



# A Practical Discussion on the Transformation and Development of Tibetan Medicine Cultural and Creative Industry in the New Era

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## Abstract

Tibetan medicine not only has strong medicinal value but also contains a very rich medicinal culture behind it. Under this background, some regions have carried out the industrialization of Tibetan medicine literature and innovation to improve the influence of local Tibetan medicine. However, due to the large market fluctuations in the new era, there are prominent problems in the construction of cultural and creative products. If no scientific countermeasures are taken, it will have a certain impact on the sustained progress of the Tibetan medicine cultural, and creative industry. Therefore, we must carefully analyze the causes of the problems and choose the appropriate transformation and development goals. It is appropriate to learn from the relevant experience of cultural and creative industrialization development in other regions and enhance the development plan according to the local situation. This will help elevate the development level of Tibetan medicine culture if not based on scientific principles.

## Keywords

New era, Tibetan medicine cultural and creative industry, Transformational development

Under the background of the new era, traditional Tibetan medicine culture is facing the necessity of transformation. As one of China's outstanding traditional medicine, Tibetan medicine has accumulated a wealth of theoretical and practical experience over hundreds of years, making great contributions to the cause of human health. However, with the rapid development of modern medicine and the change in people's lifestyles, Tibetan medicine is facing the challenge of sustainable development. In order to protect and inherit this valuable cultural heritage, the transformation of the Tibetan medicine cultural and creative industry is imperative. In the process of transforming the Tibetan medicine cultural and creative industry in the new era, it is essential to align with people's demands for Tibetan medicine, identify the key direction for industrial transformation, and incorporate advanced technological solutions to enhance the impact of the Tibetan medicine cultural and creative industry in society. This transformation should harmonize with local characteristics and address the evolving needs of the Tibetan medicine cultural and creative industry.

## 1. The necessity of the transformation of Tibetan medicine cultural and creative industry in the new era

First of all, the transformation of the Tibetan medicine cultural and creative industry is necessary to protect and inherit the intangible cultural heritage. As a treasure of traditional Chinese medicine, Tibetan medicine carries the rich history and culture of the Chinese nation. However, due to the promotion of modernization and the influence of social change, the inheritance of traditional medicine is facing severe challenges (Yu Miao, 2022). The transformation of

Tibetan medicine cultural and creative industry can integrate traditional medical knowledge and technology into modern life through innovative means and the application of modern science and technology so that it can be inherited and developed (Guo X et al., 2021).

Secondly, cultural protection and economic development are closely linked. Traditional Tibetan medicine culture contains scientific, humanistic, and aesthetic characteristics, and has high cultural value. These values can also be transformed into economic values, providing new impetus for local economic development (Zhang Jianfeng & Chang Ju, 2022). Through the transformation of the Tibetan medicine cultural and creative industry, it can not only promote the innovation of medical services and drug research and development, but also create job opportunities increase the flow of wealth, and promote the prosperity of the regional economy. In addition, the transformation of the Tibetan medicine cultural and creative industry can also promote cultural exchanges and ethnic unity (Zhou Xiaoyan & Ma Lie, 2021). China is a multi-ethnic country, and each ethnic group has its own unique cultural traditions. The transformation and development of Tibetan medicine culture can not only bring actual economic benefits to the Tibetan people, but also promote exchanges and cooperation between different ethnic groups, deepen understanding and unity, and promote the diversity and sharing of national culture.

Finally, the transformation of the Tibetan medicine cultural and creative industry also helps to raise people's attention and awareness of health (Zhou J, 2020). In modern society, people's pace of life is getting faster and faster, and health problems have become a topic of general concern. As a scientific and ancient medical system, Tibetan medicine has unique theories and treatment methods and has unique views on the prevention and treatment of some chronic diseases. Through the transformation of the Tibetan medicine cultural and creative industry, this knowledge and wisdom can be passed on to more people, improve people's awareness of health, and promote the promotion of health awareness (He Changting & Cai Zengzhuoma, 2019).

## **2. Methods for the transformation of Tibetan medicine cultural and creative industry in the New era**

### **2.1 Strengthening brand building**

Brand positioning is the core of brand building. In the traditional medicine industry, the cultural and creative industry of Tibetan medicine has strong regional characteristics and cultural deposits. Therefore, in the brand positioning, it should highlight its uniqueness and inheritance, in order to promote the dissemination and inheritance of Tibetan medicine culture. For example, it is possible to attract consumers' attention by creating a brand image rich in stories, so that they have an interest in and recognition of Tibetan medicine (Garzang Xiaolang, 2021). Innovation is the key to brand building. In the context of the new era, the traditional medicine market is highly competitive, and the needs of consumers are constantly changing. Therefore, it is necessary to take innovation as one of the important strategies of brand building. By focusing on scientific and technological innovation, more Tibetan medicine products adapted to modern life can be developed to meet the growing health needs of consumers (Wang Liang et al., 2019). At the same time, the combination of the Internet social media, and other emerging platforms can provide consumers with a more convenient and personalized shopping experience through the integration of online and offline, and form a differentiated competitive advantage of the brand. In addition, brand marketing is also an indispensable part of brand building. In the context of the new era, consumers' brand cognition and purchasing decisions are more rational (Wang Qinghua & Zhou Decang, 2019). Therefore, it is necessary to enhance brand awareness and reputation through precise positioning, differentiated marketing, and other means. For example, by participating in exhibitions and holding lectures, the unique charm and curative effect of Tibetan medicine can be displayed to attract more consumers' attention and trust (Zhang J F & Chang J, 2021). At the same time, with the help of social media platforms, we can establish a closer interactive relationship with consumers, understand their needs and feedback, further optimize products and services, and enhance the competitiveness of brands (Wei Lixin et al., 2019). Finally, we should pay attention to the shaping of brand culture. The brand is not only a commercial logo but also an embodiment of spirit and values. In the process of brand building, we should pay attention to inheriting and promoting the value concept and cultural essence of Tibetan medicine. For example, by organizing Tibetan medicine cultural activities and cultivating brand ambassadors, we can connect Tibetan medicine with the lives and emotions of consumers, strengthen the sense of identity and belonging of the brand, and make the Tibetan medicine cultural and creative industry become the object of common concern and admiration of the society.

## 2.2 Comprehensive utilization of Tibetan ethnic elements

Under the background of the new era, the Tibetan medicine cultural, and creative industry is facing the opportunities and challenges of transformation. In order to promote the inheritance and innovation of Tibetan medicine culture, the comprehensive use of Tibetan ethnic elements has become an important method. In this process, it is necessary to explore and excavate the deep cultural heritage of the Tibetan nation, and skillfully integrate it into all aspects of the industry (Zeweng supported him and conquered Shiro, 2020). The comprehensive utilization of Tibetan ethnic elements includes the in-depth study and understanding of Tibetan medicine. As one of China's traditional medicines, Tibetan medicine has its unique theory of medicinal materials, diagnosis and treatment, and health preservation. In the process of comprehensive utilization of Tibetan ethnic elements, it is necessary to dig out its unique value and charm based on Tibetan medicine. On the one hand, the cultural elements of Tibetan medicine can be integrated into cultural and creative products. For example, the design of skin care products using Tibetan medicinal materials as raw materials, integrating the concept of traditional Tibetan therapy, showing unique efficacy and beauty; Creating hand-painted artworks with Tibetan medicine as the theme, with patterns, totems, and other elements as inspiration, showing a unique artistic style (Chen Guochen, 2019). Such cultural and creative products can not only meet people's pursuit of beauty but also inherit and promote Tibetan medicine culture. On the other hand, the cultural elements of Tibetan medicine can be integrated into the cultural experience. For example, the construction of cultural tourism scenic spots with Tibetan medicine culture as the theme allows tourists to experience the charm of Tibetan medicine by displaying the history, medicinal materials, diagnosis, and treatment methods of Tibetan medicine. At the same time, exchange activities can be set up and Tibetan medicine experts can be invited to give lectures and training to improve the public's awareness and understanding of Tibetan medicine. In addition, in the process of comprehensive utilization of Tibetan ethnic elements, we can also pay attention to the creative combination with other fields. For example, the combination of Tibetan medicine cultural elements and modern science and technology has developed intelligent acupoint patches, acupoint massagers, and other products to meet the health needs of modern people (Zhou J, 2020).

## 2.3 Pay attention to the promotion of cultural and creative products

The promotion of cultural and creative products needs to have a strong cultural connotation and sense of the times. As a treasure of Chinese civilization, Tibetan medicine contains valuable cultural elements (Li Shangjing et al., 2020). Therefore, when designing cultural and creative products, we should pay attention to integrating traditional cultural symbols and images to make them more touching. For example, through the interpretation of the patterns of medicine prescriptions, they can be transformed into unique artworks or souvenirs, showing the broad and profound Tibetan medicine culture. At the same time, the promotion of cultural and creative products needs to be highly creative and innovative (Liu Xiaoli, 2020). Creativity is the soul of creating unique and unique cultural and creative products. In the promotion process, scientific and technological means can be used to use virtual reality, augmented reality, and other technologies to present the mysteries of Tibetan medicine in front of consumers (Wang Gaohe et al., 2019). For example, through AR technology to create a virtual Tibetan medicine clinic, consumers can experience the diagnosis and treatment process of Tibetan medicine through mobile phones and other devices, feel its unique features, and enhance their sense of identity and purchase desire for cultural and creative products (Yang Zhiwei, 2021). The promotion of cultural and creative products requires good use of social media and online platforms. Nowadays, the popularity of social media has greatly improved the speed and scope of information transmission and has become an important channel for the promotion of cultural and creative products. Special publicity activities can be carried out through platforms such as Weibo, WeChat public account, and TikTok to display the characteristics and advantages of cultural and creative products and attract more people's attention and participation (Jin Tao, 2020). At the same time, we use Internet technology to build online shopping malls and interactive platforms, provide convenient shopping methods and communication platforms, and provide consumers with better experiences and services.

## 3. Conclusion

Ethnic culture is the core component of China's modern cultural industry. In order to vigorously carry forward and inherit ethnic culture, the transformation of the Tibetan medicine literary, and creative industry is more important, which helps to realize the life of cultural and creative products and the vitality of historical ethnic factors, so that people can better understand the connotation of Tibetan medicine culture. Therefore, relevant regions need to follow

the development characteristics of the new era. We need to formulate a complete transformation plan to inject new vitality into the Tibetan medicine cultural and creative industry.

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