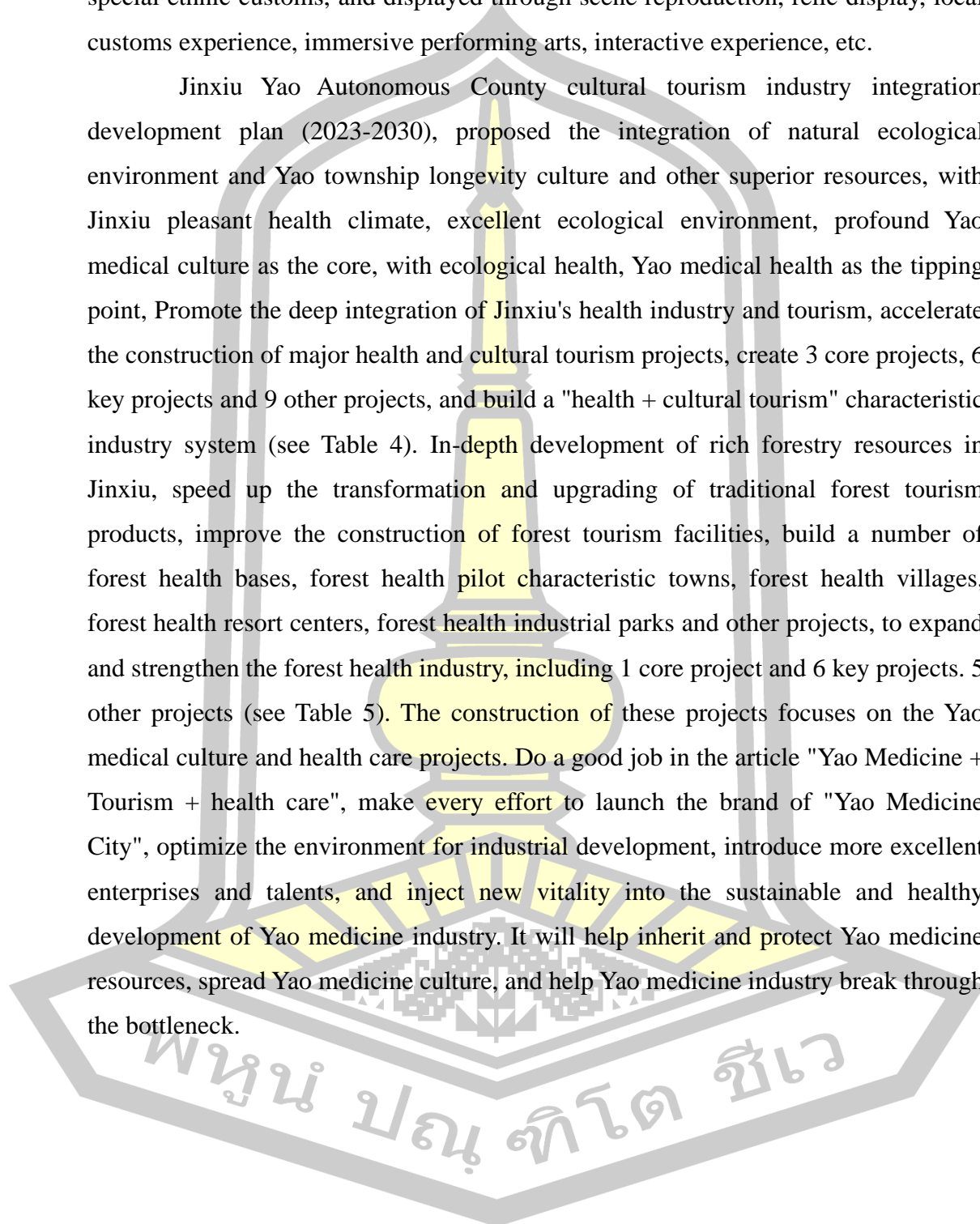


Table 4 Jinxiu Yao Autonomous County Cultural Tourism Industry Integration Development Plan (2023-2030)

Table of "Health + Cultural Tourism" integration projects

Serial Number	Item type	Project name
1	Core Items	China Jin Xiuyao medicine origin health care characteristic town
		Jinxiuzhen Liuduan village rural ecotourism project
		Forest Resort Hotel
		Yao medical health care base
		Yao Medicine Culture Street
		Yao Medicine Planting Demonstration Park
		Jinxiu International Yao Pharmaceutical Industrial Park
		Tung Mu Kang Yang Hotel
		Tongmu Yao medicine health care community
		Tongmu citrus leisure agriculture tourism area
		Outdoor fitness greenway
		Jinxiu Wisdom health resort Industrial Park
		Jin Xiuyao Medical Hospital Yao medicine characteristic rehabilitation and recuperation demonstration base
		Vanilla Lingyao Medical health care experience area
		Pingdao Forest health tourism project
		Xiangcao Lake health base tourism project
		National Yao medical health demonstration base
2	Key Points Items	Jinxiu Wisdom health Resort Industrial Park
		Jin Xiuyao Medical Hospital Yao medicine characteristic rehabilitation and recuperation demonstration base
		Vanilla Lingyao Medical health care experience area
		Pingdao Forest health and wellness tourism project Herb Lake health and wellness base tourism project
		National Yao medical health demonstration base
3	Other Items	Yao Mai Mountain spring health resort project
		Guangxi Jinquan Valley forest health garden
		Gongyao medicine health tourism area
		Dazhang Township Kangyang town

	Jinxiu "One Belt and One Road" Yao medical health tourism project
	Dayao Mountain Yao medicine cultivation and health base
	Jin Xiuhui herbal Yao medicine planting popular science homestay health tourism complex
	Yao medicine health Valley
	Cultural Tourism Industry Park

Table 5 Jinxiu Yao Autonomous County Cultural Tourism Industry Integration Development Plan (2023-2030)

Table of integration projects of "Forestry + Health care"

Serial number	Item type	Project name
1	Core items	Forest health base construction project
2	Key items	Yaoqian Qingxi Youjing Forest health care base
		Zhongliang Township Yonghe tea travel integration project
		Forest health pilot characteristic town project
		Forest health village project
		Forest health resort center project
		Forest health Industrial Park project
3	Other items	Jinxiu Flat Fruit planting and picking experience Park
		Luoxiang Township ecological oil tea demonstration Park
		Jinxiu Changdong Township organic oil tea sightseeing park
		White cattle wild tea Culture Experience Park, Luoxiang Township
		Jinxiujia JiangChunxiaoyao Medicine Demonstration Park

In combination with Jinxiu's Yao medical tourism resources, Yao folk culture tourism resources, longevity tourism resources, forest tourism resources, etc., in-depth exploration of resource characteristics will be made to create Yao medical health tourism products suitable for all levels of consumption, with prominent themes and distinct ethnic characteristics integrating health therapy, health care, health preservation and leisure functions. Set up a multi-functional Yao medicine health treatment experience center, so that tourists can learn about Yao medicine acupuncture, blood pricking, cupping and moxibustion in the physiotherapy room, which are ethnic characteristics therapy for the treatment of chronic diseases and have

health and strong effects; In Yao Medicinal Food Hall, tourists can taste medicinal food with different effects according to their personal preferences and physical conditions; Learn about the functional exercises related to health in the functional health exercise Hall; Learn health secrets from the elderly in the elderly activity center; Set up the Yao Medicine and Health Museum, so that tourists can understand the history and culture of Yao medicine with distinct ethnic characteristics, master the relevant Yao medicine and health concepts, and learn the ways and methods of viewing medical care.

4.3.5.2 Deepen the integrated development and brand promotion of "Yao medicine + health tourism"

Help the decision-makers of the local government, cultural workers and local folk culture inheritors to publicize it. Promote more foreign tourists to come to Jinxiu local tourism to experience the Yao medicine and health culture. Further enhance the value-added space of "Yao medicine + health tourism" integrated brand value, and take Yao medicine culture as the main content of communication through festivals, customs and etiquette, dance songs, myths, folklore, religious sacrifices, etc. With the help of mass media matrix interviews and reports such as newspapers and TV stations and website publicity, the visual effect of Yao medical culture and tourism experience effect of original ecology are created through documentary interviews and other documentary methods, and the unique culture of Jinxiu Yao medicine is promoted through high-quality visual communication. Through the in-depth research and development of experts and scholars on the Yao medical culture health tourism, the brand influence of Jinxiu will be continuously expanded. From the perspective of the audience, it is hoped that experiencing the unique Yao medical culture through tourism will help expand the influence of the Yao medical health tourism brand.

The audience range of Yao medical culture health care brand publicity should break through the regional restrictions. It should be extended to areas with similar cultural traditions of Yao medicine both inside and outside the province, so audiences of different ages, genders and occupations can understand and even be familiar with Jinxiu Yao medicine culture, pay attention to inheriting Yao medicine culture, and carry out Yao culture folk customs activities. Enter the campus into the classroom activities, open the Yao medicine doctor training class, so that the cultivation of the

Yao medicine culture brand is rooted in the young and children. The Yao medical culture tourism health tourism and economy are combined to promote the in-depth development of the Yao medical culture brand through the way of culture and economy singing.

Do a good job in the planning of building the health care business card of Guizhong. Build the matrix inside and outside the media, and give full play to TV, radio, newspapers and networks; Wechat public number, Douyin number, Zhihu number, Toutiao number, Baijia number and other platform media, improve people's awareness of and participation in the development of health care industry, widely carry out health knowledge publicity, encourage the establishment of special health care programs or columns, and form a publicity atmosphere. Strictly regulate the advertising and publicity behavior of drugs, health products, medical institutions and other health care products, use legal, administrative, economic and other means to crack down on false publicity and false reports, and create a good and honest environment for the development of health care industry.

Strengthen communication and cooperation with major scenic spots in the country, establish a good image of Yao medical health tourism, and jointly promote the development of Yao medical health tourism. In terms of planning, Jinxiu County should be positioned according to the element resources of Yao medical health tourism to achieve misplaced development. Promote the integrated development of Yao medicine and health care tourism, extend Yao medical resources to the unique climate, landscape and folk customs of Dayao Mountain, develop health care tourism industry, research and develop health care food (Yao medicine diet), health care tourism routes, health care leisure activities, etc., and realize health care tourism to promote the popularity of Jinxiu Yao medical products. To promote the development of health care tourism with the popularity of health care Yao medical products, and to promote the development of health care Yao medical industry with the development of tourism.

Start the brand of health tourism destination. We will expand and strengthen the brand of "China's Hometown of Longevity", strengthen the integrated development of culture and tourism with health and old-age care, health and medical treatment, health food, health sports and health management industries, and build a

well-known health tourism destination in China. We will accelerate the cultivation of a number of health tourism demonstration brands, and plan high-quality theme routes such as ecological health care and Yao medicine health care.

We will strengthen cultural exchanges with other countries. Innovate the content and form of Yao medical culture exchange, adhere to the combination of going out and inviting in, government exchanges and non-governmental exchanges, and expand the influence of Jinxiu Yao medical culture. It should strengthen exchanges with Hunan, Guangdong, Yunnan, Guizhou and Jiangxi, and vigorously expand exchanges with the United States, Vietnam, Thailand and other places. It has strengthened in-depth exchanges with cultural institutions in Hong Kong, Macao and Taiwan, actively participated in the youth Art Festival, youth cultural forum and youth cultural industry exchange camp in Guangxi, Hong Kong, Macao and Taiwan, and promoted Jinxiu Yao medical and cultural products to enter the grassroots communities in Hong Kong, Macao and Taiwan. Actively introduce service enterprises from Hong Kong and Macao to set up entertainment venues in Jinxiu, further prosper Jinxiu cultural market, expand Yao medical culture consumption, and improve the modern cultural market system.

4.3.5.3 Yao medical culture resources reorganization and health and tourism industry integration value innovation development

Make full use of the advantages of Jinxiu Yao medical cultural resources, strengthen the integration with health tourism products, highlight the cultural elements of Yao medical culture, explore new cultural and tourism formats through the innovation of combination with health tourism products, and create health tourism scenic spots and routes rich in health tourism cultural deposits and Jinxiu characteristics. To develop Yao medical culture + health tourism products in line with Jinxiu characteristics.

4.3.5.3.1 Cultivate and strengthen the health tourism industry

Make good use of Jinxiu's unique natural resources, develop forest health care, rural health care and other recuperation and leisure vacation products according to local conditions, and innovate and enrich the new model of health care tourism. Cultivate the brand of forest health tourism. Cultivate a group of national forest health tourism brands, focusing on building four forest health bases: Shengtang Mountain,

Lianhuashan Mountain, Gaoshan Ranch (Tuxianping) and Gushagou, cultivating two pilot forest health towns: Jinxiu and Liuxiang, and two forest health villages: Guzhan and Qingshan, Changdong Township. It will build five forest health resort centers, including Panwang Valley, Tianyi Bay, Honghu Canyon, Kao Villa and Jinxiu International Conference Center, and build three forest health industrial parks, including Jinxiu Yao Cultural Characteristics Health Park, Jinxiu International Yao Hospital Forest Health Park and Gumaihe Landscape Retreat Forest Health Park. To carry out science popularization identification of forest plants and Yao medicine in scenic spots and rural tourism areas, and improve forest ecological science popularization knowledge. In combination with Yao Yao culture, introduce or use the existing Yao Yao health products processing enterprises, and improve Yao medical culture display, Yao diet, recuperation, Yao bath foot area (room), support Yao Yao health products production demonstration factory, camellia oil and farming experience projects. The Yao medical ecological health concept and rural farming culture experience are deeply integrated, adding new vitality to the rural "ecology + health + rural cultural tourism".

Actively develop Yao cultural experience, ecological tourism and other characteristic health tourism industries. Vigorously promote the upgrading of eco-tourism scenic spots such as Lianhua Mountain, Shengtang Mountain, Shengtang Lake, Shengtang Grand Canyon, Gushagou and Muda Mudong, focus on improving the quality of Tunyao cultural experience in key rural tourism villages such as Liudan, Liuxiang and Pingdao, and expand the Yao cultural experience and eco-tourism space in Jinxiu.

Encourage Yao medicine planting bases to align with relevant requirements, improve facilities, conduct popular science and research activities, establish health tourism standards, launch premium health tourism routes, and strive to become a national demonstration base for Traditional Chinese Medicine (Yao Medicine) health tourism. "Once the national Traditional Chinese Medicine (Yao Medicine) health tourism demonstration base project is completed, it will become the first 3A-level Yao ethnic cultural tourism attraction in the country, integrating Yao medicine rehabilitation, Yao medicine education, Yao medicine health and wellness experience, and Yao medicine longevity culture display, thereby helping Jinxiu to build a

renowned ethnic medicine cultural tourism county." (Liang Qiongping,2024, Interview)

Promote the construction of a number of health tourism service complexes with leisure and health care, ecological recuperation, and Yao medicine and health care as the core content. Cultivate the deep integration of health tourism, medicine and health care, rehabilitation and convalescence, health food, and resident and elderly care, increase the cultivation of leading enterprises and leading products of Yao Pharmaceutical, and strengthen basic research and achievement transformation of Yao pharmaceutical. Guide the development of Yao medicine health and wellness experience products such as Yao medicine rehabilitation, Yao medicine research, Yao medicine health experience, Yao medicine diet, Yao medicine longevity culture display, cultivate and expand Yao medicine health and wellness food industry, and make the "three bubbles after childbirth" brand bigger and stronger. Vigorously develop Yao Yao health care characteristic services, accelerate the extension of Yao Yao health care products to scenic spots, hotels, tourist homestays, and characteristic streets, do fine Yao cultural experience, ecological health care, Yao Yao health care and other products and theme lines, and increase the publicity and promotion of the "World Yao Capital · Health care Gold Show" brand (see Figure 24).



Figure 25 The electronic publicity of "World Yaodu · Kangyang Jinxiu"

Do sports articles to create health sports business cards. Vigorously hold ethnic sports events, combine characteristic tourism and leisure health care, integrate Yao medicine and health care, and provide services for sports health care, rehabilitation and health tourism. Efforts should be made to build characteristic sports + tourism + health brand activities in our county, and further enhance the brand influence of existing sports events. At the same time of holding sports competitions, it can effectively combine the characteristics and advantages of tourism and health care in our county, enrich the sports + tourism + health mode, increase consumption scenes, and help the high-quality development of sports + tourism + health industry. Vigorously hold bicycle challenge, mountaineering race, half marathon, cross-country race, and promote the development of sports and health care industry through "sports + Yao medicine + tourism". Relying on the sound ecological environment and rich tourism resources, we will vigorously develop all-region tourism and promote the development of the health and sports industry. We will strive to build high-quality sports and leisure routes, and continuously cultivate sports brands such as Shengtang Mountain Mountaineering Race, Tour of Dayao Mountain Cycling Challenge, and Half Marathon, combining sports events with ecological health tourism. By holding events, organic combination of natural ecology, cultural tourism and sports, deepen the connotation and extension of "sports +", use the event to drive health + tourism, and use tourism to promote the event, so as to give play to the influence and demonstration effect of brand events, promote the deep integration of event activities and cultural tourism, and further launch the "world Yao City health Golden Show" brand.

Develop spa health and cultural experience services. Strengthen and expand the high-quality natural drinking water industry, and build Jinxiu pure natural mineral water high-end tourism product brand. Guide Jinxiu drinking water production enterprises and bases to build a health spa cultural experience center, develop forest spa, health and beauty, water culture research and travel, water drink experience, leisure and other experience service projects, and form a health and wellness industry with "water" as the theme.



Figure 26 Tea planting demonstration area

Expand the tea tourism integration industry. Strengthen the protection and cultivation of wild old tea trees, expand the scale of tea planting and processing industry, (see Figure 25) focus on building a number of tea and tourism integration projects, such as Poly Tea and Tourism integration project, Yonghe Tea and Tourism integration Project in Zhongliang Township, and Bai Niu Wild Tea Culture Experience Park in Luoxiang Township, and improve the tea and tourism integration industry chain. Construction of tea culture science and technology museum, tea garden resort hotel, tea SPA physiotherapy center, tea garden tent camp, camellia photography base and other facilities, planning tea garden sightseeing, leisure vacation, health care physiotherapy, parent-child experience, tea culture science popularization and research, tea making exhibition (see Figure 26) and experience activities.



Figure 27 Demonstration of tea making in a farmer's home

4.3.5.3.2 Joint development further extends the industrial chain of Jinxiu Yao medical culture health tourism

The linkage development of "Yao medicine as the medium" further extends the chain of Jinxiu Yao medical culture tourism. "Festival as media", in accordance with the government's platform and social capital's performance, deeply explores and utilizes local national culture, characteristic festivals, green ecology and other resources to create different festival tourism characteristic brands, closely follows the planning concept of Jinxiu's health tourism development strategy, and turns festival tourism culture into a material carrier that can be perceived and experienced. And through the active participation of tourists, let them get a better travel experience. We will vigorously develop all-regional tourism and promote the integration of culture and tourism. Relying on the annual Shengtang Mountain Azalea Cultural Tourism Festival, Yao Panwang Festival and other brand festival activities,

the festival scene of "four seasons with themes and month with activities" is realized, and the festival atmosphere is composed of sightseeing and leisure, tourism trade and commerce, sports events, folk customs and ancient charm tourist interaction, local snacks, and special Yao medicine commodity exhibition and sales, promoting the deep integration of various market formats in the whole region. Let tourists stay, residents happy, consumption fire up.

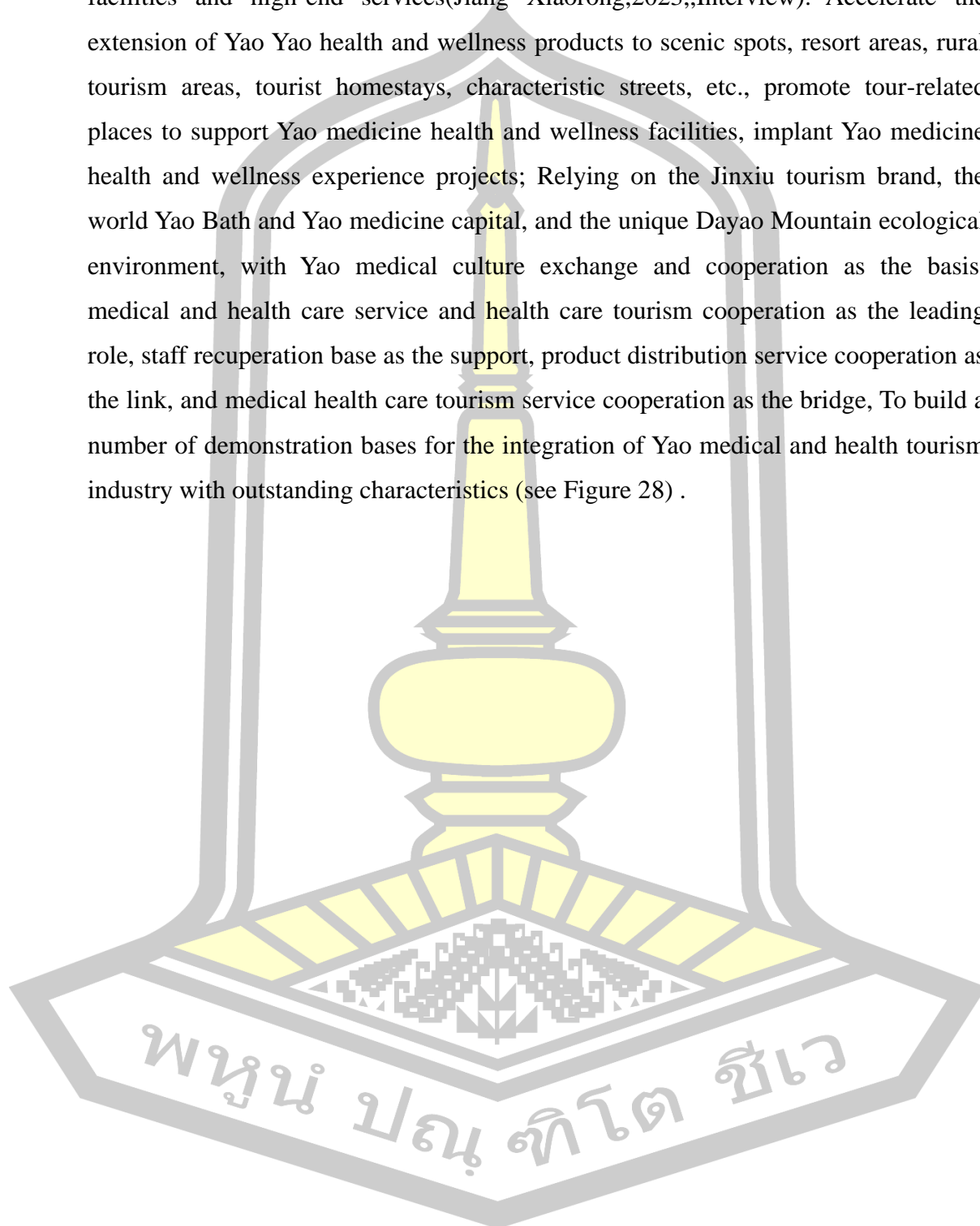
To create a number of Yao medical culture creative new products and cultural boutique. Promote the integrated development of Yao medicine and cultural industry, and explore the inclusion of Yao medical culture in the development plan of cultural industry. It will dig deep into Yao medical cultural elements such as Yao medical masters, schools, folk stories, myths and legends, support the development of Yao medical cultural products and services, and create a number of creative new products and cultural masterpieces of Yao medical culture. To promote the effective integration of Yao medicine with radio, film and television, press and publication, performing arts and entertainment, cultural and sports activities and other fields, make full use of intangible cultural heritage such as yellow mud drum(Pan Jinhae, 2024, Interview), Yao songs and Yao costumes (see Figure 27), develop Yao medicine-themed dramas and programs, and develop new Yao medicine-related products and services. The construction of Yao medical and cultural facilities should be included in the construction of healthy towns, and towns and scenic spots with conditions should be encouraged to build Yao medical and cultural streets, theme parks with Yao medical characteristics, experience pavilions and homestays. To increase publicity efforts, innovate publicity means, explore emerging business forms of "Internet + Yao medicine + culture" by using new technologies and means such as we-media wechat, Weibo and live streaming, and develop cultural products such as Yao medicine live streaming experience, online programs and online novels.



Figure 28 Yellow Mud inspiring inheritors

Actively develop the Yao medical health tourism industry. Promote the construction of Tongmu Guangxi Health Care Town, Jinxiu Yao Medicine origin health care characteristic town, Jinxiu Wisdom health care Resort Industrial Park, Vanilla Mountain Yao Medicine health care experience area and other projects, supporting Yaoyao health care resort hotel, Yaoyao health care theme homestay, smart pension community, Yaoyao health care Manor, Yaoyao Health hall and other facilities, Plan rich Yao Yao health and health care experience projects such as Yao Yao bath, acupuncture physiotherapy, massage health care, medicinal diet health care, and create a number of international medical health and health care holiday

destinations with new creativity, high starting point, perfect functions, advanced facilities and high-end services(Jiang Xiaorong,2023,,Interview). Accelerate the extension of Yao Yao health and wellness products to scenic spots, resort areas, rural tourism areas, tourist homestays, characteristic streets, etc., promote tour-related places to support Yao medicine health and wellness facilities, implant Yao medicine health and wellness experience projects; Relying on the Jinxiu tourism brand, the world Yao Bath and Yao medicine capital, and the unique Dayao Mountain ecological environment, with Yao medical culture exchange and cooperation as the basis, medical and health care service and health care tourism cooperation as the leading role, staff recuperation base as the support, product distribution service cooperation as the link, and medical health care tourism service cooperation as the bridge, To build a number of demonstration bases for the integration of Yao medical and health tourism industry with outstanding characteristics (see Figure 28) .



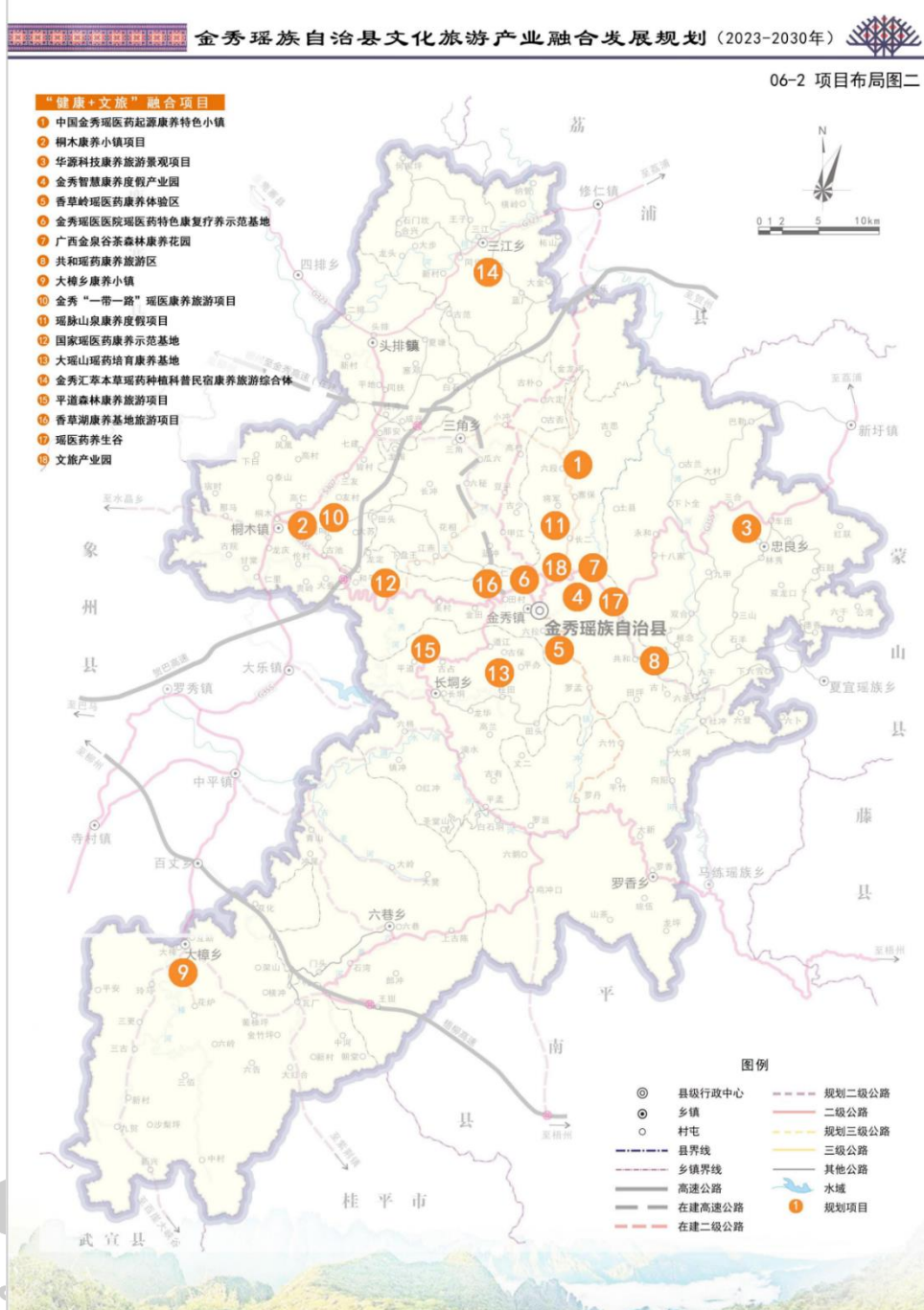


Figure 29 Integrated Development Plan of Cultural Tourism Industry in Jinxiu Yao Autonomous County (2023-2030)

Picture of "Health + Cultural Tourism" integration project

4.3.5.3.3 Develop Yao medical health tourism routes and strengthen regional exchanges and cooperation

The development of Jinxiu Yao medical culture resources, combined with a number of tourist attraction routes and the linkage development of tourism inside and outside the province, further extends the chain expansion of Jinxiu Yao medical culture tourism, expands the tourism capacity, extends the value of Jinxiu Yao medical culture health tourism brand, extends the value chain of the brand, and exerts synergistic effects.

Health tourism route: Jinxiu Yao Autonomous County Yaocheng scenic spot -- Yao Medicine Museum -- Yao Yao Bath experience -- Qingshan Waterfall scenic spot -- Dishui Rural tourism area -- Shengtang Lake Scenic spot -- Shengtang Mountain scenic spot. Route features: With the theme of natural rejuvenation of body and mind, health, leisure vacation and landscape sightseeing products are combined together to have a physical and mental SPA, fade tired in the beautiful scenery, and enjoy the quiet. This is a fresh journey for the eyes, ears, body and heart to share, breathing fresh air, appreciating the natural beauty, listening to the gentle singing of streams, so that the body and mind can return to the initial peace and tranquility.

Research route: Jinxiu Yao Autonomous County Shanshui Yao City scenic area -- Yinshan Forest Park Scenic Area -- Liuduan Yao Village -- Yao Museum -- Guzhan Rural Tourism Area -- Dishui Rural Tourism Area. Route Features: This route has profound national culture, can feel the natural and simple human landscape, experience the traditional intangible cultural heritage, taste the "different" local food, experience the fun of exploring knowledge!

Self-drive tour route: Jinxiu Yao Autonomous County landscape Yao City scenic spot -- Yao Museum -- Yao Yao Bath -- Guzhan Rural tourism area -- Shengtang Lake scenic spot -- Dishui Rural Tourism Area -- Shengtang Mountain scenic spot. Route features: Camping version cooking tea around the stove! You can enjoy the leisure of "being in the people's environment without cars and horses" in the mountains and streams, under the stars, between the clouds and in front of the blue lake (see Figure 29).

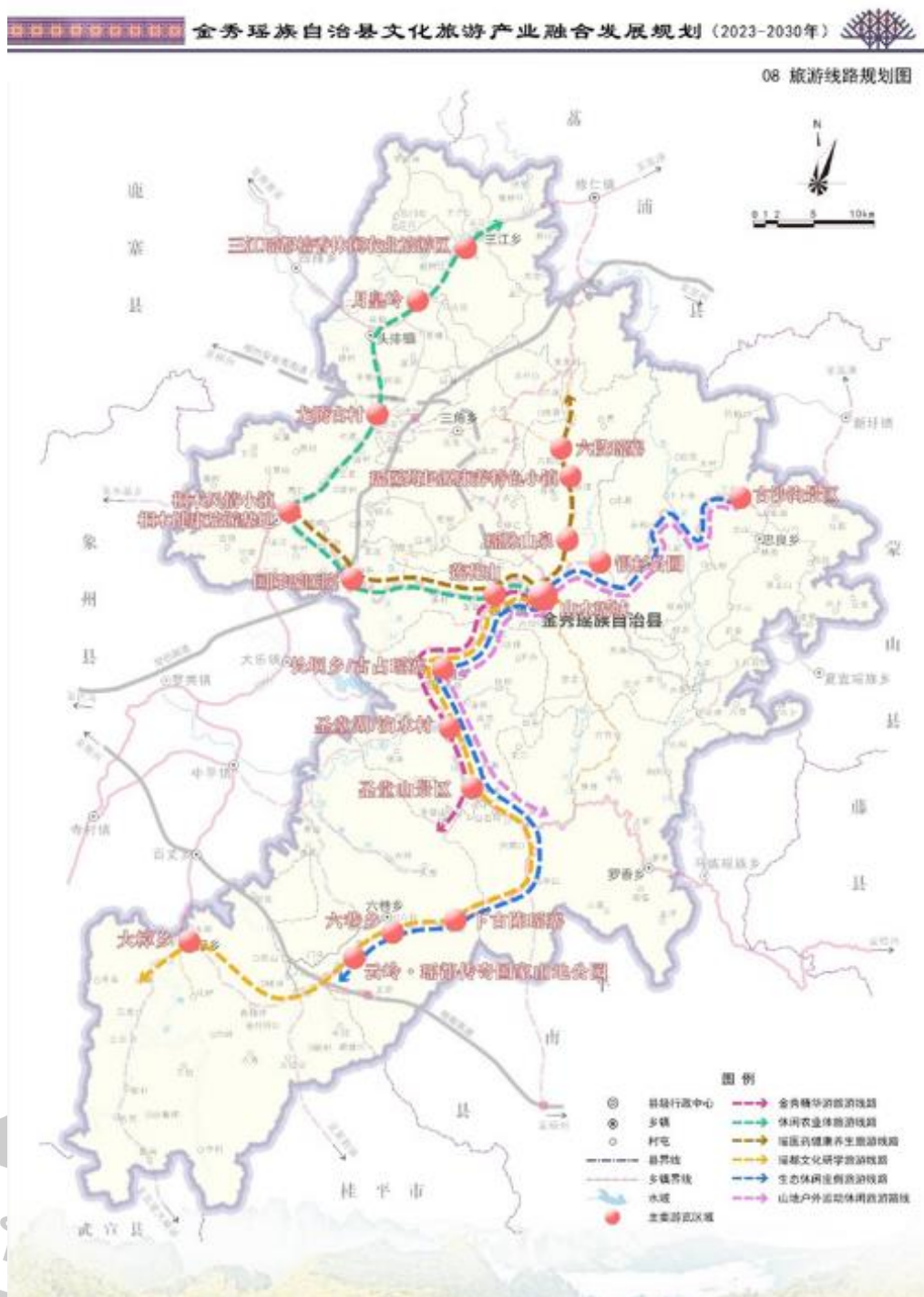


Figure 30 Tourism planning route map of Jinxiu Yao Autonomous County's Cultural and Tourism Industry Integration Development Plan (2023-2030)

Promote Jinxiu Yao medical culture health tourism industry into Laibin's "two rivers, one mountain and one center" culture and tourism high-quality development pattern, and take the initiative to connect with the Guangdong-Hong Kong-Macao Greater Bay Area. Relying on the inter-governmental industrial policy coordination and dialogue mechanism of Guangxi, strengthen cultural and tourism exchanges with other countries, innovate the mechanism, content and methods of exchange and cooperation, and enhance the development vitality of Jinxiu culture and tourism industry. (1) To enhance connectivity with the Guangdong-Hong Kong-Macao Greater Bay Area. Relying on relevant cooperation platforms in Guangxi and Guangdong, we will strengthen tourism linkages with the Guangdong-Hong Kong-Macao Greater Bay Area, and jointly develop high-quality cross-provincial tourism routes. To hold special promotion conferences on culture and tourism in Guangzhou, Shenzhen, Maonan, Hong Kong and Macao from time to time, and organize delegations to participate in the Guangzhou Fair. It has signed tourism cooperation agreements with travel agencies in Guangzhou, Maonan, Foshan and Shenzhen, launched route discounts, and organized a series of activities such as 1,000 visitors to the Golden Show and 10,000 visitors to the Yao Mountain to expand the tourist source market. To attract investors from Guangdong-Hong Kong-Macao Greater Bay Area to participate in the investment and development of Jinxiu Project, hold thematic tourism investment project fair regularly every year, carry out tourism project investment promotion work, organize large-scale enterprises and investors from Guangdong, Hong Kong and Macao to carry out tourism resources and project investment visits in Jinxiu, guide and encourage enterprises and investors from Guangdong, Hong Kong and Macao to develop tourism resources, products and tourism commodities in Jinxiu. (2) To strengthen the linkage development with Guilin as a world-class tourism city. Give full play to the advantages of complementary resources, deepen the cooperation between Jinxiu and Yangshuo, Lipu, Xing'an and other counties (districts and cities) in the tourism market, jointly create a collection of Yao medical culture, red culture, ecological health, karst cave wonders, Guilin landscape in one of the boutique tour lines, through the high-speed railway station, airport and other distribution centers in Guilin tourism media publicity, light box advertising, etc. To attract tourists to the world-class tourist city of Guilin. Strengthen communication and coordination among

the government, relevant departments, cultural and tourism enterprises, explore cooperation channels such as tourism joint tickets and tourism circle lines, and jointly build barrier-free tourism. Taking the construction of a world-class tourism city and the construction of the Pearl River - Xijiang Economic Belt as an opportunity, we will vigorously promote the high-quality development of Jinxiu's cultural industry and tourism, and build Jinxiu into an important node tourist city connecting Guilin's world-class tourism city and the Pearl River - Xijiang Economic Belt. (3) Strengthen the linkage development with counties (cities and districts) around Dayao Mountain Mountain and other cities in Guangxi. Seize the development opportunity of large health industry, and jointly build eco-tourism routes around Dayao Mountain with Xiangzhou County, Wuxuan County, Guiping City, Pingnan County, Mengshan County and Luzhai County. To integrate the county's cultural and tourism resources, complete the supporting tourism facilities, build a convenient road transportation network, and realize cooperation and interconnection among regions. Through the integration of regional boutique cultural and tourism resources, a number of key scenic spots will be connected to achieve barrier-free "one-trip multi-stop cross-city tour", creating a general pattern of regional tourism linkage development, jointly starting a big health tourism brand, and extending the chain and value chain of Jinxiu cultural industry and tourism. Give full play to the advantages of Jinxiu Yao culture, tap the characteristics of Yao medical and cultural resources, improve the quality of tourism festivals, expand the influence, and set up cross-regional cultural and tourism products. Focus on deepening the linkage and cooperation with Liuzhou, Hechi, Nanning and other cities, strengthen the technical exchanges and cooperation of Yao medical culture industry and tourism industry, achieve complementarity in the structure of Yao medical culture industry and tourism industry, and enhance the development vitality and market competitiveness of Yao medical culture and tourism enterprises in Jinxiu.

4.3.5.3.4 Cultivate and strengthen the industry chain of resident elderly care

Make use of the unique climate, landscape, folk custom and Yao medical resources of Dayao Mountain, build a "migratory bird" retirement community and a health care service complex, and attract people from outside the region to live in

Dayao Mountain for the aged. (2) Encourage and support the upgrading and transformation of training and nursing institutions, hotels and homestays to develop hostel beds for the elderly, and increase the supply of hostel care services. Encourage hotels and homestays with harmonious architectural landscape and good livable environment to create relatively independent elderly care courtyards (areas), improve public service facilities for the elderly, increase aging functions, and equip certain cultural entertainment, physical exercise and other facilities to meet the personalized service functions of elderly care for the elderly. It can provide elderly care services such as meal assistance, bath assistance, cleaning assistance, emergency assistance, medical assistance and cultural entertainment for the elderly. (3) Promote the integrated development of Yao medicine and elderly care, support Yao medical and medical institutions to expand elderly care services, and build a number of medical and nursing bases with Yao medicine characteristics. To build a number of demonstration communities for the elderly in the county, which provide convenient diagnosis and treatment and health care services for the community residents, and have the functions of old-age care, day care, home care, culture and entertainment.

4.3 5.3.5 Develop Jinxiu Yao medical health tourism international services

For Chinese overseas medical tourists, focus on exploring the connotation and advantages of Yao medical culture and health tourism resources with local characteristics in Jinxiu, and enrich the system of inbound Jinxiu health tourism products. Yao medical rehabilitation and health care products are the biggest characteristics and advantages of Jinxiu health tourism development. Develop rehabilitation physiotherapy, medicine bath disease prevention (see Figure 30) and treatment projects of Yao medical complex diseases, target at middle and high-end consumer markets outside China, and provide medical treatment, rehabilitation and convalescence services; To develop a number of inbound Jinxiu traditional Chinese medicine health tourism projects with strong Chinese customs and local characteristics, integrating Yao medical planting and breeding technology teaching, Yao medical planting experience, Yao medical knowledge publicity and education, Yao medical health knowledge popularization, Yao medical health and health experience, health leisure and entertainment in one; Yao medicine and leisure vacation, mountain resources, Yao culture, fresh air, sports, etc. combined to develop

some special Yao medicine medical and health care service projects. The health tourism industry is the key industry for Jinxiu to develop in the future. It can build the characteristic brand of Yao medicine health tourism, and set up the innovation base of Yao medicine health and Yao medicine tourism industry development demonstration base. Improve the service quality of Jinxiu Yao medical health tourism, speed up the pace of Yao medical health tourism reception facilities and service level in line with international standards, and provide international first-class tourism services. In combination with Jinxiu International Yao Hospital, introduce and cultivate a group of international Yao medical health care institutions, health care institutions and management teams with advanced management concepts, develop innovative tourism services such as health management, Yao physiotherapy, Yao medicine food therapy, health recuperation techniques, health care and health care, Internet medicine, etc., and build a group of internationally competitive Yao medical health care brand institutions. Comprehensively improve the quality of Yao medicine health and health care products and services.



Figure 31 Yao Medicine Bath Health Center in Jinxiu County

CHAPTER V

CONCLUSION, DISCUSSION AND SUGGESTION

This chapter serves as the conclusion of the thesis, summarizing the previous chapters on "Yao Ethnic Medical Culture: Health Tourism in Jinxiu Autonomous Region." The study focuses on the development of Yao ethnic medical culture in Jinxiu, Guangxi, and examines its history, protection, inheritance, and development. It explores the cultural adaptation model of Yao medical health tourism in modern society.

The research involved collecting and organizing historical materials on Yao medical culture in Jinxiu, analyzing the characteristics of this culture, summarizing its current status, and detailing the issues faced in its protection, inheritance, and development. The study also focused on strategies for the rational use, protection, and development of Yao medical cultural resources in the context of health tourism. This chapter explains the reasons for selecting the study's focal points, discusses important theoretical concepts used in the research, and provides recommendations for utilizing the research findings as well as future research directions. The aim is to contribute to the inheritance and protection of Yao medical resources, promote Yao medical culture, and help overcome bottlenecks in the Yao medical industry, thereby boosting the local economy. The study's three objectives are to outline the historical memory of Yao medical practices in Jinxiu, assess the current status and development of Yao medical heritage, and investigate the cultural adaptation of Yao medical health tourism in modern society.

5.1 Conclusion

- 5.1.1 Historical and development of Yao ethnic medical culture
- 5.1.2 Current situation and problems of Yao ethnic medical culture
- 5.1.3 Guidelines tourism for Yao ethnic medical culture

5.2 Discussion

- 5.2.1 Discussion on historical and development of Yao ethnic medical culture
- 5.2.2 Discussion of current situation and problems of Yao ethnic medical culture

5.2.3 Discussion on the Guidelines tourism for Yao ethnic medical culture City

5.3 Suggestions

5.3.1 Suggestions for the utilization of research results

5.3.2 Suggestions for future research

5.1 Conclusion

Through the analysis and research conducted in the previous chapters, this chapter focuses on summarizing the conclusions drawn, providing recommendations for the utilization of research findings, and outlining future research directions. The chapter employs literature review, qualitative research methods such as surveys, interviews, observations and group discussion to gather data. To obtain the most authentic primary information, the author accessed resources from the China National Library, CNKI, Baidu Scholar, Google Scholar, and conducted field research in Jinxiu Yao Autonomous County, Guangxi. Interviews with various age and professional groups were organized and analyzed to uncover the historical memory, value, and significance of Yao medical culture in Jinxiu, identify key issues in its protection, inheritance, and development, and explore strategies for leveraging health tourism to tap into the wisdom and value of Yao medical culture.

The chapter summarizes the historical development of Yao medical culture in Jinxiu using cultural diffusion theory; analyzes the challenges faced in the inheritance and development of Yao medical culture through tourism resource development theory; and discusses how to rationally use and protect Yao medical cultural resources during health tourism development, transforming potential advantages into tangible economic benefits. It aims to maximize the value of tourism resources, enhance the visibility of Yao medical culture health tourism, and provide theoretical guidance for its development, making the exploration, protection, and development of Yao medical culture more scientific and practical.

The objectives of this research are to: study the historical memory of Yao medical culture in Jinxiu; examine the current status, inheritance, and development of Yao medical culture; and investigate the cultural adaptation of Yao medical health tourism in modern society.

5.1.1 Historical and development of Yao ethnic medical culture

For centuries, the Yao people of Dayao Mountain have developed a unique Yao medical culture by fully utilizing the abundant medicinal plant resources of Dayao Mountain while adapting to and conquering nature. This culture emerged through their long-term struggle with diseases. The understanding of medicine began with a combination of shamanism and traditional medicine; as early as 700 years ago, there was a history of herbal medicine cultivation in Jinxiu Dayao Mountain. Yao doctors in Dayao Mountain, using a set of time-tested herbal remedies passed down through generations, diagnosed illnesses and sold medicines. The "Wind Medicine Classification Theory" is an important theory in Yao medicine in Jinxiu.

Traditional religious rituals in Dayao Mountain, such as "Huan Panwang Wish" and the "Panwang Festival," reflect the psychological fulfillment of the Yao people and their longing for health, happiness, and a fulfilling life. Practices such as medicinal baths, drinking realgar wine, and consuming medicinal cakes hold significant preventive health benefits.

Historically, Yao doctors diagnosed illnesses, gathered and processed herbs locally, and prepared and dispensed remedies themselves. Dayao Mountain's classic Yao medicines number over a thousand, with renowned ones including Five Tigers, Nine Cows, Eighteen Diamonds, and Seventy-Two Winds. Jinxiu's "Pangtong Medicine Bath" is unique to the Yao people and is passed down only within the community. Yao medicine features distinctive therapies such as cupping therapy, Lajia Tong acupuncture therapy, and lamp grass moxibustion therapy. In the 1980s, Jinxiu County had 414 ethnic doctors, including 247 Yao doctors, with 312 practitioners traveling to provide medical services. The county has compiled and organized 585 secret prescriptions for internal, external, gynecological, and pediatric diseases, and has completed the pressing and identification of over 1,000 medicinal specimens. Tan Xunyun, a renowned Yao doctor from Dayao Mountain, is skilled in treating various difficult and complex conditions and has authored works such as "Chinese Yao Medicine," filling a gap in the field of ethnic medicine.

5.1.2 Current situations and problems of Yao ethnic medical culture

Jinxiu adheres to the development strategy of "growing medicine under the forest, processing medicine at the foot of the mountain, and promoting health in the

mountains." The construction of Yao medicine cultivation bases has initially standardized. The cultivation of traditional Chinese medicinal materials is being vigorously developed, with three Yao medicine planting demonstration bases currently established, featuring over 20 main varieties such as Coral Herb, Seven-Leaf Herb, Yellow Flower Water Lily, Zuo Ma Tai, and Chicken Blood Vine. New achievements have been made in the exploration and organization of Yao medicine. Building on the previous collection and organization of folk Yao medicine recipes, secret formulas, and specimens, efforts continue to collect, organize, and refine the classic Yao medicine specimens of Dayao Mountain, including "Five Tigers, Nine Cows, Eighteen Diamonds, and Seventy-Two Winds" (104 types) in wax leaf, solid wood, and image specimens. Over 20 field surveys and sample investigations are conducted annually, collecting over 1,000 specimens, more than 500 types of medicinal materials, and visiting over 30 folk Yao doctors. Three Yao medicine monographs have been published: "Collection of Effective Recipes of Jinxiu Yao Medicine from Dayao Mountain, Volume 1," "Atlas and Ballads of Classic Yao Medicines from Jinxiu Dayao Mountain," and "Clinical Prescription Collection of Yao Doctors." Two additional books, "Jinxiu Yao Medicine" and "Jinxiu Yao Doctors," are in preparation. Research and development in Yao medicine are progressing steadily. Five hospital preparations, including Yao Medicine Post-Production Granules, Yao Prescription for Clearing Heat and Dampness, Yao Prescription for Gastric Protection, Anti-Rheumatic Bone Pain Tincture, and Anti-Osteoporosis Tincture, have been approved. Over 40 Yao medicine health products, including Yao health wine, medicinal diet, Yao King Ointment, and Yao medicine bath series products, have been developed. The scale of the Yao medicine industry is beginning to show results, with Yao medicine companies such as Dekun Pharmaceutical, Shengtang Pharmaceutical, Yicao Fengmao, and Jinxiu Baofeng Yao Bath emerging with ethnic characteristics. Ten e-commerce service stations and ten secondary logistics stations have been established at the town level, with 100% coverage, significantly promoting the sale of Yao medicine health products.

A sound policy system for the development of Yao medicine has been established. Documents such as the "12th Five-Year Plan for the Development of Traditional Chinese Medicine and Yao Medicine in the Autonomous County (2011–

2015)" and the "Decision of the People's Government of the Autonomous County on Accelerating the Development of Yao Medicine" have been formulated. The "Regulations on the Development of Yao Medicine in the Autonomous County" have been introduced to strongly promote the healthy and rapid development of Yao medicine. Opportunities provided by festivals such as the Yao Panwang Festival and the Rhododendron Festival are fully utilized, along with investment promotion activities, to showcase Yao medicine products, Jinxiu Yao medicine health culture, and Yao medicine health projects. Platforms such as the Yao Medicine Development Summit Forum are used to expand the inheritance and promotion of the Yao people's excellent traditional culture through the integration of Yao medicine and health care.

The "Yao Medicine + Tourism" development model is being created. By introducing and establishing Yao bath production and service enterprises like Pan Wang Valley Shenhang Resort Hotel, East China Hotel, and Yicao Fengmao, Yao medicine is being integrated into local tourism. All tourist attractions in the county are included in the scope of Yao medicine wellness cultural display, showcasing Yao medicine wellness culture, health technologies, longevity products, and medicinal dishes. Each guesthouse offers Yao medicine services, including Yao medicine baths, foot baths, moxibustion, and gua sha. A "Wellness + Tourism" themed village is being developed, combining leisure wellness, Yao culture exploration, tourism reception, Yao medicine and bath, and agricultural culture experiences. Further cooperation with Jinxiu County Yao Mountain Source Wellness Hall Co., Ltd. is planned to promote health products like Yao medicine bath packets, Yao medicine foot therapy packets, Yao medicine tea, and Yao medicinal dishes nationwide. Construction of Jinxiu County Yao Hospital's center for treating difficult and complicated diseases with Yao medicine is accelerating, along with the establishment of Guangxi Jinxiu International Yao Medicine Hospital. By the end of 2023, there were 1,182 health technicians, including 215 licensed doctors, 114 licensed assistant doctors, and 432 registered nurses.

The Yao medicine culture in Jinxiu is continuously developing. Firstly, the Yao medicine theoretical system is being excavated and improved. Research is being increased into the origins and transmission of Yao medicine, and surveys are conducted on the application characteristics and comparative advantages of Yao

medicine, aiming to refine its core values and establish a distinctive and unique Yao medicine brand. Secondly, a Yao medicine diagnosis and treatment standard system is being established. Cooperation with traditional Chinese medicine colleges is being sought to develop diagnostic and treatment standards for skin diseases, gynecological conditions, tumors, and other difficult diseases, strengthen research on Yao medicine's unique techniques, and create treatment guidelines to effectively utilize Yao medicine's therapeutic effects. Thirdly, the protection and enrichment of Yao medicinal material varieties are being promoted. Natural resource protection areas and varieties are being scientifically defined, artificial seed protection and propagation bases are established, and wild nurturing of endangered and rare species is conducted. The stable cultivation of Chinese medicinal herbs is supported, with construction of standard production bases to ensure a stable planting area of over 200,000 acres, providing high-quality raw materials for Yao medicine development. Cooperation with pharmaceutical enterprises and research institutions is enhanced to certify 2-3 medicinal materials and promote Yao hospitals as important cultural heritage sites. Fourthly, Yao medicine culture is being extensively promoted. Efforts are being made to build "famous hospitals," "famous doctors," and "famous medicines," and to strengthen cooperation with Guangxi Chinese Medicine Research Institute, Guangxi University of Traditional Chinese Medicine, and large pharmaceutical enterprises. The establishment of Yao medicine characteristic towns, Guangxi Jinxiu International Yao Medicine Hospital, Yao medicine centers for treating difficult diseases, Yao medicine wellness demonstration bases, Yao medicine museums, and medicinal plant gardens is being accelerated. Yao medicine knowledge and culture are being incorporated into health education and popular science education.

5.1.3 Guidelines tourism for Yao ethnic medical culture

The development of Yao medicine in Jinxiu is still quite backward, and there is still a great space and potential for development. The industrial competitiveness is not strong. The county Yaoyao planting scattered, small scale, low yield. Most of the existing Yao medicine production enterprises are small workshops with low processing capacity. Resource advantage is difficult to transform into economic advantage, which is not enough to support the development of Yao medicine industrialization. Product sales are mainly carried out through agents, stalls and online

sales, and no stable sales channels have been formed. The supporting force of industrial technology is insufficient. Yao medical scientific research funds and platforms are far from meeting the needs of Yao medical scientific research work, and the overall scientific and technological innovation ability of Yao medicine is relatively weak. There is a shortage of industry professionals. As a relative advantage of Yao medical talents, they are also facing the problem of decreasing year by year.

Jinxiu Yao medicine brand is not well known, and its integration with health tourism lacks demonstration and leading effect. Jinxiu Yao medical products have few varieties, single varieties, narrow application, low-end products, serious homogenization, weak brand appeal, few product sales terminals, insufficient consumer understanding and recognition, low consumer group communication and reuse rate. The value of industrial brand effect is low. The industrial scale is small, and it lacks demonstration and leading effect in the integrated development of Yao medical and health service industry and health tourism.

Jinxiu Yao medical health care tourism integration needs to be restructured and value innovation to form a new value chain. To a large extent, the integration of health care tourism and Yao medical culture in Jinxiu is mainly reflected in festivals and festivals, and the tourism industry supports the development of Yao medical culture. At present, the scale is small, and the vitality of Yao medical culture cannot be fully stimulated. Jinxiu culture and tourism industry also have a low concentration degree in space, and the existing 4A scenic spots and resort areas have not been well used to drive and radiate the surrounding characteristic towns, characteristic villages, rural tourism areas and other related industries. The overall level of tourism development is not high, the characteristics of resource development are not prominent, the planning consciousness is not strong, the implementation planning is not strong, the overall level of tourism project planning is not high, the tourism product is single, the degree of marketization is low, the product lacks personality and characteristics, the integration of regional tourism resources is still in a discrete state, and the combination of natural resources and human resources is not high. The way of regional linkage has not been well used. The basic situation of Yao medicine in Jinxiu is the disappearance of famous doctors, the loss of famous prescriptions and the loss

of famous medicines, and the Yao medicine cause has no successors. The development of ethnic medicine is slow due to the lack of inheritance.

Jinxiu needs to strengthen its efforts in the cultivation of Yao medical culture and tourism market players, investment and construction of major projects, and market publicity and promotion. On the one hand, Jinxiu Yao medical culture and health tourism market entities are weak, the number of tourism development enterprises is small, the overall strength is weak, and the tourism investment and development ability is insufficient, which restricts the construction of major projects and public facilities of Yao medical culture and tourism in Jinxiu County to a certain extent. At the same time, the operation and management mode of scenic spots is single, and the industrial economic benefits are not high. On the other hand, the shortcomings of Jinxiu culture and tourism market development and publicity are prominent, and the in-depth planning, packaging and publicity of cultural and tourism brand products such as "Jinxiu Yao Mountain", "Yao culture" and "Yao medical culture" are insufficient, resulting in the weak influence and low popularity of cultural and tourism brands such as Jinxiu Yao Mountain, Yao culture and Yao medical culture.

From the perspective of tourism resource development theory, this study takes "Yao medical culture + health care + tourism industry" in Jinxiu Yao Autonomous County, Guangxi Zhuang Autonomous Region, China as a foothold, and analyzes the significance of developing Yao medical and health tourism by sorting out the advantages and disadvantages of Yao medical resources and health tourism resources in Jinxiu Yao Autonomous County, Guangxi. In combination with the development project of Yao medical health tourism in Jinxiu Yao Autonomous County of Guangxi and its operation status and existing problems, from the aspects of in-depth integration, product integration and mode diversification of Jinxiu Yao medical resources and health tourism resources, a series of business forms are proposed with traditional Yao medicine, Yao medicine and Yao medical method as the core resources. Relying on Shengtang Mountain, Lianhua Mountain and other famous scenic areas, the new experiential comprehensive project integrates high-tech demonstration of medicinal plant, Yao medical culture display, outdoor sports expansion, health and leisure, ancient town business and health care and old-age

resort development. It will better develop, protect and inherit the Yao medical culture and enrich the health tourism mode by combining the ways of study, health care and experiential tourism formed by the Yao medical culture. Taking it as a case study will provide reference for the sustainable development of ethnic medicine culture + health tourism industry.

In-depth exploration of Jinxiu Yao medical culture resources integrated health tourism development products. Skillfully integrating the rich Yao medical culture elements of Jinxiu into the design of health tourism products can not only enhance the attraction of the products, but also allow tourists to deeply feel the unique charm of the rich Yao medical culture tourism resources of Jinxiu. Combining Jinxiu's Yao medical tourism resources, Yao folk culture tourism resources, longevity tourism resources, forest tourism resources, etc., the characteristics of resources are deeply explored, and the Yao medical health tourism products with prominent themes and distinct ethnic characteristics that are suitable for various consumption levels and integrate the functions of health therapy, health care, health preservation and leisure are created. So as to promote the in-depth integration and development of Yao medical culture and health tourism in Jinxiu. Set up multi-function Yao medicine health treatment experience hall, Yao medicine dining hall, functional health exercise hall, elderly activity center, set up Yao medicine health museum and so on. Focus on integrating Yao medical culture resources and health tourism resources, guide the comprehensive development of resources with the nature of Yao medical culture and health tourism, promote the mutual penetration and sharing of related industrial resources with integrated development value, and form a new business form and product chain. The Yao medical culture and health tourism resources should be explored and innovated with new resource concepts and new thinking, which should be combined with modern services, history and culture, and special ethnic customs, and displayed through scene reproduction, relic display, local customs experience, immersive performing arts, interactive experience, etc.

Deepen the integrated development of "Yao medicine + health tourism", cultivate brand publicity, strengthen publicity and marketing in the tourism market at home and abroad, and further enhance the industry visibility of Jinxiu's "Yao medicine + health tourism". Promote more foreign tourists to come to Jinxiu local

tourism for Yao medicine health culture experience. The Yao medical culture is mainly propagated through festivals, customs and etiquette, dance songs, myths, folklore and religious sacrifices. With the help of mass media matrix interviews and reports such as newspapers and TV stations and website publicity, the visual effect of Yao medical culture and tourism experience effect are created through documentary interviews and other documentary methods, and the unique culture of Yao medicine in Jinxiu is propagated through high-quality visual communication. Through the in-depth research and development of experts and scholars on the Yao medical culture health tourism, the brand influence of Jinxiu will be continuously expanded. In the campus and classroom activities, Yao medical doctors training classes are held, so that the cultivation of Yao medical culture brand is rooted in children and teenagers. The Yao medical culture tourism health tourism and economy are combined to promote the in-depth development of the Yao medical culture brand through the way of culture and economy singing. Do a good job in the planning of building the health care business card of Guizhong. Build the matrix inside and outside the media, give full play to the role of the media, and improve people's awareness and participation in the development of the health care industry. Promote the integrated development of Yao medicine and health care tourism, use Yao medical resources to extend to the unique climate, landscape and folk customs of Dayao Mountain, develop health care tourism industry, research and develop health care food (Yao food), health care tourism routes, health care leisure activities, etc., and realize health care tourism to promote the popularity of Jinxiu Yao medical products. To promote the development of health care tourism with the popularity of health care Yao medical products, and to promote the development of health care Yao medical industry with the development of tourism. It should strengthen cultural exchanges with the Yao people in Hunan, Guangdong, Yunnan, Guizhou and Jiangxi, and vigorously expand exchanges with the folk Yao people in the United States, Vietnam and Thailand. It should strengthen in-depth exchanges with cultural institutions in Hong Kong, Macao and Taiwan, and use smart tourism platforms for joint publicity and marketing, so as to expand the publicity and consumption of Yao medical and cultural products.

Yao medical culture resources reorganization and health tourism industry integration value innovation development. Cultivate and strengthen the industry chain

of resident elderly care and health and tourism; "Yao medicine as media" linkage development and further extension of Jinxiu Yao medical culture tourism industry chain, "festival as media" according to the government set up a platform, social capital singing, in-depth exploration and use of local national culture, special festivals, green ecology and other resources, vigorously develop the whole region of tourism, promote the integration of culture and tourism.

The Yao medical and health tour routes, research routes and self-driving tour routes should be opened up to strengthen regional exchanges and cooperation. To strengthen the docking with the Guangdong-Hong Kong-Macao Greater Bay Area, strengthen the linkage development with Guilin as a world-class tourist city, and strengthen the linkage development with the counties (cities and districts) around Dayao Mountain Mountain and other cities in Guangxi. To develop international medical and health tourism services for the Yao ethnic group in Jinxiu. Make every effort to enrich new forms of tourism, focus on the development of health tourism, sports and leisure, research and experience three major forms of tourism, actively cultivate a variety of health tourism brands, and strive to receive 10 million tourists in the county throughout the year. Strengthen the technical exchanges and cooperation between Yao medical culture industry and health tourism industry, realize the complementarity of cultural industry and tourism structure, and enhance the development vitality and market competitiveness of Jinxiu Yao medical culture and tourism enterprises. To develop international services of Yao medical and health tourism in Jinxiu. To develop rehabilitation physiotherapy, medicine bath prevention and treatment projects for difficult and complicated diseases of Yao nationality, aiming at the middle and high-end consumer market outside China. In combination with Jinxiu International Yao Hospital, introduce and cultivate a group of international Yao medicine and health care institutions, health care institutions and management teams with advanced management concepts, develop innovative tourism services such as health management, Yao physiotherapy, Yao medicine and food therapy, health recuperation techniques, health care and health care, Internet medicine, etc., and build a group of internationally competitive Yao medicine and health care brand institutions. Comprehensively improve the quality of Yao medicine health and health care products and services.

5.2 Discussion

5.2.1 Discussion on historical and development of Yao ethnic medical culture

In Jinxiu Yao Autonomous County, Yao people live in the Dayao Mountain area of Jinxiu, Laibin City, China, with a long history and rich culture. For their own survival and reproduction, the Yao compatriots of the five branches in Jinxiu have used various kinds of herbs to treat diseases in the long-term life and production process, accumulated rich experience in using herbs to prevent and cure diseases, and gradually formed a unique traditional medicine culture -- Yao medicine.

Jinxiu Dayao Mountain is rich in plant resources. It is not only the "Town of star anise in China", but also rich in mountain cloud tea, spirit herb, gynoblu, sweet tea, mushroom, fungus, bamboo shoot and other special products for both medicine and food as well as Chinese herbs. It is known as "Wanbao Mountain" and "the largest pharmaceutical gene bank in Guangxi". Medicinal use of Yao people in Jinxiu is mainly based on plant medicine and animal medicine abundant in Dayao Mountain (Feng Qiuyu, 2013). Yao people are a people with a long history. Their ancestors can be traced back to the Spring and Autumn Period and the Warring States Period. They originally lived in the middle and lower reaches of the Yellow River and Yangtze River. Due to war and other reasons, they migrated south and west to Hunan, Sichuan, Guizhou, Guangdong and Guangxi, etc. Until the late Ming and early Qing Dynasties, they gradually settled down and their distribution pattern was roughly the same as today. The migration culture of Yao people hindered the progress and development of Yao society, and the development of Yao medicine was also slow. Tan Dan (2020) Most of Yao District is in the high and cold mountainous areas, where more precious Chinese herbs grow. After collecting food for a long time, the ancestors of Yao nationality found that certain plants could cure certain diseases. The accumulated experience led to the formation of the so-called Yao doctors (Xu Jingbin, 2005).

From the perspective of the formation and development of Yao medicine, the relationship between Yao medicine and Yao witchcraft is very close. The original Yao medicine originated from Yao witchcraft, and the original Yao witch doctor came into being among Yao wizards. Wizards not only engage in witchcraft activities, but also treat diseases for people. Witchcraft and medicine are mixed, so there is a saying that "medicine comes from witchcraft" and "medicine and sorcery have the same origin".

It used to be a very common phenomenon in the history of Yao society that witch doctors could not distinguish between exorcising evil spirits and curing diseases by witchcraft. With the development of science and culture, it was not until later that a group of Yao folk doctors who took healing as their profession were separated from Yao witch doctors. In Dayao Mountain (Jinxiu Yao Autonomous County) of Guangxi, known as the "hometown of Yao medicine", "medicinal materials are very rich, with no less than three or four hundred kinds of medicine names... Every year, dozens of herbal doctors send more than 100,000 kilograms of herbs to major cities in China to practice medicine and sell them at the same time "(Jin Baosheng,1958).

Jin Xiuyao medicine is an important means for Yao people in Jinxiu to fight against diseases with their own medical theories, diagnosis and treatment methods and drugs in order to protect their health. It has a long history and a long history. It is the precious heritage of the Yao culture. Yao medicine in Dayao Mountain has been recorded in Ming Dynasty. Jin Xiuyao medicine has a wide variety of drugs and unique clinical formula. After continuous practice and development, it has developed from the original "five tigers", "nine cows", "eighteen diamonds" and "seventy-two winds", a total of 104 kinds of traditional commonly used botanicals to more than 1700 kinds. Yao medicine treats a wide range of diseases, according to incomplete statistics, there are 273 kinds, there are ten treatment techniques, can be roughly divided into internal therapy and external therapy (Mo Jinshan, 2006). According to statistics in the 1980s, there were 490 Yao doctors among a population of more than 50,000. Except for 1 hospital, 2 joint clinics and 32 family clinics, the rest practiced medicine in and out of the county. Almost all parts of the country were covered by Yao doctors. On September 19, 2012, Jinxiu issued the first batch of Yao doctors' qualification certificates, which initially solved the problem of Yao doctors practicing medicine in the county. The more famous Yao doctors are Chu Qingchun, Qin Dekun and so on. There must be Yao medicine, the combination of medicine, medicine is the main feature of Yao medicine. The cultural resources of Yao medicine are the crystallization of the wisdom of Dayao Mountain and the treasures left to the world by the Yao people. They have not only made great contributions to the health of the Yao people, but still play an important role in the treatment of difficult and complicated

diseases and health care, and have effectively promoted the economic and social development of ethnic areas (Pan Xiaohui,2017).

Based on the discussion of relevant scholars and literature, this study concluded that Jin Xiuyao medicine has a long and unique history. The ancients used witchcraft to exorcise evil spirits and to cure diseases, and there was no distinction between witch doctors, and a group of Yao folk doctors were separated from Yao witch doctors to treat diseases. After thousands of years of inheritance and development, Yao medicine is no longer confined to "ghosts and gods", and its cultural symbols such as disease concept, health concept and treatment rules have played a positive role in contemporary society. Yao medicine culture is a traditional medical culture inherited from the Yao people, which includes the diagnosis methods, treatment methods, drug formulations and other aspects of Yao medicine. There are also many formulas and secret recipes in Yao medicine, which have remarkable curative effects on some stubborn diseases. Yao medicine has a long history, rich treatment experience and unique ethnic cultural style. At the same time, Yao medicine and Yao medicine also enjoy a high reputation among the Yao people because of its low price and precise curative effect. Yao medicine, as an important aspect of the national culture and an important part of the traditional medicine of the motherland, is continuing to make immeasurable contributions to the health of the people.

5.2.2 Discussion of current situation and problems of Yao ethnic medical culture

The Jinxiu government promotes Yao herbal planting according to its resource advantages to promote rural revitalization, and vigorously promotes the tourism model of "Yao Medical Hospital + institutional health care". For example, Yao Medical Hospital and Shengtang Lake Scenic spot jointly establish the innovation cooperation system of "tourism + health care", and build the demonstration base of Yao Medical Hospital's health care tourism with Yao medical characteristics and Laibian workers' recuperation base. It also promotes the development of Yao medical and health care products, gives full play to the advantages of network e-commerce, and Yao medical directly sends express delivery or introduces the functions of Yao medical products through online live broadcasting, becoming a new channel for sales of Yao medical products (Xie Qiuhui & Dong Jie, 2022). Data show that by the end of 2023, there are 129 medical and health institutions (including village clinics) in the

county, including 3 hospitals and 3 grade-level hospitals. There are 1 Center for Disease Control and Prevention, 1 maternal and child health care hospital, and 1 health and family planning supervision institute. It has 1,182 health technicians, 215 medical practitioners, 114 assistant medical practitioners and 432 registered nurses.

Huang Dongting (2012) "In order to strengthen the basic construction of ethnic medicine, the Yao medicine development base is established with Dayao Mountain Mountain and Jinxiu Yao Autonomous County as the center." Xie Yangjiao (2016) pointed out that the inheritance and development of Yao medicine had many problems and difficulties due to the late discovery, backward inheritance methods, and the lack of approval of the examination and enrollment qualifications of practicing physicians, and the current situation was worrying. It is suggested to strengthen the exploration of Yao medical resources, strengthen the protection of Yao medical resources, accelerate the promotion of Yao medical professional physician qualification certification, accelerate the enrollment and talent training of Yao medical majors, accelerate the construction of Yao medical standard system, and increase policy support to promote the development of Yao medical inheritance and innovation.

The dilemma of the protection and inheritance of Yao medicine culture is as follows: first, there is no written record of Yao medicine, and the medical experience is passed on by word of mouth of Yao medicine, which is easy to cause the loss of Yao medicine experience; Second, the traditional old Yao medical college has been high and few for many years, and the phenomenon of lack of successors is extremely serious; Third, the impact of modern medicine has narrowed the space for the use of Yao medicine; Fourth, Yao medicinal materials were collected in a large and disorderly manner, and Yao medicinal resources were seriously damaged. In addition, Yao medicine culture lacks professional talents, the standard system has not been established and unified measurement standards are lacking, Yao medicine has not been legalized to practice medicine abroad, the internal quality of Yao medicine, product packaging, management and sales methods need to be improved, and Yao medicine still crosses the river by feeling the stones in the development process (Pan Xiaohui, 2017).

Xie Qiuhui & Dong Jie (2022) emphasized that the aging of inheritors, the slow effect of Yao medicine, the difficulty of practicing medicine abroad, and the

restriction of qualification examination, etc. have become the pain points and difficulties of the inheritance and development of Yao medicine, and are also one of the problems to be solved. It is proposed that government-led social joint efforts should be adopted to sort out and protect medical documents; Taking government-led social joint efforts to sort and protect medical documents; Take government-led social joint efforts to collate and protect medical documents; To improve the medical service system of Yao medicine and improve the overall service capacity of medicine. Huang LAN & Peng Ting (2024) pointed out that the reshaping of Yao's medical culture requires a multi-faceted approach. On the one hand, the local characteristics and characteristics of Yao medical culture should be fully highlighted, the development path should be optimized, and the waste and destruction of cultural resources caused by the reshaping process should be avoided as much as possible. Further strengthen the construction of the platform to create a brand exclusive to the Yao medical culture, and fully demonstrate the long history and profound connotation of the Yao medical culture. On the other hand, the Yao medical culture should be organically combined with the costume culture, folk customs, ecological culture and other aspects of the Yao medical culture, so as to enhance the degree of integration between the reshaping of Yao medical culture and the revitalization of culture, ecology and industry, and cultivate the internal impetus for the coordinated development of the reshaping of Yao medical culture and the revitalization of rural areas.

The author believes that the original Yao medicine resources have been seriously damaged, Yao medicine lacks successors, Yao medicine experience is facing the crisis of loss, the transformation and development of traditional Yao medicine methods and Yao medicine products are insufficient, and the publicity and promotion of Yao medicine culture is weak. It is suggested to strengthen the protection of natural resources of Yao medicine in Jinxiu, diversify the training of Yao medicine talents, strengthen the excavation, rescue and sorting of traditional Yao medicine in Jinxiu, strengthen the development of traditional Yao medicine in Jinxiu, and make full use of geographical indication resources to build brands and publicize Jinxiu Yao medicine.

5.2.3 Discussion on the Guidelines tourism for Yao ethnic medical culture City

Jinxiu Yao Autonomous County of Guangxi has a long history of Yao medicine culture, rich medicinal plant resources, up to 1351 kinds, 104 kinds of classic Yao

medicine, is the second largest pharmaceutical gene bank in China and the most complete varieties of Chinese herbal medicine in Guangxi county, with the "hometown of Yao Medicine in China" and "Capital of Yao Medicine in South China". The local government has polished the business name of "World Yao Capital · Health Care Jinxiu", continuously amplified the benefits of Yao medicine culture and health care tourism brand, accelerated the introduction and development of a number of high-end health care projects, promoted the early completion and operation of key health care projects in Jinxiu Yao Autonomous County, and made every effort to form a health care base of Yao medicine culture facing Guangxi and radiating to the whole country.

Zhao Xuanzhi & Guo Dianqing (2024) pointed out that, first, the Yao medicine cultural tourism products in some areas of Jinxiu are relatively single, and a complete industrial chain has not been formed. Second, the efficacy and cultural connotation of Yao Yao health care products need to be deeply explored. Third, the brand promotion of Yao Yao is not enough. Only when people travel to Jinxiu will they realize that Yao Yao has penetrated into all aspects of local people's life, and Yao Yao and medicinal bath shops can be seen everywhere. The market potential of local Yao medicine tourism has not been fully released. Peng Yanyan (2021) analyzed and pointed out that modern high-tech new medical health technology should be added to the original foundation of Jin Xiuyao medicine, combined with traditional Chinese medicine health knowledge, the special effect of Yao medicine bath and Yao medicine massage therapy technology, and pay attention to health care and traditional Chinese medicine beauty and other services. Develop health care and health care service facilities integrating Yao medicine foot way health care, meridian massage, Yao medicine gua sha, acupuncture and cupping, and develop a series of modern health tourism new products and high-quality health services including woman-only area, men-only area and mass-only area. Hou Xiaotao et al. (2017) pointed out that Yao pharmaceutical industry in Jinxiu Yao Autonomous County, Guangxi has a weak industrial foundation, a shortage of medical and scientific research talents, and support policies need to be implemented. It was proposed to explore the advantages of Jin Xiuyao medicine and build the brand of "the hometown of Yao Medicine in China (Jinxiu)". Take effective measures to protect and develop Jinxiu classic Yao Yao (old class Yao

Yao) and endangered Yao Yao Yao; Play Yao's unique medical techniques to improve the level of chronic disease prevention and treatment and health promotion in Yao medicine; To carry out research on the modernization of Yao medicine, and promote the development and industrialization of Yao medicine health tourism products. It is suggested to build the brand of "China Yao Yao Town (Jinxiu)", build "China Yao Yao Resource Protection Area", build "Superior Yao Yao Medicine planting base", build "Superior Yao Yao Medicine planting base", build "Jinxiu Famous special Yao medicinal materials trading Center", build "Jinxiu Yao Medical Hospital upgrading and medical nutrition research system", build "Jinxiuyao Medical Health Products Industrial Park" and build "Jinxiuyao. Pharmaceutical and Health Products Industrial Park ", and promote the quality standard improvement project of Yao Pharmaceutical characteristic health products.

This study points out that the healthy development of Yao's pharmaceutical industry also plays an important role in promoting the development of Jinxiu's social economy, medical culture and national inheritance. First of all, the integration of Yao's medical culture and health tourism is a correct choice in line with the strategy of "healthy China". The discussion on the development of Yao medical health tourism based on the perspective of industry integration is helpful to meet people's travel needs of health preservation and spiritual enrichment. Secondly, the integration of Yao medical culture and health tourism requires the exploration and development of Yao medical resources. Jinxiu Yao Autonomous County in Guangxi has distinctive Yao medical skills and profound medical traditions. Therefore, this study is conducive to inheriting and protecting Yao medical resources, spreading Yao medical culture, and helping Yao medical industry break through the bottleneck. Thirdly, the research on the integrated development of the Yao medical and health tourism industry in Jinxiu can not only provide a new perspective for the innovative development of Yao medical and health tourism products, the formulation of government industrial policies, and the renewal of tourists' consumption concepts, but also help the transformation and upgrading of Guangxi's tourism industry and promote local economic development. No matter from the perspective of national policy guidance or from the path of improving people's health level and happiness of life, the integration of ethnic medicine culture into modern tourism development in the most appropriate

way can be said to be timely and promising, and can provide new ideas for the development of health tourism in China.

5.3 Suggestions

5.3.1 Suggestions for the utilization of research results

5.3.1.1 Product development

1) Create a special health tourism package: According to the health concept in the Yao medical culture, such as "medicine and food are the same origin", develop a health catering series, integrate Yao characteristic herbs into the diet, and design a diet therapy package with the effect of regulating the body and preventing diseases. Combining traditional treatments of Yao medicine, such as medicinal bath, fumigation, massage, etc., to create an immersive health experience project. Experience packages with different duration and efficacy can be designed, such as for tourists with different needs such as relieving fatigue, improving sleep, and regulating stomach and intestines.

2) Development of Yao medical cultural and creative products: In-depth exploration of Yao medical masters, folk stories, myths and legends and other Yao medical cultural elements, design of Yao medical cultural and creative products with the theme of Yao medical culture, such as stationery, clothing, jewelry printed with Yao medicinal patterns. These cultural and creative products can not only be sold as tourist souvenirs, but also spread the Yao medical culture. Develop health care products related to Yao's medical culture, such as Yao medicine sachets, Yao medicine essential oil, Yao medicine skin care products, etc., to meet tourists' needs for health care products. Focus on the development of Yao medicinal bath with different effects such as Elsholtzia bath, calamus mugwort bath, ginger bath, mountain jute bath, dragon stone bath, Qiangshan leaf bath (Pang drum medicinal bath), as well as Yao traditional health care therapy such as Yao medicine foot therapy, fire therapy, cupping therapy, scraping therapy, acupuncture therapy, etc., to enrich Yao medical health care experience projects and improve Yao medicine health care product system. The Yao medical culture should be organically combined with the costume culture, folk customs and ecological culture in the Yao culture, so as to enhance the degree of integration between the reshaping of Yao medical culture and the revitalization of

culture, ecology and industry, and cultivate the internal driving force for the coordinated development of the reshaping of Yao medical culture and the revitalization of rural areas.

5.3.1.2 Marketing aspect

1) Build diversified marketing channels: use the Internet platform for promotion, establish official tourism websites and social media accounts, and release information about Jinxiu Yao medical culture health tourism, including the introduction of tourist attractions, health project experience, characteristic activities, etc. Using we-media wechat, Weibo, live streaming and other new technologies and means, explore the emerging business form of "Internet + Yao medicine + culture", and develop cultural products such as Yao medicine live streaming experience, online programs, and online novels. Cooperate with online travel platforms to launch preferential packages and special events to increase the exposure of tourism products. The Yao medical Culture health Tourism Festival and other activities were held, and the media were invited to participate in the coverage and expand the influence. Promote the extension of Yao medical and health care products and health care experience projects to scenic spots, homestays, resort hotels, etc., and improve the health care resort facilities in scenic spots and resort areas and hotel homestays.

2) Strengthen brand construction: Create a unique Jinxiu Yao medical culture health tourism brand, design a recognizable brand identity and propaganda slogan. Through the telling of brand stories, the history, characteristics and value of Yao medical culture will be passed on to tourists, and the brand awareness and reputation will be improved. Excavating the profound Yao medical culture, longevity culture and ecological health culture of Jinxiu, relying on Jinxiu International Yao Medical Hospital (Tongmu, Jinxiu Hospital), strengthening the research and development, production and promotion of health care products of Yao medicine and Yao medicine, and building a health tourism industry chain of Yao medicine. Increase publicity efforts, innovate publicity means, use we-media wechat, Weibo, live streaming and other new technologies and means to explore the emerging business form of "Internet + Yao medicine + culture", and develop cultural products such as Yao medicine live streaming experience, online programs, and online novels. The development of Jinxiu Yao medical and cultural resources combined with a number of tourist attraction

routes and tourism linkage development inside and outside the province to further extend the chain expansion of Jinxiu Yao medical and cultural tourism, expand the tourism capacity, extend the value of Jinxiu Yao medical and cultural health tourism brand, and extend the value chain of the brand.

5.3.1.3 Personnel training

1) Professional talent team construction: Cooperate with universities and vocational colleges to set up majors or courses related to Yao medical culture and health tourism, and cultivate compound talents with Yao medical knowledge, tourism management skills and health service ability. The existing tourism practitioners should be trained in the Yao medical culture and health care knowledge, so as to improve their professional quality and service level.

2) Establishment of expert advisory team: Yao medical culture experts, tourism planning experts, health experts and other experts are invited to form an advisory team to provide professional guidance and suggestions for the development of health tourism of Yao medical culture in Jinxiu.

5.3.1.4 Community participation

1) Promote the participation of local residents: Encourage local residents to participate in the development of health tourism, such as providing homestay services, participating in the production and sales of tourism commodities, so that they can share the economic benefits brought by tourism development. The training of tourism service awareness and skills for local residents can improve their service quality and enhance their sense of identity and pride in the ethnic medicine culture.

2) Protecting and inheriting Yao medicine culture: Through community participation, local residents become inheritors and protectors of Yao medicine culture. The construction of Yao medical and cultural facilities should be included in the construction of healthy towns, and villages (towns) and scenic spots with conditions should be encouraged to build Yao medical and cultural streets, Yao medical theme parks, experience pavilions, and homestays. It is possible to carry out inheritance activities of Yao medicine culture, such as setting up training centers in communities, so that old artists can teach Yao medicine skills.

5.3.2 Suggestions for future research

5.3.2.1 Research direction of in-depth mining and inheritance of Yao medical culture

1) Theoretical system research: Further explore the theoretical system of Yao medicine, such as the "three-way harmony theory", "balance theory", "Qi ten thousand transformation theory" and other core theories of scientific connotation and philosophical basis, to provide more solid theoretical support for its application in health tourism. Through comparison and analysis with modern medical theory and traditional Chinese medicine theory, the unique value and advantage of Yao medicine theory are clarified.

2) Sorting and innovation of traditional therapy: Systematically sorting and studying the traditional diagnosis methods (such as eye diagnosis, nail diagnosis, etc.) and treatment methods (medicinal bath, scraping, tying, stabbing, cupping, etc.) of Yao medicine, and analyzing their indications, efficacy and safety. On this basis, combined with modern scientific and technological means and health needs, the traditional therapy is innovated and optimized, and the health care project more suitable for modern tourists is developed.

3) Research on inheritance mode: To explore diversified inheritance modes of Yao medical culture. In addition to family inheritance and mentoring inheritance, study how to cultivate more inheritors and professionals of Yao medical culture through school education, vocational training and research activities, so as to ensure the sustainable development of Yao medical culture.

5.3.2.2 Research direction of diversified development of health tourism products

1) Personalized product customization: According to the age, gender, physique, health status and needs of different tourists, the development of personalized Yao medical culture health tourism products. For example, the design of special medical care programs for tourists with chronic diseases; For the pursuit of beauty and beauty of tourists to provide Yao medicine beauty and skin care projects; For people with high work pressure, Yao medicine relief and relaxation packages are introduced.

2) Four seasons health products: Combining Jinxiu's four seasons climate characteristics and natural resources, develop health tourism products in different seasons. Such as the spring Yao Yao health tea picking experience, the summer Yao Yao cool summer therapy, the autumn Yao Yao diet health treatment, the winter Yao Yao hot spring treatment, so that tourists in different seasons can enjoy a unique health experience.

3) Integration of other cultural elements: The Yao medical culture is deeply integrated with other characteristic cultural elements of Jinxiu (such as Yao folk culture, song and dance culture, food culture, etc.) to develop health tourism products with comprehensive and cultural connotations. For example, the theme tourism routes combining Yao medicine culture and Yao folk customs are launched, so that tourists can experience Yao medicine and health care at the same time, feel the charm of Yao traditional culture.

5.3.2.3 Research direction of market expansion and marketing strategy

1) Target market segmentation: Further subdivide the target market of Yao medical culture health tourism, and study the demand characteristics, consumer behavior and consumer psychology of different market groups, so as to formulate more targeted marketing strategies. For example, the target market is divided into the domestic market and the international market, focusing on the development of tourist sources in neighboring provinces and cities for the domestic market, and strengthening tourism cooperation and promotion with Southeast Asia, Europe and the United States for the international market.

2) Brand building and promotion: Strengthen the brand building of Jinxiu Yao medical culture health tourism, formulate brand strategy and brand image identification system, and improve brand awareness and reputation. Through holding Yao medical culture Festival, health tourism forum, academic seminar and other activities, as well as using new media, network broadcast, short video and other platforms, to increase the publicity and promotion of the brand, to build an influential health tourism brand of Yao medical culture.

3) Regional cooperation and coordinated development: Strengthen tourism cooperation with neighboring regions, and jointly develop trans-regional health tourism routes and products. For example, in cooperation with Guilin, Liuzhou and

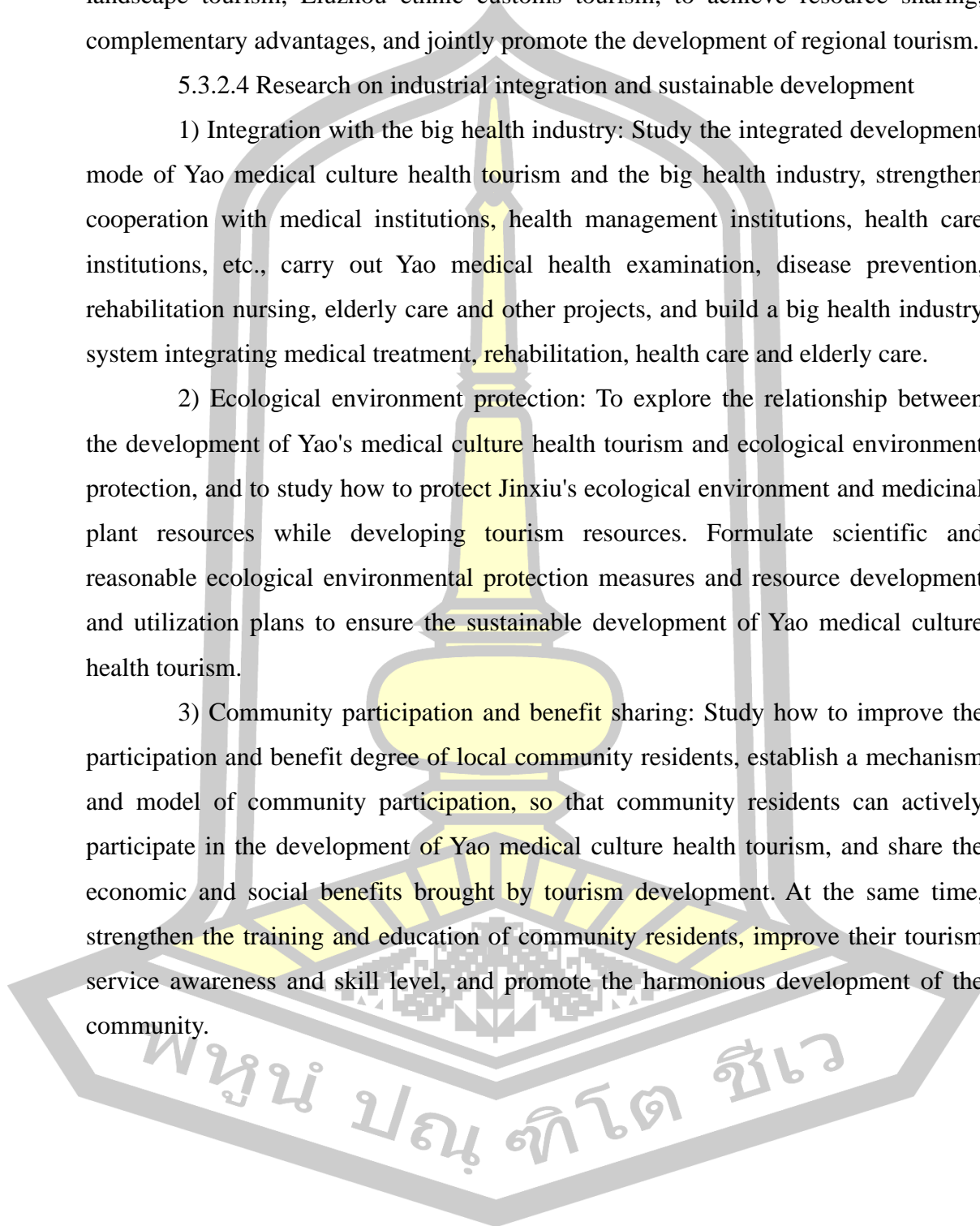
other cities, Jinxiu Yao medical culture health tourism combined with Guilin landscape tourism, Liuzhou ethnic customs tourism, to achieve resource sharing, complementary advantages, and jointly promote the development of regional tourism.

5.3.2.4 Research on industrial integration and sustainable development

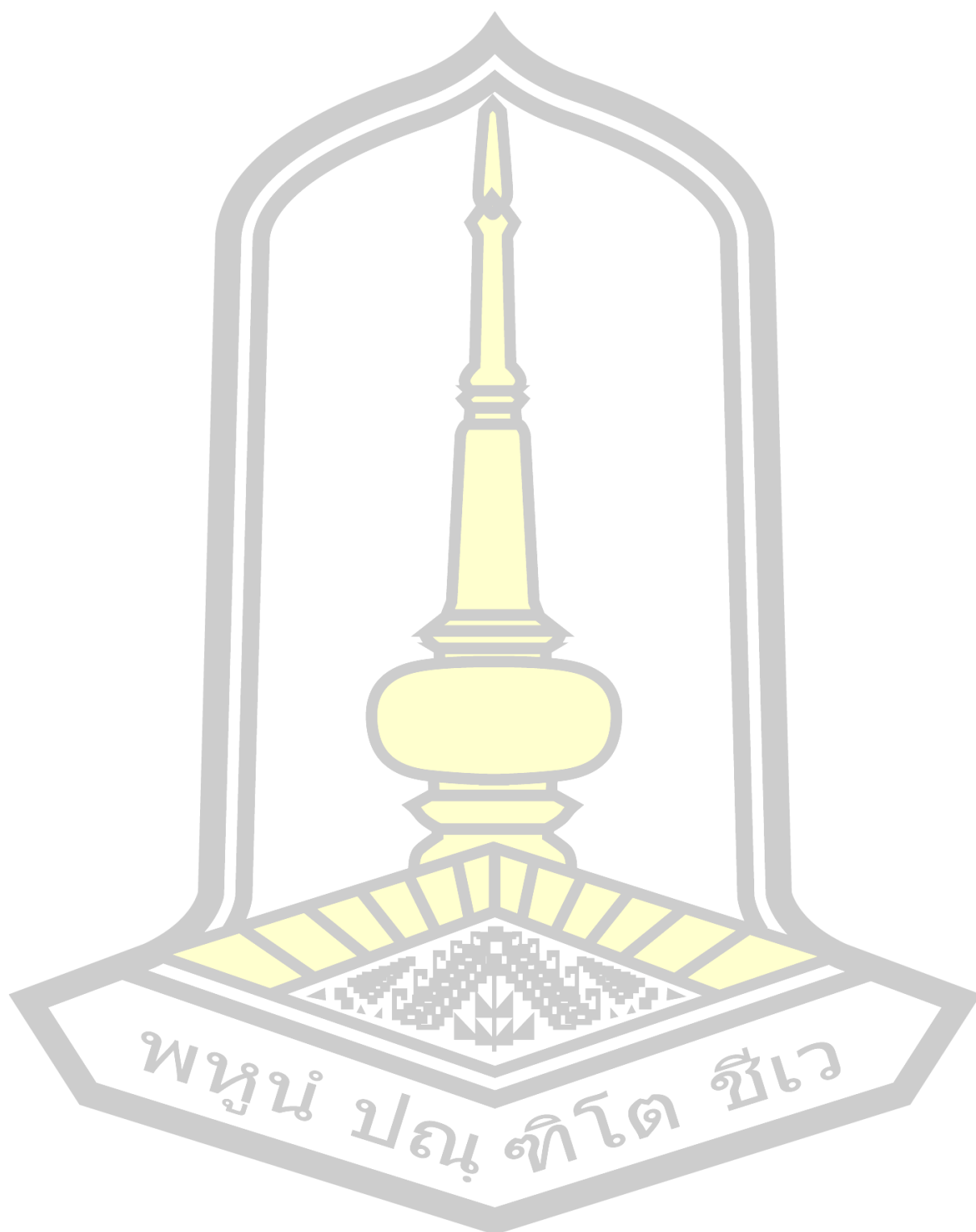
1) Integration with the big health industry: Study the integrated development mode of Yao medical culture health tourism and the big health industry, strengthen cooperation with medical institutions, health management institutions, health care institutions, etc., carry out Yao medical health examination, disease prevention, rehabilitation nursing, elderly care and other projects, and build a big health industry system integrating medical treatment, rehabilitation, health care and elderly care.

2) Ecological environment protection: To explore the relationship between the development of Yao's medical culture health tourism and ecological environment protection, and to study how to protect Jinxiu's ecological environment and medicinal plant resources while developing tourism resources. Formulate scientific and reasonable ecological environmental protection measures and resource development and utilization plans to ensure the sustainable development of Yao medical culture health tourism.

3) Community participation and benefit sharing: Study how to improve the participation and benefit degree of local community residents, establish a mechanism and model of community participation, so that community residents can actively participate in the development of Yao medical culture health tourism, and share the economic and social benefits brought by tourism development. At the same time, strengthen the training and education of community residents, improve their tourism service awareness and skill level, and promote the harmonious development of the community.



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APPNNINDEX

Appendix A: Key Informants

Title: Yao Ethnic Medical Cultural:Health Tourism in Jinxiu Autonomous Region.

Place:_____Time:_____

Name:_____Gender: _____Age: _____

Ethnic:_____Occupation: _____Education Degree: _____

work unit:_____

1. Please introduce the historical origin and development course of Yao medicine in Jinxiu.
2. What are the unique theories and treatment methods of Yao medicine?
3. In your opinion, what are the core values of the Yao medical culture in Jinxiu?
4. What challenges does Jinxiu Yao medical culture face in terms of inheritance and development?
5. In your opinion, what measures can be taken to better protect, inherit and develop the Yao medical culture of Jinxiu?
6. In your opinion, how does the Yao medical culture of Jinxiu promote the development of health tourism?
7. How to better integrate Yao medical culture elements in the development of tourism products?
8. What are the features and highlights of Jinxiu's health tourism products?
9. What are your suggestions for enhancing the popularity and attraction of Jin Xiuyao Medical and Health Tourism?
10. What policy measures has the government taken to promote the development of medical and health tourism in Jin Xiuyao?
11. What are your suggestions for the development of Jin Xiuyao Medical health tourism?
12. What plans and prospects does the government have for the development of Jin Xiuyao's medical and health tourism in the future?

Appendix B: Casual Informants

Title: Yao Ethnic Medical Cultural:Health Tourism in Jinxiu Autonomous Region.

Place:_____Time:_____

Name:_____Gender: _____Age: _____

Ethnic:_____Occupation: _____Education Degree: _____

1. Do you know anything about Yao medicine and culture?
2. Are you willing to accept or recommend Yao medicine to your friends?
3. How to evaluate the effectiveness of Yao medicine in relaxing the body and mind, recuperating the body and treating diseases?
4. In Jinxiu, what kind of health care products/services do you think is suitable for development?
5. In Jinxiu, what kind of shopping products/services do you think are suitable for development?
6. What kind of tourism and cultural experience products/services do you think are suitable for development in Jinxiu?
7. What kind of beauty products/services do you think are suitable for development?
8. What academic exhibition products/services do you think are suitable for Jinxiu?
9. What do you think should be improved about Jin Xiu's Yao Medicine health tourism products?
10. What are the features and highlights of Jinxiu's health tourism products?
11. In your opinion, how does the Yao medical culture of Jinxiu promote the development of health tourism?
12. What are your suggestions for enhancing the popularity and attraction of Jin Xiuyao Medical and Health tourism?

Appendix C: General Informant

Title: Yao Ethnic Medical Cultural:Health Tourism in Jinxiu Autonomous Region.

Place:_____Time:_____

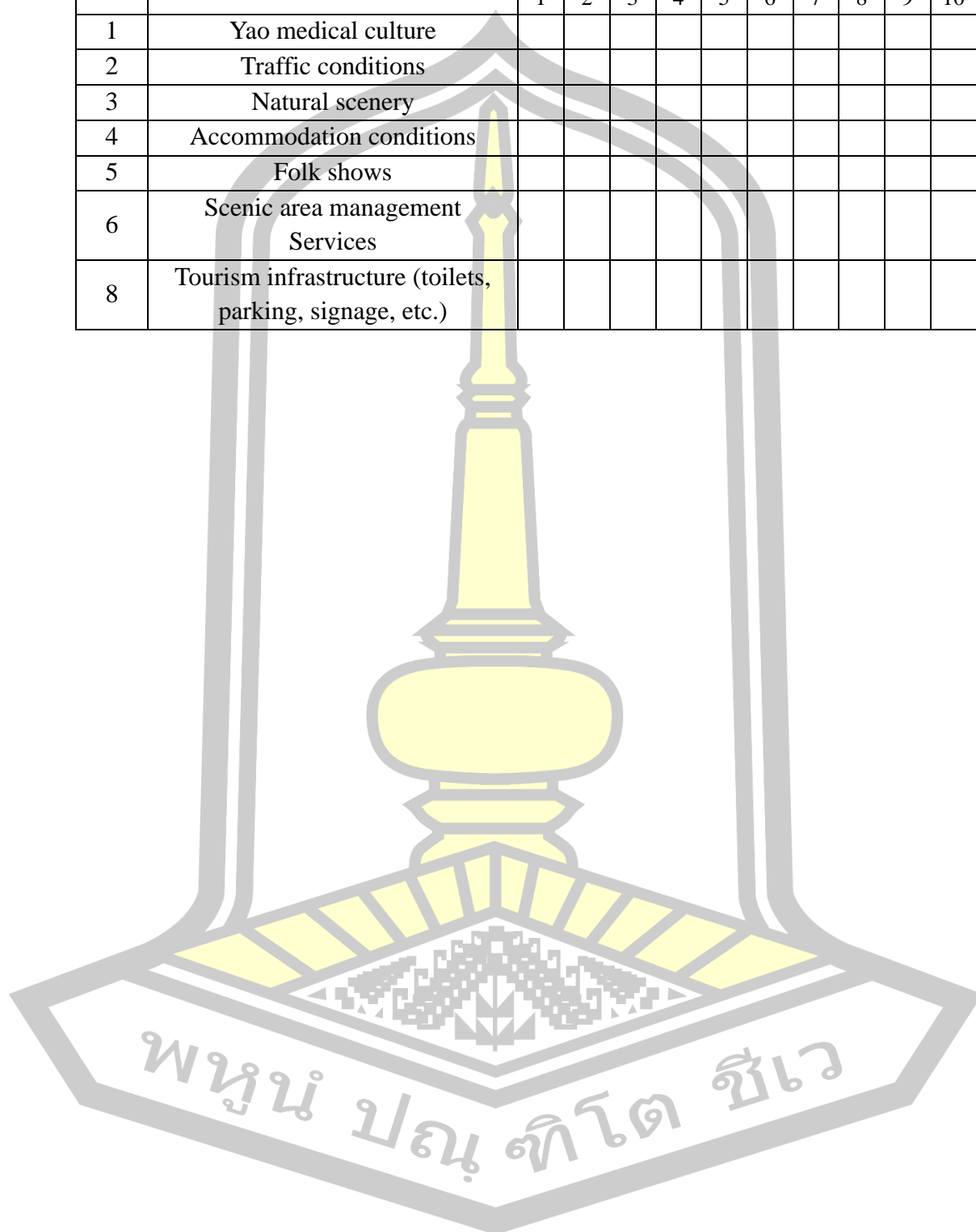
Name:_____Gender: _____Age: _____

Ethnic:_____Occupation: _____Education Degree: _____

1. Through what channels did you get the tourist information of guest Jinxiu?
2. Where did you visit Jinxiu from?
3. What kind of travel method do you use?
4. Why do you choose to come to Jinxiu to experience Yao Medical health tourism?
5. What kind of medical culture tourism are you most interested in?
6. Do you know anything about Yao medicine?
7. In case of health problems, are you willing to accept or recommend Yao medicine to your friends?
8. What experience items in Yao medical culture tourism have you participated in (such as soaking Yao bath, burning moxibustion, pushing, beauty and health care; Picking medicine, making medicinal food, visiting Yao medicine planting base, listening to Yao medicine lectures, etc.), what is the price of per capita consumption that you can accept?
9. What kind of Yao medical and cultural tourism products do you prefer?
10. What impresses you most during Jin Xiu's Yao Medical and health tour?
11. What is your opinion on the prospect of the integration of Yao's medical culture and health tourism?
12. How satisfied you are with Jinxiu Tourism

พหุ ประเด็น ชีว

No	Contents	Satisfaction (tick marks, 10 out of 10)									
		1	2	3	4	5	6	7	8	9	10
1	Yao medical culture										
2	Traffic conditions										
3	Natural scenery										
4	Accommodation conditions										
5	Folk shows										
6	Scenic area management Services										
8	Tourism infrastructure (toilets, parking, signage, etc.)										



LIST OF INTERVIEWERS

Key Informant

Chu Qingchun was interviewed by Zang Manjing at Chu Qingchun Clinic, in Toupai Town, Jinxiu Yao Autonomous County, Guangxi, on 23 September 2023.

Xu Minling was interviewed by Zang Manjing at Jinxiu Yao Autonomous County Yao Medical Hospital, in Tongmu Town, Wutong Avenue No. 37, Jinxiu Yao Autonomous County, Guangxi, on 23 September 2023.

Huang Jinguan was interviewed by Zang Manjing at Jinxiu Yao Autonomous County Yao Medical Hospital, in Tongmu Town, Wutong Avenue No. 37, Jinxiu Yao Autonomous County, Guangxi, on 23 September 2023.

Huang Ruisen was interviewed by Zang Manjing at Yao Medicine Specialty Store, in Jinxiu Town, Jinxiu Yao Autonomous County, Guangxi, on 24 November 2023.

Jiang Xiaorong was interviewed by Zang Manjing at Yaodu Yaoxiang Food Co., Ltd., in Gongde Road No. 99, Jinxiu Town, Jinxiu Yao Autonomous County, Guangxi, on 24 November 2023.

Mo Sulin was interviewed by Zang Manjing at Evergreen Tea Industry Co., Ltd., in Liudian Village, Sanpiatun, Jinxiu Yao Autonomous County, Guangxi, on 12 April 2024.

Wang Yungui was interviewed by Zang Manjing at Liudian Yao Village Cultural Tourism Development Co., Ltd., in Liudian Village, Liudian Town No. 54, Jinxiu Yao Autonomous County, Guangxi, on 12 April 2024.

Zhuo Lixin was interviewed by Zang Manjing at Gulaoyao Health Consulting Co., Ltd., in Ethnic Commercial Street, Jiefang Road, Gulaoyao Health Consulting Co., Ltd., Jinxiu Town, Jinxiu Yao Autonomous County, Guangxi, on 13 April 2024.

Qin Lingling was interviewed by Zang Manjing at Yaodu Square, in Jinxiu Town, Jinxiu Yao Autonomous County, Guangxi, on 18 May 2024.

Liang Qiongping was interviewed by Zang Manjing at Jinxiu Yao Autonomous County Yao Medical Hospital, in Tongmu Town, Wutong Avenue No. 37, Jinxiu Yao Autonomous County, Guangxi, on 19 May 2024.

Casual Informants

Zhao Wenyou was interviewed by Zang Manjing at Jinxiu Yao Autonomous County Yao Medical Hospital, in Tongmu Town, Wutong Avenue No. 37, Jinxiu Yao Autonomous County, Guangxi, on 23 September 2023.

Mo Qiusheng was interviewed by Zang Manjing at the People's Congress Office, in Gongde Road No. 37, Jinxiu Town, Jinxiu Yao Autonomous County, Guangxi, on 24 November 2023.

Huang Xiujiao was interviewed by Zang Manjing at Yao Medicine Street, in Jinxiu Yao Autonomous County, Guangxi, on 24 November 2023.

Jin Yan was interviewed by Zang Manjing at Yicao Fengmao Yao Medicine Co., Ltd., in Building 2, Jin Gui Garden Community No. 1, Jinxiu Town, Jinxiu County, Guangxi, on 24 November 2023.

Tan Zhizhen was interviewed by Zang Manjing at Sansheng Travel Agency Co., Ltd., in Gongde Road No. 64, Jinxiu Town, Jinxiu County, Guangxi, on 24 November 2023.

Zhao Youlin was interviewed by Zang Manjing at Linxiang Yao Village, in Jinxiu Town, Jinxiu Yao Autonomous County, Guangxi, on 25 November 2023.

Jiang Li was interviewed by Zang Manjing at Guzhan Yao Village, in Changtong Township, Jinxiu County, Guangxi, on 25 November 2023.

Pang Fuwan was interviewed by Zang Manjing at Pang Fuwan Yao Medicine Clinic, in Liujia Village, Changtong Township, Jinxiu Yao Autonomous County, Guangxi, on 25 November 2023.

Pan Jinhai was interviewed by Zang Manjing at Village Square, in Liudian Village, Jinxiu County, Guangxi, on 12 April 2024.

Chen Yanhai was interviewed by Zang Manjing at Tea Base, in Liudian Village, Liudian Town, Jinxiu Yao Autonomous County, Guangxi, on 12 April 2024.

Li Yan was interviewed by Zang Manjing at Culture, Radio, Television, and Tourism Bureau Office, in Gongde Road No. 64, Jinxiu Town, Jinxiu Yao Autonomous County, Guangxi, on 13 April 2024.

Tao Liuyi was interviewed by Zang Manjing at Yaohuang Distillery Co., Ltd., in Jiefang Road No. 169, Jinxiu Town, Jinxiu Yao Autonomous County, Guangxi, on 17 May 2024.

Li Shenghui was interviewed by Zang Manjing at Home, in Erpai Village, Toupai Town, Jinxiu County, Guangxi, on 18 May 2024.

Zhao Zhongmin was interviewed by Zang Manjing at Zhao Zhongmin Clinic, in Tongmu Town, Jinxiu Yao Autonomous County, Guangxi, on 18 May 2024.

Gong Guoya was interviewed by Zang Manjing at Jinxiu Yao Autonomous County Yao Medical Hospital, in Tongmu Town, Wutong Avenue No. 37, Jinxiu Yao Autonomous County, Guangxi, on 18 May 2024.

General Informants

Chen Yiying was interviewed by Zang Manjing at Jinxiu Yao Tianxia Guesthouse, in Dalingtun No. 43, Daling Village, Liuxiang Township, Jinxiu County, Guangxi, on 23 September 2023.

Qin Bohao was interviewed by Zang Manjing at Jinxiu Yao Tianxia Guesthouse, in Dalingtun No. 43, Daling Village, Liuxiang Township, Jinxiu County, Guangxi, on 23 September 2023.

Qiu Huiyan was interviewed by Zang Manjing at Village Square, in Daling Village, Liuxiang Township, Jinxiu County, Guangxi, on 23 September 2023.

Yang Rongmei was interviewed by Zang Manjing at Village Square, in Mentou Village, Liuxiang Township, Jinxiu County, Guangxi, on 23 September 2023.

Lan Weizhi was interviewed by Zang Manjing at Yao Medicine Street, in Jinyuan Community, Jinxiu County, Guangxi, on 24 September 2023.

Luo Zhenyu was interviewed by Zang Manjing at Home, in Ping'an Road No. 45, Jinxiu Town, Jinxiu County, Guangxi, on 24 September 2023.

Qin Zhihong was interviewed by Zang Manjing at Yaodu Square, in Building 21, Unit 1, Jinyuan Community, Jinxiu County, Guangxi, on 24 September 2023.

Xu Shanbiao was interviewed by Zang Manjing at Yaodu Square, in Building 21, Unit 1, Jinyuan Community, Jinxiu County, Guangxi, on 24 September 2023.

Huang Pan was interviewed by Zang Manjing at Village Square, in Dishui Village, Changtong Township, Jinxiu County, Guangxi, on 25 November 2023.

Yuan Wenbin was interviewed by Zang Manjing at Village Square, in Dishui Village, Changtong Township, Jinxiu County, Guangxi, on 25 November 2023.

Wu Shangguang was interviewed by Zang Manjing at Yao Medicine Street, in Jinyuan Community, Jinxiu County, Guangxi, on 26 November 2023.

Huang Xinyue was interviewed by Zang Manjing at Jinxiu Yaodu Hotel, in Gongde Road No. 99, Jinxiu County, Guangxi, on 26 November 2023.

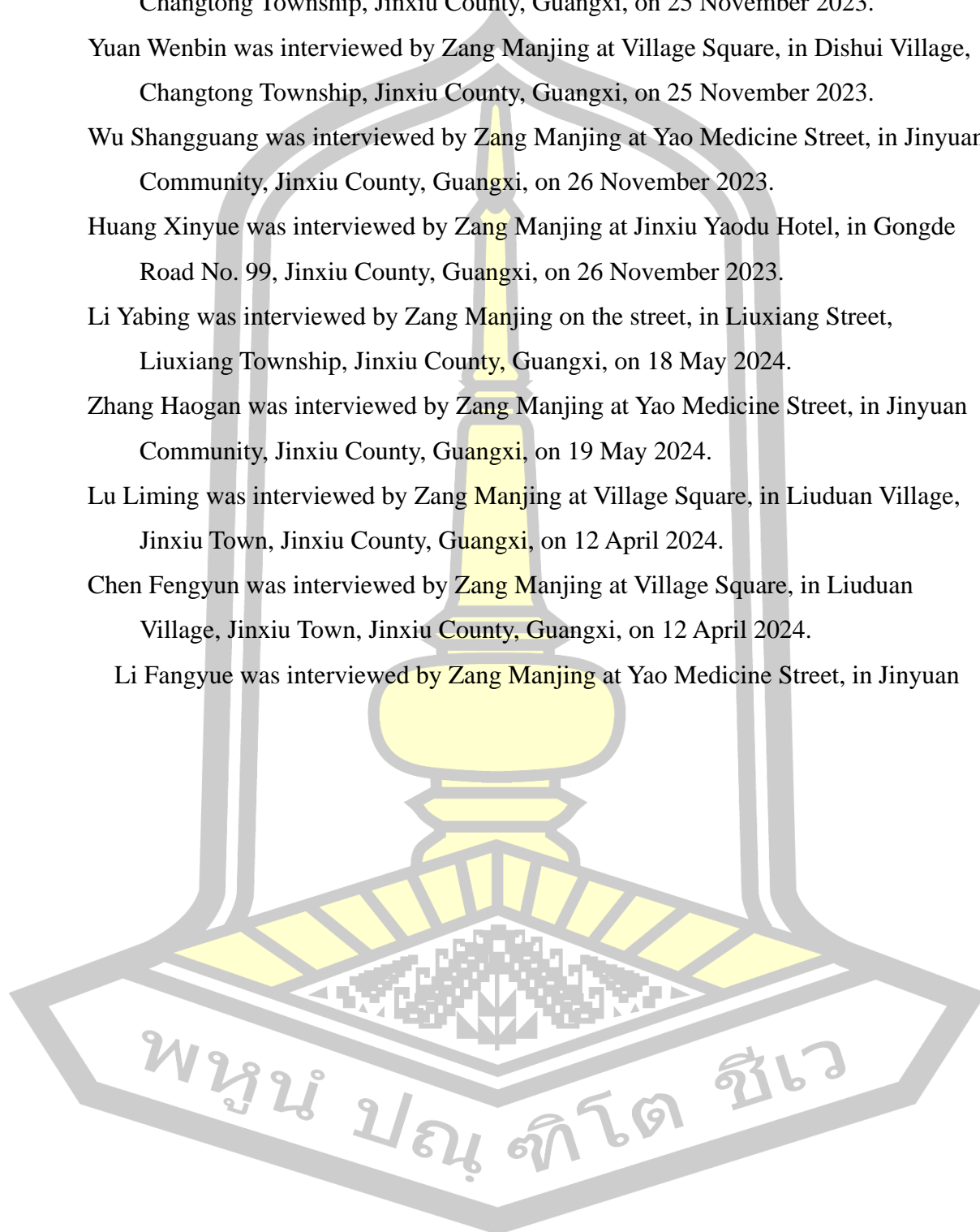
Li Yabing was interviewed by Zang Manjing on the street, in Liuxiang Street, Liuxiang Township, Jinxiu County, Guangxi, on 18 May 2024.

Zhang Haogan was interviewed by Zang Manjing at Yao Medicine Street, in Jinyuan Community, Jinxiu County, Guangxi, on 19 May 2024.

Lu Liming was interviewed by Zang Manjing at Village Square, in Liuduan Village, Jinxiu Town, Jinxiu County, Guangxi, on 12 April 2024.

Chen Fengyun was interviewed by Zang Manjing at Village Square, in Liuduan Village, Jinxiu Town, Jinxiu County, Guangxi, on 12 April 2024.

Li Fangyue was interviewed by Zang Manjing at Yao Medicine Street, in Jinyuan



BIOGRAPHY

NAME	Manjing Zang
DATE OF BIRTH	1999.3.15
PLACE OF BIRTH	Liuzhou Guangxi
ADDRESS	No. 145, Lushan Garden, Donghuan Avenue, Chengzhong District, Liuzhou City, Guangxi
POSITION	Liuzhou, Guangxi unemployed
PLACE OF WORK	-
EDUCATION	2017-2021 (B.A.) Qiqihar Institute of Engineering 2022-2025 (M.A.) Present Master of Philosophy Program in Cultural Science, Mahasarakham University

