

# Traditional Chinese Medicine Culture, Senior Tourism and Elderly Care Industry: Analysis and Discussion on the Integrated Development Under the Background of Big Health

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## Abstract

In the era of the rise of the concept of Big Health, traditional Chinese medicine culture, senior tourism and elderly care industry show a trend of integration. Combining traditional Chinese medicine health and ecological tourism, a new form of business is taking shape in the elderly care industry, which is the "cross-border" cooperation between traditional Chinese medicine and tourism. This paper sought to analyze the integrated development and potential of traditional Chinese medicine culture, senior tourism and elderly care industry; discuss the realistic dilemma of the integrated development under the background of big health. This Thesis makes an in-depth study on the standardization degree and influence of the integration of traditional Chinese medicine culture and Senior Tourism and Elderly Care Industry through literature review method, and reveals the problems and challenges in the current traditional Chinese medicine culture and Senior Tourism and Elderly Care Industry. The feasibility of traditional Chinese medicine culture and Senior Tourism and Elderly Care Industry was studied in depth by means of various evaluation indicators and sample survey.

**Keywords:** Traditional Chinese Medicine (TCM), Senior Tourism, Elderly Care Industry, Big Health, Integrated development

## 1. Introduction

### 1.1 Research Background

China has the world's largest ageing population (Zhou, Yu, Wu, Wall, & Pearce, 2018). According to China's National Bureau of Statistics (2023), in 2022, 209.78 million individuals were 65 years or older, accounting for 14.86% of the total population. In addition, the percentage of people aged 65 or older grew from 8.9% in 2010 (Chinese population census, 2011) to 14.9% in 2022. (see Figure 1 and Figure 2).

The senior population segment is increasing rapidly. It is predicted that by 2025, China's aging degree will be further intensified, the number of people aged 65 and above will exceed 210 million, accounting for about 15% of the total population; By the 2030s, the number of elderly people aged 65 and above will reach 310 million, and the proportion of the population will climb to 22.3%. By the middle of this century, the number of elderly people aged 65 and above is expected to be close to 380 million, and the proportion of population will reach 27.9% ((2023) China Statistical Yearbook). This means that China is predicted to enter into a super-aged society.

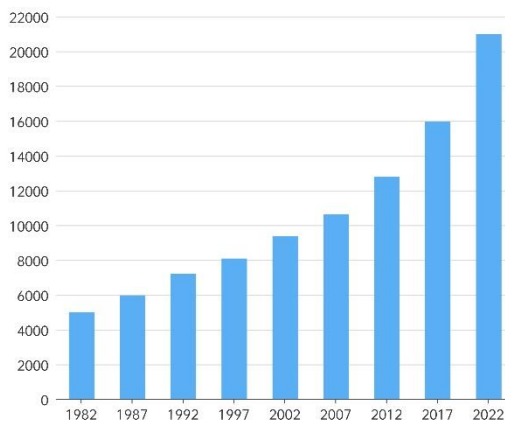


Figure 1. The elderly population over the age of 65 in China

Source: National Bureau of Statistics

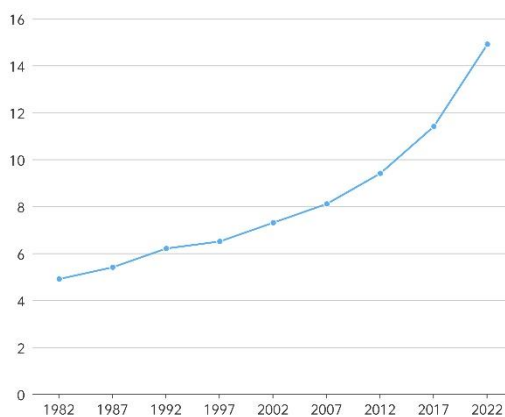


Figure 2. The proportion of the elderly population over the age of 65 in China

Source: National Bureau of Statistics

1.2 Literature Review

At present, the average life expectancy of Chinese residents has exceeded 76 years. Health care should not only meet the basic needs of the aged, but also promote the high-quality development of elderly care industry. The universal criteria for the status of the aged are established around the five dimensions by the United Nations Principles for Older Persons: Independence, Participation, Care, Self-fulfilment, Dignity.

The older adult segment of the tourism market has drawn increasing attention from researchers in the past decade (Patterson, 2018), with a growing recognition that they are placing travel and tourism high on their list of priorities when they retire (Balderas-Cejudo et al., 2016; European Commission, 2014). Seniors are now referred to as “the grey market” since their importance keeps increasing worldwide (Kotler, Bowen, Makens, & Baloglu, 2017). According to the United Nations (2015), seniors are the fastest growing age group on earth. They currently control more than 50% of discretionary income and value bonds with friends and family (i.e. connectedness). Older adults reflect a richer aging population in good health and with a desire to travel.

1.3 Problem Statement and Objectives

At present, the development of elderly care industry and related industries in China is still in a relatively early stage, and it cannot fully meet the needs of the contemporary elderly. With the deepening of aging, and the influence of various factors such as economic development, increasing life pressure, and declining birth rates, China's socialized and commercialized health care industry for the elderly has ushered in a rare opportunity.

It is the right time for the integrated development of TCM culture, senior tourism and elderly care industry. We should firmly grasp the historical opportunity, carry out the reform and upgrading of products and industries.

And give full play to the advantages of the regimen by TCM and the spiritual cultivation by sojourn.

At the moment, relying on the rapid development trend of senior tourism, taking innovative development as the concept, promoting the cross-border integration of TCM, senior tourism and elderly care industry, and integrating existing medical conditions, elderly care services and tourism resources can not only expand the effective supply, but also promote the promotion of TCM culture, the development of elderly care industry and the exploration of all-for-one tourism.

## **2. Status quo**

### *2.1 The Era of Big Health Is Flourishing*

With the rapid development of economy, the improvement of people's living standard and increasing health awareness, the demand and expenditure of residents on healthcare are steadily increasing. Big health is a overall viewpoint put forward according to the development of The Times, social needs and changes in the spectrum of diseases.

China's big health industry, though relatively new, has been experiencing rapid growth. In 2019, the market size of the country's big health industry reached 8.131 trillion yuan, and it comprises five main industry groups: pharmaceuticals, medical services, health care, health management services, and health care products. Among these, the pharmaceutical and health care industries hold the primary positions, with market sizes accounting for 50.04% and 33.04% respectively in 2019.

Previous Healthy China plans and citizen health plans have emphasized the promotion of the development of healthy pension industry. The concept of "big health," introduced during the 19th National Congress of the Communist Party of China, gave birth to the "Healthy China Strategy," and subsequently, planning outlines like the "Healthy China 2030" were unveiled. (Yang & Luan, 2023) There are 20 policy measures to resume and expand consumption in 2023, involving the health industry and health services. Policy support and market demand have jointly promoted the rapid development of the health pension industry. We are currently in the big health era of rapid development of the health pension industry.

Xu Shuiyuan and Cheng Guangshuai pointed out in Research on Xi Jinping's Strategic Thought on Big Health (Xu & Cheng, 2020) that the strategic thought of big health began to sprout from environmental health and ecological health, and continued to develop in practice. Starting from the goal of health value, based on the fundamental requirement of the people's growing expectation for a better life, the primary purpose of health and hygiene is to meet the people's health needs. Health is the most inclusive way to improve people's livelihood. We should focus on people's health and give priority to health industry development to achieve health for all.

### *2.2 The Integration of the Traditional Chinese Medicine and Elderly Care Industry*

Under the aging society, the pension industry can flourish. Integrated eldercare services with medical care is an important innovation about theory, system and practice in the process of promoting healthy aging in China. The core concept is the specific interpretation of the spirit of "providing for the elderly and providing medical care for the elderly". Reasonable integration of medical resources and pension service resources should be carried out to pay more attention to the needs of the aged about medical and health on the basis of providing basic pension service (Dai & Xu, 2019).

In 2016, the "Healthy China 2030" Plan (referred to as the "Planning Outline") (Zeng & Liu, 2016) issued by the Central Committee and the State Council put forward the "One Health " of "Healthy China, Health for All". This indicates that health and regimen have been incorporated into the national development process and the national strategic layout of building socialist modernization. The Plan will integrate TCM into the construction of healthy China, and the introduction of this policy has injected new vitality into the development of TCM health tourism industry. Through policy guidance and market promotion, TCM health tourism industry is expected to achieve greater development, and will inject more impetus into the construction of healthy China.

In the "Implementation Opinions on Promoting the Development of TCM Healthy Pension Services" issued by the State in 2017, the combination of TCM and pension services was proposed. In February 2023, the Implementation Plan of the Major Project for the Revitalization and Development of TCM (Gazette of the State Council of the People's Republic of China, 2023) issued by The General Office of the State Council proposed to deeply explore and inherit the essence of TCM and promote the integration of TCM culture into the production and life of the masses. The theory of TCM regimen has a long history and has unique advantages in the health conditioning of the aged, disease prevention and chronic disease treatment. In addition, TCM techniques such as acupuncture, manipulation and diet therapy are favored by the aged with their unique advantages and have a broad social foundation.

### *2.3 The Integration of Senior Tourism and Elderly Care Industry*

On April 27, 2022, The General Office of the State Council issued the 14th Five-Year National Health Plan (referred to as the "Plan") (Gazette of the State Council of the People's Republic of China, 2022), which aims to further increase average life expectancy. This will lead to greater improvements in the health and welfare of the whole population on the basis of 2020. Compared with the "Planning Outline", which requires a clear definition of "average life expectancy in 2030 is 79.0 years, and average healthy life expectancy has significantly increased". Among them, the "Plan" also emphasizes that pension enterprise and tourism enterprise should be actively combined, so that more elderly people can understand and participate in the sojourn pension model. This new pension model can not only provide more diversified life choices and improve the quality of life of the aged, but also reduce the burden of the government for pension and promote the development of the local economy.

Under the background of big health, the aged have an increasing demand for leisure tourism, which is no longer simply continuing a single form of sightseeing, but paying more attention to improving comfort and experience in an all-round way. The low-income elasticity of senior tourism can benefit the Chinese tourism economy, which heavily depends on domestic demand. In 2015, China had 4 billion domestic tourists and 117 million outbound tourists (China National Tourism Administration, 2015). To boost senior tourism, it is crucial to offer tailored tourism products and services that prioritize comfort, convenience, safety, and group or slow-paced tours for the elderly. (Mahadevan & Fan, 2020). The large size of the elderly population in China makes the traditional pension model unable to adapt to the development of The Times, and the development of new formats such as cruise vacations, regimen vacations, hot springs and island vacations has injected new vitality into the new era of pension.

Based on the tourism industry, the new elderly care model is deeply integrated with the elderly care industry on the basis of integrating the related resources of the tourism industry. It can meet the demands of the aged. The new model will organically combine the three major functions of "tourism + residence + elderly care", which meets the physical and mental health needs of the aged. Therefore it has received great attention.

Daily Life found that seniors enjoy the freedom to pursue their desires and engage in leisure travel, often with friends and family. Many seniors travel during the off-peak season to save money and avoid crowds and unfavorable weather conditions. Hunter-Jones and Blackburn (2007) found that senior tourists are a valuable market for the tourism industry, filling the gaps during off-peak seasons for airlines and hotels. (Patterson, Balderas-Cejudo, & Pegg, 2021)

According to the Evaluation Guidelines for Senior Tourism and Old Age Care Institutions of China National Committee on Aging, "senior tourism and old age care" is defined as a lifestyle in which the aged travel and live in areas other than their usual residence, stay for more than 15 days at a time, and enjoy various old-age services during the process of living.

### *2.4 The Practical Significance of the Integrated Development of the Traditional Chinese Medicine, Senior Tourism and Elderly Care Industry Under the Background of Big Health*

With the successive issuance of policy documents such as the Notice on the Creation of National TCM Health Tourism Demonstration Zones (Bases and projects) and the Guiding Opinions on Promoting the Development of TCM Health Tourism, the integration industry chain of TCM, senior tourism and elderly care industry has continued to extend, the standardization has continued to improve, and the pilot projects for health pension have been successively launched. "TCM + senior tourism +elderly care" embarked on the road of industrialization development.

At present, with the support of the government and driven by the market, most regions have begun to explore a new path for the integration of TCM culture, senior tourism and elderly care industry.

Dunhuang City in Gansu Province has invested 800 million yuan to build a TCM ecological park covering an area of 1000 mu, focusing on creating "food", "medicine", "water", "sand", "culture", "living" and other special medical tourism regimen industry, providing sand therapy, medical treatment, regimen, manipulation and other services.

As one of the first Chinese medicine health tourism demonstration bases in China, Jurong Maoshan Kangyuan Regimen Valley in Jiangsu Province, covers a total area of about 3,000 acres, concentrated one comprehensive TCM health tourism health park. As the cultural core, TCM tourism section consists of TCM cultural Park, aviation flight camp and health hotel. There are TCM science popularization experience, TCM culture theme amusement, health care and leisure vacation.

Taizhou, Jiangsu Province, as the approved national Chinese medicine comprehensive reform pilot zone,

vigorously promote institutional reform and innovation. Health, culture, tourism, medical insurance and other departments are actively exploring a new model of integrated development of "medicine, drug, food, regimen and tourism". The 14 domestic bases of TCM health tourism that have been identified have actively carried out large-scale activities such as the "regimen tourism season".

Anhui Province is expected to build 400 TCM halls by 2027 and integrate them with the pension tourism industry.

The rising popularity of senior tourism has significantly impacted the economy, leading to a need for a variety of tourist services that were previously overlooked. This market segment exhibits distinct consumption patterns and demands. (Teruel-Sanchez, Briones Peñalver, Bernal-Conesa, & de Nieves-Nieto, 2021) The integration of TCM, senior tourism and elderly care industry is gradually being realized, which is the product of the rapid development of the big health industry. This trend not only has a profound impact on the service model of senior tourism, but also plays a role in promoting the inheritance and innovative development of TCM culture. TCM institutions have also introduced measures to ensure the physical and mental health of the aged. These institutions began to provide new services, combining the concept of TCM and healthy regimen to take full care of the aged. In these institutions, the aged can enjoy senior tourism services while receiving TCM conditioning to achieve better physical and mental conditioning effects.

The trust of TCM in the aged is generally high. In order to enhance the competitiveness and attractiveness and provide more comprehensive health services for the aged, the elderly care institutions have begun to introduce TCM services, including regimen, physiotherapy and so on. In order to meet the higher leisure and entertainment needs of the aged, the elderly care institutions have expanded and developed new projects that related senior tourism.

### **3. The Realistic Dilemma of the Integrated Development Under the Background of Big Health**

#### *3.1 Ineffective Policy Implementation*

In the first, the information is asymmetry. The government's policy and regulatory system to encourage capital investment is not perfect. The obstacles of the system and mechanism, such as land allocation or priority supply of private pension service institutions, lead to some enterprises or individuals unable to finance loans and choose to give up. Due to the lack of relevant professional knowledge, the aged are prone to be deceived and misled by bad service providers when they enjoy TCM senior tourism services.

In the second, supervision is not in place. The existing regulatory mechanism cannot fully cover TCM senior tourism service market. The scientific and normative management of TCM and physiotherapy in geriatric rehabilitation medical treatment lacks unified standards. In terms of senior tourism, the service standards for combining medical and pension with health tourism and the safety standards for medical supporting facilities in the elderly apartments have not yet been introduced. The service quality is uneven. (Lei & Zhou, 2023)

#### *3.2 Lagging Developmental Concepts*

The traditional development concept pays too much attention to the quantity and scale, ignoring the quality and characteristics, resulting in the lack of competitiveness and attractiveness of TCM characteristic senior tourism industry. Some enterprises and local governments excessively pursue scale expansion, but ignore the in-depth exploration and innovation of TCM culture, resulting in serious homogenization. The lack of overall concept and systematic thinking restricts the high-quality development of the industry. There is a lack of cooperation and interaction among all relevant links, and there is also a lack of effective integration and resource sharing. In addition, the disdain for innovation is also a part of the problems. TCM characteristic senior tourism industry has weak innovation ability and lacks of core competitive technologies and products. The backward development concept limits its innovation ability and development potential. At the same time, the lack of modern management concepts and technical means also limits the improvement of management efficiency and service quality of the TCM characteristic senior tourism industry.

#### *3.3 High Costs of Industry Integration*

The development of TCM characteristic senior tourism equires a large amount of capital investment, including the purchase and leasing of suitable land and real estate, decoration and equipment purchase, in order to provide a high-quality living environment and pension services. At the same time, it is necessary to employ a large number of pension service personnel and professional medical personnel to provide personalized pension services for the aged. In addition, it need to consider the cost of event venue construction, consumable procurement and regular personnel training.

The integrated development of TCM, senior tourism and elderly care industry also faces difficulties in scale and standardization. TCM focuses on personalized services and individualized treatment plans, but senior tourism unified planning and standards. Therefore, in the integrated development, it is necessary to maintain the personalized characteristics of TCM, but also to achieve large-scale production and standardized services, which brings great pressure to control costs.

### *3.4 Outdated Service Model*

Most of the medical and nursing products provided to the aged in the market take health management services as the core, but the service cycle is fixed and the customization conditions are not flexible enough. Some elderly people who want to improve their mental state and mood, adjust their diet and health habits cannot flexibly choose services. The current products are difficult to meet the actual needs of the aged. At present, the focus of medical sojourn products is limited to the field of medical care and health management, and the development of tourism-related functions is not rich enough. These are not conducive to improving the overall experience of the product for the elderly customer group. These shortfalls affect product re-purchase rates and agency revenues.

### *3.5 Lack of Specialized Service Personnel*

First, the professional level of pension service personnel is not high at this stage. There are many who do not have professional medical, nursing and other service skills. In some institutions, there are even cases where one employee holds multiple positions with different responsibilities. Second, the overall income level of relevant staff in the pension industry is low, leading to high staff turnover and difficulty in improving professional standards. Third, there are imbalances in the distribution of talent across regions and uneven service levels for pension services.

Elderly care service personnel, traditional Chinese medicine physiotherapists and professional tourism management talents need direct contact with the elderly, which are the direct providers of TCM senior tourism services. Their degree of specialization and service attitude directly affect the quality level of TCM senior tourism products. In practical development needs, there is an extreme lack of high-quality professional talents with both TCM knowledge, tourism management knowledge and pension service knowledge.

At present, TCM senior tourism industry shows a one-sided situation: either TCM talents do not understand tourism management, or tourism management talents do not understand pension service knowledge, or pension service talents do not understand TCM knowledge. All the shortcomings seriously restrict the further development of TCM senior tourism industry.

## **4. The Implementation Path for the Integrated Development and Improvement Under the Background of Big Health**

### *4.1 Traditional Chinese Medicine*

#### *4.1.1 Leverage Unique Advantages*

The first point is to provide on-site TCM medical staff. As the elderly grow older, their physical fitness weakens and diseases gradually arise. For the common diseases and chronic diseases in the elderly group, the treatment of traditional Chinese medicine can make the elderly improve their physique and promote rehabilitation in a subtle way. Compared with Western medicine, the side effects are less and the effect is more stable for the elderly. Second, it is equipped with professional nutritionists. The TCM diet and the unique exercise method of TCM can consolidate the capital and cultivate the yuan, continuously enhance the physique, and play an important role in the prevention and recuperation. Third, it is equipped with professional physiotherapists. In elderly rehabilitation care, TCM acupuncture, moxibustion, acupressure, etc. have played a full role, and new Chinese medicine products such as TCM eye film and acupressure motor tablets are also popular in elderly care services. TCM has unique advantages in prevention and recuperation, rehabilitation nursing and treatment of diseases. Giving full play to the role of TCM in the field of elderly care can improve the health level and quality of life of the elderly.

#### *4.1.2 Cultivate Local Brand*

Both internal and external, the combination of online and offline is the key to cultivating the construction of local traditional Chinese medicine health care brand. Internally, we encourage domestic well-known medical and pharmaceutical libraries to develop TCM health care products, promote the establishment of food therapy, medicinal food, TCM drinks and other services, and create health care products featuring tea ceremony, sand therapy, and hot springs. Externally, promote the construction of the whole industrial chain of TCM, set up open sightseeing sites in TCM processing, TCM storage and other bases, and promote the joint development of "TCM + tourism"; Through nursing homes and TCM physiotherapy centers, regular lectures on TCM health care are

held to provide TCM health consultation services for the aged and improve the cooperation and integration of "TCM + elderly care".

Online, carry out in-depth cooperation with official media such as TV and radio, and through "Internet +", use self-media platforms such as Tiktok, Red and Weibo to effectively combine the current popular graphics and short videos to comprehensively promote TCM culture, resident elderly care and new forms of integrated development of elderly care, and use big data to promote public awareness and yearning. And therefore willing to act to spend for it. Offline, build TCM health care experience venues, regularly launch TCM health care experience projects, understand the needs of elderly customers and attract customers.

#### 4.1.3 Enhance TCM Culture Heritage Preservation

To enhance the inheritance of TCM culture, we need to shift from focusing on horizontal development to achieving balanced development in both horizontal and vertical dimensions. This requires the establishment of scientific and rigorous short-term, medium-term, and long-term development plans. Exploring the implementation of TCM in elderly care through an interdisciplinary approach, based on a deep understanding of Chinese medical and cultural traditions. Effectively promote the knowledge of TCM culture to the public, and make the resources of TCM accessible to elderly individuals.

Improving the output capacity of TCM and senior tourism is an important driving force for promoting the integration and development of TCM, senior tourism and elderly care. In terms of domestic efforts, utilizing Chinese medicine museums, well-known Chinese medicine clinics, and universities as bases for promoting and educating about Chinese medicine and culture, extracting and using Chinese medicine cultural symbols, and leveraging the resources of retirement institutions and travel agencies to promote the core values and knowledge of Chinese medicine health and wellness to target customers, increasing their desire to experience the immersive Chinese medicine travel and retirement mode. The integration of Chinese medicine dietary therapy, acupuncture therapy, massage therapy and other distinctive resources with local characteristic hot springs, forest oxygen and famous historical sites in China can seize the opportunity of the "Belt and Road" in the international market. An innovative tourism product integrating TCM, healthcare, senior tourism, cultural experiences and so on, aimed at attracting international elderly populations and expanding overseas markets.

### 4.2 Senior Tourism

#### 4.2.1 Promote Structural Innovation in the Tourism Industry

The first is to provide more suitable travel and accommodation services for sojourn, meeting their needs in terms of climate, ecology, and dining, and promoting the organic integration of the tourism industry with Pension Industry and Health pension. Establish the Elderly Tourism Development Alliance, providing cost-effective comprehensive services for the elderly such as accommodation, leisure, and medical care. In fractional vacation areas, adopt the model of renting instead of purchasing, and improve comfort and aging-friendly features through partial renovation or equipment additions. Using rural villas or city apartments during the off-peak season as a Tourism-Endowment away from home for long-term stays. To effectively utilize tourism resources in a more economical way, and achieve a win-win situation for both parties.

The second is to develop health tourism activities, incorporating TCM healthcare into the tourism experience, such as wellness trips and rehabilitation training trips, to help the elderly maintain physical and mental health. Traditional tourism industry mainly focuses on scenic spots and sightseeing. It is encouraged to transform the tourism industry into a leisure vacation mode, providing more leisure and entertainment facilities and services, promoting elderly study tours, and deeply experiencing TCM culture to meet the leisure needs of the elderly.

#### 4.2.2 Promote the Adoption of Advanced Technology in the Elderly Care Industry

The first is to use advanced smart devices and information management systems to monitor and manage elderly care services throughout the process, improving the standardization and standardization of services. For example, using Internet of Things technology to monitor the health status of the elderly in real time, solve potential health problems, and provide accurate health management services. At the same time, artificial intelligence technology can provide personalized services to meet the special needs of the elderly and improve their living experience. The second is to introduce big data analysis and cloud computing technology, comprehensively collect and analyze elderly service data, extract valuable information to help improve resource allocation and operational efficiency of elderly care institutions. At the same time, cloud computing technology can realize information sharing and collaborative work, improve communication and collaboration efficiency, and promote the overall level of elderly care services.

#### 4.2.3 Establish a Comprehensive Service System for Sojourn and Travel Industry

One is to establish a comprehensive legal protection system for Tourism-Endowment away from home, including the formulation of clear industry standards and the establishment of standards to promote the development of Tourism-Endowment industry. Promoting administrative regulations and local regulations in Tourism-Endowment industry. Specific regulations and industry standards for the management of Tourism-Endowment during travel and residence. The second is to comprehensively promote the construction of facilities for Tourism-Endowment services for residents. Continuously expanding the coverage of public service infrastructure, such as healthcare, sanitation, culture, sports, etc., to facilitate the construction of comprehensive Tourism-Endowment facilities for residents. At the same time, we will vigorously promote the development and cooperation of the elderly-friendly living facilities, elderly care services, elderly-specific products, elderly health services, elderly sports and fitness, elderly cultural entertainment, elderly financial services, and elderly tourism, etc. We will carry out comprehensive business activities to achieve full coverage of elderly care services, including living assistance, medical care, psychological support, emergency rescue, and more. The third is to promote the commercialization of Tourism-Endowment institutions. The third is to enhance the commercialization and market-oriented operation capabilities of Tourism-Endowment institutions. Strengthening the integrity system construction of Tourism-Endowment and clarifying the role positioning of Tourism-Endowment service industry in the market, in order to optimize the market environment of Tourism-Endowment and ensure its market orientation and profitability.

### 4.3 Elderly Care Industry

#### 4.3.1 Promote the Integrated Development of Industries

The first is to actively integrate resources, unite TCM healthcare institutions, elderly care institutions, and travel-related institutions into one entity, promote the coordinated development of TCM culture and elderly care, elderly care and tourism, and tourism and TCM culture, and strengthen cross-industry integration and development. The second is the customized classification of TCM, travel and elderly care products. According to the needs of the elderly, personalized arrangements are made, such as focusing on health care for the elderly, with the itinerary mainly focused on traditional Chinese health exercises, supplemented by massage; for elderly people focusing on body and mind regulation, the itinerary is mainly focused on outdoor hiking, with destinations chosen as beautiful and environmentally friendly places for health tourism, supplemented by therapeutic diets.

#### 4.3.2 Cultivate Versatile Talents

The integration and development of TCM, senior tourism and the elderly care do without the input of relevant talents. As an emerging complex industry, continuous incubation and cultivation of professional talents are beneficial to the healthy and long-term development of the industry. Collaboration with higher education institutions, hiring experienced TCM experts, experienced tourism managers, and elderly care professionals, and training talents through short-term, medium-term, and long-term plans. The first step is to cultivate talents who can collaborate to solve current problems, the second step is to improve service levels and develop a good service consciousness. And the third step is to receive comprehensive and complete systematic education on the long-term development.

#### 4.3.3 Encourage Multiple Parties to Participate

Deep cooperation with local government agencies, TCM health institutions, and tourism-related organizations can be established to carry out TCM cultural experience activities, develop TCM cultural tourism routes, and create TCM health vacation tourism areas. TCM health institutions can provide professional TCM health services and guidance to ensure the health of elderly people. Tourism-related organizations can offer high-quality tourism resources and services to create a comfortable tourism environment for the elderly. Elderly care institutions should strengthen cooperation with communities to provide comprehensive elderly care services and support, aiming to improve service quality. Diversified investment and service entities can expand the coverage and influence of TCM-based elderly care services, realizing a virtuous cycle in the TCM-based elderly care industry.

#### 4.3.4 Establish an Information Platform

Establish a TCM, senior tourism and elderly care information platform to promote a change in business development concepts and consumer choice methods. This platform will timely release information on TCM, senior tourism and elderly care services, and support online booking and feedback evaluation. Elderly people can use the mobile platform to promptly obtain service information, facilitating comparison and selection. In



addition, the information platform promotes information exchange among market entities, integrates various TCM, senior tourism and elderly care service resources, provides development opportunities for enterprises, and breaks down information barriers. Establishing the platform can improve market awareness and influence, enhance service quality and security, thereby increasing user satisfaction and loyalty.

#### 4.3.5 Implement Relevant Policies

The government can introduce relevant policies to reduce the cost of TCM tourism and elderly care, and enhance market competitiveness. This can be achieved by providing financial subsidies, tax incentives, and low-interest loans as support. The government can also guide cooperation among enterprises to jointly develop tourism resources, improve product quality and added value, and achieve resource sharing and complementary advantages. Additionally, market management should be standardized to protect consumer rights, optimize the business environment, and establish institutional standards, service norms, and fee standards. Simplifying approval processes and strengthening intellectual property protection are also important. The promotion and publicity of policies should be strengthened to increase the awareness and participation of elderly people. Furthermore, research and innovation in TCM health preservation, rehabilitation, and healthcare should be strengthened to improve the level and quality of TCM tourism and elderly care. Cooperation and coordination among relevant departments should be enhanced to jointly promote the development of the TCM tourism and elderly care industry.

#### 4.3.6 Build a Pension Security System with Chinese Characteristics

TCM pension security is a comprehensive system covering many aspects such as medical treatment, health, pension and insurance. It is established in the context of TCM culture and features a combination of TCM culture and residential care for the elderly. By cooperating with internationally renowned TCM elderly care institutions, we can learn from their advanced experience and management models. Organize international TCM pension security forums, seminars and other activities to strengthen academic exchanges and cooperation and promote the international development of the TCM pension security system. During the construction process, we will focus on giving full play to the unique advantages of TCM culture and create a pension security system with Chinese characteristics.

### 5. Conclusion

To sum up, the combination of traditional Chinese medicine culture and sojourn has great potential, which can bring new growth points to the health industry. With the aggravation of social aging, the cross-border integration of traditional Chinese medicine and sojourn provides personalized and comprehensive elderly care services and better choices to achieve the goal of enjoying the elderly. Deep integration can promote the win-win development of traditional Chinese medicine and the travel industry.

The traditional Chinese medicine culture and the sojourn pension market contain new opportunities and challenges, and the development prospects in the next ten years are promising. In order to achieve the goal, it is necessary to make a reasonable development plan, strengthen the training of professional talents, improve the quality of service, strengthen supervision and make full use of modern scientific and technological means. We will promote the deep integration of traditional Chinese medicine culture and elderly care, and inject new vitality into the health industry.

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