

Research on the Construction of Higher Vocational Medicinal and Food Professional Groups Based on the Development Needs of the Big Health Industry



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Abstract

The big health industry has become a health industry emerging in today's society, and the big health industry has also ushered in a period of rapid development under the continuous improvement of people's material living standards, based on this, the professional education of higher vocational medicine and food must also continue to deepen reform. Under the demand for the rapid development of the big health industry, higher vocational education must deeply sort out the overall structure of the big health industry, and at the same time accurately grasp the future development trend of the big health industry, and deeply understand the development characteristics of the big health industry and the structure of talent demand. On this basis, we can comprehensively promote the deepening reform of the professional structure of higher vocational medicine and food, and can we actively cultivate an effective support system to meet the development needs of the big health industry, which is also the inevitable trend of higher vocational education services conforming to the industrial development of the new era.

Keywords

Big Health Industry, Higher Vocational Medicine and Food Major, Group Building

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1. Introduction

China has now entered an aging society, the health of the elderly has become an important obstacle to the local social and economic development, in the case of social development and people's living standards continue to improve, people's lifestyles have undergone a huge change, but also pay more attention to the quality of diet and pharmaceutical products, in 21 In the process of global economic and social development, the health industry has gradually grown into an important industry. The concept of great health has also gradually become a hotly discussed issue in people's daily lives. In addition, the rapid development of emerging industries will further promote the development of vocational education-related professional construction. Therefore, it is of great social practical significance to discuss the construc-

tion of higher vocational medicinal and food professional groups based on the development needs of the big health industry.

2. Overview of the Big Health Concepts

2.1. Concept and connotation of great health

In the process of rapid social and economic development, all kinds of new things continue to emerge, and the emergence of various new things will follow a certain law of reality: after the emergence of any new thing, people will be given a symbol or name, and whether the meaning contained in the name or symbol is consistent with the regularity of the thing itself must be summarized and revised in a large amount of time and practice (Lu, Zhang, & Zhang, 2022). Although the concept of great health is now well known, the academic community has not yet reached a conclusion on the concept of great health. Therefore, in order to ensure that the development of the big health industry can be discussed in depth, it is first necessary to clarify the connotation and extension of the big health.

According to the relevant description of the Cihai, "large" not only means the vastness, breadth and multiplicity of area, quantity, volume, but also is often used to describe the breadth and depth of the scope and degree. The first appearance of great health in China was proposed at the National Health and Hygiene Conference in August 2016. In October 2016, the Central Committee of the Communist Party of China and the State Council issued the "Healthy China 2030" Planning Outline, which clearly pointed out that China should build sustainable and operable health services around the two starting points of all social citizens and the whole life cycle, and comprehensively improve the health level of the whole people on this basis. This description itself also reveals the core of the concept of "great health" and a detailed exposition of the basic connotations of the concept (Dyer Owen, 2022). The reason why "great health" is "big" is because it means to comprehensively cover all elements such as "the whole population" and "the whole life cycle". According to the two basic starting points of the core concept of "great health", it can be known that the development of the big health industry needs to solve the contradiction that the total supply of health services cannot meet the actual demand, core, and also effectively respond to various challenges brought to people by urbanization, population aging, ecological environment and lifestyle changes, etc. The development direction of the big health industry comprehensively covers all aspects of healthy life, health service level improvement, and healthy environment optimization.

2.2. Analysis of the structure of the big health industry

According to the concept of "whole population" and "whole life cycle" contained in the concept of big health, it can be known that the coverage area of the big health industry can be described as infinite. In the discussion in this section, the focus is on a brief review of the basic structure of the big health industry, hoping to provide a certain reference for the development of China's current higher vocational medicine and food professional construction and curriculum reform.

The coverage areas of the big health industry can be divided into all areas of primary, secondary and tertiary industries according to the traditional industry division standards. One of the industrial sectors mainly includes Chinese herbal medicines, organic ingredients, health crops, healthy livestock and other related content; The secondary production mainly includes proprietary Chinese medicines, biopharmaceuticals, new drinking tablets, sports products, medical devices and other related contents; The tertiary industry mainly includes medical treatment, health care, education, pension, sports and other contents (Zhao Xiaoxiao, 2022). Although from the perspective of the connotation of the big health industry itself, it completely covers the whole line industrial chain from primary production to tertiary production, but the big health industry chain often refers to the tertiary industry field based on health management and services in people's ordinary concepts. The subdivision of the tertiary part of the big health industry is mainly concentrated in several aspects such as service industry clusters and health management. If the concept of industrial chain and industrial cluster is integrated, the structure of the big health industry from the perspective of health management and service industry covers many aspects such as medical services, health services, pension services, sports management, travel services and education and training.

3. Characteristics and development trends of major health industry

3.1. Strong policy support

In the report of the Nineteenth National Congress of the Communist Party of China, General Secretary Xi Jinping clearly pointed out: After China entered the period of socialist construction with Chinese characteristics in the new era, the contradiction between the people's growing demand for a better life and unbalanced and insufficient development

has become the main contradiction in society. The concept of great health and the rapid development of the industry are the main measures to solve the contradiction between the current demand for a healthy and beautiful life and the imbalance and inadequacy of industrial development (Luo Liqiong, 2022). Since 2013, governments at all levels in China have issued various targeted documents to comprehensively promote the rapid development of the health industry, which also provides policy guidance and effective support for the rapid development of the health industry. For example, in September 2013, China's State Council issued some guiding policy documents such as "Several Opinions on Accelerating the Development of the Old-age Service Industry" and "Several Opinions on Promoting the Development of the Health Service Industry", and in December 2016, the General Office of the State Council of China launched the "Several Opinions on Comprehensively Liberalizing the Old-age Service Market and Improving the Quality of Old-age Services". In January 2019, the National Development and Reform Commission issued the "2019 Implementation Plan for Cultural Tourism and Health Care Improvement Project". Under the guidance of the above-mentioned large number of national policies, local governments have also put forward some policy documents for the development of the health industry to give guidance and provide guarantees. For example, Zhejiang Province issued the Healthy Zhejiang 2030 Action Plan in December 2016, July 2018. In January, the Shanghai Municipal Government issued the "Several Opinions of the Shanghai Municipal People's Government on Promoting the High-quality Development of the Health Service Industry and Accelerating the Construction of a First-class Medical Center City" and other relevant policy documents. It can be seen from the introduction of local policy documents that both domestic economically developed regions and economically underdeveloped regions attach great importance to the development of the health industry, which further promotes the rapid growth of the health industry in China's social and economic development. The introduction of local policies has provided strong support for the vigorous development of the health industry and has also played a positive role in promoting (M2 Presswire, 2021).

3.2. High degree of cross-border integration

The "big" of the big health industry is mainly reflected in its basic starting point of "whole population" and "whole life cycle", and it is precisely because of the positioning characteristics of the big health industry that its industrial development has a high degree of integration. For example, the health management service industry cluster usually includes three industrial categories such as health management medical services, health management non-medical services and integrated service bodies, but there is a high degree of integration and cross-cutting between the three categories. For example, the health industry development structure formed in Guangxi under the guidance document for the development of the health industry is the "health +"-based industrial cluster model, which mainly revolves around the concept of healthy mentality, and comprehensively integrates the content of pension, tourism, wisdom, biotechnology, management and other aspects to build a number of industrial clusters such as health tourism, healthy pension, health wisdom, health biotechnology, and health food. The emergence of these new industries is not simply the combination of health and other industrial factors, but the final result of the integration and penetration of different factors (Zhaoxin, Li, 2017). For example, the health and pension industry is a new industry centered on health and pension that is formed by many elements such as "medicine" and "care", "management" and "service", "food" and "medicine", etc. The modern health and pension industry is formed in this integration model that breaks through the limitations of traditional industries.

4. Construction of professional groups based on the development of the big health industry

In order to actively adapt to the development of the big health industry, higher vocational education must promote the reform of the professional structure in a timely manner, and effectively build a large health professional group based on the development of the big health industry. Efforts should also be made to consolidate the connotation structure of professional groups, and at the same time, we must find an effective path for the reform of professional structure.

4.1. Reform of the hierarchy of major health professions

If the industry wants to be sustainable, it must first be effectively supported by different levels and different types of talent training systems. The reform of the professional hierarchy mainly refers to the need to strengthen the cultivation of industrial professionals with the demand for industrial talents as the center after accurately judging the demand for market talents around the needs of industrial development. This can not only effectively avoid the problem of excessive pursuit of high-level academic qualifications in training, but also provide a reasonable supply of posts for all levels, so as to build a more scientific human resources, at the same time, in the process of promoting the comprehensive development of the industry, it is also necessary to provide an effective growth channel for the integration and development of industry and individuals. From the current situation of vocational education in China, it can be seen that how to make

talents have a reasonable and smooth academic qualification promotion channel is the most critical issue, and it is necessary to build a talent training system covering the orderly development of intermediate vocational, higher vocational undergraduate, master's and doctoral degrees at different levels as soon as possible in the country to be able to build a hierarchical technical talent resource support system while promoting the development of the health industry, so as to truly make the higher vocational and kindergarten teachers have greater academic development space.

4.2. According to the structural framework of the higher vocational medicinal and food professional group of Great Health

Compared with academic education, the biggest difference between vocational education is that vocational professional education can actively adapt to the needs of industrial development. The focus of academic education is the frontier of academic research, the development of vocational education is not the frontier of academic research, but vocational education should also fully reflect the forefront of its own industry, if the development of the industry and the industrial field has undergone tremendous changes and vocational education itself has not automatically adapted and transformed, then such professional education will inevitably face a situation of elimination. If the development of higher vocational medicine and food professional education wants to truly coexist with industrial development, it is necessary to maintain resonance with industrial development from the connotation of professional construction (Guo Zhidong, 2017). From a practical point of view, under the situation of the rapid development of modern science and technology, various new industries have emerged to adapt to the development of the big health industry, but in this process, there are also many traditional and old industries that continue to disappear in the reform. That is to say, the connotation structure of the higher vocational medicine and food major that requires the development of the big health industry should be "healthy" as the center, combined with the actual development needs of the big health industry chain to build a professional group that matches the node of regional and industrial chain development.

4.3. Construction path of higher vocational medicinal food professional group based on the development needs of the big health industry

After having a clear understanding of the development structure of the industry based on the big health industry, it is necessary to conduct in-depth discussions on how to build a professional group. But before that, we must first understand that China's vocational education has always been changing with socio-economic transformation and development in terms of professional settings. With the continuous acceleration of today's social and economic development, the concept of updating the professional setting of vocational education has gradually reflected the characteristics of normalization. Therefore, in the development of professional education, it is first necessary to make full use of the advantages of existing educational resources, and at the same time actively seek breakthroughs and innovations.

(1) New. According to the demand structure of higher vocational medicinal and food professionals for the development needs of the big health industry, the professional groups that have always wanted to match the electrical appliances can be fully based on the eight major industries in the above analysis and around the core elements of health to build a more complete industrial structure system in the professional field of medicinal food.

(2) Fusion. The current integratable and developable resources of higher vocational education will be deeply integrated with the professional educational resources of medicine and food. In this process, we should pay attention to the effective use of traditional industry education resources, and build a new health education resource on this basis. For example, it is possible to deeply integrate drug retailing and nutritional catering, and to deeply integrate pharmaceutical production with public nutrition guidance.

(3) Transformation. When professional resources gradually develop and mature, we can gradually promote the reform of professional courses based on the development needs of the big health industry, and timely adjust the direction of professional talent training.

(4) Refactoring. In-depth analysis of the content of this major and the development of the big health industry is related, and it has not yet cut into the educational resources in the field of the big health industry for integration and reconstruction, so that it can become a more professional education resource.

(5) Upgrade. Comprehensively upgrade the current professional content that is highly related to the big health profession and does not meet the needs of the development of the big health industry. For example, the development needs of the big health industry can be combined to comprehensively upgrade the relevant professional course systems such as traditional Chinese medicine identification, traditional Chinese medicine tablet production, traditional Chinese medicine maintenance, food nutrition analysis, and nutritional catering, so that it can adapt to the development needs of the big health industry.

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