

# Analysis and Development of Internationalization of Traditional Chinese Medicine

–Based on the School of International Education of Chengdu University of Traditional Chinese

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**Abstract:** The international influence of Traditional Chinese Medicine is progressively more profound, to make a clear understanding of the development of TCM globally, the researchers endorse the form of questionnaire system, from three aspects points; recognition and understanding of TCM, current status of global development of TCM, Transmission and development path of TCM, to analyze the advantage and disadvantage of TCM propagation process, and provides a clearer development direction for the internationalization process of the traditional Chinese medicine.

**Keywords:** Traditional chinese medicine; Internationalization; Propagation

## 1. Introduction

The ancient “silk road” introduce TCM to ASIA, EUROPE &AFRICE [1], the modern “Belt & Road” policy promote the further internationalization of TCM [2], the concept of TCM which is different from modern medicine, has attracted attention of medical circles globally, because of its good therapeutic effect, an increasing number of people are willing to recognize and acknowledge TCM. The development level of TCM various regionally, the way of communication and the degree of local public acceptance are different, by understanding the people recognition of TCM in different countries and regions in the world, both to target specific concrete suggestion & practically promote the internationalization of TCM, is the missing part of the existing research.

## 2. Sources and Method of Extraction

In this study(research), the questionnaire was conducted offline survey, the subject of the survey includes Asia, Europe, Africa, America, Oceania, etc. The educational background of the subject survey was high school to master’s degree and above, occupational background is not limited only to practitioners in medicine, also with the related medicine health industry. The questionnaire investigates the basic information of the subject, acquainted and understanding degree of Traditional Chinese Medicine, the current situation of Traditional Chinese Medicine in various countries, four important paths of propagation and development of Traditional Chinese Medicine. A total of 360 questionnaires were sent out, and 322copies were recovered(collected back), and the recovery rate of the questionnaire was 89.4%.

## 3. Research Results

### 3.1. Basic information of subject

Table 1. Basic information of subject

Type	Subject	Population	Percentage (%)
Age	18y/o below	50	15.5
	19y/o-40y/o	230	71.4
	41y/o-60y/o	38	11.8
	Above 60 y/o	4	1.2
Sex	male	165	51.2
	female	157	48.8
Origin region	China neighboring country	69	21.4
	ASIA	134	41.6
	EUROPE	49	15.2
	AMERICA	30	9.3

	OCEANIA	19	5.9
	AFRICA	21	6.5
Educational background	High school and below	203	63
	Undergraduate	81	25.2
	Postgraduate	33	10.2
	Doctorate	5	1.6
Vocation	Student	262	81.4
	Housewives/ retiree	1	0.3
	Employee	8	2.5
	Healthcare industry	38	11.8
	Others	13	4

**3.2 Acquainted and understanding degree of traditional Chinese medicine**

According to table 2, 88.5% of the respondents have different understandings of Chinese medicine, 3.7% of the respondents have the desire to understand Chinese medicine; 84.2% of the respondents believe that the role of Chinese medicine is mainly in treatment and health care. There is little understanding of the beauty efficacy (cosmetology) and life concept of Chinese medicine.

**3.3 The development status of traditional Chinese medicine in various countries**

As can be seen from table 3, private clinics of traditional Chinese medicine are more common than public hos-

pitals; more than 50% of respondents have received oral Chinese herbal medicine or acupuncture treatment, while massage (Chinese therapeutic massage) and moxibustion, cupping, scraping and other treatments is Less commonly used treatment, 65.8% of people think that Chinese medicine pharmacies are not common; 57.5% of the respondents clearly pointed out that foreigners can practice medicine in the country; 46.9% of the respondents indicated that medical insurance covers or partially covers the treatment of Chinese medicine.

**Table 2. Understanding of TCM**

Type	Subject	Population	Percentage (%)
Point of view of TCM	TCM is a treasure, cherished and followed	187	58.1
	TCM is brilliant, understand, haven't used it on purpose	98	30.4
	If not fit physically, will want to get acquaintance	12	3.7
	Not desired, wont planning to get acquaintance	25	7.8
Which part of TCM function attracted	Cure disease	120	37.3
	Healthcare	151	46.9
	Cosmetology	4	1.2
	Life concept of TCM	33	10.2
	Others	14	4.3

**Table 3. TCM development status in various countries**

Type	Subject	Population	Percentage (%)
Is there a private Chinese medicine clinic / practitioner in your country?	Yes	199	61.8
	No	71	22
	Not clear	52	16.1
Is there a public Chinese medicine or acupuncture clinic or hospital in your country?	Yes	127	39.4
	No	138	42.9
	Not clear	57	17.7
Is it easy to find a pharmacy selling Chinese herbal medicine in your country?	Easy	110	34.2
	Not easy	212	65.8
Is there any law against the practice of traditional Chinese medicine in your country?	Yes	140	43.5
	No	78	24.2
	Not clear	104	32.3
Does the country or region have	Yes	168	52.2

the standard examination of Chinese medicine doctor qualification certificate?	No	154	47.8	
Can foreigners practice Chinese medicine in your country?	No .they can't	37	11.5	
	Yes,but they have to pass some exams and get registered	176	54.7	
	Yes,they can practice	9	2.8	
	Not clear	100	31.1	
Can the national insurance cover the TCM?	Yes	53	16.5	
	No	171	53.1	
	Part of it/partially cover	98	30.4	
Received Chinese medicine treatment methods	Orally taken Chinese herbal Medicine	yes	171	53.1
		no	151	46.9
	Acupuncture & Moxibustion	yes	195	60.6
		no	127	39.4
	Tuina (Chinese therapeutic massage)	yes	95	29.5
		no	227	70.5
	Other	yes	61	18.9
		no	261	81.1
Understanding of the development of Chinese medicine and Western medicine	Common Development of Traditional Chinese and Western Medicine		159	49.4
	Developing Western medicine as the main and Chinese medicine as the supplement		55	17.1
	Develop traditional Chinese medicine as the main and western medicine as the supplement		30	9.3
	They develop freely and do not need to be combined.		78	24.2

### 3.4 The path of Chinese medicine communication and development

In the survey, the path of communication and development is divided into the channels for obtaining information, the main factors restricting communication, the ways of transmission and the elements of construction. The results are shown in Figure 1-4.

As can be seen from the figure 1, TV magazines, friend introductions, and doctors' recommendations are three ways people mainly understand Chinese medicine.

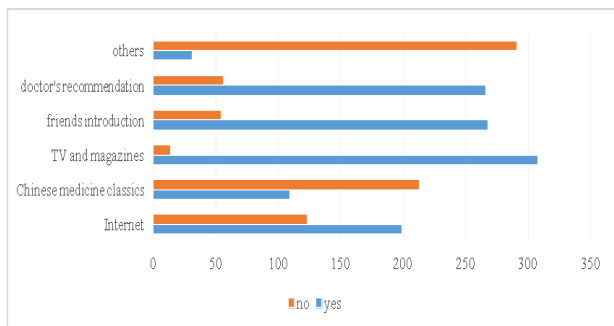


Figure 1. The path of Chinese medicine communication and development

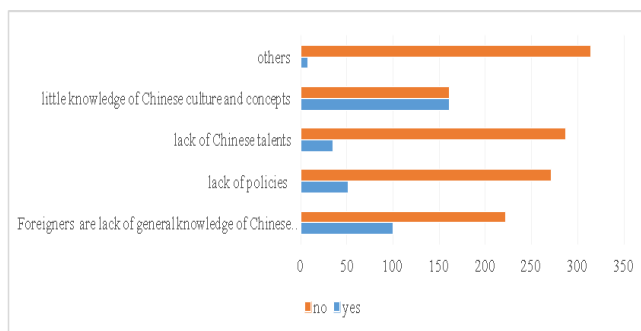


Figure 2. Main factors restricting the spread of Chinese medicine

In figure 2, the results show that the top three factors restricting the spread of Chinese medicine are: lack of understanding of Chinese medicine culture and concept of life in Chinese medicine theory, lack of general understanding of foreigners, and inadequate government policy support. In order to improve the research results, measures that may promote communication have also been investigated, as shown in Figure 3.

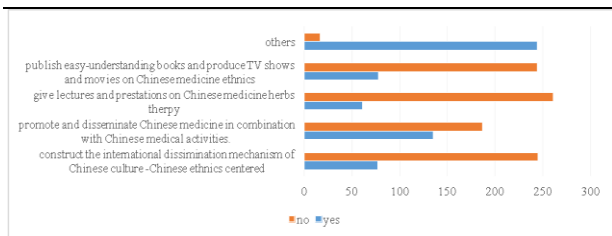


Figure 3. Spreading ways of Chinese medicine

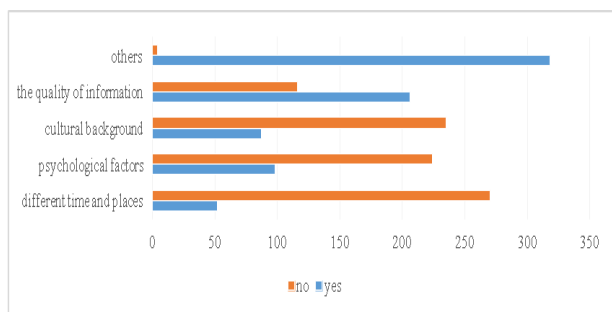


Figure 4. Main factors to construct international dissemination mechanism on Chinese medicine culture

As shown in figure 4, the survey respondents generally believe that the quality of information in Chinese medicine culture communication is the most important.

#### 4. Conclusion

In the course of more than two thousand years of historical development, traditional Chinese medicine has formed a theoretical system of harmony between man and nature, holistic view, and syndrome differentiation and treatment. And it is effective clinically [3]. Traditional Chinese medicine is generally recognized as an alternative medicine or supplementary medicine [4]. Any medical theory has its own limitations. Curing disease is the common goal of mankind. Promoting Chinese medicine to internationalization is conducive to the development of human health. Based on this study, it is widely believed that information quality is an important factor in the process of Chinese medicine communication.

At present, the most effective mode of communication is television magazines, friend introductions and doctors' recommendations. The international medical activities combined with traditional Chinese medicine can effectively promote the internationalization of Chinese medicine. Therefore, from the perspective of medical profes-

sionalism, the medical practitioners' awareness of Chinese medicine, that is, the disease types and clinical curative effects that can be treated by Chinese medicine, health care, etc., can be expanded to expand the influence of Chinese medicine; from the perspective of medical organizations establishment, increase the proportion of Chinese medicine doctors,

Expand the scope of Chinese medicine practitioners through various international medical activities. National legislation, practice norms, etc. can restrict the behavior of Chinese medicine practitioners to a certain extent, and ensure the level of Chinese medicine practitioners, which plays a role that cannot be ignored in the entire process of internationalization. In general, Chinese medicine has already stepped out of China's door and has been recognized by the world. The internationalization of Chinese medicine aims to break the existing cognitive limitations and make Chinese medicine to better serve human beings.

#### 5. Acknowledgment

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