

文化自信视域下健身气功康养的文化价值挖掘与产业化开发研究

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摘要: 在《“十四五”文化发展规划》的指导下, 推动中华优秀传统文化创造性转化、创新性发展已成为国家战略。健身气功作为中国传统文化的重要组成部分, 不仅承载着天人合一的哲学观、阴阳平衡的医学观、形神共养的养生观, 还体现出中国传统文化的基本精神和中华民族独特的思维方式、价值取向, 是文化自信建设的重要资源。本论文旨在探讨健身气功在康养产业中的文化价值挖掘与产业化开发路径, 以期为实现全民健康和推动文化自信提供理论和实践支持。**研究目的:** 本研究的主要目的是探讨健身气功在康养产业中的文化价值及其产业化开发路径。具体目标包括: ①分析健身气功的文化内涵及其在哲学、医学和伦理维度上的价值;②探讨健身气功在康养产业中的应用现状及困境;③提出健身气功康养产业化的创新路径和发展策略。**研究方法:**①文献综述法。通过查阅大量相关文献资料, 系统梳理健身气功的历史渊源、文化内涵及其在康养领域的应用现状, 为后续研究提供理论基础。②案例分析法。选取具有代表性的健身气功康养项目进行案例分析, 总结成功经验和存在的问题, 为提出产业化开发路径提供实证依据。③跨学科研究法。采用跨学科研究方法, 综合运用哲学、医学、伦理学、经济学等多学科理论, 全面分析健身气功的文化价值及其产业化开发路径。**研究结果:** ①健身气功的文化价值集中体现在哲学、医学和伦理三个维度, 深度融合以“天人合一”为主中国传统哲学宇宙观、“治未病”的中医养生理论以及“中庸和谐”的儒家伦理思想, 形成一套贯通自然规律、个体健康与社会和谐的完整文化体系。②健身气功康养产业的开发困境: 健身气功康养产业化面临技术上缺乏针对年轻人、亚健康群体的分层化设计, 组织上过度依赖政府主导, 市场主体参与不足, 资源整合上未形成医疗、旅游等产业的协同效应, 国际推广因文化适配性差而受阻等问题。在消费端层面, 产品供给低端严重, 同质化服装、教材主导市场, 高附加价值的智能设备、文化衍生品开发滞后, 且区域市场差异显著。在服务端层面, 赛事活动偏离康养本质, 追求“高、难、美”表演化, 缺乏娱乐性与互动性, 传播力不足, 未构建“疗程化气功处方+健康检测”的康养服务体系, 数字化服务开发滞后, 难以对接现代健康管理需求。③健身气功康养产业化开发的创新路径: 健身气功以“四维联动”战略实现从文化基因到全球价值的系统性跃升: 通过传统智慧的现代转译, 将“天人合一”“阴阳调和”等哲学精髓转化为符合现代健康科学的认知体

系，以医学实证夯实其生理、心理双维度的科学价值；依托跨界生态重构，打造“康养+文旅”融合生态链，借力数字化平台实现教学智能化、监测精准化、交互场景化；推动品牌标准国际化，构建国家权威技术标准与认证体系，以“世界健身气功日”等文化符号为锚点，塑造具有东方智慧的“中国式健康生活方式”国际 IP；实施立体传播全球化布局，依托“一带一路”构建“全球-区域-在地”三级传播网络，以“健康外交”理念统筹政府公信力、企业创新力、民间亲和力，形成多维共振的传播生态。这一体系化工程正推动健身气功完成从文化价值挖掘到全球健康话语权构建的跨越式发展。**研究结论：**研究表明，健身气功具有重要的文化价值和应用潜力，通过文化内核的深度挖掘与现代化表达、多维融合的产业生态构建、标准化与品牌化建设以及国际化传播与文化自信构建，可以有效推动健身气功康养产业的创新发展，为实现全民健康和推动文化自信提供有力支持。

关键词：文化自信；健身气功；康养产业；产业化开发

Research on the cultural value exploration and industrial development of Qigong for health and wellness from the perspective of cultural confidence

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Abstract: Under the guidance of the "14th Five-Year Plan for Cultural Development", promoting the creative transformation and innovative development of China's fine traditional culture has become a national strategy. Qigong, as an important part of Chinese traditional culture, not only embodies the philosophical concept of harmony between man and nature, the medical concept of balance between yin and yang, and the health preservation concept of nourishing both body and spirit, but also reflects the basic spirit of Chinese traditional culture and the unique thinking mode and value orientation of the Chinese nation. It is an important resource for building cultural confidence. This paper aims to explore the cultural value mining and industrialization development path of Qigong in the health and wellness industry, in order to provide theoretical and practical support for achieving universal health and promoting cultural confidence. **Research purpose:** The main purpose of this study is to explore the cultural value of Qigong in the health and wellness industry and its industrialization development path. Specific goals include: 1.

Analyze the cultural connotation of Qigong and its value in the dimensions of philosophy, medicine and ethics; 2. Explore the application status and difficulties of Qigong in the health and wellness industry; 3. Propose innovative paths and development strategies for the industrialization of Qigong in health and wellness. **Research methods:** 1. Literature review method. By consulting a large number of relevant literature, systematically sort out the historical origin, cultural connotation and application status of Qigong in the health and wellness field, providing a theoretical basis for subsequent research. 2. Case analysis method. Select representative Qigong health and wellness projects for case analysis, summarize successful experiences and existing problems, and provide empirical evidence for proposing industrialization development paths. 3. Interdisciplinary research method. Use interdisciplinary research methods, comprehensively apply theories from multiple disciplines such as philosophy, medicine, ethics, and economics, and comprehensively analyze the cultural value of Qigong and its industrialization development path. **Research results:** 1. The cultural value of Qigong is concentrated in three dimensions: philosophy, medicine and ethics. It deeply integrates the traditional Chinese philosophical universe view of "harmony between man and nature", the traditional Chinese medicine health preservation theory of "preventing disease before it occurs", and the Confucian ethical thought of "moderation and harmony", forming a complete cultural system that connects natural laws, individual health and social harmony. 2. The development difficulties of Qigong health and wellness industry: The industrialization of Qigong health and wellness faces problems such as lack of stratified design for young people and sub-health groups in technology, excessive reliance on government leadership in organization, insufficient participation of market entities, failure to form a synergy effect with industries such as medical care and tourism in resource integration, and obstacles in international promotion due to poor cultural adaptability. At the consumer end, the supply of low-end products is serious, with homogenized clothing and textbooks dominating the market, and the development of high-value-added smart devices and cultural derivatives lagging behind, with significant regional market differences. At the service end, events and activities deviate from the essence of health and wellness, pursuing "high, difficult, beautiful" performance, lacking entertainment and interaction, with insufficient dissemination power, and no construction of a health and wellness service system of "Qigong prescription for treatment + health detection", and the development of digital services lags behind, making it difficult to meet the needs of modern health management. 3. Innovative paths for the industrialization development of Qigong health and wellness: Qigong realizes a

systematic leap from cultural genes to global value through a "four-dimensional linkage" strategy: through the modern translation of traditional wisdom, transforming the philosophical essence of "harmony between man and nature" and "balance of yin and yang" into a cognitive system that conforms to modern health science, and solidifying its scientific value in both physiological and psychological dimensions with medical evidence; relying on cross-border ecological reconstruction, building a "health and wellness + tourism" integrated ecological chain, and leveraging digital platforms to achieve intelligent teaching, precise monitoring, and interactive scenarios; promoting the internationalization of brand standards, building a national authoritative technical standard and certification system, and using cultural symbols such as "World Qigong Day" as anchor points to shape an international IP of "Chinese-style healthy lifestyle" with oriental wisdom. By implementing a three-dimensional global communication layout and relying on the "Belt and Road Initiative" to build a "global - regional - local" three-level communication network, the government credibility, enterprise innovation, and people's affinity are coordinated under the concept of "health diplomacy", forming a multi-dimensional resonant communication ecosystem. This systematic project is promoting the leapfrog development of Qigong from cultural value exploration to the construction of global health discourse power. **Research conclusion:** The research results show that Qigong has significant cultural value and application potential. Through in-depth exploration and modern expression of the cultural core, construction of a multi-dimensional integrated industrial ecosystem, standardization and branding, as well as international communication and cultural confidence building, the innovative development of the Qigong health and wellness industry can be effectively promoted, providing strong support for achieving universal health and promoting cultural confidence.

Keywords: cultural confidence; health Qigong; health and wellness industry; industrialized development