



Analysis on the Necessity and Feasibility of the Construction of the Pharmaceutical Professional Production and Teaching Integration Base—Take the Construction of Jiangsu Traditional Chinese Medicine Industrial Science and Education Park as an Example

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Abstract: *In order to improve the quality of personnel training, the authors discuss the necessity and feasibility of the construction of a production and teaching integration base for pharmaceutical majors. The integration of industry and education has become an important policy to promote the development of vocational education and higher education in recent years and to strengthen the cultivation of innovative talents and technical skills. It is an important institutional arrangement to promote the overall reform of education. All higher vocational colleges should fully combine their own characteristics, give full play to the needs of serving local economic development, actively attract various forces to jointly carry out the construction and implementation of the production-teaching integration base, and improve the level of running schools and the quality of personnel training.*

Keywords: *integration of production and education; Pharmacy major; Necessity; Feasibility; Industrial park*

1. INTRODUCTION

Deepening the integration of production and education, school-enterprise cooperation, and implementing the "opinions of the general office of the state Council on deepening the integration of production and education" have been written into the "key points of work of the Ministry of education in 2018". At present and in the future for a long time, "integration of production, teaching and training" will be the focus of vocational education research. The research on the new system and mechanism of integration of production, teaching and training will be further detailed^[1]. Integration of production, teaching and training will become one of the important ways to improve the quality of personnel training. All higher vocational colleges should attach great importance to the construction of the integration of production, teaching and training base and the practical exploration of the integration of production, teaching and training base, actively build bridges and platforms for the integration of production, teaching and training, give full play to the advantages of the industry, and effectively improve the quality of personnel training^[2,3]. Taking the construction of Jiangsu traditional Chinese medicine industrial park as an example, this paper discusses the necessity and feasibility of the construction of a production and teaching integration base for pharmaceutical majors.

The project is in Gao gang, Taizhou city, Jiangsu province, China. The park covers an area of 800,000 square meters and is divided into three areas, namely, a demonstration area for planting Chinese medicinal materials, a sightseeing area for planting Chinese medicinal materials, a science and education popularization area for Chinese medicinal materials, and an office and living area. Strive to build the park into a large-scale demonstration park of modern Chinese medicine science and technology industry integrating green planting, ecological breeding and leisure tourism through 3 to 5 years of construction. When completed, it will not only provide teachers with professional skills, but also provide a practical base for students to learn. It will also provide tourists with a place for sightseeing, leisure and health preservation.

2. THE NECESSITY OF THE CONSTRUCTION OF TRADITIONAL CHINESE MEDICINE INDUSTRIAL PARK

2.1. The Construction of Traditional Chinese Medicine Industrial Park is the Need for the Inheritance of Traditional Chinese Medicine Culture and the Display of Modern Achievements

Traditional Chinese medicine is the essence of our country and a precious treasure left by the old ancestors to the Chinese children. From ancient to present, traditional Chinese medicine has undertaken the task of safeguarding the health of the people and plays an irreplaceable role. Traditional Chinese medicine is an excellent traditional culture of the Chinese nation and is the characteristic and advantage of our country's health cause. As a treasure of the development of human civilization, it is extensive and profound and has a long history. For thousands of years, it has made indelible contributions to the reproduction and prosperity of the Chinese nation.

With the process of modernization of traditional Chinese medicine and the internationalization of the pharmaceutical industry, the essence of traditional Chinese medicine culture has gradually faded out of people's view. Moreover, the development results of modern Chinese medicine have not been summarized and disseminated in time, which has caused many misunderstandings in the world's understanding of traditional Chinese medicine. The understanding of traditional Chinese medicine is still at the traditional level of "gross, dark, dirty and poor". The construction of the traditional Chinese medicine industrial park is helpful to the inheritance of traditional Chinese medicine culture and to display the latest achievements of the traditional Chinese medicine industry.

2.2. The Construction of Traditional Chinese Medicine Industrial Park is the Need to Perfect the Industrial Structure of Chinese Medicine City

China pharmaceutical city is located in the national pharmaceutical hi-tech industrial development zone of Taizhou city, Jiangsu province, China. It is the only national pharmaceutical hi-tech industrial park approved by the state Council. It has gathered more than 50 well-known universities and pharmaceutical research and development institutions at home and abroad, including Harvard University, Louis Pasteur University in France, Fudan University and Nanjing University, and settled in more than 100 pharmaceutical production and service-oriented enterprises. To produce products, these manufacturers need a large amount of Chinese medicinal materials. Jiangsu province is a large province of medicine and a strong province of medicine. It has a thriving pharmaceutical industry and was approved as a national base for the modernization of traditional Chinese medicine in 2001. Moreover, Taizhou itself is a large pharmaceutical market. Major pharmaceutical enterprises such as Yangtze River Pharm, and Jumpcan are mostly based on traditional Chinese medicine products. There is a great demand for traditional Chinese medicine raw materials and the sales market of traditional Chinese medicine is very good.

Therefore, the development of traditional Chinese medicine industry to a certain extent affects the development of the entire pharmaceutical manufacturing industry in Jiangsu province. The completion of the traditional Chinese medicine industrial park will provide Taizhou city and Jiangsu pharmaceutical manufacturing industry with indispensable high-quality raw materials, provide raw material support for many manufacturing enterprises in the Chinese pharmaceutical city, and accelerate the improvement and adjustment of the industrial structure of the pharmaceutical city.

2.3. The Construction of Traditional Chinese Medicine Industrial Park is the Need of Jiangsu Agri-Animal Husbandry Vocational College to Develop itself and Serve the Local Economy

Jiangsu Agri-animal Husbandry Vocational College has firmly established the school-running philosophy of "establishing schools with quality, developing schools with characteristics, strengthening schools with talents, and promoting schools through scientific research". It has promoted the spirit of "uniting and fighting, striving hard, persevering and striving for the first place" and has devoted itself to serving animal husbandry. It has set up more than 40 specialties (directions) around the animal husbandry industry chain to train various talents to serve the needs of local economic development. In the 60-year development history, tens of thousands of elite talents have been trained to serve the agricultural economy in various places and gained a good reputation. To give full play to the college's characteristics and serve Taizhou's economic development, we will build a

base to serve the traditional Chinese medicine industry in combination with the actual situation and development needs of the college, especially the development needs of vocational education in the new era. The traditional Chinese medicine industrial park is a new brand carefully created by our hospital after in-depth investigation and extensive demonstration to meet the needs of the situation.

3. FEASIBILITY OF PROJECT CONSTRUCTION

3.1. The Chinese Government Provides Policy Support for Project Construction

Countries such as the "healthy China 2030" plan outline, the "13th five-year plan" special plan for scientific and technological innovation of healthy industries, the strategic plan for the development of traditional Chinese medicine in Jiangsu province (2016 - 2030) and Jiangsu province have issued many programmatic documents that are conducive to the rapid development of the traditional Chinese medicine industry. Since 2000, many heavyweight documents, such as the outline of the modernization of traditional Chinese medicine (2002 - 2010) and the outline of the 11th five-year plan for the development of the pharmaceutical industry in Jiangsu province, have provisions to promote the development of the traditional Chinese medicine industry. The outline for the development of modernization of traditional Chinese medicine clearly proposes to "increase policy support to the traditional Chinese medicine industry". the outline for the development of the pharmaceutical industry in Jiangsu province during the 11th five-year plan clearly defines the direction, objectives and key points of the development of the pharmaceutical industry during the 11th five-year plan. one of the key points of the industrial structure adjustment is to promote the modernization of traditional Chinese medicine and clearly points out the need to strengthen the standardized cultivation of traditional Chinese medicine. Since 2006, Taizhou city has merged traditional Chinese medicine planting with vegetable processing as an efficient agricultural project. The outline of Taizhou medical industry revitalization plan (2009-2012) puts forward that the focus should be on upgrading the level of the medical industry, promoting structural adjustment, vigorously developing modern Chinese medicines, and promoting the technological innovation and industrialization of Chinese herbal medicines. In the absence of legal provisions and interest-driven situations, enterprises are likely to be reluctant to carry out in-depth construction of production and training bases for the integration of production, teaching and training^[4]. The integration project of production and teaching in the traditional Chinese medicine industrial park is under the background of the times when the country is vigorously developing modern traditional Chinese medicine. The sustained support of the policy provides reliable guarantee for the construction of the traditional Chinese medicine industrial park, which is conducive to fully attracting the funds of the enterprise industry to jointly construct the project.

3.2. The Construction of the Animal Husbandry Science and Technology Demonstration Park of Jiangsu Animal Husbandry and Medical College has Provided Valuable Experience for the Implementation of the Project

The establishment of the integration mechanism of production and education aims to effectively promote the development of vocational education and the quality of personnel training^[5]. The college has successfully built a training base for Jiangsu modern animal husbandry science and technology demonstration park. The construction of the animal husbandry science and technology park project fully embodies the concept of circular economy, maintains the scenery and characteristics of Lixiahe region, follows the development law of modern animal husbandry, mainly focusing on animal husbandry, with agriculture, forestry, animal husbandry and fishery bringing out the best in each other. Now it has become a platform for teachers' scientific research, a training ground for students, a base for resource protection, a carrier for the transformation of achievements, and a window for demonstration and promotion. it is also a good place for agricultural sightseeing and tourism. it has also contributed to raising the level of animal husbandry development in Jiangsu province and increasing farmers' income and wealth. it has become a business card of the college.

The construction of the animal husbandry science and technology park at the training base has provided the institute with experience of in-depth integration of production and education and promotion of the quality of personnel training. It has accumulated experience in the construction of large-scale training projects and perfect project management, which can ensure that the construction of the traditional Chinese medicine industry park can also be carried out in a standardized, scientific and orderly manner.

4. CONCLUSION

The training base project of the traditional Chinese medicine industrial park not only conforms to the state's provincial and municipal policies, but also has practical experience in building a production-teaching integration base in Jiangsu agricultural science and technology vocational college. It could ensure the smooth progress of the new production-teaching integration base. Moreover, the construction of the traditional Chinese medicine industrial park meets the needs of the market and is practically feasible. The experience of other brotherly colleges and universities is to start from their own reality and combine with the needs of regional economic development to build a base for in-depth integration of production and education to improve their own level of running schools and the quality of personnel training.

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