

Integration and Development of Traditional Health-Preserving Sports and Pension Industry

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Abstract: Traditional health-preserving sports are an important part of Chinese traditional culture. On the basis of thousands of years of traditional sports culture, incorporating the scientific nature of modern society and experiencing the cycle of inheritance, innovation and development, the traditional Chinese health-preserving sports is gradually moving towards and integrating into the world with a new look. There is a high correlation between traditional sports health and the pension industry, as both are industries that are closely related to physical health and serve the elderly. In this day and age when population aging is becoming more and more serious, it is of great significance to explore the integration and development of traditional health-preserving sports and pension industry to solve the problems brought about by aging.

Traditional health-preserving sports originates from Wushu, medicine, Confucianism, Taoism and Buddhism. It naturally integrates ancient philosophy, medicine, health preservation, ethics and other cultural ideas and concepts. Its content is abundant, most of which is integrated with Daoyin, Qigong, Wushu and medical knowledge, and has various forms. For example, the techniques of Qigong originated from Daoyin, such as Yijin Jing (changing tendon exercise), Wuqinxi (five-animal exercises), Baduanjin (eight trigrams boxing), etc., and the techniques of Wushu originated from Taijiquan (shadowboxing), etc. Both its ideas and thoughts contain rich national color and traditional cultural characteristics, forming unique traditional national sports. These distinctive national characteristics, profound cultural connotations, dialectical ways of self-cultivation and transcendent sports mentality make it have entertainment, fitness and other functions. The purpose of this study is to carry forward the traditional health-preserving sports and cultivate new growth points of national economy. From the perspective of industrial integration and development, the feasibility of the integration and development of traditional health-preserving sports and pension industry is explored in this study, with a view to providing theoretical reference for the better service of traditional culture of health-preserving sports to society and its own inheritance and development.

1. Connotation of Traditional Health-Preserving Sports Industry

Sports culture industry is an important part of social, economic and cultural development, which develops with the common evolution of human civilization. It takes sports intangible assets as its core and creates huge social spirit, sports spirit and economic value through the dissemination and development of intangible sports spirit and tangible sports material products.^[1] The traditional health-preserving sports culture with the concept of health preservation as the core meets the above conditions. It takes the sports culture with Chinese characteristics as the core, combines the traditional health preservation concept with the new fitness concept to build the internal sports spirit, and constructs the national sports products with Chinese characteristics in the unique form of Chinese traditional sports health preservation. The dissemination and development of traditional health-preserving sports cultural products will inevitably become a special sports cultural

construction project in China, which will have a significant impact on economic prosperity. On the basis of relevant research, it is believed in this study that the traditional health-preserving sports culture industry refers to the collection of traditional health-preserving sports cultural products and services into production, exchange, consumption and service industries in order to promote traditional culture of health-preserving sports and meet people's growing needs for sports.

Compared with other sports industries, the traditional health-preserving sports industry embodies the special value characteristics of returning society in the economic interests. It objectively regards the pursuit of greater social value as the basis and the highest goal of business management, and clearly links business management activities with improving the quality of human survival and development in the future. Therefore, as a special type of health sports industry, traditional health-preserving sports culture industry will produce great social value as well as economic value. It is a sports culture brand with Chinese characteristics.

2. Feasibility of integration and development of traditional health-preserving sports and pension industry

2.1 Industrial convergence: an inevitable trend in the present era

Industrial convergence is one of the important trends in the development of the world economy in the 21st century. The integration and development of industries can produce a superposition spillover effect among industries and achieve mutual benefit and win-win results. In recent years, the sports industry and the pension industry are gradually merging. In October 2013, it was pointed in the *State Council's Opinions on Accelerating the Development of the Pension Service Industry* that we should make full use of all kinds of resources to promote the interactive development of the pension service and medical fitness and other related fields. In October 2014, the national fitness was upgraded to a national strategy in the *Several Opinions of the State Council on Accelerating the Development of Sports Industry to Promote Sports Consumption* which pointed out to enrich the content of the sports industry and promote the integration of sports and pension services. Thus it is clear that from the perspective of government, society and individual needs of the elderly, it is necessary to use traditional health-preserving sports as a way of providing for the elderly, and promote the integration and development of traditional health-preserving sports and pension industries.^[2]

2.2 Traditional health-preserving sports with dual attributes of sports and medical treatment.

Traditional health-preserving sports are not only the main content of Chinese traditional sports, but also an important part of Chinese traditional medicine. Through the adjustment of posture, breathing exercises and the use of ideas, it can regulate and enhance the functions of various parts of the human body, inspire and induce the inherent potential of the human body, and play the role of preventing and curing diseases and prolonging life.^[3] Therefore, traditional health-preserving sports such as Baduanjin, Wuqinxi, Yijin Jing and Taijiquan are introduced into the health management of the elderly^[4], personalized exercise prescription are given according to different health conditions of the elderly, the pilot project of "combining sports with medicine" supported by Chinese Medicine is carried out, the areas with better conditions are encouraged and guided to take the lead in building pension service institution characterized by physical and medical integration with a certain scale and exemplary significance.

3. Strategy for the integration and development of traditional health-preserving sports and pension industry

3.1 Deepening institutional innovation

In order to integrate, develop and reorganize the industry, it is necessary to reform and innovate the corresponding system and mechanism, and the integration and development of the traditional health-preserving sports and pension industry is no exception. It is also necessary to provide

principled guidance for the formulation of laws and regulations on the integration and development of the two industries in the coming years in terms of direction, objectives, progress and procedures, and to carry out reforms and innovations in management systems and mechanisms in view of the characteristics of the integration of the two industries, and thoroughly improve the operational systems and mechanisms that do not adapt to industrial integration. Only in this way can the two industries be truly integrated and developed.

3.2 Integrating existing resources and giving full play to the role of grass-roots organizations

At the grass-roots level, the organization of traditional health-preserving sports and health care for the aged should be established, and the related issues of traditional health-preserving sports and care for the aged should be specially communicated and guided, so as to facilitate the optimization and integration of resources of all sectors of society and promote the integration and development of relevant industries to support the integration of traditional health-preserving sports and pension industry.

3.3 Strengthening the construction of professional personnel and making good preparations for human resources

At present, Chinese traditional health-preserving sports and elderly health care industry is still in the primary stage of development, and the conditions in all aspects are not mature, especially in human resources, the lack of professional management personnel, and the integration of traditional health-preserving sports and pension industry development cannot be separated from high-quality, high-level professional talent team. Therefore, importance should be attached to the training and management of professionals in the traditional health-preserving sports and elderly health care industry, laying a good foundation for their operation and development.

3.4 Strengthening the market mechanism and creating a good environment

The market plays a fundamental role in optimizing the allocation of resources in the process of industrial development. Therefore, the market mechanism must be strengthened, the market-oriented principle should be adhered to, and a good consumption and investment environment should be created for the integration and development of traditional health-preserving sports and pension industries. In the process of industrial integration and development, the development and opening of traditional health-preserving sports and elderly health care market must be strengthened from the following aspects: First, it is necessary to innovate the operation mechanism so that enterprises and institutions engaged in the production and service of traditional health-preserving sports and elderly health care products form an independent or relatively independent operating entity. Social capital investment should be encouraged and guided to open up the social pension service market and adopt a diversified investment and management service model. Second, it is necessary to integrate and form cross-industry industrial groups to achieve resource sharing and complementary advantages, and form a relatively complete industrial chain to enhance the competitiveness of enterprises. Thirdly, it is necessary to innovate product development and marketing methods, integrate resources of traditional health-preserving sports into the development of pension projects, develop and produce high-quality products more in line with the physiological needs of the elderly, and strengthen the publicity and promotion of products and brands.

4. Conclusions

Traditional health-preserving sports, which have the dual attributes of sports and medical treatment, are the preferred means of physical fitness for the elderly, and the fitness effect has been proved and demonstrated. With the elderly as the main body, the society provides all kinds of social service activities around the elderly group. The health of the elderly is the core of the pension service. In terms of health problems of the elderly, they are highly correlated. With the development of market economy, the cross-border integration of the two has become an inevitable trend, which

will strongly promote the construction of a healthy aging society and promote the prosperity of social economy.

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