

Analysis on the Development Strategy of Traditional Sports Health Preservation under Modern Health Concept

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Abstract: In today's society, due to the pressure of work and social competition, many people have no time to exercise or are unwilling to take part in fitness. The fast-paced life has greatly reduced people's fitness time. The fast-paced modern life causes the development of traditional sports health keeping in trouble. Traditional Chinese sports health keeping is an important part of Chinese traditional culture, and its health keeping methods and cultural connotations are in line with the health concept of modern society. Based on the concept of modern health, this paper comprehensively analyzes the conflicts faced by the development of traditional sports health care, puts forward corresponding development countermeasures, and points out that it is the responsibility of everyone to develop and protect traditional sports health care, and all the people should enhance their awareness of sports health care in order to generally enhance the physical fitness of our people.

1. Introduction

In today's society, due to the pressure of work and social competition, many people have no time to exercise or are unwilling to take part in fitness. The fast-paced life has greatly reduced people's fitness time. With the development of society and the progress of human civilization, health-preserving scientists and medical scientists of all dynasties have been exploring and practicing continuously. Health-preserving has gone through the process of germination, formation, promotion and perfection, and gradually formed a set of health-preserving and body-building thoughts and theoretical system with Chinese characteristics, that is, Chinese traditional health-preserving [1]. At present, only 15% of our citizens' physical health meets the requirements of the World Health Organization, and 15% are in a state of illness, while the remaining 70% have no obvious discomfort in body tissues, organs and functions, but are prone to fatigue, slow response and decreased vitality [2]. The development of sports marketization is the combination of sports culture and global economic culture, which is recognized by people in the world market and international market [3]. The innovation and development of sports marketization itself has strong independence. Based on the concept of modern health, this paper analyzes the conflicts in the development of traditional sports health care from the perspective of the incompatibility between traditional sports health care and modern society, and then puts forward the future development strategies of traditional sports health care.

2. Problems and Dilemmas in the Development of Traditional Sports Health Preservation

2.1. Contradiction Between Fluidity and Sedimentability

The 21st century has become a "fast century" in many aspects, with flexibility and foresight becoming the mainstream, emphasizing rapidity and uninterrupted. Traditional sports health preservation is not only the secret recipe for curing diseases and preventing diseases, keeping fit and prolonging life, but also a part of China's excellent traditional culture. As an excellent national traditional culture, traditional sports health preservation plays a very important role. It can be said that the emergence and development of the modern Olympic Games has shaken the position of

national traditional sports in the eyes of the Chinese nation. However, the development of traditional sports health care has gone through thousands of years, and its content and activity forms show strong normalization and stability, which convey the spirit of moderation and fraternity in Chinese traditional culture to the world [4]. The related items of national traditional sports health care only exist as one of the contents of elective courses, which can not highlight its due value. Moreover, most colleges and universities set up these courses arbitrarily, which shows that the status of national traditional sports health care in national education is very low, which can not attract people's attention. The market-oriented development of sports needs constant innovation, and public governance belongs to a brand-new market-oriented model, and the development of this model has strong pluralism. Therefore, when choosing sports items, traditional sports and health-keeping items are usually excluded.

2.2. The Conflict Between Western Culture and Traditional Culture

China is a multi-ethnic country, and traditional sports health care is a cultural form that integrates multi-ethnic cultural consciousness. It not only has the functions of entertainment, fitness and competition, but also spreads the national culture with Chinese characteristics to the world. In the social concept, there is one-sidedness of cognition, which only regards the national traditional sports health care as the fitness method for middle-aged and elderly people, ignoring the role of the national traditional sports health care method and health care culture in forming lifelong fitness health care consciousness for teenagers and in forming social behavior norms. The modern scientific concept of body-building promotes body-building to obtain more scientific, safe and effective guidance, and has clear guidance from the selection of sports events to the intensity and duration of sports. Therefore, when people choose body-building events, they tend to choose "clear" western events, such as yoga, fencing, squash and other fashion events [5]. The development scale and speed of national traditional sports are constantly shrinking and slowing down. Traditional national sports, which had a long history and extensive social foundation, are being abandoned constantly. Grasping the public governance model of sports market development is of great significance to the development of sports undertakings, which can effectively promote social development and realize the socialized development of sports undertakings.

2.3. Conflict Between Fast Rhythm and Slow Rhythm

Contemporary society is developing by leaps and bounds. Technological innovation is changing with each passing day. People want to stand out from the competition. We must find ways to master more knowledge and learn more skills. Under this governance model, the development of sports marketization needs to be linked with honor. Through the implementation of sports governance model, the best achievements can be achieved. In fact, it is to concentrate the strength of the country, mobilize the local enthusiasm and effectively allocate the existing sports resources. People living in a fast-paced life are often in high tension, and when they seek leisure sports, they are more inclined to fast-paced and high-intensity sports, such as fencing, street dance or aerobics. Most people get it by buying books and studying by themselves 2. Others rely on other people's teaching or guidance, including mentoring, clubs or associations, and class training. Most people are willing to accept professional guidance, but many people are unwilling to guide others because of too many concerns. Chinese traditional sports health preserving theory emphasizes health preserving, paying attention to both physical exercise and mental maintenance. Its characteristics are more suitable for people's fitness and self-cultivation, and its fitness characteristics determine people's fitness effect. It is this difficult adaptability that leads to some traditional sports keeping in good health programs being neglected. For example, slow-paced sports such as Taijiquan and Health Qigong are difficult to attract the attention of young friends.

3. Strategic Choice of Traditional Sports Health Development under Modern Health Concept

3.1. Deepen the Excavation of Traditional Sports Health Preservation

Traditional sports health preserving science belongs to the traditional health preservation and is a diamond in the treasure of Chinese traditional culture. It has a long history and has a long history [6]. Competitive sports have absorbed a lot of funds in the market-oriented development, which makes competitive sports present diversified development. In order to avoid confusion in market development, government departments are required to introduce relevant management mechanisms to combine the development of competitive sports with the development of market economy. We should make a systematic and profound study on the traditional national sports health preservation culture from a multi-disciplinary perspective, and make a scientific and rational exploration on the cultural connotation contained in the traditional national sports health preservation from all aspects. Let the scientific research results of traditional sports keeping in good health go out of the laboratory and apply them to the daily fitness of the masses. Influenced by traditional concepts and evaluation systems, some researchers think that the success of research results only needs to be reflected in papers, while ignoring the practicality of research results and research values. Coordinate the coordinated development of traditional sports keeping in good health in urban communities, establish regional websites of traditional sports keeping in good health, use modern communication means, realize communication and learning between communities and even between regions, and expand the crowds participating in traditional sports keeping in good health projects.

3.2. Cultivate the Idea of Lifelong Health Preservation in Traditional Sports Health Preservation

Lifelong sports take participants as the main body, which fully meets their fitness and entertainment needs. However, people do not consciously engage in sports activities in the process of fitness, but a gradual process. Hiring professional teachers in sports health care and offering appropriate courses on sports health care projects: the community can become the practice base for students, which is of double benefit to both the community and the school in health care. It is an effective way for the rapid development of traditional sports keeping in good health to scientifically improve the traditional sports keeping in good health and make it adapt to the development of modern society. Emphasis is placed on the pursuit of a healthy state of physical and mental harmony, and the view of physical and mental harmony is consistent with the cultivation of both form and spirit in Chinese traditional sports health culture. The development of sports economy changes from quantitative development to long-term development, and realizes the coordinated development between sports industry and national economy. At the same time, the development of sports marketization makes science and education flourish more deeply in the hearts of the people, and the implementation of this system can make science and technology become the primary productive force. Therefore, in order to meet the requirements of modern market economy, it is imperative to establish a corresponding development model. Compared with other fitness sports, it has simple movements, no complicated routines, and is not limited by venues. It has obvious exercise effect and is easy to be widely carried out among middle-aged and elderly people.

3.3. Enter the School Physical Education

School is the temple of imparting knowledge, which plays a very good role in promoting the inheritance and development of traditional sports health culture. Under the modern concept of health, the task of school physical education is not only to promote students' physical and mental health and enhance their will quality, but also to make students develop the habit of consciously carrying out sports activities and form the consciousness of lifelong sports. The development effect of traditional sports health-preserving exercises in old people is often better than that of young people, because the old people have more leisure time to devote themselves to complicated exercises, to test and search until they find the most satisfactory exercises. Therefore, if we want to develop our national sports better, we must enter schools. At present, although some colleges and universities have national traditional sports majors, the programs set up are very limited, and the curriculum is not perfect. The integration of national traditional physical education into school physical education can not only enable students to inherit national traditional culture, but also add

vitality to the development of school physical education and lay a good foundation for the coordinated development of students' body and mind.

3.4. Establish a Scientific and Systematic Discipline System of National Traditional Sports Health Preservation as Soon as Possible

The function of traditional sports health preservation is diversified, with academic function as the first, mass popularization function as the second, and national culture inheritance function as the last. Therefore, there should be different divisions of labor in the field of traditional sports health care, including specialized researchers and scholars who popularize traditional sports health care education for the masses. On the basis of not changing its nationality, the content of traditional sports health programs should adapt to the changes of the times, properly join the elements of the times, fully consider the characteristics of other age groups, actively create new sports health techniques, and integrate and create a modern sports health system with Chinese characteristics; Let ordinary people know more about traditional sports health preservation, which can improve cultural conservation and enhance their physical health in the short term. In the long run, it is beneficial to carry forward Chinese traditional culture. Therefore, people will pay more attention to the traditional sports health preserving methods with the functions of strengthening body and mind and prolonging life. Now, some medical researchers have begun to combine the traditional sports health preserving theory with modern clinical medicine to improve the defects and deficiencies in the development of medicine. Only by perfecting the theoretical construction and discipline system of national traditional sports health preservation can we better guide the research and development of national traditional sports health preservation.

4. Conclusion

Traditional sports health preservation is a method system of self-maintenance, disease prevention, fitness and longevity, which is created by our ancestors from the understanding and understanding of life and integrates Chinese traditional culture and ancient philosophy. Under the modern concept of health, it is urgent to regain the traditional concept of physical health preservation. As descendants of China, we have the responsibility to shoulder this burden. It contains many valuable thoughts of human body science and sports science, its profound philosophical background and remarkable effect of keeping fit and keeping healthy. Strengthen the public's cognition of traditional sports health preservation culture, so that traditional sports health preservation has a new way in the development of modern culture, and has lasting development momentum and independent survival ability. It is necessary to cultivate the lifelong sports thought of physical education and health care; Enhance residents' awareness of keeping in good health; Increase the performance of physical health preservation and strengthen the guiding role of fitness instructors; Improve publicity efforts; The government attaches importance to increasing capital investment.

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