

Discussion on the Bottleneck Problem and Outlet of Health Qigong Industry Development

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Abstract: With the improvement of people's living conditions, the importance of fitness has been paid more and more attention. People like Health Qigong have gradually developed into a complete industrial chain from few people, many experts. As a kind of sports project, Health Qigong has great development potential and broad market prospects. However, it cannot be ignored that Health Qigong is an emerging industry and its development faces many difficulties. Therefore, this paper investigates the current situation of the Health Qigong industry and studies the development direction of Health Qigong in recent years, discusses the development bottlenecks that Health Qigong is facing now, and puts forward suggestions for the characteristics of the modern Health Qigong industry. The development of the Qigong industry has helped.

1. Introduction

Health Qigong, as one of China's excellent traditional culture, plays an important role in promoting Chinese traditional culture. However, it has not received the attention it deserves until Xi Jinping puts forward the view of focusing on Chinese excellent traditional culture. Reappearing in front of people's eyes, the Health Qigong industry has received the attention of the masses of the people when it is helped by the state. However, because of its Qigong's conservative and traditional characteristics, it cannot be truly loved by young people, so it must face the road of development. The bottleneck.

2. Bottleneck problem in the development of health Qigong industry

2.1 penetration rate is not high

Although the country has repeatedly raised the issue of focusing on Chinese outstanding traditional cultural projects like Health Qigong, people's understanding of Qigong is far from enough.

Because of the long history of the development of Health Qigong, people's understanding of it is only to stay in the Health Qigong can help people adjust the breath, dredge the meridian and other body-building functions, but do not know what the true meaning of Health Qigong lies in. It is only some elderly people who carry out this sport. There are few young people to learn and understand this sport. Because there are no places and teachers who specifically teach Health Qigong, the way the elderly understand the sport is also one-sided. It is only from the communication with friends and some online video teachings that do not know the true and false, lacking a professional first-line teaching team, so they the qigong done by most people is not standardized, and its self-cultivation function is greatly reduced. Secondly, this sport and Tai Chi are similar to the traditional way of soothing, and the way young people like to exercise is just the opposite. Young people prefer a dynamic and enthusiastic way of exercising. In addition, most of China's traditional culture has entered the international market. For example, Peking Opera, ancient poetry and traditional costumes have already played a pivotal role in the international market, and Qigong still only stays in the Chinese market, which greatly limits the Health Qigong development of.

2.2 Lack of legislation and imperfect management mechanism

The health Qigong industry has developed to this day. Apart from the "Healthy China Health Qigong 2020 Action Plan", which has proposed to manage the Health Qigong industry, there have been no other laws and regulations to restrict the Health Qigong industry. The relevant government has not proposed any arrangements. The inspectors conducted irregular inspections of Health Qigong. It is because the health Qigong has been lack of management, resulting in the current health Qigong industry mixed, the level of teachers is uneven, most of the people in China currently receive the teaching of Health Qigong almost do not meet the standard requirements.

2.3 The degree of industrialization is not high, and the professionalization of teachers is insufficient.

The connotation of the industrialization of Health Qigong is that the Qigong industry is the sum of the Health Qigong economic collection and the Health Qigong economic department that provide the Health Qigong sports products. The way to promote Health Qigong in China until now is mainly through the provision of free teaching methods. The few Health Qigong teachers are not professionally specialized. They do not have special preparations. They only get some rewards through teaching in their spare time, and they are currently There is no special fitness Qigong teaching qualification certificate, and it is impossible to judge whether they are qualified for teaching. This has led to the lack of professionalization of Chinese Health Qigong teachers. The state or enterprises have almost no management institutions for the Health Qigong industry, and there are no relevant management measures and management mechanisms. As a result, China's Health Qigong cannot adapt to the Chinese socialist market economic system, and it is impossible to use this sports project to obtain profit. The degree of industrialization of Health Qigong is not high.

In addition, because China does not have a specialized scientific research institution in the field of Health Qigong, it is impossible for China to provide a small number of scholars in the field of Health Qigong and the theoretical support needed for development. In addition, China has not yet formed a special independent brand and brand effect in Health Qigong, and it is unable to obtain commercial value from it. The low level of industry is not only the bottleneck facing the development of the Health Qigong industry, it is almost the difficulty faced by all traditional cultural industries in China.

3. Health Qigong industry development outlet

3.1 Strengthen the construction of the teaching staff and make a professional breakthrough

In view of a series of bottlenecks faced by China's health Qigong industry, the first thing that must be solved is that there is no professional teaching. In order to solve this problem, China must strengthen the construction of the teaching staff.

Train existing faculty members and set up test sites for relevant qualification certificates. Through training, their knowledge of Health Qigong will be more professional and procedural, so that they have the skills teaching, function evaluation, and adjustment psychology that professional faculty members should possess. Specialized in sports teaching, rehabilitation and health care. However, it is far from enough to rely on a small number of faculty members. It is necessary to train existing faculty members to train some of the faculty members and form a teaching team for Chinese Health Qigong. It is also necessary to set up elective subjects for Health Qigong in colleges and universities so that interested students can have venues and learn from teachers. The colleges and universities cooperate with provincial and district associations to provide the teachers with matching teaching tools and teachers with teaching certificates. The University Health Qigong Student Association has been widely established to expand the study population of college students. In places such as squares and communities, the government should send relevant teachers to teach the masses other than the college population, and enrich the spare time of retired faculty and staff and the masses.

3.2 Strengthen management mechanisms and establish a legal system

In response to the current confusion in the health Qigong industry in China, the Chinese government must set up relevant management institutions and improve the legal system to strengthen the management of the Health Qigong industry.

Before strengthening the industrialization of China's Health Qigong industry, it is necessary to set up a special management organization and legal system to strengthen the management of the industry. The first is to prepare textbooks and video tutorials for subjects such as Wu Qin, Yi Jin Jing, Liu Zi, Ming Ming Gong, etc. in the Health Qigong, so that people who cannot directly receive on-site professional teachers can learn independently through books and videos. Instead of accepting the fees of non-professional instructors and non-professional training courses. Through the establishment of relevant laws, the health Qigong industry will be further planned to prevent the occurrence of arbitrary market charges such as arbitrary charges, free teaching and high-priced sales of Health Qigong appliances. At the same time, we must also give legal support to the Health Qigong teachers. Let them, like ordinary teachers, have the opportunity to consider the teacher qualification certificate. When they enter the teaching work, they have the opportunity to enter the editing, and improve the welfare of the teachers to enable more people to come. Learn and learn about Health Qigong.

3.3 Strengthening the innovation work of traditional Health Qigong

While strengthening the construction of the Health Qigong faculty team and the establishment of management institutions in China, in order to win more attention from young people on Health Qigong, China must strengthen the innovation of traditional Health Qigong.

The establishment of specialized scientific research institutions to strengthen the research on the form of Health Qigong. On the basis of traditional Health Qigong, the music elements and dance elements that young people love are integrated, so that the originally seemingly boring traditional Health Qigong is more suitable for the orientation of young people. It solves the problem that the existing scholars in the field of Health Qigong and the theoretical support needed for development cannot cooperate, making the promotion of Health Qigong easier. Inheritance in tradition, innovation is the only way to promote traditional culture. At the same time, it should actively absorb the excellent culture of the West, and combine Chinese and Western, so that the Health Qigong industry will bloom more brilliant colors.

3.4 Online and offline synchronization promotion to promote the health Qigong industry to go abroad

In the Internet era, we need to think in terms of Internet thinking. When propagating the Health Qigong industry, we should not rely solely on the pilot point. We also need to use the public platforms such as Weibo and Facebook to attract more ordinary people's attention. Publicity should avoid a single boring propaganda model, and can also set up a publicity form of health Qigong by means of prize quiz, qi dance group competition, personal speech, and opening an expert speech. The publicity of the audience should not be just the people of the country, but also the world, so that Health Qigong is also a postcard of our country. At the same time, it should strengthen exchanges with relevant departments of foreign governments, and establish a high-level and long-term exchange and cooperation platform with them, fully mobilize and give play to the decisive role of the market in resource allocation, and contribute to the acceleration of the construction of sports powers and cultural powers.

Many cultures in China have already gone abroad, becoming China's own brands and endorsing China. Similarly, the development of Health Qigong must also go abroad. The first step in going abroad is to establish a self-owned brand, develop teaching videos such as Health Qigong, teaching equipment and other peripheral products, and improve brand quality in order to better gather popularity. , absorb more social resources. The so-called promotion of brand activities is to make our activities on the theme of Health Qigong more characteristic of the times, larger scale, more social influence, and more attractive to people from all walks of life.

4. Conclusion

The Health Qigong industry in traditional Chinese culture not only plays an important role in promoting traditional culture, but also has great development potential and broad development prospects in terms of commercial value. However, due to its late start of industrialization and its traditional and conservative characteristics, the development of Health Qigong industry faces many bottlenecks. First, the penetration rate is not high, management is insufficient, followed by low level of innovation, and the form of exercise remains unchanged. In order to solve the bottleneck problem faced by the Health Qigong industry today, the state, enterprises and individuals should cooperate with each other to establish a strong faculty of Health Qigong, strengthen publicity, strengthen management and innovation work, and promote fitness. The Qigong industry has gone abroad and moved to the whole world. Only in this way can the great Chinese culture continue to be carried forward, and the role of Health Qigong in the health of the masses and the role of promoting the development of the tertiary industry in China will be truly exerted.

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