

## The Prospect of TCM Medical & Wellness Tourism Abstract

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### Abstract

As an emerging integrated industry, TCM Medical & Wellness Tourism is a new sector with bright prospect. The development of TCM Medical & Wellness Tourism offers a new alternative to the inheritance and development of Traditional Chinese Medicine (TCM). At present, TCM Medical & Wellness Tourism is still at its primary stage, and its industrial value chain is forming and industrial boundaries are still in expansion. There are good development opportunities and broad market space. TCM proves effective in the fight against COVID-19. The DUAL-CIRCLE development pattern provides an opportunity for the expansion of TCM Medical & Wellness Tourism. The presentation will give a snapshot to TCM Medical & Wellness Tourism and help audience to understand the new sector for further research.

### Biography

Dr. HOU Shengtian Professor at Beijing University of Chinese Medicine Beijing, China. She is in the third year of her Ph.D. and is a holder of DST-INSPIRE fellowship. She has qualified UGC NET exam twice. The HOU Shengtian is a senior research fellow at the Institute of Nuclear medicine and

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