



# Strategy Analysis on Transformation and Development of Tibetan Medicine Cultural and Creative Industry in the New Era

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## Abstract

Under the call of China's ecological civilization strategy, China's Tibetan medicine industry has become an important entry point for local response to the ecological civilization strategy and the development of the local green economy. Especially considering the precious value and protection of ecological resources in the Tibetan Plateau region, it is more important to abandon the path of destroying the ecological environment and sustainable development in the development process but choose to promote the sustainable development of the Tibetan medicine industry from the perspective of cultural creativity and maximize the economic and ecological benefits. This article mainly analyzes the essential value of the development of the Tibetan medicine and cultural innovation industry, and probes into effective countermeasures for the transformation and development of the Tibetan medicine industry to the cultural innovation industry, hoping to provide a reference for further promoting sustainable development of Tibetan medicine industry in our country. Therefore, on the premise of protecting the ecological and cultural heritage, we need to optimize the industrial structure, strengthen personnel training and technological innovation, promote the integrated development of cultural creativity and industry, realize the sublimation and inheritance of the cultural value of Tibetan medicine, and inject new vitality into the construction of ecological civilization and green development in China.

## Keywords

Tibetan medicine industry, cultural and creative development, effective countermeasures

For thousands of years, the history of medicine in China has concentrated the essence of medicine in different times and has become the essence of the history of medicine in the world. Tibetan medicine is one of the shining stars and is an important part of the history of medicine in our country. The Tibetan medicine culture covers a large number of remedies, including not only the essence of Chinese medicine in the Central Plains but also the essence of Indian lungo medicine and European traditional medicine, which is the essence of the combination of multiple medicines. With the continuous implementation of the sustainable development strategy of ecological civilization, the Tibetan medicine culture should not abandon its development path and power through excessive artificial excavation but should drive the continuous innovation and optimization of the Tibetan medicine industry, so that the cultural heritage and scientific and technological strength can promote the sustained transformation of the Tibetan medicine industry.

## 1. The inevitability of the development of Tibetan medicine and cultural and creative industry

The transformation and development of the Tibetan medicine industry to a cultural and creative industry can effectively alleviate the influence and constraints of the traditional one-way development and the mining culture on the Tibetan medicine industry, and avoid the old path of the Tibetan medicine industry gradually moving towards manual mining and extensive management in the past, and avoid the old path of manual mining and extensive management of the Tibetan medicine industry in the past (Only let Nanga, 2023). Tibetan medicine culture is one of the most critical components of TCM in the history of Chinese development. The construction of this cause has attracted much attention among international platforms, which combines the essence of multiple medical science knowledge at home and abroad, this era of promoting global economic integration. The economic value and medical value of Tibetan medicine culture should not be underestimated. Therefore, Attention must be paid to the development and protection of the patented technology of Tibetan medicine. It should be noted on the essence of it, and the length of a hundred schools. To better combine the advanced drug research and development technology with the essence of the Tibetan medicine culture, the ideas, and ways should keep pace with The Times. Creating a brand adapted to the development of the Tibetan medicine and cultural industry gives the Tibetan medicine culture the vitality and vitality of sustainable development. In general, people should not only use the existing technology, have the ability to further explore and transform nature, process the world's excellent natural resources and raw materials, and shape them into cultural products that can meet people's medical needs and daily life. Moreover, we should leave a place for the development of Tibetan medicine culture at the spiritual and cultural level, and establish a spiritual pillar to meet the long-term development of Tibetan medicine culture. In 2011, our country formally introduced deepening the reform of the cultural system of the relevant strategic decisions and put forward the cultural industry as the pillar industry of the future national economic construction, this also means that the pharmaceutical industry creates industry transformation development has the policy support, this is the traditional Tibetan medicine in the future and the era development trend combined with effective path. China's Tibetan medicine industry is a representative of a green ecological civilization. In the process of continuous development, it should not blindly excavate and exploit, but act as a global brand of green ecological industry and make progress with other industries around the world. In the new period of development, the Chinese people must fully recognize and understand the treasure of the non-renewable ecological resources on the Tibetan Plateau. To completely abandon the development path that destroyed the surrounding ecological environment in the past, the Chinese people can drive the transformation and construction of the Tibetan medicine industry from the cultural level and the spiritual level; To solve the past idea of relying on mountains and water, the Chinese people integrate the high-tech and cultural elements of the new era into the industrial development and drive the Tibetan medicine industry to the ecological development direction with more cultural heritage and high scientific and technological content; To then promote the transformation and development of Tibetan medicine industry to the cultural and creative industry, the Chinese people need to solve the old problem of insufficient motivation in the development process of the Tibetan medicine industry, and solve the old problem of insufficient power in the development process of the Tibetan medicine industry (Hu Ji & Cheng Qiqi, 2019).

## 2. Second, effective countermeasures for the transformation and optimization of the Tibetan medicine industry to cultural and creative industry

### (1) Expand the field of Tibetan medicine and psychotherapy

In the classics of Tibetan medicine, not only many traditional drug treatments are recorded, but also contain many spiritual physiotherapy methods, such as the well-known belief therapy and meditation therapy, etc. In fact, these diagnosis and treatment methods are closely related to the traditional religious beliefs in Tibetan areas. Tibetan Buddhism is the most precious religious concept of the Tibetan people. The integration of these ideas and psychological physiotherapy methods can provide a new direction for the development and expansion of Tibetan medicine culture. Not only that, many medical classics also recorded the traditional massage, cupping, incense, and acupuncture physiotherapy methods, there are countless links between these physiotherapy methods and Chinese physiotherapy methods. Therefore, the further development of the cultural application of Tibetan medicine in the field of psychotherapy can better integrate the Tibetan medicine industry and traditional Chinese medicine industry, and fit the gradual development of the healthcare industry and health service industry, and further broaden the development path of the Tibetan medicine cultural industry (Liu Daiqiong, 2019).

### (2) Establish a scientific and technological medical material innovation and development technology system

Tibetan medicine products' further research and development and production, to completely farewell the traditional unilateral artificial mining mode, it must be modern science and technology and production mode, through biotechnology, modern information technology, and materials, science and technology in the field of research, further, explore the Tibetan medicine inside contains diversified components, enlarge the medical value of Tibetan medicine products. In addition, researchers need to be good at the application of genetic technology and biodiversity research technology, to explore Tibetan medicine's internal ingredients superiority, understand the difference between the original growth and artificial medicine, and continue to explore the plateau medicinal applications than other advantages, which can solve artificial root instead of wild capture and mining the development of the problem. Moreover, researchers use gene technology and high simulation technology to simulate the growth environment of Tibetan areas, which conducts large-scale artificial production of some precious Tibetan medicines and further broadens the development path of precious Tibetan medicines (Qu Wenwen et al., 2022).

(3) Provide an important space for the development of Tibetan medicine cultural and creative industry based on the Internet platform

In order to continue to promote the transformation and optimization of the Tibetan medicine industry towards the direction of the cultural and creative industry, we must adhere to the trinity development system of industry, learning, and research work. In a lot of wen and products from the establishment to the development of the process, the guest system behind as support, which requires the Tibetan medicine and gen industry construction, also can be based on the Internet platform, encourage Tibetan local folk craftsmen, old Tibetan craftsmen, and other workers to join the Tibetan medicine industry and guest space, let the development of Tibetan medicine industry and optimization to add a national culture, and can continue to drive the local cultural heritage spirit, also can to a certain extent, solve the problem of local employment, also retained the original Tibetan craftsmen wen gen product characteristics. And the construction of the Internet platform can also be for Tibetan medicine and industry development to set up a worldwide linkage information space, let the world interested in and have the ability to join the Tibetan medicine and industry chain, continuously for the development of Tibetan medicine and industry chain inject fresh blood so that all the world's interested and capable talents can join the Tibetan medicine cultural and creative industry chain and inject fresh blood into the development of the Tibetan medicine cultural and creative industry chain (Zhang Jianfeng & Chang Ju, 2022).

(4) Strengthen talent training and introduction

The prosperity of Tibetan medicine culture cannot be separated from talent, and the active talent strategy must be implemented according to the long-term development of Tibetan medicine. It is not only necessary to build a platform for training high-level talents such as representative inheritors of Tibetan medicine projects, professors, and doctors, but also to establish a flexible management mode conducive to the development of talents with the concept of modernization and industrialization of Tibetan medicine. The development of Tibetan medicine cannot be separated from the experts and scholars in the Tibetan medicine field, but the training and introduction of management and management talents also need attention. Colleges and universities in Tibetan areas should actively and earnestly train Tibetan medical talents, and select and send them to domestic universities or modern enterprises for further study of management and management knowledge, so as to gradually cultivate a certain number of compound talents who understand both professional and management. In order to promote the continuous integration of Tibetan and Western medicine, Tibetan medicine universities should also regularly introduce a certain number of Western medicine and pharmaceutical talents (Liu Nan, 2023).

(5) Strengthen basic research on Tibetan medicine

The basic research on Tibetan medicine is the key to maintaining the sustainable development of Tibetan medicine. Tibetan medicine culture history is very deep but faces leaps and bounds of science and technology, to the history and traditional thinking set largely affected the development. Especially in the cultural inheritance, innovation is not big, and cultural progress is a kind of comprehensive knowledge, so strengthening the basic work of Tibetan medicine research is particularly key, such as the basic theory of Tibetan medicine, Tibetan medicine medical diagnosis, Tibetan medicine standardization, authentic medicine research specification and so on (Guo Xiaoya, 2023).

(6) Increase the inclination of Tibetan medicine policies

When formulating pharmaceutical laws and regulations, the state should take into account the particularity of Tibetan medicine and give certain preferences in policy. According to the actual situation of Tibetan medicine students majoring in Tibetan medicine, the state should further improve the access system of professional pharmacists, allowing students majoring in Tibetan medicine to obtain the national qualification of professional Tibetan pharmacist

through the Tibetan medicine course examination, so as to obtain more opportunities to serve the Tibetan people (Zhou Jing, 2022). The Tibetan medicine culture has a long history of thousands of years. It has made great contributions to the healthy reproduction and disease prevention and control of the people of all ethnic groups in the Tibetan areas. In order to carry forward this excellent cultural tradition, we should take how to better realize the inheritance and development of Tibetan medicine culture as an important subject (Li Shangjing & Zhang Mei, 2022).

### 3. Conclusion

To sum up, the development of the Tibetan medicine culture industry not only includes the field of medicine but also covers a number of cultural disciplines and elements such as technology and heart-oriented science, which contains multi-cultural characteristics and mysterious national colors and is the most valuable medical and cultural resources in the current development era. It is also a continuous driving force to promote the transformation and development of the Tibetan medicine industry into a cultural and creative industry. Therefore, in the new era of historical development, the Tibetan medicine industry must seize the opportunity of development, and further promote the transformation and construction of the Tibetan medicine literature and innovation industry by establishing an innovative raw material technology development system, expanding new fields such as Tibetan medicine psychological therapy, and introducing the maker system into the Tibetan medicine literature and innovation industry based on the Internet platform.

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