

RESEARCH ON THE PATH OF CULTURAL INHERITANCE AND EDUCATION OF CHINESE MEDICINE IN VOCATIONAL COLLEGE UNDER THE PERSPECTIVE OF "CRAFTSMANSHIP"

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ABSTRACT

Through investigation and research, a deep understanding of the contemporary connotation of traditional Chinese medicine culture of craftsmanship is gained. The current situation of the understanding of craftsmanship by teachers, students, and enterprises, which includes insufficient understanding, lack of professional integration, integration of industry and education in a formal manner, and lack of a craftsman-type teaching team, is also analyzed. In the end, it is concluded that the targeted countermeasures are to combine with the campus culture construction, hold and participate in traditional Chinese medicine skills competitions, set up more Chinese medicine special skills courses, carry out the reform of the curriculum and teaching mode, and adhere to and carry forward the "artisanal spirit" in the training of teachers, to provide practical guidance for the cultivation and inheritance of the craftsmanship spirit of the traditional culture of traditional Chinese medicine.

Keywords: Craftsmanship, Cultural inheritance, Traditional Chinese Medicine, Vocational college

INTRODUCTION

Higher vocational education, as the main place for cultivating China's future craftsmen, bears the heavy burden of cultivating and conveying qualified builders for the country, and to cultivate qualified craftsmen, higher vocational education cannot be separated from the proposition of cultivating the spirit of craftsmanship. Craftsmanship, as a spirit of dedication, excellence, concentration, innovation, and other rich connotations, whose core is the ultimate pursuit of quality, has great social value and educational significance, and is the spiritual benchmark of modern vocational education, as well as the characteristics and soul of vocational education, which is to "cultivate educated people with excellent morality".

The traditional culture of Chinese medicine is characterized by the following features: firstly, diversity. In the long course of history, the exploration of countless practitioners of traditional Chinese medicine has left behind a rich culture of traditional Chinese medicine for future generations. Secondly, valuable. As a classic work of Chinese medicine, "Huang Di Nei Jing" is still a guide for modern health and wellness and a powerful tool for curing diseases and strengthening the body; "The Compendium of Materia Medica" is still regarded as a guiding principle by practitioners of Chinese medicine; The principle of "Great Physician Excellence and Sincerity" is still a professional guideline for doctors of TCM; and the fundamental basis for diagnosis and treatment of diseases by traditional Chinese medicine practitioners has remained to be the same as that for the present day. Thirdly, ethnicity. The traditional culture of Chinese medicine contains the philosophy of evidence-based treatment, the systematic thinking of the five elements theory, and the unique acupuncture technique, reflecting the unique wisdom of the Chinese nation.

The Chinese government attaches great importance to people's health, and the Healthy China Strategy clearly states that to meet the growing health needs of the people, the quality of services provided by the Chinese medicine industry should be further improved, and therefore it is necessary to cultivate high-quality Chinese medicine talents to meet this goal. The Outline of the Strategic Plan for the Development of Chinese Medicine (2016-2030) also sets out the objectives of cultivating talents for the inheritance of Chinese medicine and promoting the healthy development of Chinese medicine. In this regard, under the perspective of craftsmanship cultivation, higher vocational colleges should comply with the social demand for medical service talents, ensure that the talents not only have employment



knowledge and skills, but also pay attention to the improvement of students' comprehensive quality, and the core element is to inherit and carry forward the traditional culture of excellent traditional Chinese medicine, and organically integrated into the whole process of talent cultivation, to realize the double cultivation of their professionalism and humanistic qualities, and to better satisfy the social demand for talents of traditional Chinese Medicine.

The culture of TCM is a concentrated manifestation of the profound philosophical thinking, noble morals, and outstanding civilized wisdom of the Chinese nation in the process of development and accumulation of Chinese medicine. From the perspective of cultivating high-quality technical talents in the field of "craftsmanship", the cultural heritage of Chinese medicine is very rich in value. Fully exploring and applying the cultural resources of Chinese medicine can not only give full play to its function of educating people and promoting the overall development of students but also enrich the connotation of cultivating Chinese medicine professionals in higher vocational colleges and universities, further promoting the reform of the cultivation model, and enhance the cultivation work. It can also enrich the connotation of talent cultivation in higher vocational colleges further promote the reform of talent cultivation mode and enhance the pertinence and effectiveness of talent cultivation work.

This research firstly collected, collated, and analyzed the relevant domestic and international literature on craftsmanship, further refined and enriched the connotation of craftsmanship contained in the traditional culture of Chinese medicine, and achieved a high degree of compatibility between the two. Then a typical path of implanting Chinese medicine culture into professional talent training under the perspective of craftsmanship is designed. In the process of implantation, focusing on the integration of industrial elements, industry elements, and vocational elements, creating a campus atmosphere to promote the spirit of craftsmanship in Chinese medicine, and carrying out the cultivation of professionalism, dedication, and innovation qualities of students, to make the students have the basic qualities of the spirit of craftsmanship, comprehensively improve their professionalism, and enhance the effectiveness of cultural education.

THEORETICAL FRAMEWORK

Overview of research on the definition and connotation of craftsmanship in Traditional Chinese Medicine

Influenced by historical development, social division of labor, and industrial fields, the connotation of craftsmanship at the macro level is extremely rich. The craftsmanship of countries around the world stems from the long-term development and accumulation of their own national culture and character. Traditional Chinese Medicine (TCM), which has the longest history in China and has made great contributions to the continuity of the Chinese nation over the past thousand years, can be looked upon to be the industry that best represents this spirit.

According to "Shuo Wen Jie Zi", an ancient Chinese book that explained the structure and meanings of Chinese script, listed that "doctors are healing craftsmen." "Craftsmen" in ancient times was originally a title for healers. The formation, inheritance, and promotion of craftsmanship in Chinese medicine are based on the supreme pursuit of skills and morality by medical workers and pharmacists, which is sublimated in practice and continuously internalized. (Wu, 2019) concluded records in "Zhou Li - Kaogong Ji" and mentioned that those who have great wisdom and create objects that are beneficial to human activities, and who record the process of making them and pass them on, can be called Craftsmen. Craftsmen are always people with great wisdom. From the perspective of the emerging society, (Du, 2021) illustrated that the educator Cai Yuanpei's elaboration on the connotation of "technician": firstly, the spirit of diligence, secondly, proficient skills, and thirdly, the ability to produce value, raising the status of "technician" to an unprecedented level. He stated that "teachers' professional ethical responsibilities include both nurturing and establishing morality and in the process of education, both moral and intellectual education should be given equal importance, to cultivate students' good morals and help them form a correct outlook on life and values. Only students who have both moral and intellectual qualities can develop in an all-round way and become the talents demanded by modern society." This statement emphasized that the criteria for teachers to implement moral education should also change at any time and in any place by different circumstances and that the moral education and indoctrination of students by teachers is not to make them into saintly personalities with high morals but to cultivate modern citizens who give equal importance to both public and private virtues. By future developing Sun Simiao's judgement, (J. Xia & Cao, 2020) classified the level of professional



competence of medical workers according to the unique treatment concept of Chinese medicine, and proposed that "the upper worker treats the undiseased, the middle worker treats the desirous, and the lower worker treats the sick." In the classification of these levels of medical workers, the criteria are mainly twofold: the level of mastery of theory, and the level of diagnosis and treatment. Those who reached the highest level were regarded as "superior workers". Behind the principle of treating human beings rather than diseases is the medical concept of humanistic care and the pursuit of the highest level of medical skills. This concept and pursuit is the essence of craftsmanship (J. Xia & Cao, 2020). The highest level of Chinese medicine is "upper worker", which refers to those who have a wide range of knowledge, accurate diagnosis of diseases, and a high cure rate. Historically, those who could reach the realm of "upper worker" are all famous doctors who have excelled through the ages, such as Bian Que, Hua Tuo, Zhang Zhongjing, etc. They are all dedicated, persistent, and constantly pursuing excellence and perfection, they make every diagnosis and treatment process perfect, and every prescription can become a classic. Therefore, becoming an "upper worker" is also the goal of every TCM practitioner in his/her life. To become an "upper worker", it is necessary to possess the craftsmanship of striving for excellence.

As Traditional Chinese Medicine is a unique culture and industry that originated in China, foreign research does not contain a clear definition of the connotation of craftsmanship and in-depth study. However, some foreign research has been implemented to stress the performance of craftsmen in professional activities with certain expositions. (Foege 2014) emphasized the importance of the spirit of innovation, referred to in his book on the essence of the artisan, which was a collection of modified technology available to solve problems, the realization of the creation of wealth. Moreover, Alec Foege also believed that the spirit of craftsmen can be expanded to the pursuit of innovation of the various sectors of the staff, if the staff treats their work to strive for excellence can be called "the spirit of craftsmanship". Japanese scholar Kazushi Akutsu thinks that enterprises must cultivate the spirit of craftsmanship and believes that the pursuit of the spirit of craftsmanship is the basic quality for individuals to become craftsmen and pass on the spirit of craftsmanship. Japanese entrepreneur Toshihide Akiyama, on the other hand, analyzes the carpentry industry in which he works and speaks his view on the standard of talents cultivated by the spirit of craftsmanship, which is, the importance of personality is far more than that of technology. Asiyanbola stressed that a craftsman or artisan is a person who has acquired the basic skills in one or two trades. The person must be certified by the mentor or supervised trainer. The importance of vocational college in cultivating the spirits of craftsmen, (Decker, 2019) pointed out that the master craftsman passes along years of skill and wisdom to the younger apprentice while gaining the youthful, energetic infusion of labor from the burgeoning new learner. Highlighted the fundamental role of vocational colleges and universities in the training of craftsmen and emphasized the strategic significance of the integration of craftsmanship in education for the training of highly skilled personnel.

From foreign studies, it can be concluded that foreign scholars believe that the spirit of craftsmanship has a driving effect on the development of individuals and enterprises, which is a good guiding significance for us to further condense the research on the spirit of craftsmanship embedded in the traditional culture of traditional Chinese medicine. There are many domestic studies on craftsmanship, but the research is positioned in the field of Chinese medicine culture inheritance and education, especially on the combination of higher vocational colleges and universities in the cultivation of Chinese medicine-related professionals is relatively small, and there is an urgent need to improve the connotation of craftsmanship research on the Chinese Medicine industry.

Exploration of the Integration of Craftsmanship into Chinese Medicine Culture Inheritance and Education in Vocational Colleges

The foundation of "From Skill to the Way" is the combination of craftsmanship and character. In the Chinese craftsman tradition, merely striving for excellence is not enough to achieve transcendence in the realm of craftsmanship. The further pursuit of the craftsman is to "advance from skill to virtue", to realize the truths of the world in ordinary work, and finally to get rid of the spirit of the artisan and become an artist. The most direct embodiment of craftsmanship in the field of traditional Chinese medicine is "Great Medical Excellence and Sincerity". In this medical classic, which is known as the "Hippocratic Oath of the East". (Jian et al., 2022) concluded famous statements from Sun Simiao's medical theory and pointed out that medical practitioners should possess two core elements - "Excellence" and "Sincerity". Only the combination of excellent medical skills and high moral integrity



can be called a "great doctor". It can be seen that "Great Physician and Sincerity" is highly compatible with the spirit of craftsmanship in the core and is a specific interpretation of the spirit of craftsmanship in the field of traditional Chinese medicine and the deepening of the industry.

Because of the combination of basic theory and practical skills, the combination of humanistic care and clinical practice, and the pursuit of value over economic benefits, the requirements for the construction of its human resources, and the connotation of craftsmanship in the field of traditional Chinese medicine are very suitable. Combined with the characteristics of the Chinese Medicine Industry, the excavation and interpretation of craftsmanship are more specific and subtle, which not only can make it fit the reality of Chinese medicine in higher vocational colleges but also is the enrichment and extension of the connotation of craftsmanship. (Zhao et al., 2021) believed that the use of craftsmanship can help students establish a correct labor attitude, form a good sense of labor identity and outstanding labor ability. Regarding the research on the importance of cultivating craftsmanship in the Chinese medicine industry, (Li et al., 2019) argued that the effect of Chinese medicine cultural education, which can inherit and innovate the value of Chinese medicine, needs to be led and reshaped by value rationality as a way to cultivate the craftsmanship of the students of Chinese medicine-related majors. (WU et al., 2018) and others believe that the ethnicity and value of traditional Chinese medicine culture and the spirit of dedication, innovation, integrity, and other spirits of craftsmanship have similarities and similarities, and expound that it is possible to create a good atmosphere for cultivating talents by culture, optimize the overall teaching mode of higher vocational colleges and universities by skills training, and innovate the teaching methods of Chinese medicine majors in higher vocational colleges and universities by emotionally touching the people, which can be used to improve the students' professional skills and strengthen the spirit of professionalism. According to (Li et al., 2019), when cultivating the craftsmanship of Chinese medicine students, it is necessary to follow the laws of psychology as a whole, and cultivate the benevolence, dedication, and refinement of medical students from the four paths of knowledge, emotion, will, and behavior. (Hang et al., 2023) insists that the cultivation of craftsmanship is a systematic project that requires the combined efforts of colleges, enterprises, the government and society. From the college level, the cultivation and inheritance of craftsmanship should be implemented into the curriculum; enterprises should create an enterprise culture that advocates "craftsmanship", establish incentive mechanisms, and integrate modern craftsmanship into production and apply it in practice by relying on the "dual system", modern apprenticeship and other forms of cultivation; The government should formulate and improve corresponding laws and regulations at the macro level to ensure the implementation of the cultivation of modern craftsmanship. At the same time, it is also necessary to bring into play the role of social forces and the correct value orientation of the craftsmanship spirit. Based on the research on the correlation between the inheritance of craftsmanship and the cultural inheritance of Chinese medicine, (Tian, 2018) pointed out that the essence of craftsmen's inheritance is that "all handicrafts are passed on orally and by heart", that is to say, craftsmen pass on their crafts and at the same time, they also pass on the spirit of striving for excellence and perseverance, which is a necessary quality for all craftsmen. This cultural trait, passed down from generation to generation, is similar to the teacher education of Chinese medicine. The "craftsmanship" in the teacher training of Chinese medicine culture is not simply a matter of The "craftsmanship" in TCM culture teacher education is not simply treating diseases and saving people as a tool to make a living and get rich, but also cultivating a kind of It is also necessary to cultivate a relentless pursuit of the cause, to establish a spirit of excellence, perseverance and refinement, and to develop a spirit of "craftsmanship" on behalf of the students. And to pass it on from generation to generation.

In terms of practical research, many Chinese Universities of TCM have actively explored and achieved certain results in the inheritance and innovative development of TCM culture. In the area of vocational education, which is characterized by the combination of knowledge and skills education, many people and institutions have carried out some research and practice in exploring the cultivation of students' awareness of Chinese medicine culture, and the inheritance and innovative development of traditional skills, and have gained some experience that can be referred to. (Li et al., 2019) proposed that students can recognize the importance of craftsmanship through the study of canonical books; perceive craftsmanship through the power of role models; cultivate craftsmanship through campus culture; and practice professionalism by using professional practice. (Zheng et al., 2019) put forward targeted countermeasures, such as the combination of craftsmanship education and campus culture construction, holding and participating in traditional Chinese medicine skills competitions, increasing the number of



courses on Chinese medicine special skills, reforming the teaching mode of the curriculum, and adhering to and promoting the "craftsmanship" in the training of teachers, to provide practical guidance for the cultivation and inheritance of the craftsmanship of the traditional culture of traditional Chinese medicine. A person's spiritual upbringing is composed of 4 psychological elements of knowledge, emotion, intention, and action, which refer to cognition, emotion, will, and behavior, respectively. From cognition to emotion, then from emotion to will, and finally from a will to behavior, it is a basic and inseparable assembly line of human self-control. (M. Xia, 2015) tried two aspects of improvement: Firstly, the knowledge of TCM cultural inheritance and innovation was incorporated in all teaching activities through teachers' words and teaching contents appropriately; secondly, students were allowed to feel the TCM culture of the TCM enterprises in the professional and vocational practices such as comprehensive practical training, graduation design, and top internship. This enables students to build up cultural self-confidence and professional pride and effectively stimulates students' ability to independent learning, self-management, and self-identification. (Chang et al., 2022) through their research, believed that the campus culture of TCM, as a kind of environmental education force, has a great influence on the formation of good ideological concepts and correct value orientation of students. By setting up a publicity area for the spirit of craftsmen of TCM in teaching buildings, canteens, libraries, and other iconic places on campus, and establishing online publicity channels through the official website of the school, new media, microblogging groups and other means of communication, students can be inspired by the power of role models at all times, and firmly hold on to their ideals and beliefs. Then, through rich extracurricular activities such as film and television dramas, drama rehearsals, social practice projects, knowledge competitions, etc., we create a campus atmosphere in which everyone respects the spirit of craftsmanship. (Xue et al., 2022) took "Humanities and Science +" of Chinese medicine culture as the core value leader, systematically designed a new type of second classroom curriculum system for the university, and through college students leading primary and middle school students to carry out cultural studies, classical recitation, Chinese medicine lectures, dialogues with famous doctors, and visits to non-hereditary people, etc., And finally formed an outstanding off-class curriculum system with distinctive disciplinary characteristics, prominent value leadership. (Hou, 2019) innovated teaching methods. He integrated Case study method and role-playing to activate the classroom and give a new look to the traditional Chinese medicine culture class. Taking the deeds of the medical sage Zhang Zhongjing as an example, students were organized to study the Treatise on Miscellaneous Diseases of Typhoid Fever to learn his innovative spirit and inspire them to devote themselves to the cause of medicine. By organizing students to role-play and rehearse the sitcom "Li Shizhen", they can understand the feelings of Li Shizhen as a medical saint and medicine fairy, and encourage students to continue to innovate and be "qualified pharmacists" in the new era. (Yingjie et al., 2020) has set the dual objectives of professional teaching and moral education in the teaching of the course of "Chinese Medicine Preparation Technology". Through the course learning of Chinese medicine concocting, students can master the basic theory, basic knowledge and basic skills of Chinese medicine concocting, and have the basic ability to engage in the production and research of Chinese medicine by using the relevant knowledge and skills of Chinese medicine concocting; at the same time, the traditional culture of Chinese medicine and craftsmanship are reasonably integrated into the knowledge in the process of teaching and learning, and students are guided to set up a correct outlook on life and values, and the goal of moral education is carried out in the whole teaching and learning process. The goal of moral education is carried out throughout the whole teaching process and serves the goal of training professional talents. (Yang et al., 2023) introduced a project management method. Under this method, the whole cultivation stage from the beginning of students' enrolment to their employment after graduation is regarded as a TCM cultural education project, and the education work is efficiently promoted in the five process groups of project initiation, planning, execution, control and completion, so as to change the phenomena of the marginalization, blindness, disorder and inefficiency of TCM cultural education with the guarantee of the system and mechanism. (Liu, 2019) designed an internship course, in which students and teachers go to the plant-rich field to carry out practical teaching. After collecting specimens of medicinal plants, students have to combine what they have learnt in class and judge the medicinal properties of the plants based on shape, color, smell and taste to deepen their understanding and memory. In the process of identifying medicinal plants, students must remain humble and low-key when they encounter plants they don't understand and look for information carefully with their classmates to learn together, or they can ask the teacher to give guidance and solve the problem



together. After completing the practical activities, each group will be assessed and evaluated to form a competitive mechanism, to continuously improve students' practical professional skills.

In summary, the concept and meaning of craftsmanship are different in each professional field, which leads to certain differences in the cultivation standards and methods of high-quality technical and skilled talents, and the cultural cultivation paths aiming at the cultivation of craftsmanship are also distinctive. In the existing research, the creation of Chinese medicine culture inheritance and nurturing mode in higher vocational colleges and universities based on the perspective of "craftsmanship" is left at the theoretical level, and its theory and practice have not yet been fruitful and worthwhile to promote the organic fusion, which has left a large research space to be explored.

METHOD

This research is designed to achieve three primary objectives. First, it seeks to conduct an in-depth investigation to delineate the core connotation and defining characteristics of craftsmanship within the traditional Chinese medicine (TCM) industry. Subsequently, it will critically analyze the significant role and implications of integrating cultural heritage and nurturing practices into TCM programs within the context of higher vocational education. Second, the study aims to explore and formulate strategic countermeasures for cultivating high-caliber TCM talent in vocational education systems. A key outcome of this exploration will be the construction of a specialized model for TCM cultural inheritance and nurturing, conceptualized and developed through the specific lens of the "craftsmanship" paradigm. Finally, the research will transition into the practical application phase, implementing the constructed model to identify and establish effective pathways and methodologies for promoting, perpetuating, and enhancing TCM cultural inheritance and nurturing within vocational educational settings.

The principal priority of this research lies in the systematic development and construction of a robust model for TCM cultural inheritance and education that is specifically tailored for vocational colleges and is grounded in the "craftsmanship" perspective. This endeavor is not merely theoretical; it necessitates the synchronous integration of theoretical principles with practical application. The ultimate goal is to create a coherent and well-defined model that is not only effective in its initial context but also possesses the qualities of being replicable, scalable for promotion, and suitable for academic and professional exchange. Conversely, the primary difficulty encountered in this study stems from a discernible scarcity of existing scholarly work that explicitly investigates the pathways and evaluates the efficacy of fostering TCM cultural inheritance specifically within the framework of "craftsmanship." This literature gap presents a significant challenge in the data collection phase of research, as it complicates the process of gathering comprehensive and representative information. Consequently, this limitation poses a potential constraint on ensuring the absolute authority and breadth of the data assembled for analysis.

To address these objectives and navigate the associated challenges, this study will employ a mixed-methods approach, primarily utilizing literature research and empirical research. The literature research method will be systematically employed to identify, collate, and synthesize exemplary research literature and established experiential knowledge pertinent to the research themes. The fundamental goal of this methodological component is to build a solid theoretical foundation and a comprehensive conceptual framework that will robustly inform and underpin the subsequent stages of the research process. Complementing this, the empirical research method will form the practical core of the study. During this phase, the "craftsmanship"-oriented model developed in the earlier part of the project will be actively deployed and applied. This application will focus on conducting a detailed study of the specialized model for cultural inheritance and nurturing as it is experienced by TCM students, allowing for the observation, analysis, and refinement of the model based on real-world educational practices and outcomes.

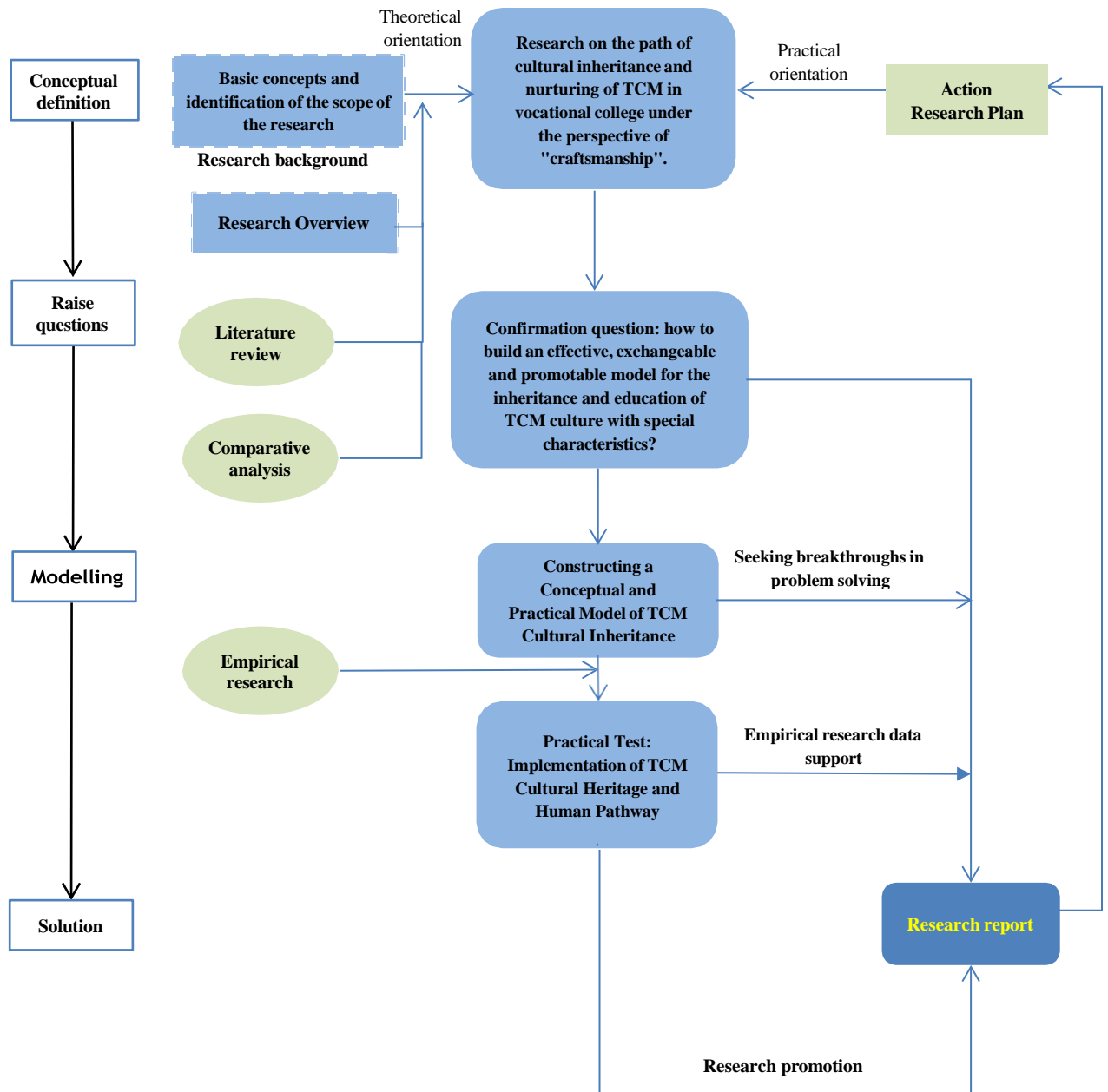


Figure 1. Research roadmap

FINDINGS AND DISCUSSION

The Connotation of Chinese Medicine Craftsmanship

In the long history of the development of TCM, there have been Bian Que, Hua Tuo, Sun Simiao, Li Shizhen and other medical craftsmen with noble medical ethics and exquisite art. From their stories, it is not difficult to draw the conclusion that to become a master craftsman, one must have extensive medical knowledge, exquisite medical skills and the spirit of striving for excellence. It is mentioned in "The Great Physician's Essence of Sincerity" that the way of healing is "a matter of the most exquisite and subtle nature", and that those who practice medicine should have a heart of "great kindness and compassion" and "see their sufferings as if they were their own", which is precisely the value orientation of the spirit of craftsmanship. This is precisely the value orientation of craftsmanship. This is consistent with the connotation of craftsmanship, which advocates striving for excellence, pursuing excellence, honesty and trustworthiness, love for one's work and dedication, dedication and rigor, and perseverance, and the essence of the spirit of craftsmanship in TCM lies in the spirit of "great kindness and



compassion" and "seeing one's suffering as if one were in it".

Higher vocational education of TCM is responsible for the inheritance and innovation of Chinese medicine and needs many highly skilled Chinese medicine talents with the spirit of craftsmanship. However, at present, higher vocational colleges pay more attention to the cultivation of "technology and skills", lack the continuity and environment of vocational ethics education, and neglect the education of students' values such as vocational quality, vocational connotation and vocational culture, and the education of craftsmanship has not been implemented well or thoroughly. Industry-teaching integration is an important form of cultivating craftsmanship. Through school-enterprise cooperation, higher vocational Chinese medicine colleges and universities guide students to enter hospitals and pharmaceutical enterprises to feel the culture and professionalism of Chinese medicine, and condense the realistic qualities of craftsmanship in the environment of industry-teaching integration: the professional ideal of striving for perfection and pursuing excellence in their careers, the professional spirit of honesty and trustworthy, and the professional attitude of focusing on rigorous and persevering in the work.

Path of Traditional Chinese Medicine Cultural Inheritance and Nurturing in the Context of Craftsmanship

The culture of Chinese medicine is the embodiment of the excellent traditional Chinese culture in the field of Chinese medicine, which contains a rich humanistic spirit, profound philosophical thoughts and scientific health concepts. Fully utilizing the philosophical wisdom, benevolence, harmony and way of thinking of Chinese medicine culture has a positive effect on the cultivation of qualified medical personnel. Medical vocational colleges should endeavor to explore positive and effective paths for the implementation of TCM culture inheritance and education strategy. Accelerating and upgrading the construction of Chinese medicine culture at the material level can provide a material basis for the implementation of Chinese medicine culture and educating people; standardizing and optimizing the construction of Chinese medicine culture at the institutional level can provide a systematic guarantee for the implementation of Chinese medicine culture and educating people; strengthening and highlighting the construction of Chinese medicine culture at the spiritual level can provide a spiritual guide for the implementation of Chinese medicine culture and educating people; attaching importance to and strengthening the construction of Chinese medicine culture at the behavioral level can provide a behavioral guide for the implementation of Chinese medicine culture and educating people. By strengthening and highlighting the construction of Chinese medicine culture at the spiritual level, it can provide spiritual guidance for the implementation of Chinese medicine cultural education strategy. To accomplish those goals, a model is designed and demonstrated as follows:

Create an environment for shaping craftsmanship

Characteristic campus culture and excellent enterprise culture is the best way to cultivate students' professionalism. As a traditional Chinese medicine university, the traditional Chinese medicine culture should be implanted into the whole process of professional talent cultivation in the field of industry-teaching integration, and in the process of implantation, industrial elements, industry elements and vocational elements should be integrated to create a campus atmosphere that promotes the spirit of craftsmanship of traditional Chinese medicine, and the professional, focused and innovative qualities should be cultivated in the students, so as to promote the internalization of the craftsmanship spirit into the pursuit of the students' spirit, and the externalization of it into the students' vocational behaviors, and to promote the basic qualities of the craftsmanship spirit and comprehensively enhance the vocational quality of students. The basic quality of the spirit of craftsmanship and the overall enhancement of professionalism is also promoted.

Building campus environment with Chinese medicine characteristics

Attaching importance to the cultivation of the environment on the quality of people, and actively create a campus landscape with rich Chinese medicine culture, focusing on the campus environment to enhance the cultural taste of the construction and details of the sculpture of the school in the campus greening, the formation of traditional Chinese medicine herbs as the main body of the "big medicine garden" pattern; in the campus landscape, the integration of elements of traditional Chinese medicine, give full play to campus culture. In addition, the square can be used to set up bronze statues of famous doctors, sculptures, etc., in the teaching building, laboratory training buildings, office buildings, libraries and other walls of Chinese medicine portraits of famous doctors, etc., the establishment of an important platform for the inheritance and promotion of the culture of traditional Chinese medicine, to cultivate



students' noble morals, and to promote the excellent school spirit play a positive role in the school spirit, and so on.

Organizing Chinese medicine cultural activities

Focusing on the inheritance of Chinese medicine culture and promoting the integration of Chinese medicine culture into education and teaching, the university-enterprise co-operation carries out campus cultural activities of healthy and upward forms. Through school-enterprise co-operation, we carry out campus cultural activities in various forms, which are healthy and elegant, and endeavor to realize the cultural and practical education of Chinese medicine in a silent manner. Schools and enterprises to carry out "skilled craftsmen into the campus" theme activities and "alumni entrepreneurial success report", regularly invited enterprises skilled craftsmen, the National Traditional Chinese Medicine Skills Competition award-winning students, outstanding graduates, face-to-face exchanges with the students, guiding the students to establish the confidence of achievement. This will guide students to build up confidence in achieving a wonderful life and strive to be great craftsmen, and further enhance the effectiveness of moral education. Holding the Chinese Medicine Culture Festival to promote the culture of Chinese medicine and inherit the spirit of craftsmanship. Through the culture of craftsmanship, the concepts of "benevolence and virtue" and "benevolence and skill" are used to guide the education of Chinese medicine, so that students can establish a professional attitude of excellence and the spirit of dedication.

Innovate talent cultivation mode and build a platform for cultivating craftsmanship.

According to the demand for talents in the regional Chinese medicine industry, we promote the exploration and practice of craftsman talent cultivation mode through the integration of industry and education, and build the talent cultivation mode of "school-enterprise cooperation and combination of engineering", in which the school carries out the order class cultivation with the relevant enterprises, and carries out the cultivation of teacher's training with the hospitals. Through school-enterprise cooperation and cooperation between schools and hospitals, a platform for Chinese medicine inheritance training is built, and the zero distance between teaching, experimental training, internship and specific posts is realized in the field of industry-teaching integration. Combined with the professional characteristics of Chinese medicine, the school-enterprise (hospital) cooperation revises the talent training program, integrates and penetrates the components of craftsmanship into the curriculum and practical teaching system, and runs through the whole process of education and teaching.

Deepen the teaching reform, explore the teaching modes of project teaching, case teaching, scene teaching, simulation teaching, and other teaching modes based on the actual jobs in the enterprises (industries), advocate the inspirational, exploratory, discursive, and participatory teaching, strengthen the integration of teaching, learning and doing, and promote the combination of knowledge and skills and the unity of theories and practices. Strengthen the construction of an on-campus productive practice teaching base, introduce real work scenarios, and carry out teaching according to the job tasks. Positions are the most direct and effective way to penetrate the spirit of craftsmanship. In the teaching reform, we tap the potential of students to strive for excellence, guide students to form the spirit of love and dedication and enable students to understand the connotation of the spirit of craftsmanship and internalize it into their professional qualities.

Create a team of full-time and part-time teachers to build a platform for TCM inheritance and training practice

The integration of industry and education to cultivate the spirit of craftsmanship should focus on the inspiring role of full-time and part-time teachers' role models. Cultivate the craftsmanship of teachers by carrying out teacher training, teacher teaching skills competitions and other activities, so that they can understand the infinite glory of craftsmen, firm beliefs, and consciously practice what they preach at all times; through the strengthening of exchanges and cooperation between teachers and hospitals and enterprises, teachers will be sent to hospitals and enterprises to strengthen the practical training and improve the level of skills, and to create a learning environment conducive to the cultivation of teachers' TCM heritage and cultivation of people and interpersonal relationships. Employing skilled craftsmen from enterprises to participate in students' experimental training and curriculum development, teaching and other links, cultivating the environment of inheritance and education, constantly improving the "dual teacher" teacher training system, truly realizing the "moral and artistic" of university teachers, and creating a team of specialists combined with craftsmen with the spirit of inheritance and education of Chinese medicine culture. The team of Chinese medicine culture inheritance educators with the spirit of



craftsmen will be created.

CONCLUSION

China is in the process of moving from a "big country of TCM" to a "strong country of TCM", which requires the participation of a large number of talents with the spirit of craftsmen in TCM. This requires that the main position of cultivating craftsmen in higher vocational colleges must follow the law of development of TCM, condense the connotation of the spirit of craftsmen in traditional Chinese medicine, keep the right and innovation, and play a greater role in the cultivation of the spirit of craftsmen and the inheritance of the culture of traditional Chinese medicine. Strengthening education on the cultural heritage of TCM and creating a good atmosphere for nurturing Chinese medicine culture will help stimulate students' interest in learning TCM, build up students' basic theories of TCM, cultivate their thinking ability in TCM, and enhance their determination and perseverance in the process of defending, passing on developing TCM.

Based on the study of the connotation of craftsmanship in the Chinese medicine industry, this study clarifies the historical inheritance and contemporary connotation of traditional Chinese medicine cultural craftsmanship, analyses the current situation of traditional Chinese medicine cultural nurturing in Chinese vocational education, and constructs a model and implementation path for Chinese medicine cultural inheritance and nurturing, which serves as theoretical guidance and model construction for the subsequent related studies. In future research, it is recommended to conduct empirical research on the talent cultivation model established by this study to demonstrate the effectiveness of the methodology proposed in this research.

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