

健康中国背景下河南省太极拳产业化发展路径研究

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摘要：目的：本文以河南省太极拳产业化发展路径为研究对象，探寻河南省太极拳产业化发展路径，发现河南省太极拳产业化发展所面临的问题，提出促进河南省太极拳产业发展的策略，进而加强对太极拳产业化发展的研究。本研究对于健康产业发展而言，能够形成太极拳特色健康服务产业链，推动河南省健康服务产业的发展，进而推动河南省经济的增长；对于群众而言，有利于发展群众喜闻乐见的健身项目，增强人民群众的身体素质，增强健康养生的观念，构建和谐社会。**方法：**2.1 文献资料法，通过查阅中国知网和图书馆中有关产业和太极拳产业化的核心期刊、硕博论文以及著作等，了解了太极拳产业化的相关内容和太极拳健身养生的功能，同时为本研究提供了丰富的资料。2.2 调查法，通过专家访谈法和问卷调查法，系统调查了河南省太极拳的资源与发展优势，对太极资源进行整合研究。2.3 逻辑分析法，将获得资料进行系统的整理，逻辑分析河南省太极拳产业发展的关系，找到太极拳产业化发展的优势，制定河南省太极拳产业化发展策略。**结果：**3.1 河南省太极拳产业化发展优势（1）政策的颁布是河南省太极拳产业化发展的强大支撑。《纲要》指出要以普及健康生活、建设健康环境、发展健康产业等为重点，来提高健康水平，改善健康公平，太极拳产业的发展能够促进健康产业的繁荣发展。（2）太极拳被列为世界非物质文化遗产代表作名录，是太极群产业走向世界的良好机遇。（3）太极拳发源地在河南省，河南省拥有丰富的太极拳人才资源。（4）太极拳和养生有着密不可分的联系，练习太极拳就是最好的养生之道。3.2 根据调查河南省太极拳产业化发展面临的问题有（1）太极拳产业化发展缺少整体规划，目前河南省太极拳培训机构众多，但太极拳产业化发展缺少规划。（2）对太极拳的宣传力度不够，不能有效结合网络媒体进行宣传，互联网技术和5G时代的发展吸引着大众的眼球，简单的太极拳宣传已经不能吸引大众的眼球。（3）河南省太极拳产业刚起步，发展较慢没有与其他产业建立相应的联系，导致太极拳产业链较短。（4）政府重视力度不够，对于太极拳产业化发展的支持力度不够。3.3 太极拳产业化发展路径（1）产业化发展目标，到2030年太极拳产业化发展初具规模，促进河南省就业问题解决；到2035年太极拳产业化发展成熟，促进河南省经济发展。（2）产业化发展模式，线上线下与国内国外相结合的发展模式，从太极拳养生、太极拳文化、太极拳旅游、太极拳比赛等方面进行宣传推进。（3）产业化发展原则，坚持可持续、高质量、国际化发展原则，使河南省体育产业的

发展走向国际化。(4) 产业化人才培养, 太极拳产业化发展需要与医学结合培养太极养生与太极康复人才; 与外语结合培养太极拳国际交流人才; 与互联网技术结合培养太极拳宣传人才等等。3.4 太极拳产业化发展对策 (1) 河南省政府要看到太极拳的发展前景, 要对太极拳与旅游业的融合发展提供大力支持。(2) 建立太极拳产业化发展的市场准入机制, 使太极拳市场化发展有章可循。(3) 教育界要对太极拳产业化深入研究, 加强与多学科合作, 培养多样化太极拳后备人才。(4) 各企业要建立与太极拳发展的沟通机制, 加强与太极拳合作、加大投资力度, 发展河南省特色产业, 促进河南省太极拳产业化发展, 助力健康中国建设。**结论:** 在健康中国背景下, 对河南省太极拳产业化发展进行研究。河南省具有强大的优势促进太极拳产业化发展, 但在其产业化发展道路上面临许多问题, 例如太极拳产业化的宣传力度不够、太极拳产业化的研究较少、政府的重视不够等等。为促进太极拳产业化发展需要政府的高度重视、提供政策支持、建立太极拳产业化发展的市场准入机制, 使太极拳产业化发展有章可循。教育部加强对太极拳多元化后备人才的培养, 企业加大对太极拳发展的投资力度, 促进河南省太极拳产业化发展, 助力健康中国建设。

关键词: 健康中国; 太极拳; 产业化; 路径

Research on the industrialization development path of Taijiquan industrialization in Henan Province under the background of Healthy China

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Abstract: Objective: Taking the development path of Taijiquan in Henan Province, explore the path of Taijiquan industrialization, develop the development of Taijiquan, and strengthen the research on the development of Taijiquan. For the development of health industry, the development of Taijiquan, promote the development of health service industry of Henan Province, and then promote the economic growth of Henan Province; for the masses, is conducive to the development of fitness projects, enhance the physical quality of the people, enhance the health preservation. The concept of meaning, to build a harmonious society. **Methods:** 2. 1 Literature method, by consulting the core journals, doctoral papers and works of the Chinese website and the library, we understand the relevant content of Taijiquan industrialization and the function of Taijiquan fitness and health,

and provided rich information for this research. 2. 2 Investigation method, through the expert interview method and questionnaire investigation method, systematically investigated the resources and development advantages of Tai Chi in Henan Province, and integrated the Taiji resources. 2. 3 Logical analysis method, which will systematically organize the data, logically analyze the relationship of Taijiqian industry development in Henan Province, and find the industrial development of Taijiqian industry advantages, to formulate the industrialization development strategy of Henan Province Taijiqian. **Results:** (1) The promulgation of the policy is a strong support for the industrialization development of Taijiqian in Henan Province. The Outline points out that the focus on popularizing healthy life, construction of healthy environment and development of health industry is to improve the health level and fairness. The development of Taijiqian industry can promote the prosperity and development of the health industry. (2) Taijiqian has been listed as the representative list of the world intangible cultural heritage, which is a good opportunity for the Taiji group industry to enter the world. The birthplace of (3) Taijiqian is in Henan Province, which has a rich talent resources of Taijiqian. (4) Taijiqian and health care are close to the inseparable connection, practicing Taijiqian is the best way to keep health. 3. 2 According to the investigation of the industrialization development of Taijiqian in Henan Province, (1) Taijiqian industrialization development lacks overall planning. Currently, there are many Taijiqian training institutions in Henan Province, but the industrialization development of Taijiqian lacks planning. (2) The publicity of Taijiqian is not enough to be effectively combined with the online media. The development of Internet technology and the 5G era has attracted the attention of the public, and the simple publicity of Taijiqian has no longer been able to attract the attention of the public. (3) The Taijiqian industry in Henan Province has just started, and its slow development has not established corresponding links with other industries. Guide The Taijiqian industry chain is relatively short. The (4) government does not pay enough attention to and support the industrialization development of Taijiqian. 3. 3 Taijiqian industrialization development path of Taijiqian (1), by 2030, began to take scale, promote the employment problem of Henan Province; by 2035, Taijiqian industrialization will mature and promote the economic development of Henan Province. (2) industrialization development mode, the development mode of combining online and offline with home and abroad, will publicize and promote it from Taijiqian health preservation, Taijiqian culture, Taijiqian tourism, Taijiqian competition and other aspects. (3) Principles of

industrialization development, adhere to the can The principle of sustainable, high-quality and international development leads to the development of the sports industry in Henan Province towards internationalization. (4) Industrialization talent training, industrialization development of Taijiquan needs to cultivate Taiji health and rehabilitation talents; international exchange talents; combined with Internet technology, etc. (1) The Henan Provincial Government should see the development prospect of Taijiquan and provide strong support for the integrated development of Taijiquan and tourism. (2) Establish a market access mechanism for the industrialization and development of Taijiquan, so that the market development of Taijiquan has rules to follow. (3) The education circle should conduct in-depth research on the industrialization of Taijiquan, strengthen cooperation with multiple disciplines, and cultivate diversified reserve talents of Taijiquan. (4) All enterprises should establish a communication mechanism with the development of Taijiquan, strengthen cooperation with Taijiquan, increase investment, develop characteristic industries in Henan Province, promote the industrialization of Taijiquan in Henan Province, and help the construction of a healthy China. **Conclusion:** Study the industrialization of Taijiquan in healthy China. Henan Province has strong advantages to promote the industrialization development of Taijiquan, but faces many problems on its industrialization development road, such as the insufficient publicity of Taijiquan industrialization, the less research of Taijiquan industrialization, the insufficient attention of the government and so on. In order to promote the industrialization of Taijiquan, the government attaches great importance to, provide policy support and establish a market access mechanism for the industrialization of Taijiquan, so that the industrialization of Taijiquan has rules to follow. The Ministry of Education strengthens the training of diversified reserve talents of Taijiquan, and enterprises increase the development of Taijiquan Investment efforts to promote the development of the industrialization of Taijiquan in Henan Province, and help the construction of a healthy China.

Key words: Healthy China, Taijiquan, Industrialization, Path