



# Study on the Developing Environmental Index System of TCM Industry——Is Based on the Empirical Data from Zhangshu City and Bozhou City

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**Abstract. Objective** To use the Delphi method to construct the environmental index system of TCM industry development, and to provide suggestions and countermeasures to better promote the development of TCM industry. **Methods** The index pool was initially formed through literature analysis, and 20 experts in the industry were selected to evaluate the alternative indicators, and to select the indicators and determine the index weights according to the evaluation results to finally form the index system. **Results** The positive coefficient of experts in the two indicators was 75% and 100%, respectively, and the degree of expert authority was 0.835 and 0.846 ( $p < 0.01$ ), The expert coordination coefficients were 0.659 and 0.639, respectively ( $p < 0.05$ ), The index system finally includes 3 level-1 indicators, 7 level-2 indicators and 28 level-3 indicators. **Conclusion** The indicators constructed by the Delphi method have high reliability and feasibility, and the results of the environmental evaluation index system of TCM industry development are credible. Finally, this study measured and analyzed the development environment of the TCM industry in Zhangshu and Bozhou cities, and provided countermeasures to optimize the TCM industry development environment with SWOT analysis.

**Keywords:** Tourism Industry · Boston Matrix · Development Strategy · Jiangxi Province

## 1 Introduction

Camphor tree is the “medicine capital of China”, with profound historical and cultural deposits. The rapid development of the TCM industry has also promoted the prosperity of the local social economy [1], However, compared with the rapid development of Bozhou and other drugs, there are still many problems. Therefore, how to improve the development level of camphor traditional Chinese medicine industry and reshape the image of the medicine capital has become an important problem for the development

of TCM industry in Zhangshu City, and even the development of traditional Chinese medicine industry in Jiangxi Province.

Therefore, this study aims to construct an environmental evaluation index system for the development of the TCM industry. Through a comprehensive evaluation of the development environment of the TCM industry in this region, the advantages of its own development and the same industries in other regions are clarified, so as to provide a basis for the industrial development planning. The previous environmental analysis of the TCM industry is mostly qualitative research. Relevant environmental theoretical models are used to analyze their strategic choices, with less quantitative research on the development environment of TCM industry.

Based on this, this study with camphor city as the research object, based on scientific TCM industry environmental measurement index research, through qualitative and quantitative combination of regional TCM industry development environment, clear the internal and external environment, and use SWOT analysis to determine the regional priority strategy, so as to better solve the objectivity of environmental analysis and environment comparison, the rationality of strategic choice.

## 2 Objects and Methods

### 2.1 Primary Primary Primary

Based on the environmental analysis theories such as PEST analysis, value chain analysis and diamond model, the existing relevant field indicators are collected through literature analysis. Through index supplement and screening, the index system of environmental measurement of TCM industry is preliminarily constructed.

### 2.2 Study Subjects

Delphi method (Delphi technique) is a technical method of multiple expert experience and subjective judgment, also known as expert opinion method [3]. The experts selected in this study are authoritative and representative professionals in the relevant fields. Expert inclusion standards: ① position requirements: managers engaged in the production, circulation and operation of TCM industry, managers working in TCM medical institutions and TCM regulators, and scholars of relevant TCM policy research in colleges and universities; ② years: 5 years or more; ③ degree requirements: bachelor's degree or above; ④ title requirements: middle and senior technical title. The Delphi law stipulates that the number of experts is generally 8–20 as the appropriate number of [4], and a total of 20 consulting experts were selected in this study.

### 2.3 Build the Index System by Using the Delphi Method

The main contents of the Delphi expert consultation questionnaire include: first, the purpose and significance of the study, the index evaluation and assignment, the basic information of the consulting experts, the familiarity of the consultation problem and the evaluation of the constructed index system. Among them, index evaluation is a comprehensive evaluation of the importance and familiarity of each index. The assignment

method of the judgment results is: very important (5 points), more important (4 points), generally important (3 points), not important (2 points), very not important (1 point); very familiar (1.0), familiar (0.8), more familiar (0.6), generally familiar (0.4), less familiar (0.2), unfamiliar (0.0). At the same time, according to the work experience (0.4) in the judgment basis, theoretical analysis (0.3), reference to domestic and foreign data (0.2), subjective judgment (0.1) to give different values.

## 2.4 Statistical Analysis

The reliability analysis of Delphi method reflects [5] with expert positive coefficient, authority coefficient and coordination coefficient. The questionnaire recovery rate ( $C_m$ ) represents the enthusiasm of experts, and the size of experts, generally taking 70% as the acceptance standard. The authority coefficient ( $C_r$ ) is determined by the expert's familiarity ( $C_s$ ) and judgment basis ( $C_a$ ), namely  $C_r = (C_s + C_a)/2$ , which is the arithmetic average of the judgment coefficient and familiarity, and  $C_r 0.70$  is the acceptable value. Coordination coefficient ( $W$ ) indicates the degree of coordination of expert opinion.  $W$  is between 0 and 1, the greater the value, the higher the coordination of expert opinion, and vice versa.  $W$  around 0.5 is the [2].

## 3 Results

### 3.1 Results of Expert Consultation

#### 3.1.1 Basic Information of the Experts

A total of 20 experts participated in the consultation, The final number of experts with effective feedback was 15, Consulting experts came from 3 (20%) of TCM production enterprises, 3 (20%) of TCM operating enterprises, 2 of TCM circulation enterprises (13.3%), 2 of TCM medical institutions (13.3%), 2 of TCM administrative departments (13.3%), and 3 of college teachers (20%); 12 Men (60%), Eight women (40%); Ages of 35–45 accounted for 67.8%, Master's degree or more is 80%, Senior professional titles accounted for 52.28%, Relevant working life of more than 10 years accounted for 66.6%.

#### 3.1.2 Positive Coefficient of Experts

In the first round, 20 questionnaires were issued, 15 valid questionnaires were recovered, and the recovery rate was 75%. 14 experts put forward revision suggestions on the selection of indicators. The second round of questionnaire consultation revised the opinions of the first round of experts, and distributed questionnaires to the experts who continued to participate in the questionnaire feedback, distributed 15 questionnaires, and recovered 15 valid questionnaires, with the recovery rate of 100%, indicating that the experts were highly motivated for this study.

**Table 1.** Table of judgment basis and influence degree.

Judgment basis	Influence degree		
	low	middle	high
practical experience (0.4)	0.30	0.40	0.50
theoretical analysis (0.3)	0.10	0.30	0.30
Knowledge from our domestic and foreign peers (0.2)	0.05	0.20	0.10
instinct (0.1)	0.05	0.10	0.10

**Table 2.** Table of expert coordination.

index	first round				second round			
	W	X2	P	CV	W	X2	P	CV
Level 1 indicators	0.265	17.032	0.002	0.01–0.26	0.905	53.432	0.000	0.09–0.25
Secondary indicators	0.114	18.524	0.012	0.09–0.36	0.499	88.066	0.000	0.08–0.26
Level 3 indicators	0.132	81.429	0.000	0.12–0.38	0.454	293.786	0.000	0.10–0.32

### 3.1.3 Authority Coefficient of Experts

In this study, the authority coefficient was determined according to the familiarity of experts and judgment with the environmental indicators of TCM industry. It is generally believed that the expert authority coefficient >70% is the acceptable standard [6]. Familiarity and judgment basis of expert consultation (Table 1), the first round of expert development environment index familiarity coefficient is 0.86, 0.84, 0.84, 0.82; judgment basis coefficient 0.84, 0.82, 0.82, 0.81; authority coefficient is 0.85, 0.83, 0.83 and 0.815, all slightly higher than standard 0.70. The coefficient of expert authority is 0.846, which is high.

### 3.1.4 Expert Coordination Coefficient

The coordination degree of expert opinion can be expressed by the coefficient of variation CV and the coordination coefficient W. The smaller the coefficient of variation, the more concentrated the expert opinion; the coordination coefficient is between 0–1, the greater the coordination coefficient, the higher the coordination degree of expert opinion. After two rounds of Kendall coordination coefficient calculation of the primary, secondary and tertiary indicators in this study, the variation coefficient was decreasing and the coordination coefficient was rising and  $p < 0.01$ , indicating that the expert opinions tended to be unified (see Table 2).

### 3.2 Establishment of the Index System

After the first round of expert consultation, importance score and index coefficient of variation, = total index scores/total experts; variation coefficient = standard deviation/average; include the indicators meeting  $>3.5$  and coefficient of variation  $<0.25$  in the second round of consultation questionnaire [7], make the unqualified indicators modified or deleted, and make the index weights calculated according to the final results of Delphi method to form the environmental index system of TCM industry development (Table 3). Finally, three first-level indicators, seven secondary indicators and 28 tertiary indicators were determined. Among them, the first two indicators were not deleted. In the first round, the second index deleted C1 TCM talent development environment and one indicator: talent education and training environment; and two third indicators of B2 soft environment: the number of TCM universities with TCM majors and the enrollment rate of TCM universities.

**Table 3.** Environmental measurement index system of the development of camphor tree traditional Chinese medicine industry.

Level 1 indicators weight	Secondary indicators weight	Level 3 indicators weight
A Macro-Development Environment (0.304)	A1 The Environment for Political Development (0.204)	A11 Number of TCM policy documents issued (0.635)
		A12 Unit and grade of TCM policy issued (0.365)
	A2 Economic Development Environment (0.343)	A21 Regional GDP (0.447)
		A22 per-capita GDP (0.113)
		A23 Part of TCM output value in the total output value of the province (0.450)
	A3 Environment for Social Development (0.269)	A31 Number of times held at drug fairs (0.146)
		A32 Trading Volume of the Pharmaceutical Fair (0.354)
		A33 Traditional Chinese medicine literacy (0.298)
		A34 Information level (0.202)
	A4 Technology Development Environment (0.184)	A41 Number of patents (0.520)
		A42 GAP/GMP/GSP situation (0.480)

(continued)

**Table 3.** (continued)

Level 1 indicators weight	Secondary indicators weight	Level 3 indicators weight	
B China-View Development Environment (0.367)	B1 Hard Environment (0.523)	B11 Passenger flow (0.066)	
		B12 Traffic conditions (0.211)	
		B13 Number of wild medicinal materials (0.325)	
		B14 Production (quantity) value of Chinese medicinal materials (0.398)	
	B2 Soft environment (0.477)	B21 Population number (0.114)	
		B22 Employment Number (0.173)	
		B23 Number of TCM universities (0.213)	
		B24 Enrollment rate of TCM universities (0.126)	
		B25 Regional Development Strategy and Goals (0.169)	
		B26 Development status of the tertiary industry (0.103)	
		B27 Degree of integration of tertiary industries (0.102)	
	C Micro-Development Environment (0.329)	C1 The Development Environment of TCM Industry (1.00)	C11 Development level and Quality of Traditional Chinese medicine Industry (0.270)
			C12 Market area of TCM (0.113)
			C13 Number of merchants in the TCM market (0.106)
C14 Annual transaction volume of TCM market (0.289)			
C15 Number of traditional Chinese medicine-related enterprises (0.121)			
C12 Scale of TCM enterprises (0.101)			

## 4 Comparative Analysis of Camphor Tree and Bozhou Traditional Chinese Medicine Industry

### 4.1 Macroscopic Development Environment

#### 4.1.1 Environment for Political Development

Since Tu Youyou's award of the Nobel Prize, TCM has become more and more recognized by the world. In order to promote the development of the TCM industry, the country has introduced a series of favorable policies for the TCM industry. While ushering in the policy dividend to promote the development of the TCM industry, it has clarified the urgency of the TCM industry and planned a clear development direction for the TCM industry. China's TCM industry has ushered in a new development opportunities and development boom.

In recent years, the state and the government intensive "Jiangxi camphor tree" Chinese medicine "revitalization project", the national comprehensive reform pilot area (Jiangxi) construction action plan (2018–2020) "Jiangxi forest medicine industry project" "Jiangxi Chinese medicine industry development project" "China (Nanchang) kechuang city construction plan, such as policy for Jiangxi Chinese medicine industry provides a strong policy guarantee [8]. The Jiangxi Provincial government has also thoroughly implemented the important instructions of General Secretary Xi Jinping to build a leading and world-renowned strong TCM province in China. We will continue to strengthen, optimize and expand the TCM industry, increase the investment in the TCM industry, promote its better and faster development, and create a unique TCM name card of Jiangxi Province.

The General Office of Anhui Provincial Government issued the of the 13th Five-Year Plan TCM Industry Development Plan of Anhui Province [9], requiring governments at all levels and relevant departments to coordinate, integrate resources, and improve relevant supporting policies to create a good environment for the development of the TCM industry.

#### 4.1.2 Environment for Economic Development

The total GDP of Zhangshu City is lower than that of Bozhou City, mainly because it is that Zhangshu City is a county-level city and less population and region compared than Bozhou City, so there is a large gap between the regional economic output value, the total agricultural output value and the pharmaceutical manufacturing value compared with that of Bozhou. However, the per capita GDP of Zhangshu City is higher than that of the per capita in Bozhou City, but in terms of the total quantity, the agricultural output value of traditional Chinese medicine accounts for a large proportion of the total agricultural output value of Bozhou. Although the development speed of Zhangshu City is fast, there is still a large gap (see Table 4).

#### 4.1.3 Environment for Social Development

At present, people are no longer limited to the initial disease prevention, but gradually began to pursue further physical and mental health [10]. Since the health awareness of

**Table 4.** Agricultural production of traditional Chinese medicine in Zhangshu and Bozhou in 2016 and 2019.

year	2016		2019	
	Zhangshu	Bozhou	Zhangshu	Bozhou
Gross regional product (RMB 100 million)	336.46	1200.9	408.59	1749
GDP per capita (Yuan)	59424	20611	72386	33314
Total agricultural output value (ten thousand yuan)	596308	3920552	665000	4296525
Agricultural output value of traditional Chinese medicine (ten thousand yuan)	4101	163241	27558	469462
The standard output value of pharmaceutical manufacturing industry (100 million yuan)	128.61	259.4194	168.11	277.4355

**Table 5.** Population situation and labor force in Jiangxi and Anhui provinces.

year	2016		2019	
	Jiangxi	Anhui	Jiangxi	Anhui
Population situation (ten thousand people)	4592.26	7027	4666.13	7119
Number of jobs employed (ten thousand people)	2637.6	4361.6	2632	4384

the Chinese people has also become more and more enhanced, the early people pay great attention to health care, the diet is light and vegetarian, with whole grains, and the pursuit of a balanced and healthy diet. In addition, China's Taijiquan, Wuqinxi and other health skills also have a very high popularity. It shows that TCM is deeply rooted in the daily life of the Chinese people, and the social environment of TCM is strong in [11].

#### (1) Population situation

In terms of population situation, the number of population and employment in Jiangxi Province are far lower than that of Anhui Province. The ratio of the total number of employment in the two provinces is similar, but the ratio of employment in Anhui Province is higher, 4–5% points higher than that in Jiangxi Province (see Table 5).

#### (2) Social environment of TCM in Jiangxi and Anhui

First, the social environment of traditional Chinese medicine in Jiangxi Province. The hardware and software strength of Jiangxi traditional Chinese medicine manufacturing foundation rank among the top in China. There are more than 300 traditional Chinese medicine production enterprises in the province, and many well-known pharmaceutical enterprises. Jiangxi TCM processing technology is well-known at home and abroad, and has contributed to the inheritance and development of TCM processing technology in Jiangxi and even the whole country. Jiangxi



industrial chain of traditional Chinese medicine is complete, covering planting, production, circulation and other links of [12]. It is expected that in 2020, the Chinese medicinal materials planting scale in Jiangxi will reach 3 million mu. Jiangxi camphor tree is a complete variety of traditional Chinese medicine in Jiangxi, and has been approved as more than 3,000 registered traditional Chinese medicine varieties in the province.

Second, the social environment of traditional Chinese medicine in Anhui Province. Anhui Province is known as “BeiHua Tuo and Nan Xin’an”. TCM has a long history, profound cultural connotation, rich natural resources and good ecological environment. The development of traditional Chinese medicine industry has a solid natural foundation and rich cultural heritage. Over the years, the traditional Chinese medicine industry in Anhui Province has made an important contribution and played an irreplaceable role in meeting the people’s health needs and promoting the social and economic development. But with China’s economic and social development into a new era, the people’s demand for Chinese medicine health services, Anhui Chinese medicine industry development problems are constantly exposed: Anhui Chinese medicine industry overall management level is low, development mode and service mode is still relatively lagging, industry development of technology innovation momentum, rapid growth, Chinese medicine product supply and demand structural imbalance, Chinese medicine resources, enterprises and worker income is difficult to improve. In order to solve the above problems, the traditional Chinese medicine industry in Anhui Province needs to transform and upgrade, promote the industrial integration, through the integrated development of the traditional Chinese medicine industry, effectively improve the production efficiency of the industry, and promote the social and economic development of [13].

#### 4.1.4 Technological Development Environment

##### (1) Research and Experimental Development (R & D) in Jiangxi Province and Anhui Province

In terms of the scientific research, technology and test progress of the two provinces, the indicators related to the research and experimental development activities of industrial enterprises above the designated scale are selected, including the full-time equivalent, funds and project number of R&D personnel of industrial enterprises above the standard, for analysis. As shown in Fig. 8, there is a large gap in the absolute number of R&D personnel of industrial enterprises in Jiangxi Province. However, from the perspective of the growth rate, the growth rate of Jiangxi Province is far higher than that of Anhui Province. The growth rate of full-time personnel equivalent in Jiangxi Province is 118.3 percentage points higher than that of Anhui Province, and the fund growth rate is 22.71 percentage points higher than that of Anhui Province. In terms of the number of projects, the growth rate is 129.22 percentage points higher than that of Anhui Province. It shows that the investment in the research and experimental development of industrial enterprises in Jiangxi Province has increased year by year, and it has paid more and more attention to science and technology (see Table 6).

**Table 6.** Activities of Industrial Research and Experimental Development (R & D) in Jiangxi and Anhui provinces.

Year	2016		2019	
	Jiangxi	Anhui	Jiangxi	Anhui
Corporate R & D personnel (person/year)	34924	99451	85032	124491
Enterprise R & D funds (ten thousand yuan)	1797561	3709224	3202151	5765371
Number of regulated enterprise R & D items (items)	6351	15697	18645	25799
Patent application acceptance quantity (Item)	60494	172552	91474	167039
Amount of patent application authorization (item)	35906	55169	53211	82524

(2) Number of patents in Jiangxi Province and Anhui Province

In terms of patent number, the number of patent applications and patent applications in Jiangxi Province is still at a relative disadvantage compared with Anhui Province, however, the number of patent applications in Jiangxi Province is increasing, while the number of patent licenses in both provinces increasing, the growth rate in Jiangxi Province will be faster in Anhui Province. It shows that Jiangxi Province has paid more attention to the development of science and technology in recent years.

## 4.2 Medium-View Development Environment

### 4.2.1 Hard Environment

(1) Natural resources

Zhangshu City is located in the middle of Jiangxi Province, with a suitable climate and superior natural conditions. There are many resources of Chinese medicinal materials, excellent germplasm and rich varieties of wild medicinal materials, and about 500 kinds of wild medicines have been found. In addition, camphor Chinese medicinal materials planting has a long history, Che, *Wu chinensis*, yellow gardenia, four authentic *Aurantii*, known as “three sons and one shell” (Zhang, Su, etc., 2015).

Bozhou city is rich in natural resources. There are as many as 400 varieties of Chinese medicinal materials planted, with the planting area of about 52.28,000 hectares, accounting for about 10% of the whole country. At present, Bozhou City has formed the largest TCM decoction piece industrial cluster in China, and extends to the direction of internationalization [13].

(2) Agricultural production of traditional Chinese medicine

In recent years, Zhangshu traditional Chinese medicine agriculture has developed rapidly, and the planting area and yield have made a qualitative leap, but there is still a big gap between traditional Chinese medicine agricultural production in Bozhou. Especially per unit area output is reflected. Production per unit area decreased by 724 kg/ha. It may be due to its expanded planting area in recent years, but the effect cycle of traditional Chinese herbal medicine planting is longer than (Huang, 2005). But the output per unit area is still two to three times lower than that of

**Table 7.** Comparison of TCM agricultural production in Zhangshu City in 2016 and 2019 with Bozhou.

year	2016		2019	
	Zhangshu	Bozhou	Zhangshu	Bozhou
Sowing area (ha)	3368	56460	26100	57268
Production volume of Chinese medicinal materials (ton)	5633	275015	47600	276283
Production volume per unit area (kg)	1673	4871	949	4824

**Table 8.** Comparison of population and employment population in Zhangshu and Bozhou in 2016 and 2019.

year	2016		2019	
	Zhangshu	Bozhou	Zhangshu	Bozhou
Population number (ten thousand people)	61.14	646.8	60.78	663
Number of jobs employed (ten thousand people)	35.99	355.7	35.91	363.1

Bozhou city. Therefore, Zhangshu city traditional Chinese medicine agriculture is in a inferior position (See Table 7).

#### 4.2.2 Soft Environment

##### (1) Human resources

In terms of population resources, the situation of Zhangshu City is a county-level city, and the total population and employment population under its area are small. Although the proportion of employment population is basically similar, its development is limited due to its small total amount. Its population and employment population are less than one-tenth of that of Bozhou city (See Table 8).

##### (2) Development strategy

The development strategy of Zhangshu City is to build the “Pharmaceutical Capital of China” as the starting point, comprehensively promote the development of the TCM industry, and build a trading base [13] integrating the high-quality drug fair, transform the Chinese herbal medicine trading market, and promote the cultural exhibition of traditional Chinese medicine and industrial agglomeration. The development strategy of Bozhou city is the grand goal of building “the world capital of TCM”, highlighting the main focus, promoting the development of TCM industry, and consolidating the foundation for the development of the primary pillar industry. To sum up, Zhangshu development strategy of traditional Chinese medicine is to revitalize the “pharmaceutical capital of China”, while Anhui Province is the “world capital of traditional Chinese medicine”. The focus of the two development strategies is different.

**Table 9.** Infrastructure construction of Zhangshu and Bozhou Chinese herbal medicine market.

2019	Zhangshu	Bozhou
Market area (10,000 square meter)	27	120
Number of traditional Chinese medicine shops	1500	3500
Market operating varieties (species)	2600	2600
Annual market trading volume (ton)	30	100

**Table 10.** Comparison of the number of traditional Chinese medicine related enterprises in Zhangshu Bozhou.

2019	Zhangshu	Bozhou
Number of pharmaceutical manufacturing enterprises	38	146
Number of traditional Chinese medicine decoction piece processing enterprises	27	102
Number of proprietary Chinese patent medicine manufacturing enterprises	7	39

### (3) Distribution of the tertiary industries

According to the Statistical Yearbook, from 2016 to 2019, the proportion of the primary and secondary industries in Jiangxi Province and Anhui Province declined in recent years, and the tertiary industry rose. On the whole, the tertiary industry in Anhui Province developed rapidly, rising from 41.3% in 2016 to 50.8%, while the tertiary industry in Jiangxi Province grew slowly, rising from 42.8% in 2016 to 47.5% in 2019.

## 4.3 Micro-development Environment

### 4.3.1 Development Level and Quality of the TCM Industry

In terms of the infrastructure of the Chinese herbal medicine market, there is still a large gap in the number of merchants and the annual turnover in the infrastructure construction of the Zhangshu Chinese herbal medicine market compared with Bozhou, and there is no big gap in the market operation varieties. The specific gap is shown in Table 9.

### 4.3.2 Traditional Chinese Medicine-Related Enterprises

Traditional Chinese medicine-related enterprises can include traditional Chinese medicine agriculture, manufacturing industry and commercial circulation industry. In view of the data availability, the relevant industries in this study only include the number of Chinese patent medicine manufacturing enterprises above the designated size, the number of pharmaceutical manufacturing enterprises, and the number of traditional Chinese medicine decoction piece processing enterprises. There is a large gap between

the number of traditional Chinese medicine related industries and Bozhou City, and there is a big gap between the number of three types related enterprises. At the same time, its output value is also very large (see Table 10).

## 5 Discussion

Comparison of the development environment between camphor tree and Bozhou traditional Chinese medicine industry. Based on the empirical data of 2016 and 2019, the above indicators were used to analyze the development environment of both Bozhou and camphor trees. The results showed that the advantages and disadvantages of camphor TCM industry coexist, opportunities and challenges coexist.

### 5.1 SWOT Analysis

First, four advantages: rich natural resources, good natural environment, strong historical accumulation, characteristic processing technology has a high historical status; Zhangshu Municipal Government attaches great importance to the development of TCM industry, and the industrial chain is relatively complete.

Second, four disadvantages: low strategic positioning, obvious geographical limitations; small development scale, lack of effective supervision system; limited pharmaceutical industry development investment; the informatization level of the whole industry chain is not high.

Third, four opportunities: the Party and the state attach great importance to them; the people's demand is strong; scientific and technological development brings new vitality; and Belt and Road brings new international opportunities.

Fourth, three threats: the intensified industry competition, the beach landing is increasingly obvious; the lack of talent has become a bottleneck restricting the development of the whole industry; the management system and mechanism are not active, and the management efficiency is low. Development strategic choice of camphor tree traditional Chinese medicine industry. To this end, to revive the camphor tree medicine capital, this study put forward five development strategies.

### 5.2 Development Strategy

One is to improve the strategic vision, emphasize the camphor medicine to the city, the provincial level, rather than stick to camphor tree, comb "medicine" is camphor tree, is Jiangxi, is China, is also the world, looking on the world, break through administrative, regional restrictions, the province, the city to create new "Chinese medicine", drug brand.

Second, we will promote the integrated development of the TCM industry. Break through the regional restrictions of camphor tree, promote the high-quality development of Chinese medicine agriculture, make camphor tree a "model" of Chinese medicine agriculture; promote the upgrading of Chinese medicine manufacturing industry, focus on creating a "high-end" Chinese medicine decoction piece industry, create an important manufacturing enterprise with characteristics and core competitiveness, promote the rapid development of camphor Chinese medicine trade circulation, and explore the

development path of new forms of Chinese medicine. With TCM manufacturing as the core, we will promote the integrated development of TCM agriculture, TCM circulation industry, and new business forms of traditional Chinese medicine, and optimize the industrial chain.

Third, we will strengthen the supervision system of the TCM industry. Focus on improving the source quality, build camphor Chinese medicine quality brand; improve the information level, improve the supervision efficiency.

Fourth, to build the drug capital brand effect. Emphasize based on scientific and technological innovation, deep cultivation of characteristic traditional Chinese medicine varieties, to build an internationally famous and domestic leading traditional Chinese medicine brand.

Fifth, we will strengthen the development of supporting support systems. First, we will improve supporting policies, especially cross-regional and cross-level management systems that break through regional limitations and supporting policies to promote industrial development. Second, make overall use of preferential policies and preferential policies to attract talents and increase the cultivation and introduction of talents. Third, expand investment and financing channels, attract foreign capital injection, and activate the capital market. Fourth, we will improve the Chinese herbal medicine market and other legal systems.

## 6 Results and Recommendations

### 6.1 Results

Camphor tree has the advantages of natural resources, traditional Chinese medicine processing technology, government post-comer support, and complete industrial chain, but there are obvious disadvantages of low strategic positioning, obvious regional limitations, insufficient investment in science and technology, low degree of industrial informatization, and low talent attraction.

### 6.2 Suggestions

Camphortree must use the provincial and even national Chinese medicine boom, clear local strategic positioning, “medicine capital” as “medicine capital” on the province platform; focus on traditional, characteristic Chinese medicine processing technology as the power point, increase science and technology investment, improve the degree of informatization, to point, promote the development of Chinese medicine industry, reshape the image of “Chinese medicine capital”.

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