

# **The Yao Medical Culture: Historical Memory and a Guide to the Development of Medical Cultural Industry in Jinxiuyao of Guangxi**

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## **Abstract**

The Yao medicine culture is deeply rooted in the history and tradition of the Yao people in Jinxiu, Guangxi, and has profound cultural and medical value. However, the rapid development of modernization and the dominance of Western medicine pose major challenges to the protection and sustainable development of Yao's medical culture. This study set three objectives: (1) To study the historical memory of Yao Medicine. (2) To investigate the current status and challenges of Jinxiu's Yao Medical Culture. (3) To explore a sustainable development guide for Jinxiu's Yao Medical Culture industry. This study adopted qualitative research methods, combined with literature review, observation, interview, group discussion, etc., and collected data by means of interview outline, observation record and other tools. Ten key information providers, 15 practice information providers and 20 general information providers were selected. Descriptive statistics and hypothesis testing were used to analyze the data. The results show that: (1) Yao medicine is ancient and unique. Yao medicine culture is an important carrier of Yao's history, tradition and values. (2) The Yao medicine culture in Jinxiu is characterized by excessive collection of Yao herbs, lack of successors of Yao doctors, loss of Yao medicine experience and insufficient development of traditional Yao medicine products; Lack of publicity and promotion. (3) Put forward the protection of Yao medical resources; Training Yao medical talents; Explore and develop traditional Yao medicine, build brand to promote Jinxiu Yao medicine culture and other countermeasures. The study argues that this unique cultural heritage can be maintained and enhanced by strategically integrating Yao medicine into the broader medical culture industry and modern medical practice. The study provides a set of recommendations for policymakers, practitioners and local communities to ensure the survival and prosperity of Yao medical culture in modern times.

**Keywords:** Yao Medical Culture; Historical Memory; Sustainable Development; Jinxiuyao; Guangxi

## **Introduction**

Yao Medical Culture is a unique medical system and the collective culture developed by the Yao people through long-term life practices and their struggle against diseases. It encompasses Yao medicine's understanding of human physiology and pathology, including distinctive theories such as balance of excess and deficiency. Based on a rich variety of herbal resources, Yao medicine has developed unique herbal treatments, using precise combinations of herbs tailored to different conditions. Additionally, it includes external treatments such as cupping, scraping, fumigation, and topical applications. Yao Medical Culture is not only a medical practice but also an important carrier of Yao people's history, traditions, and values,

reflecting their reverence for nature and life, thus holding deep cultural and medical value.

Jinxiu Yao Autonomous County (hereinafter referred to as Jinxiu) lies between 109°50'-110°27' E and 23°40'-24°28' N in the Dayao Mountain region in the central-eastern part of Laibin City, Guangxi Zhuang Autonomous Region, China. Covering an area of 2,518 square kilometer. In the early Ming Dynasty over 600 years ago, the Yao people began migrating to the area that is now Jinxiu (Jinxiu County Chronicle Compilation Committee, 1992). In 2022, the population of Jinxiu Yao people is more than 61,600 people, and there are 5 branches of Yao people, such as Panyao, Chashan Yao, Hualangyao, Shanziyao and Aoyao, which is one of the main populated counties of Yao people. According to medicinal plant surveys, of the 1,528 native plant species in Jinxiu, 1,351 are medicinal, making it the county with the most diverse herbal species in Guangxi and the largest medicinal gene bank in Guangxi (Zhou, 2022). Jinxiu is home to 1,226 animal species, including lizards and pangolins, which are valuable medicinal resources. The Yao culture is preserved with great integrity, and the integration of ecological wellness and medical care is embedded in daily life. Today, Jinxiu is recognized as the "Yao Capital of the World" (Yu, 2020). Currently, Jinxiu has over 400 Yao medicine apprentices, 26 Yao medical clinics, and a Yao medicine street with more than 40 stalls (Huang & Peng, 2024). Jinxiu has built Guangxi Jinxiu International Yao Medical Hospital, built 13 traditional Chinese herbal medicine planting bases, and has 25 Yao pharmaceutical processing enterprises and 29 small and micro enterprises providing health care services. The annual comprehensive output value of Yao pharmaceutical industry chain is about 652 million yuan. The county is focusing on developing three major brands: Yao Medical Health, innovative Yao medicinal plants, and women's health products. Jinxiu has also established the Guangxi Jinxiu International Yao Medical Hospital, and its Yao Medical Health Center has been recognized as a Guangxi Traditional Chinese Medicine Health Tourism Demonstration Base.

The theory of industrial integration refers to the interaction, penetration, and synergy between different industries or sectors, aimed at creating new value, improving efficiency, and promoting economic growth. This paper attempts to apply the theory of industrial integration to analyze Jinxiu's Yao medical resources and current development, leveraging the advantages of Yao medicine and culture in a cross-industry development model with health, culture, and tourism industries. This aims to create new market demand, expand market scope, and extend the lifecycle of Jinxiu's traditional Yao medical industry, leading to industrial innovation.

The study found five problems in the process of inheritance and development of Yao medicine in Jinxiu: disorderly collection, wild Yao medicine facing regional wild extinction; Yao's medical experience is difficult; Yao doctors have no successors; The transformation and development of traditional Yao medicine is insufficient. The publicity and promotion of traditional Yao medicine culture is weak. These problems highlight the urgent need for conservation, innovation, and strategic development to preserve and enhance the cultural and medicinal heritage of Yao medicine.

This research aims to study the historical memory of Yao Medicine and provide a sustainable development guide for Jinxiu's Yao Medical Culture industry. Through the collection of written documents and literature, the study sorts out the historical development of Yao medicine and analyzes the challenges faced in the inheritance and development of Jinxiu's Yao Medical Culture. The study seeks to preserve, protect, and promote Yao Medical Culture, helping Jinxiu's Yao Medical Culture industry overcome bottlenecks, enrich the

connotation of Yao Medical Culture, support the creative development of the Yao medical industry, and boost the local economy.

## Research Objectives

1. To study the historical memory of Yao Medicine.
2. To investigate the current status and challenges of Jinxiu's Yao Medical Culture.
3. To explore a sustainable development guide for Jinxiu's Yao Medical Culture industry.

## Literature Review

The primitive form of Yao Medical Culture has persisted for over 3,000 years, with significant development occurring between the Spring and Autumn period (around 2000 years ago) and the Qin and Han dynasties. During this time, Yao Medicine evolved through the discovery, accumulation, and refinement of knowledge on the medicinal properties of plants, animals, and minerals. Yao Medical Culture encompasses not only medical knowledge but also disciplines such as ethnology, psychology, anthropology, folklore, botany, ecology, religious beliefs, and cultural arts. Yao Medicine is particularly effective in treating difficult conditions such as fractures, snake bites, rheumatism, liver and kidney diseases, gastrointestinal issues, gynecological disorders, pediatric illnesses, tumors, and more (Dong, 2007). An important aspect of Yao Medical theory is the "Wind and Strike Medicine Classification." "Wind" refers to soft and gentle properties, while "Strike" indicates strength and hardness. "Wind Medicine" works to balance the organs, while "Strike Medicine" quickly expels harmful pathogens. These classifications reflect the efficacy of the medicine and serve as a basis for Yao clinical treatments. Classic Yao medicines from the Dayao Mountain mountains include thousands of varieties, with 104 commonly used, such as the Five Tigers, Nine Bulls, Eighteen Diamonds, and Seventy-two Winds (Qi, 2000). In addition to disease treatment, Yao Medicine also plays a key role in disease prevention and wellness.

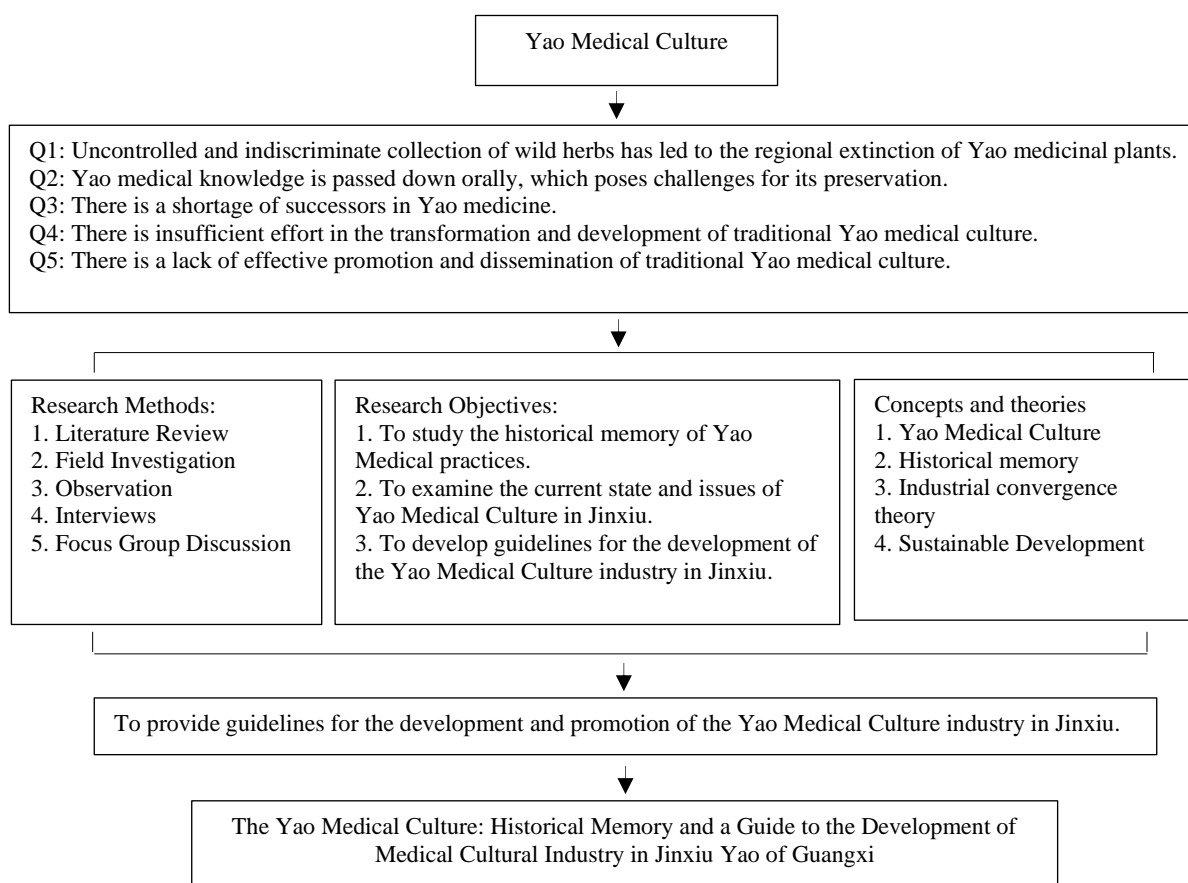
Due to feudal influences, in the past, Yao doctors often withheld key elements when passing down medical secrets, or transmitted false information. As a result, some important medical knowledge has been lost (Guangxi Zhuang Autonomous Region Editorial Group, 2009). Elderly Yao people, Yao doctors, and herb gatherers who possess extensive knowledge of Yao Medicine face the problem of having no successors; overharvesting has also led to the regional extinction of wild Yao medicinal resources. Furthermore, the development and innovation of Yao Medicine remain insufficient (Lin, 2020). As of July 10, 2024, a search using Baidu Academic with the keyword "Jinxiu Yao Medicine" yielded 49 results, with 29 studies focusing on ethnology, and others on pharmacy, public health, and preventive medicine. Most of these studies employ both qualitative and quantitative methods, and primarily focus on the inheritance and development of Yao Medical Culture (Wei, 2023; Xie, 2022; Zhou, 2022; Pan, 2017). Hou et al. (2017) identified the factors limiting the development of Jinxiu Yao Medical Culture, including a weak industry foundation, limited brand influence, and insufficient policy support. They suggested building the brand "Hometown of Yao Medicine (Jinxiu)," protecting and developing classic endangered Yao medicines, improving the treatment of chronic diseases using Yao techniques, modernizing Yao Medicine, and enhancing talent development (Feng, 2013). Pan (2017) explored the integration of Yao Medical Culture with tourism product planning to further enrich its cultural

system. Li and Zhang (2015) proposed incorporating Yao Medicine into local educational curriculums to cultivate "folk medical talents."

Research on Jinxiu Yao Medical Culture is still limited. Only through modern research, increasing innovation, and building marketing systems can the Yao medical industry develop effectively (Qin, 2002). Existing research mostly focuses on the preservation of Yao Medicine and its integration with tourism, while studies on the technological integration, industrial models, marketing, and innovative ecological protection of Yao Medical Culture remain scarce. Few specific guidelines tailored to the local context have been provided.

## Research Conceptual Framework

*Table 1 Conceptual Framework*



## **Research Methodology**

### **1. Research Methodology**

This study adopts a qualitative research approach, selecting Jinxiu Yao Autonomous County in Laibin City, Guangxi Zhuang Autonomous Region, People's Republic of China, for field investigation. Through interviews, observations, and group discussions, the historical origins of Yao Medicine were collected, the challenges in the protection and inheritance of Jinxiu Yao Medicine were analyzed, and strategies for the development of the Jinxiu Yao Medical Culture industry were explored.

### **2. Source of Data**

The data sources for this study include: data obtained from literature, such as historical documents, news reports, research reports, and government reports, which provide the foundation and theoretical basis for the research; and first-hand data collected through fieldwork, in-depth observations, interviews, and group discussions, which offer detailed material for the study.

### **3. Population and Sampling**

The target population of this study includes relevant administrative personnel from various departments, Yao doctors, tourism practitioners, pharmaceutical company managers, local residents, and tourists, with different ages and educational backgrounds. The sample selection adopts a purposive sampling method, selecting three categories of participants: 10 key informants, 15 practical informants, and 20 general informants.

### **4. Data Collecting**

Data collection was primarily conducted through fieldwork, observation, interviews, and group discussions to gather information on the history of Yao Medical, the current state of Jinxiu Yao Medical, and the development of the industry. The observation method was used to understand the actual perceptions of relevant administrative personnel, Yao doctors, tourism practitioners, pharmaceutical company managers, local residents, and tourists regarding the history and development of Jinxiu Yao Medical. Group discussions and interviews were flexibly employed to gather the participants' views, attitudes, and suggestions on the history of Yao Medical, the current state of Jinxiu Yao Medical, and the development of the Yao Medical culture industry.

### **5. Analysis of Data**

Guided by the conceptual framework, and incorporating observation and survey data, the study describes and analyzes the collected data based on the research objectives. It involves outlining the history of Yao Medical, summarizing the characteristics of Jinxiu Yao Medical, and exploring strategies for developing the Yao Medical culture industry in Jinxiu. The data analysis serves as a key argument for the main viewpoints. The final research results are presented through descriptive analysis.

## Research Results

### 1. Historical Memory of Yao Medical Practices

This section mainly collects data through literature review and field interviews. The author conducted field investigations in Jinxiu Yao Autonomous County, Laibin City, Guangxi Zhuang Autonomous Region, China, to understand the state of Yao medical practices. Through China Library network, China National Knowledge Network, Baidu academic network and other information to understand the development of Yao medicine culture in Jinxiu..

From the formation and development of Yao medicine, it is noted that the origins of Yao medicine can be traced back to Yao shamanism. Early Yao medical practitioners emerged from Yao shamans. When Yao people faced illness or injuries, besides consulting deities or performing exorcisms, they primarily relied on traditional herbal medicine to alleviate pain (Liu, 1995). Shamans would use spells, talismans, dances, and sacrifices to invoke spirits and drive away evil, while also employing herbal remedies like massages, hot compresses, bloodletting, and acupuncture to aid in treatment. Through practical experience, they gradually identified the properties of various herbs and developed a valuable system of using plant parts such as branches, roots, bark, leaves, flowers, and fruits to maintain health and reproduction within their community.

As early as the Song Dynasty (960-1279), the Yao people were known to use herbal medicine. According to Zhou Qufei's *"Lingwai Daida"* (Volume 7), "Lingling incense is found in Yao caves and in Jingjiang, Rongzhou, and Xiangzhou. It can be cultivated in deep mountain woodlands and marshy areas." Lingling incense, also known as fragrant grass, was used by the Yao during the Song Dynasty for insect repellent and treatment of colds, stomach aches, diarrhea, and toothaches (Ai, 1956; Mo, 2000). After the Ming and Qing Dynasties, Yao medicine further developed. After the founding of the People's Republic of China, the state encouraged the inheritance and promotion of ethnic medicine. In 1985, the Guangxi Ethnic Medicine Research Institute was established, which set up a Yao Medicine Research Office. The Jinxiu Yao Autonomous County established Yao Medicine Clinics and Research Institutes, providing specialized research and clinical bases for Yao medicine. This led to further biochemical, pharmacological, and clinical research and development. Researchers also explored and organized over 40 traditional Yao medical therapies, including internal and external treatments, transforming Yao medical research from empirical to experimental medicine.

Jinxiu is rich in medicinal resources with unique diagnostic methods. Yao people collect herbs from the mountains and use traditional Yao medicine recipes and folk remedies to treat common and complex diseases such as tumors. Yao medicine features a combination of medical practices and rich treatment methods. In addition to general diagnostic methods like observation, inquiry, palpation, and testing, Yao medicine places special emphasis on unique diagnostic methods such as eye, eyebrow, nose, philtrum, hand, nail, ear, and navel diagnoses. Treatments are divided into internal and external methods, with internal treatments primarily using decoctions and external methods including bathing, scraping, needling, and cupping. Historically, Yao folk doctors relied on oral transmission and practical experience rather than medical texts. Through the practice of collecting herbs and treating diseases, they gradually learned the names, forms, and medicinal functions of various herbs, familiarizing themselves with folk recipes and methods passed down from predecessors.

## **2. Current situation and existing problems of Jin Xiuyao's medical culture**

### **2.1 Current Status of Yao Medical Culture in Jinxiu County**

Leveraging its ecological advantages, Jinxiu County has explored innovative development methods, establishing an ecological and multi-dimensional business model that includes forest-based beekeeping, forest-based cultivation of Chinese medicinal herbs, and forest-based specialty agricultural products. The county has planted 180,000 acres of medicinal herbs and established 13 medicinal herb cultivation bases. It has cultivated 24 Yao medicine processing and production enterprises and developed over 10 regional public health and wellness projects, including Yao medicinal foot baths, Yao medicinal barrel baths, hot compress therapy, ceramic needle therapy, fire therapy, moxibustion, and guasha. Additionally, 22 Yao health and wellness techniques (therapies) have received national copyright certificates.

Jinxiu County utilizes its rich medicinal diet therapy resources to guide enterprises in creating dishes such as the Panwang Feast, the Bojia Feast, and the Mountain Delicacies Feast. It has developed 10 businesses producing substitute tea products from medicinal food sources and 8 certified liquor production companies. Over 40 series products, including Yao medicinal health wine, Yao brain-enhancing soups, Yao Wang Balm, and Yao medicinal baths, have been developed. The Yao Medicine Street features 46 Yao medicine shops and 6 Yao medicine enterprises, receiving approximately 80,000 tourists annually from across the country. A total of 74 related patents have been filed, with 15 patents granted certificates and 59 patents accepted by the national patent office. Five patent research achievements have been successfully converted, laying a solid foundation for the promotion and application of Yao medicine and the development of the cultural tourism industry.

To preserve and promote traditional Yao medicine and support the development of the Yao medicine industry, the "Regulations on the Development of Yao Medicine in Jinxiu Yao Autonomous County" were enacted in 2021. This regulation is of significant importance for the inheritance and promotion of traditional Yao medicine and the development of the Yao medicine industry. In 2022, over 10,000 prescriptions, secret recipes, and proven formulas were excavated and tidy up. Publications include "*Yao Medicine Clinical Prescriptions Collection* (Volume II)," "*Yao Medicinal Diet Therapy Collection*," "*Jinxiu Yao Medicine*," and a special issue of "*Jinxiu Yao Medicine*." The county's Yao medicine hospital applied for 4 internal Yao medicinal formulations, filed 5 patents, and applied for 1 "food" product (Yao Yun Yiyan Shenjiu) and 13 "health" Yao medicinal products.

### **2.2 Problems with Yao Medicine Culture in Jinxiu County**

This study focuses on the current state and issues of Yao medicine culture in Jinxiu County. Interviews were conducted with government officials, hotel managers, scenic area managers, medicinal herb company managers, Yao doctors, village residents, and tourists. The interview data is summarized in Table 1.

Interviews: Issues in the Inheritance, Protection, and Development of the Jinxiu Yao Ethnomedicine Culture

**Table 2** Interviews: Issues in the Inheritance, Protection, and Development of the Jinxiu Yao Ethnomedicine Culture

Interviewee	Viewpoint
1	Due to the overharvesting of wild medicinal herbs, the sustainable use of Yao medicinal resources is threatened.
2	The inheritance mechanism is fragile, with a shortage of successors for Yao medicine practitioners and resources.
3	The experience of Yao medicine relies on oral transmission and secret family formulas, facing the risk of loss.
4	The rapid effectiveness of Western medicine impacts traditional Yao medical practices, and there is insufficient effort in the conversion and development of Yao medicinal products.
5	The methods of dissemination are outdated, lacking brand marketing, and the promotion of traditional Yao medicine culture is weak.
6	The government should take primary responsibility for developing Yao medicine culture.
7	The Yao people themselves need to have a stronger awareness of their medical culture.

### **2.2.1 The sustainable use of Yao medicine resources is under threat.**

Due to disorderly, excessive, and destructive harvesting, wild Yao medicinal herbs face regional extinction, leading to a drastic decline and near extinction of wild Yao medicinal resources, which threatens their sustainable use. The variety and quantity of Yao medicinal materials in the Dayao Mountain area are also steadily decreasing. As Yao medicine's treatments are deeply rooted in these unique herbs, it is crucial to address and regulate this situation.

### **2.2.2 The successors of Yao medicine are lacking.**

The income of folk Yao doctors is not guaranteed, and some are not qualified to practice medicine. Yao doctor's professional trust is quite awkward, the living state is worrying; The young generation is less interested in Yao medicine and less willing to learn. Rural doctors' sense of identity to traditional Yao medicine is weakened, and they are reluctant to engage in the inheritance of Yao medicine, and the protection and inheritance mechanism is weak. Collecting Yao medicine is also a big test. With the reduction of old Yao doctors, the development of Yao medicine is not enough.

### **2.2.3 The knowledge and experience of Yao medicine are facing the risk of being lost**

As Yao medicine has no written records, most Yao doctors give oral treatment experience, and most of them are not passed on to outsiders, but are passed on by word of mouth, with narrow transmission scope and no technical standards, which is not conducive to case records and technical accumulation, technical improvement, peer communication and innovation, large-scale inheritance, and easy to be lost. Due to the impact of modern medicine, the clinical application space of Yao medicine has been reduced, and many Yao medicine experiences are facing the crisis of loss with the natural attrition of old Yao doctors, and Yao medicine cultural relics have been abandoned because of neglect. Although the state has given



strong support to ethnic medicine for a long time, the phenomenon of heavy medicine abandoning medicine is serious.

#### **2.2.4 The transformation and development efforts for traditional Yao medical practices and Yao medicinal products are insufficient**

With the acceleration of social rhythm, Western medicine has quickly gained a foothold by virtue of its advantages such as quick effect, which has affected the share of traditional medicine and Yao medicine in the entire medical market. The existing Yao pharmaceutical production enterprises, mostly small workshops, processing equipment is simple and backward, processing capacity is low. Traditional Yao medicine has advantages in the treatment of some chronic diseases and difficult miscellaneous diseases, with few side effects, and has a good market prospect, but the transformation and development of traditional Yao medicine and Yao medicine products are insufficient, and the overall scientific and technological innovation ability of Yao medicine is relatively weak.

#### **2.2.5 The industry's brand effect value is low, and the promotion and publicity efforts are inadequate**

Jinxiu Yao medical products have weak original ability, lack of hard and loud fist products, and lack of demonstration and leading effect in the integrated development of Yao medical health service industry and cultural tourism. Jin Xiuyao pharmaceutical products have few varieties, single varieties, narrow application, low-end products, serious homogenization, weak brand appeal, few product sales terminals, insufficient consumer understanding and understanding, and low consumer group communication and reuse rate. At present, Jinxiu's Yao medicine theory and clinical research do not adopt the methods of logical reasoning, mathematical description and experimental test. It is obvious that the value of Yao medicine culture is different from the thinking of modern people. Most patients tend to choose Western medicine for treatment. The construction of Yao medical institutions and service networks is lagging behind, the means of communication are old, and many traditional therapies of Yao medicine are on the verge of annihilation or loss, let alone innovation and development.

### **3. Jinxiu Yao Medicine Cultural Industry Development Guide**

The author sorted out, analyzed and studied the collected literature, news materials and field investigation data, analyzed the existing problems in the protection, inheritance and industrial development of Jinxiu Yao medical culture, and put forward the strategies to strengthen the protection, inheritance and development of Jinxiu Yao medical culture from the perspective of the development history and current situation of Jinxiu Yao medical culture.

#### **3.1 Strengthen the protection of natural resources of Jinxiu Yao medicine**

Scientifically delimit the protection scope and varieties of Yao medicinal materials natural resources, implement rotation of harvesting and cultivation, close mountains and forests, and strengthen the supervision of wild drug species resources. The measures of seed bank preservation, ex situ preservation and in-situ protection shall be implemented, and the protection of endangered wild species of medicinal materials shall be strengthened. Vigorously develop the planting and processing of Jinxiu Yao medicine medicinal materials, and build a demonstration base for planting medicinal materials, a planting and breeding base for endangered and scarce Yaoyao medicinal materials, a production base for bulk and high-quality Yaoyao medicinal materials, and a breeding base for fine varieties of Yao medicine medicinal materials. Adopt the mode of "company + cooperative + base + farmer" to carry out the original ecological and imitation ecological planting of Yao medicinal materials, realize

the standardization, scale and industrialization of Yao medicinal materials planting, and ensure that the planting area is stable at more than 14,000 hectares. Relying on scientific and technological progress to improve the scientific and technological content and added value of Jinxiu Chinese herbal medicine planting and processing.

### **3.2 Diversify the cultivation of Yao medicine talents**

Implement the "Three Major Projects" for cultivating Yao medicine talents, which include the Guangxi Famous Chinese Medicine Talent Cultivation Program, the Qi Huang Talent Cultivation Program, and the Inheritance of Chinese Medicine Talent Cultivation Program. This approach involves targeted training for five-year clinical Chinese medicine undergraduates, establishing an integrated educational model that connects college education, post-graduate education, and continuing education, with mentorship throughout. Create expert inheritance studios and build a comprehensive Yao medicine talent network covering provincial, municipal, county, township, and village levels. Improve the professional technical position evaluation and appointment system for ethnic medicine personnel. Strengthen cooperation with traditional Chinese medicine colleges and research institutions both within and outside the region, and actively recruit composite talents in areas such as medicinal plant cultivation, modern medicine research and development, and pharmaceutical production and management.

### **3.3 Strengthen the excavation and research of traditional Yao medicine**

Collect, sort out and translate Yao medicine manuscripts and oral materials scattered in the folk. Excavate and improve the theoretical system of Yao medicine, increase the tracing and research of the development source and inheritance of Yao medicine in Jinxiu, carry out investigation and research on the application characteristics of Yao medicine, and deeply analyze the unique value of Yao medicine from a multidisciplinary perspective. Excavating and sorting out Yao's unique medical cognition, diagnosis and treatment methods, medication techniques and prescriptions are highly documented. To protect the physical objects, natural resources, social and cultural background related to traditional medicine, so as to promote the entire relevant medical cultural material environment and ecological environment will be protected and valued. Encourage practitioners of Yao Pharmaceutical to apply for patents, trademarks and other intellectual property rights, and strengthen the protection of intellectual property rights of Yao Pharmaceutical.

### **3.4 Increase efforts to develop traditional Yao medicine in Jinxiu**

Continuously improve the clinical standards of Yao medicine. Utilize the unique diagnostic and treatment methods of Yao medicine in hospital settings to promote its application, increasing the accessibility of Yao medical services. Strive to integrate traditional Yao medicine with both Western and Chinese medicine, gradually bringing Yao medicine into the global realm and elevating its experiences to serve humanity on a broader scale.

Vigorously develop the Yao medicine industry. Draw on modern medical techniques and methods to research and develop traditional Yao medicine. Focus on the research, development, and manufacturing of distinctive Yao medicine products such as single prescriptions, tested formulas, Yao medicinal baths, oral liquid medicine, Yao medicine powders, Yao medicine health products, postpartum care products, and medicinal wines. Continuously improve the efficacy, safety, controllability, stability, and acceptability of traditional Yao medicine, enhance the added value of Yao medicine products, align with international standards, and increase the competitiveness of Yao medicine products. Led by Jinxiu Yao Medicine Hospital, establish key specialty areas in Yao medicine and develop

well-known Yao medicine hospitals. Accelerate the construction of Yao medicine-themed towns, Jinxiu International Yao Medicine Hospital, centers for treating difficult and complex conditions with Yao medicine, Yao medicine rehabilitation and wellness demonstration bases, Yao medicine museums, and medicinal plant gardens. Form health and wellness medical consortiums. Encourage Jinxiu Yao Medicine Hospital to collaborate with traditional Chinese medicine clinics (Yao medicine clinics) across the country. Embed a complete set of Yao health and wellness services into qualified Chinese medicine clinics (Yao medicine clinics) to overcome the industry development bottlenecks of limited availability and lack of insurance coverage for Yao health services outside Jinxiu.

Make full use of the advantages of Jinxiu Yao medical culture resources, increase the integration with health tourism products, highlight the cultural elements of Yao medical culture, explore new cultural and tourism formats, and create classic cultural experience, ecological health, Yao medicine health tourism and other health tourism scenic spots and routes rich in health tourism culture and Jinxiu characteristics. Develop Yao medical culture + health tourism products in line with Jinxiu characteristics. Accelerate the extension of Yao medicine health care products to scenic spots, hotels, tourist homestays, characteristic streets, etc., "

Yao medicine as the medium" linkage development to further extend the industrial chain of Jinxiu Yao medical culture health tourism, attracting tourists to come to experience Yao medical culture.

### **3.5 Fully utilize geographical indication resources to build and promote the Jinxiu Yao medicine brand**

Strengthen the construction of medical culture communication platform and promote the popularization of Yao medical culture. To build a number of Yao medical culture propaganda and education bases. Through activities such as doctor teaching group, free health clinic, Yao medicine culture into grassroots, campus, and so on, continue to carry out health culture publicity and service activities, establish people's awareness of Yao medicine culture, and create a social atmosphere of "trust Yao medicine, love Yao medicine, and use Yao medicine". Strengthen cooperation and exchanges with other regions and countries, and promote the international development of Yao medical culture industry in Jinxiu County.

Strive to build "famous hospitals", "famous doctors" and "famous drugs" to guide the attention of the whole society. Accelerate the construction of "famous hospital" International Yao Medical Hospital. Actively promote the "famous doctor" inheritors of Yao medicine. Develop Yao medicine bath, oral liquid medicine diet, Yao medicine powder, Yao medicine health care, postpartum maintenance, medicine wine and other series of Yao medicine products with characteristics of Jinxiu Yao medicine; Recommend ceramic needle point acupuncture method, fire moxibustion method, bloodletting scraping therapy, needle picking therapy and other magical therapies; Popularize "bird does not stand", "smelly urine rattan", "cow ear wind" and other "strange" medicinal materials to enrich Yao medicine. Strive to create a Yao medical brand with high recognition, obvious differences and strong uniqueness, such as bigger and stronger "postpartum three bubbles" brand. Apply for "geographical indication certification trademark", "Geographical indication protection products", "agricultural product geographical indication registration", etc., to create a well-known regional Yao pharmaceutical brand.

Integrate Yao medicine culture with modern information technology for promotion. Establish a Yao medicine culture database and utilize the internet for an information data center to provide shared knowledge innovation and data development services for medical institutions and businesses. Use Yao hospital and Yao medicine brand WeChat official accounts to build important media channels for hospital-patient information dissemination, bridging communication between the two parties. Explore new business models of “Internet + Yao Medicine + Culture” and develop cultural products such as Yao medicine live streaming experiences, online programs, and web novels.

To sum up, the current Jinxiu Yao medical culture has been developed to a certain extent, but there are still development bottlenecks. Such as lack of theoretical research, inheritance facing difficulties, shortage of talents, lack of market development, product research and innovation ability is weak, resource protection pressure, and integration with modern medicine is difficult. This part discusses its development history and the sustainable development of Yao's medical culture industry, providing theoretical support and practical guidance for the effective protection, inheritance and development of Jin Xiuyao's medical culture. It is of great significance to enrich medical treasure house, provide treatment ideas, maintain the diversity and uniqueness of Yao culture, enhance national identity, promote industrial development, promote tourism development, protect people's health and promote social harmony.

## Discussion

Yao Medical Culture represents the collective wisdom of the Yao people, embodying their history, traditions, values, and way of life. It serves as an important symbol of spiritual sustenance and cultural identity for the Yao people. This study, through literature review and field investigation, employs qualitative data analysis and selects Jinxiu Yao Autonomous County in Guangxi, China, as the research site. Using purposive sampling, data were collected from local government officials, Yao doctors, tourism company managers, pharmaceutical enterprise administrators, local residents, and tourists. The findings reveal that Yao Medicine originated from Yao people's ritualistic practices and evolved into a unique medical system through long-term use of herbal medicines and accumulated experience. This research focuses on exploring the historical background of Yao Medicine and the current development of Jinxiu's Yao Medical Culture. It also analyzes strategies for the sustainable utilization, protection, and development of Jinxiu's Yao medical resources to promote the growth of its medical culture industry.

Jin Xiu Yao medicine and health industry as a pillar industry to catch. Through the development of a comprehensive system in various fields such as medical treatment, scientific research and production, Yao medicine and Yao medicine have shown strong vitality in disease prevention, treatment, rehabilitation and health care. However, there are still some weaknesses in the development of Yao medicine. Lack of theoretical research: Yao medicine mainly relies on oral inheritance of experience, and lacks systematic and in-depth theoretical research to explain its medical principles and pharmacological mechanisms, which limits the scientific development and wide recognition of Yao medicine. There are limitations in the inheritance of Yao medicine, and the master and apprentice inheritance and family inheritance are the main methods, which have a narrow audience and are easy to cause the loss of some unique skills or knowledge (Pan,2017). The diverse choices and fast-paced life in modern society have made the young generation less interested and patient in learning Yao medicine,

resulting in a shortage of talents. Diagnostic methods, dosage, processing technology and other aspects are mostly based on experience, the lack of unified standards and norms also hinder the large-scale development of Yao medicine and modern medicine. Although there are some Yao pharmaceutical brands, the overall visibility and influence are limited, and they are at a disadvantage in market competition, and it is difficult to form a brand effect to drive industrial development. The research and development and innovation ability of Yao pharmaceutical products is insufficient, mainly in the form of traditional herbs, prescriptions and other forms, and the lack of diversified and high value-added products that meet the modern market demand. Some rare Yao medicine resources face the pressure of over-collection, and the sustainable utilization of Yao medicine resources is threatened. There are great differences between the theory and practice system of Yao medicine and modern medicine. How to learn from and integrate with modern medicine while maintaining its own characteristics is an urgent problem to be solved.

Jinxiu needs to implement practical measures to strengthen theoretical research and product development, and accelerate the development of health food products, cosmetics, and disinfectants to promote sustainable development of Yao medicine. Leveraging the rich Yao medicine and tourism resources, Jinxiu should seek breakthroughs in branding health tourism, developing a range of Yao medicine series health tourism products that integrate vacation, sightseeing, experience, and research, and actively develop additional products to enrich tourism formats and create economic growth points. Apply to have Yao medicine techniques and treatments recognized as intangible cultural heritage representative projects and cultivate more inheritors of intangible cultural heritage. Promote the "Yao Medicine Capital" brand, and expand and strengthen the Yao medicine health industry. This research not only provides a theoretical basis for the development of Jinxiu Yao medicine industry but also offers a reference for the protection and innovation of other ethnic medicine cultures.

**Table 3** Yao medical culture: historical memory and the development of medical culture industry in Jinxiuyao, Guangxi discussed knowledge points

NO.	Item	Discuss	The new knowledge
1	Historical Background	Origins	Yao medicine originated from shamanistic practices combined with long-term use of plant-based medicines.
		Evolution	A unique medical system formed through the accumulation of experiential knowledge.
2	Cultural Significance	Spiritual and Identity Marker	Yao medicine is deeply connected to the Yao people's cultural identity and worldview.
		Traditional Transmission	Passed through oral tradition, often via family or apprenticeship.
3	Challenges	Lack of Theoretical Research	Insufficient scientific research to explain the medical principles and pharmacological mechanisms.
		Talent Shortage	Fewer young people are interested in learning due to modern lifestyle distractions.
		Standardization Issues	Diagnosis methods, dosage, and preparation rely heavily on experience, lacking standardized guidelines.
		Limited Innovation	Yao medicine products are primarily traditional with limited modern product diversification.

		Resource Overharvesting	Increased demand threatens the sustainable use of rare medicinal resources.
4	Future Development Strategies	Strengthen Theoretical Research	Invest in scientific research to elucidate Yao medicine's principles, making it more widely recognized.
		Talent Development	Focus on training new Yao medical practitioners to preserve knowledge.
		Standardization	Establish standards for diagnosis, treatment, and medicine preparation.
		Cross-Disciplinary Collaboration	Encourage cooperation between Yao medicine and modern medical institutions for integrated healthcare solutions.
		Branding and Marketing	Promote Yao medicine through branding to enhance its market competitiveness.
5	Sum up	New Knowledge and Contributions:	The research offers a roadmap for revitalizing Yao medicine through a blend of traditional practices and modern industry methods.
			Recognizing the importance of integrating Yao Medicine with wellness and cultural tourism to create new economic growth points.
			Suggests that recognizing Yao medicine as intangible cultural heritage can further protect and promote its knowledge.

## Recommendation

The results of this study indicate that the Yao medicine culture in Jinxiu County not only has a profound historical heritage and unique therapeutic effects but also shows broad prospects in industrial integration and innovation. The author has outlined the historical memory of Yao medicine, analyzed the current state of Yao medicine culture in Jinxiu, and proposed the following suggestions to stakeholders and future research directions:

(1) Strengthen protection and inheritance. Comprehensively collect and sort out ancient books, documents, unilateral prescriptions, diagnosis and treatment techniques and other materials of Yao medicine, carry out digital processing, and establish a complete database of Yao medicine culture. Oral history records were made for the old doctors and pharmacists of Yao nationality to rescue the medical knowledge and experience on the verge of being lost. Policy support is given to old Yao doctors to receive apprentices to teach their skills, to encourage young Yao people to learn their ethnic medicine culture, and to give policy support and rewards to ensure that Yao medicine is passed on.

(2) Increase Research Investment: The government and businesses should increase investment in Yao medicine research, focusing on pharmacology, efficacy, and clinical applications. Use modern technology to innovate and develop Yao traditional medicine, creating products that meet modern market needs. Establish a strict quality control system to ensure the quality of Yao medicine products.

(3) Industry Development: Plan and build Yao medicine industrial parks to attract Yao medicine enterprises, research institutions, and medical organizations, forming an integrated cluster of R&D, production, sales, and medical services. Combine Yao medicine culture with tourism to further advance Jinxiu's "World Yao Capital, Health-preserving Jinxiu" tourism brand. Develop Yao medicine-themed tourist routes, such as Yao medicine cultural experience tours and health-preserving tours.

(4) Brand Building and Promotion: Establish brand awareness to create a Yao

medicine brand with high recognition, clear differentiation, and strong uniqueness. Enhance the visibility and reputation of Yao medicine products through brand building, increasing market competitiveness. Strengthen publicity and promotion by creating "famous hospitals," "famous doctors," and "famous medicines," applying for geographical indication certification, and using various media channels to promote Yao medicine culture and products.

In summary, future research should focus on exploring the integration of Yao medicine with modern technology, building a cultural industry ecosystem, and international promotion paths. Ecological cultivation and green processing will become the development trends for the Yao medicine culture industry, contributing more significantly to human health and the ecological environment.

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