

2024 International Conference on Finance and Economics, Humanistic  
Sociology and Educational Development (EHSED 2024)

**Planting Chinese Herbal Medicine to Inherit the  
Development of Chinese Medicine Culture under the  
Background of Rural Revitalization: Taking Jiujiang in  
Lantian County as an Example**

Shizhan Guo<sup>1</sup>, Xiaomeng Li<sup>1</sup> & Ziyang Liu<sup>1\*</sup>

Shaanxi University of Chinese Medicine, Shaanxi, Xianyang 712000, China

\* Corresponding author: 1261026@sntcm.edu.cn

Received: March 23, 2024

Accepted: April 22, 2024

Online Published: May 03, 2024

doi:10.22158/mmse.v6n1p73

URL: <http://dx.doi.org/10.22158/mmse.v6n1p73>

**Abstract**

*Along with the development of the times, Chinese medicine has gradually integrated into the mainstream of people's healthy life, and it has become the general trend of the current society to inherit the development of traditional Chinese medicine. Based on the investigation and analysis of planting bases, planting methods, planting conditions and varieties of Chinese herbal medicines in Jiujiang area of Lantian County, we should bring the advantages of Chinese herbal medicine cultivation into full play and promote the cultural inheritance of Chinese medicine, Open up new ideas for the future development of traditional Chinese medicine and further promote rural revitalization.*

**Keywords**

*Chinese medicine culture, Chinese herbal medicine cultivation, rural revitalization*

**1. Introduction**

As the rural revitalization strategy is implemented in depth, the inheritance and development of Chinese medicine culture has also ushered in a new opportunity. Countryside revitalization aims to promote the all-round development of rural economy, culture and ecology, and realize the goal of rural revitalization and farmers' prosperity. The culture of traditional Chinese medicine contains profound philosophical thoughts, medical knowledge and humanistic care. With its unique theoretical system and treatment methods, traditional Chinese medicine has obvious advantages in preventing and treating

common diseases, frequently-occurring diseases, chronic diseases and major and difficult diseases. Combination of traditional Chinese medicine culture and rural revitalization can not only promote the sustainable development of rural economy, but also improve the health level of rural residents, which is of great significance for promoting rural economic development, inheriting and developing traditional Chinese medicine culture.

## **2. Countryside Revitalization and Traditional Chinese Medicine Culture**

### *2.1 Rural Revitalization and Traditional Chinese Medicine Culture*

The strategy of rural revitalization was put forward in the report of the 19th National Congress of the Communist Party of China on October 18th, 2017. Report of the 19th National Congress of the Communist Party of China pointed out that the issue of farmers in agriculture and rural areas is a fundamental issue related to the national economy and people's livelihood. We must always take solving the "three rural issues" as the top priority of the whole party's work and implement the rural revitalization strategy (Rural revitalization strategy, 2021). The traditional Chinese medicine culture is an important part of the traditional Chinese culture, and Chinese herbal medicine cultivation has been recognized and accepted by more people in its inheritance and development. The more and more people begin to learn more about Chinese medicine and apply it to their daily life.

### *2.2 Development of Healthy Chinese Medicine*

The development of Chinese medicine has been given an important position and role in the strategy of healthy China, which requires us to improve the service capacity of Chinese medicine, strengthen the construction of Chinese medicine service system, and improve the application level and curative effect of Chinese medicine in clinical medical treatment, so as to meet the people's demand for Chinese medicine service. Promoting the inheritance and innovation of traditional Chinese medicine, strengthening the excavation, inheritance and innovation of traditional Chinese medicine theory and clinical experience, and promoting the quality improvement of traditional Chinese medicine and the high-quality development of industry. In the meantime, Chinese medicine culture plays an irreplaceable role in promoting national unity and progress and building a community of human destiny. To continuously promote the inheritance, innovation and development of traditional Chinese medicine, and strive to achieve the strategic goal of modernization of traditional Chinese medicine.

## **3. Explore the Value and Significance of Chinese Herbal Medicine Cultivation**

### *3.1 The Value of Traditional Chinese Medicine Culture*

The traditional Chinese medicine culture is rooted in Chinese traditional culture and is an original culture with strong Chinese traditional characteristics. In ancient China, it witnessed the whole process of people's struggle against diseases. It was developed and perfected by the Chinese nation through practical activities, and occupied an important position in Chinese traditional culture. Chinese medicine culture is the foundation of the development of Chinese medicine, which promotes the development

and innovation of Chinese medicine. A silver needle and a herb, Chinese medicine has a long history and profound culture, and its efficacy is still amazing.

### *3.2 Planting Conditions in Jiu Jianfang Town, Lantian County*

Jiu Jianfang Town, Lantian County is located in the southeast of Lantian County, Xi 'an City, Shaanxi Province, and is a mountainous town. The planting conditions, climate conditions and soil conditions in this area are as follows:

Climatic conditions: The Jiu Jianfang Town has a warm temperate and semi-humid continental monsoon climate, with four distinct seasons: cold, warm, dry and wet. It is cold and dry in winter, hot and rainy in summer, warm and dry in spring and cool and humid in autumn. Annual average temperature is moderate, annual average precipitation is moderate, annual average sunshine hours are moderate, and annual average frost-free periods are more. These climatic conditions provide a good environment for crop growth.

Soil conditions: The soil types in Jiu Jianfang Town are mainly yellow soil and brown soil, both of which have good air permeability and water retention, and are suitable for the growth of various crops. At the same time, the soil in this area is rich in organic matter and minerals, which provides sufficient nutrition for crops.

Planting conditions: Jiu Jianfang Town has superior planting conditions, mainly due to its unique climate and soil conditions. This area is suitable for planting a variety of crops, such as wheat, corn, potatoes, beans and so on. In addition, Jiu Jianfang Town also actively develops characteristic agriculture, such as Chinese herbal medicines, walnuts, chestnuts, etc. These characteristic agricultural products have become one of the local pillar industries.

Generally speaking, the climate, soil and planting conditions of Jiu Jianfang Town are superior, which provides a good foundation for the development of local agriculture. The future, the region can continue to give play to its own advantages, Strengthen the innovation and construction of agricultural science and technology brand, and promote industrial upgrading and sustainable development. Planting Chinese herbal medicine can be an effective strategy to promote rural revitalization. By developing Chinese herbal medicine planting industry, we can not only improve the rural ecological environment and economic income, but also can inherit and carry forward the traditional Chinese medicine culture, and promote the all-round development and progress of the countryside.

### *3.3 Benefits of Planting Chinese Herbal Medicine*

From the economic point of view, Chinese herbal medicine cultivation is an effective way to increase residents' income and develop the economy. Chinese herbal medicine planting technology is not strong, the cost is low, and the management is relatively easy. By establishing a standardized planting base and taking the road of industrialization, we can obtain rich economic benefits. At the same time, the cultivation and sales of Chinese herbal medicines have also created many employment opportunities, improved the employment rate and re-employment rate, thus improving the living standards of local farmers and helping to achieve stable and harmonious development.

From the ecological point of view, Chinese herbal medicine planting has a significant restoration effect on the natural ecological environment. It can make use of idle land resources in rural or remote areas, increase biodiversity, and make the production mode in rural areas develop into more environmentally friendly planting, thus reducing the pressure on land resources. In addition, Chinese herbal medicine planting can also improve the pH value of soil, increase vegetation coverage, and then improve air quality.

From a social point of view, the cultivation of Chinese herbal medicine and the inheritance of Chinese medicine culture have social benefits of popularizing Chinese medicine knowledge and enhancing health awareness. Planting Chinese herbal medicine in the courtyard can help people to understand and master the efficacy and characteristics of Chinese herbal medicine while enjoying flowers and plants, and promote the construction of Chinese medicine culture. In the meantime, preventive treatment with Chinese herbal medicines planted in our own yard can save medical expenses and improve the quality of life. Generally speaking, Growing Chinese herbal medicines has played an important role in promoting economic development, restoring ecological environment and improving social well-being.

#### **4. Carrying forward Chinese Medicine Culture and Boosting Rural Revitalization**

##### *4.1 How to Carry Forward Chinese Medicine Culture*

- (1) Strengthening the education of Chinese medicine culture. By setting up lectures and exhibitions on Chinese medicine culture, Chinese medicine culture can be popularized to the public.
- (2) Promoting the concept of healthy Chinese medicine. Emphasize the cultural concepts of traditional Chinese medicine, such as "harmony between man and nature" and "balance between yin and yang", and emphasize its important role in enhancing human health. At the same time, through short videos in internet plus, we will propagandize to the public the health concept of traditional Chinese medicine, and guide them to develop a healthy lifestyle.
- (3) Establishing brand culture of traditional Chinese medicine. Through new design (such as brand design, icon design, etc.) to create a brand of Chinese medicine culture, build brand culture of traditional Chinese medicine, improve the popularity, spread and influence of traditional Chinese medicine.

On balance, as the "Belt and Road Initiative" continues to advance, Chinese medicine has developed into the "China Seal", and it is unstoppable to promote Chinese medicine culture in this historical opportunity. "Rome wasn't built in a day", through strengthening education, popularizing ideas, promoting integration, building brands and other ways, it will let more people know and understand the culture of traditional Chinese medicine, and promote its inheritance and development in modern society.

##### *4.2 Internet Plus's New Promotion Model*

Based on the data of the 52nd Statistical Report on Internet Development in China issued by CNNC China Internet Information Center, by June of 2023, there were 1.079 billion netizens in China, an

increase of 11.09 million compared with December of 2022, and the Internet penetration rate reached 76.4% (Wang, 2023). Among them, the users of online video and short video reached 1.044 billion and 1.026 billion respectively, and they are still in the top three. The rapid development of new internet plus methods such as short video proves that it is playing an increasingly important role in promoting Chinese medicine culture. With the characteristics of rapidity, diversity and strong interaction, new media platforms such as Douyin and Xiaohongshu have quickly entered the public eye and become the "new favorites" of netizens, and it provides new ways and opportunities for the rapid development of traditional culture in the new media era.

Internet has increasingly become the mainstream mode, and the public's acceptance of it has gradually increased, and the era of universal video has arrived. Fragmentation time has become the representative feature of netizens, so strong timeliness is the key driving force to attract users. With the development of the 5G era, various short video apps have developed rapidly, which makes the information flow faster and realizes the instant dissemination of information (Ye & Ding, 2022).

#### 4.2.1 Short Videos Are Diversified and Multi-Modal Discourse Is Rich

Short videos and other new internet plus methods can broaden the channels of TCM communication and the audience. Through the Internet platform, Chinese medicine culture can spread to a wider range of people across geographical, age, occupation and other restrictions. At the same time, these platforms also provide more ways and means to spread Chinese medicine culture, such as social media sharing, topic discussion, interactive question and answer, etc., to concretize abstract things, popularize abstruse things, and let the audience understand the connotation and value of Chinese medicine culture more deeply.

#### 4.2.2 Short Videos Are Interactive and Innovative in Content Development

New internet plus methods, such as short videos, can quickly present traditional culture to the audience in a more vivid and vivid way, and achieve a sharp increase in user clicks in a very short time. Through short videos, live broadcasts and other forms, traditional cultural elements, historical stories, folk customs, etc. can be presented in a variety of ways such as vision and hearing, and short stories related to Chinese medicine culture can be written, let the audience understand the spiritual charm and rich connotation of traditional culture more intuitively. This way of presentation can not only attract more young people's attention and interest, but also have a sense of the times and appeal.

### 4.3 Chinese Herbal Medicine Cultivation Promotes Rural Revitalization

The culture of traditional Chinese medicine bears the crystallization of the wisdom of countless ancestors of the Chinese nation, and is extremely inclusive. It has the concept of yin and yang, five elements, mutual resistance, unity of opposites means, which is conducive to promoting the construction of healthy villages and the steady revitalization of the economy. Traditional Chinese medicine culture plays an irreplaceable role in promoting the revitalization of rural economy because it carries the excellent inheritance of Chinese civilization (Cui, Guo, & Ren, 2023).

(1) Chinese herbal medicine cultivation conforms to the concept of green ecology and sustainable

development. The cultivation of Chinese herbal medicine often requires careful management of the environment, which is helpful to improve soil quality and rural ecological environment. The growth cycle of Chinese herbal medicine is long, which requires patience and professional knowledge, which is also helpful to cultivate farmers' patience and professional knowledge.

(2) Chinese herbal medicine cultivation has high economic value. The market demand of Chinese herbal medicine is large and the price is relatively high, so planting Chinese herbal medicine can bring higher economic benefits to farmers. In addition, planting Chinese herbal medicine can also promote the development of Chinese herbal medicine processing, sales and transportation industries, and further increase employment opportunities and economic income in rural areas.

(3) Chinese herbal medicine cultivation is helpful to inherit and carry forward Chinese medicine culture. The culture of traditional Chinese medicine has profound historical and cultural connotations and a unique theoretical system (Zhang & Wu, 2023). By planting Chinese herbal medicines, more people can learn more about Chinese herbal medicines and enhance their sense of identity and pride in Chinese medicine culture.

(4) Chinese herbal medicine cultivation needs the support and guidance of the government, enterprises and all walks of life. The government can introduce relevant policies, provide financial and technical support to promote the development of Chinese herbal medicine planting industry. Enterprises can give full play to their own advantages, actively participate in the cultivation and processing of Chinese herbal medicines, and provide more employment opportunities and income sources for farmers. Various sectors of society can also participate in the Chinese herbal medicine planting industry in various ways to jointly promote rural revitalization.

## 5. Conclusions

Traditional Chinese medicine inheritance has gradually become the mainstream of life with the continuous development of traditional Chinese medicine. Through on-the-spot investigation of planting conditions, combined with national strategic development, follow-up policies, and further promote the development of Chinese medicine culture. It also requires us to carefully choose Chinese herbal medicine varieties, rationally plan areas, realize Chinese herbal medicine cultivation and promote Chinese medicine culture.

In the future, we can further explore and innovate the functions and application methods of these platforms, and inject new vitality into the inheritance and development of traditional culture. Moreover, the Internet has the characteristics of fast spread and wide audience, and it is an effective carry for promoting Chinese medicine culture. Therefore, it is necessary to strengthen supervision and guidance to ensure their healthy and orderly development. I believe that the inheritance of Chinese medicine culture will play a more important role in more fields and make greater contributions to the prosperity and development of Chinese culture and the health and well-being of the people.

## Acknowledgements

### Fund Project

Shaanxi University of Chinese Medicine Funding for College Students' Innovation and Entrepreneurship Training Program (Project number: 202210716001)

## References

- Cui, S. L., Guo, X. L., & Ren, X. N. (2023). Traditional Chinese medicine culture helps to revitalize rural culture. *Cultural Industry*, 2023(23), 57-59.
- Rural revitalization strategy. (2021). *Journal of Central University for Nationalities (Natural Science Edition)*, 30(02), 96.
- Wang, X. X. (2023). Realistic examination and optimization path of network public opinion governance in colleges and universities in the media ecology. *Journal of Hainan Open University*, 24(03), 1-6.
- Ye, N. H., & Ding, Y. L. (2022). How to tell the story of traditional Chinese medicine well in short videos in the new media era. *Western Radio and Television*, 43(16), 20-22.
- Zhang, Z., & Wu, X. L. (2023). Mars. Thoughts on the path of building student party branches in Chinese medicine colleges and universities under the new media environment. *Wisdom*, 2023(28), 9-12.