



Promotion Guidelines of Health Qigong in Sanya Community, the People's Republic of China

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Abstract

Background and Aims: Understanding the factors that affect the development of a sport is crucial for its promotion. We mainly investigate from two aspects, one is internal factors, including the advantages and disadvantages of Health Qigong itself; Another factor is external factors, including the development environment of the community in Sanya City, and we also need to investigate the current development status of Health Qigong in the Sanya community. This way, when we develop promotional guidelines, we can be more targeted.

Methodology: This is a non-experimental study. The participants of the researcher are three teachers from Sanya College, one Tai Chi coach, and one doctoral student from Hainan University. They have a certain understanding of the development of Health Qigong and have their own opinions on the promotion of Health Qigong. They can provide valuable opinions and suggestions for the formulation of Health Qigong promotion guidelines. This study mainly conducted a sampling survey on 200 practitioners from 6 communities in Sanya City through questionnaire surveys and interviews and randomly selected 150 non-practitioners for the survey. Finally, use Excel to perform statistics and analysis of the data.

Results: The survey results indicate that the main factors affecting the implementation of Health Qigong in the Sanya community are venue factors, people's awareness of Health Qigong, and whether there are professional Health Qigong instructors. Finally, according to the survey results, if we want to promote the Health of Qigong well in the Sanya community, we need to increase the publicity efforts for the construction of Qigong; Increase practice sites; Open corresponding courses in schools; Increase investment in the development of Health Qigong.

Conclusion: Addressing venue availability, public awareness, and the presence of qualified instructors is crucial for successful Health Qigong implementation in the Sanya community. A comprehensive strategy involving enhanced publicity, expanded practice sites, school-based courses, and increased investments is essential to foster widespread adoption and contribute to community well-being.

Keywords: Health Qigong; Sanya Community; Promotion Guidelines

Introduction

Promoting and maintaining good health is important for overall well-being and is intrinsically linked to a higher quality of life. Numerous studies have shown the multifaceted benefits of a healthy lifestyle. Covers physical, mental, and social dimensions. Physical participation in regular exercise. maintaining a balanced diet and avoiding harmful behavior helps prevent chronic diseases such as coronary heart disease, diabetes, and some cancers (Warburton et al., 2006). Additionally, good health has a positive impact on mental well-being by reducing the risk of mental health disorders Improving cognitive function, and increasing resilience to stress (Hamer, Stamatakis, & Steptoe, 2009). In society, healthy individuals are better prepared to participate and contribute to their communities. Promotes social relationships and a sense of belonging (Berkman et al., 2000).

Moreover, the importance of healthy living extends beyond individual well-being to social and economic dimensions. A healthier population is associated with increased productivity. Reduced healthcare costs and better economic development (Bloom et al., 2011). Healthy individuals are more likely to be actively involved in the labor force. Experience fewer sick days and have lower healthcare costs This has a positive impact on the economy as a whole. As a result, investing in health promotion and disease prevention not only improves individual health outcomes but also improves health outcomes. But it also provides broader social benefits.

Since the reform and opening up, the income of Chinese residents has generally increased, and the living standards of residents have greatly improved. Not only that, the people's concept of life has also changed, from their early focus on food and clothing to their current focus on health and wellness.



Health Qigong is a sports event aimed at Health, based on relatively relaxed physical activities, and tends to integrate body and mind states into a body, breath, and heart regulation, catering to the needs of the public. People at any stage are suitable for practice, so in recent years, the Health Qigong industry has flourished, and the number of practitioners is increasing. The scientific, standardized, socialized, and internationalized management level of Health Qigong has continuously improved, making great contributions to meet the needs of the masses for Health, promoting traditional Chinese culture, and building a harmonious society. Therefore, it is necessary to study and analyze the influencing factors of Health Qigong development. The purpose is to provide a reference for the practical development of Health Qigong.

Sanya is located at the southernmost point of Hainan Island and is a tropical coastal tourist city in the southernmost part of China. It is also the city with the best air quality and the longest lifespan area in China (with an average lifespan of 80 years). Sanya, also known as Lucheng, or "Oriental Hawaii", ranks first among China's four first-tier tourist cities, "Sanwei Hangsha", and has the most beautiful coastal scenery on the island. Sanya is located at low latitudes and belongs to the tropical oceanic monsoon climate zone, with an annual average temperature of 25.7 ° C, and the highest temperature in June, with an average of 28.7 ° C; The lowest temperature month is January, with an average of 21.4 ° C. The annual sunshine duration is 2534 hours. The average annual precipitation is 1347.5MM. Known as a "natural greenhouse". Due to these superior natural conditions, Sanya has become the preferred city for health preservation and elderly care. Whenever winter comes, a large number of outsiders come to Sanya to spend the winter, with the majority being elderly people.

Due to its slow pace and low intensity of exercise, Health Qigong is not favored by young people, so the majority of elderly people practice it. Therefore, in Sanya, a city suitable for health preservation, it is crucial to study the factors that affect the development of Health Qigong. The purpose of this research is to find out and analyze the influencing factors of the development of health Qigong in the community of Sanya City by investigating the current situation of the development of health Qigong in the community of Sanya City. Through analysis, methods can be identified to promote the development of Health Qigong, enabling more people to accept Health Qigong and improve their health by practicing Health Qigong.

Objectives

The purpose of this research is to find out as follows:

1. Identify the influencing factors of Health Qigong in the Sanya community.
2. Identify the management factors that affect the implementation of Health Qigong in the Sanya community.
3. Provide opinions to promote more group awareness and acceptance of Health Qigong and promote its promotion.

Literature Review

Health promotion is a diverse field of study. which covers various activities and measures designed to improve the health and well-being of individuals, communities, and populations. The World Health Organization (WHO) defines health promotion as "The process of enabling people to control and improve their health" (WHO, 1986). This definition emphasizes strengthening the capacity of individuals to take charge of their health by providing them with the knowledge, skills, and resources needed to Make informed decisions and live a healthier lifestyle.

One of the key principles in promoting health is to focus on prevention and solving the determinants of health. The Ottawa Charter for Health Promotion is a foundational document in this field. Emphasize the importance of creating a supportive environment. Strengthening community action personal skill development and reorienting health services to promote health (WHO, 1986). These principles guide the development of strategies that go beyond traditional health care. It is aware of the impact of social, economic, and environmental factors on health.

Health promotion measures cover a wide range of activities, including health education. Behavior change campaign Policy support and community participation These measures are often



based on empirical evidence and tailored to the specific needs and context of the target population. Health promotion tries to prevent illness. Improve health behaviors and reduce health inequality By adopting a comprehensive and collaborative approach This contributes to the overall well-being of individuals and communities (Green & Kreuter, 1999).

Academic development is inseparable from the research and summary of predecessors. Therefore, literature review is an essential part of research. Health Qigong is a skill that regulates the body, breath, and heart through exercises to regulate the functional state of the human body system, improve physical health, and achieve a high degree of harmony between the body and mind. Persisting in Health Qigong exercise helps to unblock meridians, regulate qi and blood, regulate organs, enrich vitality, enhance the body's disease resistance, and thus achieve the goal of preventing and treating diseases, strengthening the body, and prolonging life. Due to my country's large land area and many ethnic groups, there are also relatively large differences in climate and culture between the north and the south. Therefore, there may be differences in the development of Health Qigong in various regions. To have a more comprehensive understanding of the development of Health Qigong, I searched with the keyword "the development status of Health Qigong" and selected research in different regions such as Jilin, Ningxia, Sichuan, Guangzhou, and Jiangsu.

According to the research results of Ying (2019), Yang (2020), and others on their locations, the conclusions are as follows: 1. Among the personnel currently participating in Health Qigong practice, there are more women than men. The reasons may have the following points: a. Women prefer to choose sports with lower exercise intensity and gentle movements. But men prefer more intense projects; b. Men need to take on the responsibility of supporting their families, and they are generally busy with work, so they have less free time; 2. Most of them are over 50 years old. There are significantly more middle-aged and elderly people than young people. The reasons may be as follows: a) the elderly have enough time to exercise, and young people are busy with school and work, they are more inclined to some fast-paced, high-intensity sports, which can help them release stress; The popularization among the people is not enough, young people are greatly influenced by western sports, and they don't know enough about Health Qigong; 3. Among the people who participate in Health Qigong practice, the general education level is low. Because the overall education level of the nationals was low in the era when they grew up and lived, they were generally at the junior high school level. This also has a certain impact on the scientific promotion of Health Qigong and the popularization of new exercises.

Combined with the investigation and research of Si (2017), Ma (2019), and Lan & Lei, (2022), some colleges and universities have opened Health Qigong courses, which belong to the national traditional sports. It is a relatively small branch of physical education. Therefore, the number of students enrolled is small and the number of teachers is limited. It is difficult to train a large number of professionals in Health Qigong to meet the needs of society. The unsatisfactory development of Health Qigong in colleges and universities has a lot to do with the serious lack of professional teachers. In addition, the existing Health Qigong teachers also lack the study of theoretical courses, and they do not have a deep understanding of TCM theories. In the research, it is found that the introduction of teachers is the main way for students to understand the teaching of Health Qigong at present, and there is also a lack of publicity and promotion of Health Qigong in colleges and universities. Because the movements of Health Qigong need to be coordinated with breathing, many people find it difficult, and non-standard exercises are difficult to produce exercise effects. Some college students may still have some misunderstandings about Health Qigong, thinking that Health Qigong is similar to "Falungong", which also shows that the promotion of Health Qigong in colleges and universities is still very lacking.



Conceptual Framework

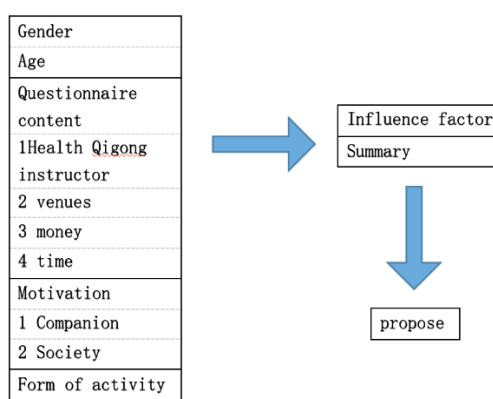


Figure 1 Conceptual framework

Methodology

1. Population and sample

Population: Approximately 1.066 million residents of Sanya City

Sample: Using the sampling survey method, questionnaires were distributed to residents of 6 selected communities in Sanya City. These 6 communities have a large number of residents, namely Dadonghai Community, Danzhou Community, Yuechuan Community, Tongxin Jiayuan Community, Bihai Blue Sky Community, and Fenghuang Shuicheng Community.

Among them, 200 Health Qigong practitioners voluntarily participated in the questionnaire survey. Most of them carefully read and filled out the questions in the questionnaire during the survey process. The questionnaire was distributed on-site and collected on the spot to ensure its efficiency. In addition, 150 nontrainees were randomly selected for an interview survey. During the interview, we ask questions and then record the responses of the interviewees.

2. Research tools

The tool used in this study is a modified questionnaire, which includes closed-ended questions. The draft of the questionnaire is based on the researcher's reading materials, previous research, professional literature, and published and unpublished research-related papers. The survey questionnaire will consist of two parts. The first part of the survey questionnaire will include a survey on the current status of Health Qigong in Sanya, and the second part will include a survey on the impact on the enthusiasm of Health Qigong practitioners to participate in Health Qigong practice. The questionnaire will be distributed and collected on-site to improve the accuracy and efficiency of the survey as much as possible.

3. Data Collection

Step 1: Investigate the current status of Health Qigong in the Sanya community; (1) Refer to monographs, journal articles, newspapers, and magazines, and use websites such as CNKI and Chinese academic journals to search for relevant literature materials and conduct literature reviews. (2) Design a questionnaire based on previous surveys. And (3) Distribute questionnaires

Step 2: Identify the factors that affect the development of Health Qigong in Sanya; (1) Design questionnaire questions and interview content. And (2) Distribute questionnaires and conduct interviews with research subjects.

Step 3: Develop a Health Qigong promotion guidelines based on POCL theory



4. Data Analysis

The data in this research were analyzed by a software package, mean, and percentage.

Results

Overall, the development of Health Qigong in Sanya, Hainan is relatively slow. The number of people participating in Health Qigong practice is not large, most of whom are middle-aged and elderly people. The popularity of Health Qigong among teenagers is still relatively low. On the one hand, this is related to the unique exercise method of Health Qigong. On the other hand, it is also due to the lack of promotion of Health Qigong that many people do not understand the advantages and functions of Health Qigong, and even have misunderstandings about Health Qigong. The introduction of foreign sports projects has also had an impact on the promotion of local projects. In terms of management, Sanya also lacks training sites for Health Qigong and professional Health Qigong instructors, leading some people to give up learning Health Qigong. There is no dedicated department responsible for the promotion and management of Health Qigong.

1. Survey of Community Health Qigong Practitioners in Sanya City

1.1 Factors Influencing Practitioners' Health Qigong Exercise

Although Health Qigong has the advantages of being easy to learn, convenient, and not limited by the environment, there are still some factors that may prevent practitioners from practicing Health Qigong. So, in the questionnaire, we used the question 'May I ask what causes you to not practice Health Qigong?' to understand the factors that affect practitioners' Health Qigong exercise.

Table 1 Investigation on the Reasons Influencing Trainers to Exercise

Reason	Selected frequency (N)	Proportion (%)
Weather factors	45	10.34
No companions	78	17.93
There is no venue near home	24	5.52
No time	89	20.46
No funds available	0	0.00
No one leads	97	22.30
Not achieving one's goals	102	23.45

Through the investigation of the reasons that affect the exercise of trainees in Table 6, we can find that the options of no companion, no time, no teaching, and failure to achieve the goal are selected more frequently. Choosing someone without a companion indicates that if you continuously encounter bad weather and practice indoors, it will feel boring and difficult to persist. Choose those who don't have time, most of whom are middle-aged people who need to work and take care of their families, so they often have no free time to exercise due to their busy schedules. After finishing their busy schedule, they want to sit still and rest. Most elderly people who have been exposed to Health Qigong for a short period without someone to lead them feel that without someone to lead them, they cannot complete it independently, or their movements are not standardized enough to achieve the effect of exercise. The most frequently selected option is not achieving their own goals. They stated that their practice of Health Qigong has a clear purpose, and if they cannot achieve their own goals, they may not want to continue practicing. For example, some people may make friends, but if their current



friends who exercise together leave, they may also look for other projects. Also, to improve their health, if practicing Health Qigong does not improve their health, they will also change their programs.

1.2 Trainer's Motivation

Motivation has functions of activation, pointing, maintenance, and adjustment. Motivation is a major aspect of individual initiative, which has the function of initiating behavior and can drive individuals to engage in certain activities, causing them to transition from a stationary state to an active state. By understanding the motivations of existing practitioners, we can help us develop promotion strategies for Health Qigong, as these motivations can help existing practitioners practice and may also help those who are not yet familiar with Health Qigong to exercise.

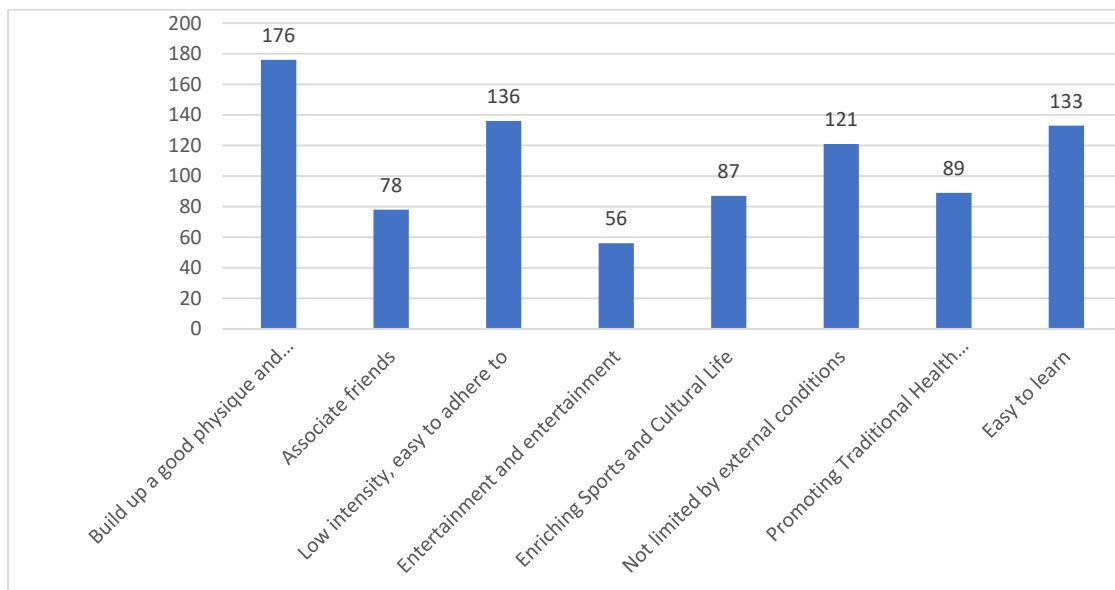


Figure 2 Trainer Motivation (N=186)

Figure 2 shows the frequency statistics of various motivations for practitioners to practice Health Qigong. 176 people choose to strengthen their physical Health, and the vast majority of them hope that practicing Health Qigong can make their bodies healthier. 78 people choose to make friends. During the survey, we learned that the majority of those who choose this option are elderly people who come from other provinces to Sanya for retirement. As they have no friends in Sanya, they want to make friends by practicing healthy Qigong. 136 people choose the low-intensity and easy to adhere to. Health Qigong does have the advantage of low exercise intensity, which is a good choice for some people who do not like high-intensity sports. It is not too tiring and can also exercise the body. 56 people choose entertainment and hope to pass the time by practicing healthy Qigong. 87 people chose to enrich their sports and cultural life. During the survey, it was also learned that those who chose this option would also exercise through other sports, not just Health Qigong. 121 people choose not to be restricted by external conditions. Due to the small space required for practicing Health Qigong, they are not limited by the environment. They can do it at home, in parks or squares, or indoors in case of bad weather. You don't need any equipment; you can exercise with your bare hands. 89 people choose to promote traditional health preservation. These people highly admire traditional Chinese culture and hope to promote the relatively excellent culture of our country. 133 people choose to be easy to learn. Compared to some ball games, Health Qigong is relatively easy to learn due to its slow and simple movements, and even beginners can follow and imitate the movements.

As a traditional ethnic sports event in China, Health Qigong has the functions of enhancing people's psychological quality, improving their physiological functions, improving their quality of life, and enhancing their moral cultivation. It also has a social role in communication. At the same time, its sports style is gentle, making it easier to learn and suitable for people of all ages and different health

conditions to practice. Through motivation research, it was found that these practitioners have a certain understanding of Health Qigong, which is helpful for the popularization of Health Qigong.

2. Survey of individuals who did not participate in Health Qigong exercises in the community of Sanya City

2.1 Understanding of the Role of Health Qigong by Non Practitioners

Having a correct understanding of the role of Health Qigong can better stimulate the motivation to practice. So, by investigating the understanding of the role of Health Qigong among untrained individuals, we can see if these untrained individuals did not participate in Health Qigong practice because they did not have the correct understanding of the role of Health Qigong.

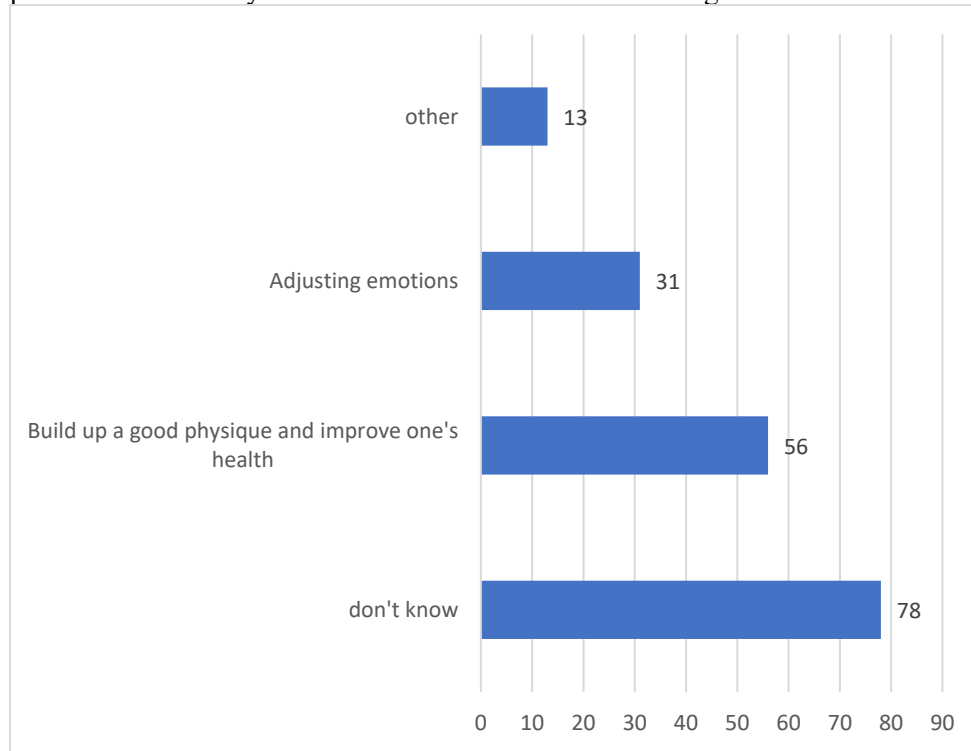


Figure 3 Understanding of the Role of Health Qigong by Non Practitioners (N=140)

Figure 3 shows the understanding of the role of Health Qigong by nonpractitioners. After interviewing these 140 nonpractitioners, we obtained the following data. Among these 140 individuals, 78 were unaware of the role of Health Qigong, including 46 who had not heard of it. We have conducted a statistical analysis of the answers of 62 people who know, and the answer that appears the most frequently is to strengthen one's physical Health. However, it is worth mentioning that most of the 56 people who answered the question of building a strong body do not know the specific benefits of Health Qigong for the body. 31 people mentioned regulating emotions, and they believe that due to the special exercise form of Health Qigong, can relax the body and mind. Thirteen people also answered other questions, such as making friends and promoting traditional culture. From this, it can be seen that the nonpractitioners interviewed are not very clear about the role of Health Qigong. Although some people know that Health Qigong is helpful for physical health, they do not know which specific aspects of the body can be regulated. It is difficult to generate motivation to participate without understanding the benefits of this sport.

2.2 Reasons for not participating in practicing Health Qigong

To gain a more intuitive understanding of the influencing factors on whether these untrained individuals are willing to participate in practice, we also interviewed them and analyzed the reasons why they do not participate in the practice of Health Qigong and Qigong.

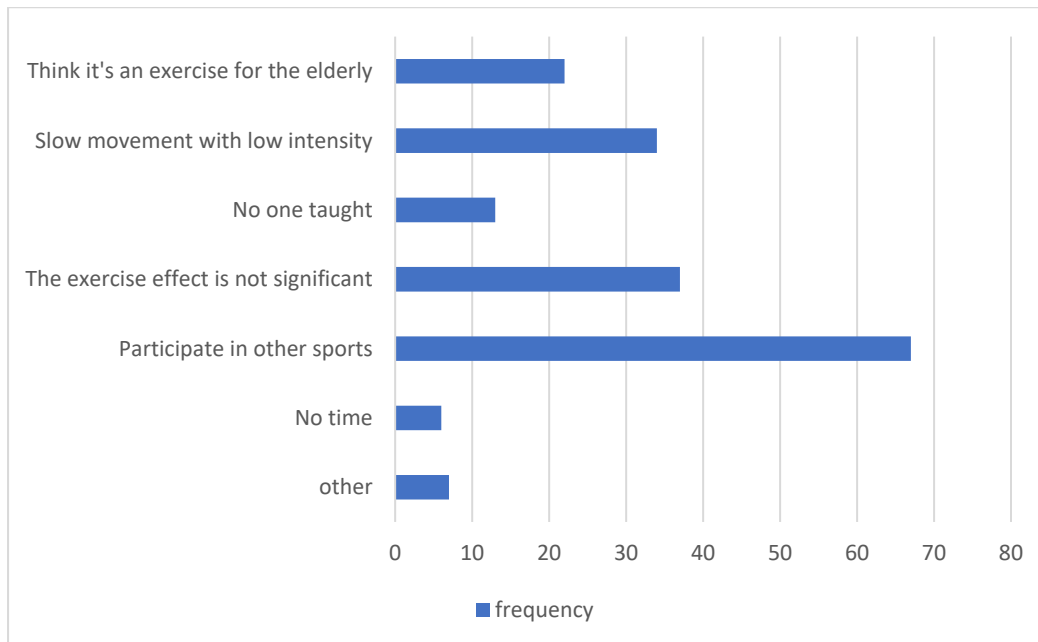


Figure 4 Reasons for Not Practicing

Figure 4 shows the reasons why nonpractitioners do not practice Health Qigong. The most frequent reason for this is that they have already participated in other sports, with a total of 67 occurrences. Most people have already participated in sports that are suitable for themselves. The second reason is that the exercise effect is not obvious the movement is slow, and the exercise intensity is relatively low. The intensity of Health Qigong is relatively low, and it is not the best choice for some people who enjoy sweating and confrontation. The exercise effect of Health Qigong is related to the duration of practice and the accuracy of movements. Most sports events do not have short-term effects, and it is still necessary to persevere. 22 people believe that Health Qigong is a sport for the elderly, but in fact, this is a lack of correct understanding of Health Qigong. Although the majority of practitioners are elderly people, Health Qigong is not an exclusive exercise for the elderly. It is also very suitable for young people, as they often have the problem of sitting for long periods whether it is for work or study. Some people do not have time for physical exercise due to work or school, and Health Qigong is not limited by the venue and occupies a short time, For some people with a fast pace of life, it is a good choice. 13 people have not been taught, and they generally believe that learning Health Qigong requires face-to-face teaching, otherwise it is not easy to learn the movements and do them accurately. Six people said they didn't have time to exercise due to being too busy at work or studying. Seven others gave different answers, such as lack of competitiveness; Dull; No companions, etc.

3. Guidelines for Building Based on the POLC Concept

Firstly, our goal is to increase the popularity of Health Qigong in Sanya, so that more groups can participate in the exercise of Health Qigong.

Planning

1) Increase publicity efforts. We need to increase the popularity of Health Qigong in Sanya so that more people can understand Health Qigong, such as understanding the exercise methods of Health Qigong and the benefits of practicing Health Qigong. In interviews with nonpractitioners, 76.92% of people know about Health Qigong, and 44.29% of people know about the role of Health Qigong, but it is not very clear. After introducing the effects of Health Qigong, 64% of people expressed willingness to try practicing it. So, strengthening publicity is very necessary. We can showcase Health Qigong performances, introduce Health Qigong, and offer free teaching in open places such as major squares, communities, and parks; And influenced by cults such as Falun Gong, people have doubts about Health Qigong. Moreover, Health Qigong is an emerging sports activity, and not many people know it well. Many people confuse Health Qigong with Qigong in Chinese martial



arts and doubt its scientific validity. So, first of all, the government should maintain a supportive attitude by posting posters about Health Qigong in the community; Organize Health Qigong performances; Arrange Health Qigong social instructors to provide free teaching and Q&A sessions in the community; Popularizing knowledge about Health Qigong through short videos, etc; Only by increasing the promotion of Health Qigong and allowing more people to understand and accept it, can there be a fundamental change in mindset.

2) Establish Health Qigong practice stations. A survey found that there is no dedicated Health Qigong practice site in the Sanya community, and many people feel that they do not know where to go for Health Qigong practice. Therefore, it is necessary to establish a dedicated Health Qigong practice site. A specialized Health Qigong exercise site that provides a place for Health Qigong enthusiasts to communicate. This is also conducive to the promotion of Health in Qigong culture. It also provides a learning place for some people who want to participate in Health Qigong exercises.

School physical education should also open related courses. According to the survey, most middle-aged and elderly people engage in Health Qigong exercises, and many teenagers reject Health Qigong as a sport for the elderly. So if school physical education can open up relevant courses, it can change the views of teenagers on Health Qigong, eliminate their prejudice against Health Qigong, increase the number of teenagers practicing Health Qigong, and ultimately promote the development of Health Qigong in the Sanya community.

3) Increase funds. Funding and sponsorship opportunities: Actively seek funding projects and sponsorship opportunities specifically aimed at supporting Health Qigong. Explore funding options from government agencies, foundations, private companies, and sports organizations. Develop convincing recommendations that emphasize the potential impact and benefits of promoting Health Qigong.

Partnership: Forming strategic partnerships with academic institutions, research centers, and sports organizations that have funding resources or opportunities for funding. Collaborative projects can attract more funds and increase the popularity of Health Qigong. Seek opportunities for joint funding applications and collaborative research projects to leverage funding sources.

Industry participation: Engage with industry stakeholders such as sports brands, equipment manufacturers, and technology companies. Emphasizing the potential value that the promotion of Health Qigong can bring to its operation, product development, or marketing efforts. Seeking partnerships and collaborations to provide financial support for research projects in exchange for insights or potential applications of research results.

4) Develop new Health Qigong techniques in conjunction with the development of the times. At present, there are only four sets of Health Qigong techniques, which cannot meet the needs of most people, especially younger groups who do not have a strong willingness to practice the existing techniques. Experts and departments can conduct research and develop more sets of Health Qigong techniques, combined with current trends, to create some techniques that are suitable for the preferences of young people.

Organizing

1) Establish a dedicated Health Qigong management department. According to the investigation, there is no department in Sanya specifically responsible for managing Health Qigong. Health Qigong is managed by the Sanya Tourism, Culture, Radio, Television, and Sports Bureau, but this department is also responsible for Sanya tourism, radio, cultural, and sports promotion, and does not attach great importance to the promotion of Health Qigong.

2) Establish a folk Health Qigong association. In Sanya, not only is there no official department to manage and promote Health Qigong, but there is also a lack of authoritative Health Qigong associations in society. Folk associations are more flexible. If a folk Health Qigong association can be established, it can more effectively organize offline activities, such as health Qigong performances and Health Qigong popularization. Beneficial for the promotion of Health Qigong.

Leading



1) Cultivate high-quality Health Qigong social instructors. A survey shows that many people want to learn but are forced by no one to teach them, resulting in not participating in the practice of Health Qigong. Therefore, relevant departments need to cultivate high-quality Health Qigong social instructors, which can provide a platform for those people who want to learn but no one teaches them, and this can also promote the development of Health Qigong in Sanya.

2) Coordinate various social resources. The relevant departments can coordinate various social resources, such as collaborating with Health Qigong enthusiasts from the public so that they can carry out paid or unpaid Health Qigong promotional performances; Placing promotional videos of Health Qigong on multimedia platforms in some station sign elevators; Invite some public figures to promote Health Qigong, etc.

Controlling

1) Monitor the level of popularity. Regularly check the progress of promotional activities and investigate the awareness of Health Qigong among the public through questionnaires, on-site visits, and other methods. And changes in the number of participants in Health Qigong.

2) Evaluate the effectiveness of promotion. After a period of promotion, the effectiveness of the activity needs to be evaluated. Evaluate the results of promotional activities by collecting feedback from participants, counting the number of participants, analyzing social media interaction data, and other means. Based on the evaluation results, adjust the promotion strategy promptly to achieve better promotion results.

3) Continuously improve promotion methods. The promotion of Health Qigong is an ongoing process. To continuously optimize promotion strategies and maintain the attractiveness and influence of activities based on evaluation results and market changes. At the same time, we should pay attention to industry dynamics and technological development, and timely introduce new promotion methods and technologies.

Conclusion

According to the survey, currently, only a few communities in Sanya have carried out Health Qigong, with few practice sites and a majority of participants being elderly people. Young people have a low enthusiasm for practicing Health Qigong. Most young people believe that Health Qigong belongs to the category of elderly sports, and they tend to prefer more passionate and competitive sports. I believe this concept greatly hinders the development of Health Qigong in the Sanya community and will also affect the inheritance of Health Qigong. Persisting in fitness qigong exercise helps to unblock meridians, regulate qi and blood, regulate organs, enrich vitality, enhance the body's disease resistance, and thus achieve the goal of preventing and treating diseases, strengthening the body, and prolonging life. The influencing factors of Health Qigong in the Sanya community include: 1. The level of understanding of Health Qigong among the public; 2. The government's attitude towards promoting Health in Qigong; 3. The benefits of practicing Health Qigong; 4. A site for practicing Health in Qigong; 5. Is there a high-quality social instructor to provide guidance?

Based on the above-influencing factors and the actual situation, a promotion guide has been developed. Increase publicity efforts. Show Health Qigong performances in open places such as major squares, communities, and parks; Paste posters related to Health Qigong in the community; Popularize knowledge about Health Qigong through short videos, etc; Arrange Health Qigong social instructors to provide free teaching and Q&A sessions in the community. Set up Health Qigong practice stations in major parks and squares. School physical education should also open related courses. Increase funds, Funding, and sponsorship opportunities: Actively seek funding projects and sponsorship opportunities specifically aimed at supporting Health Qigong; Partnership: Form strategic partnerships with academic institutions, research centers, and sports organizations that have funding resources or opportunities for funding; Industry Participation: Engage with industry stakeholders such as sports brands, equipment manufacturers, and technology companies. Create a new type of martial arts method that combines the development of the times. Establish a dedicated Health Qigong management department. Establish a folk Health Qigong association. Cultivate high-quality Health Qigong social instructors. Coordinate various social resources.



Discussion

According to a survey, currently, more women than men participate in Health Qigong exercises in Sanya; Among the participants in Health Qigong practice, there are relatively more people aged 50 to 59 who practice, with the vast majority being over 50 years old, with middle-aged and elderly people significantly more than young people; The public's understanding of Health Qigong is relatively lacking. As an intangible cultural heritage of Ningxia Hui Autonomous Region, the wooden ball project has been investigated by Ming (2020). In the survey results of students' understanding and participation in wooden balls, it was stated that many students are not familiar with wooden balls, and even do not know that wooden ball is a traditional sports project originating from Ningxia Hui, nor do they know that wooden ball is an intangible cultural heritage of Ningxia. Only a small number of students have a basic understanding of wooden balls, This indicates that the popularity of wooden balls among school students in the district is still far from sufficient, and the situation is worrying. This indicates that the development of wooden balls in Ningxia has also encountered the same problem, which is the lack of promotion of sports, leading to a lack of awareness of the project and affecting the popularization of the sport. However, in a survey of the basic situation of players and coaches in folk wooden ball teams, it was found that there are more males than females, and the number of people aged 18-25 is the highest. Researchers suggest that this is closely related to factors such as the strong physical confrontation of the sport itself. Due to slow movements and lack of confrontation, Health Qigong has fewer male practitioners than female practitioners, with middle-aged and elderly practitioners being the main group. This is consistent with the research results of Ying (2019), Yang (2020), and others on their location.

Recommendation

Recommendation for this research

1. Because Sanya, the city where this study is located, is a tropical tourist city with many outsiders wintering or vacationing here, its climate, geographical location, and population composition are unique, and the survey results may not be suitable for other cities.
2. The results of this study, the promotion guide for Health Qigong, can be attempted in various regions. It is understood that Health Qigong, as a traditional sports event in China, has not achieved good development in the country. If other regions want to promote Health in Qigong, they can refer to the research results of this study.

Recommendation for further research

1. It is recommended that future researchers increase the number of respondents. Due to a lack of manpower, the number of respondents in this research survey is relatively small compared to the total research volume. The survey data and results may have some deviation from reality. So I hope that future researchers can increase the number of people surveyed, expand the scope of the survey, and improve the accuracy of the data.
2. Focus on investigating the youth group. At present, the promotion of Health Qigong in middle-aged and elderly people is relatively easy. But promoting it among young people is still quite difficult. So future researchers can include major universities in the scope of the survey, to more accurately understand the preferences of the current youth group and the reasons why they are unwilling or not willing to participate in Health Qigong. To better develop promotion plans for young people.



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