The development of sports rehabilitation industry and strategy in China under the vision of great health

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Abstract: With the development of national economy and the improvement of people's quality of life, the concept of sports rehabilitation has gradually been deeply rooted in the hearts of people, which has brought about the rapid development of sports rehabilitation industry. However, at present, sports rehabilitation industry in China is still in its early stage and there are many problems and contradictions that should be focused on in the process of development. This paper mainly analyzes and discusses the problems arising in the development of the sports rehabilitation industry, and puts forward the reform measures based on the current problems, aiming to provide reference for the future development of the sports rehabilitation industry.

1 Introduction

Health plays an important role and is an eternal topic in the daily life of people. The outline of the '2030' Plan for Healthy China states that health is an inevitable requirement for promoting people's all-round development and provides a basic condition for promoting economic and social development which shows that strengthening the combination of sports education and health and playing the role of physical exercise in disease prevention and health promotion is of great importance to individuals and even society as a whole[1].

In recent decades, with the rapid development of the national economy, the public's quality of life has been greatly improved, and healthy and high-quality life has gradually become the basic goal pursued by individuals in the new century. The concept of health that 'the disease has been cured' is also gradually changed to the 'no disease first prevention'. How to prevent, maintain and restore the health of people through the right way of physical activity is a major problem today. Sports rehabilitation has emerged as a new interdisciplinary discipline which combines sports, health and medicine playing an important role in improving the health problems of the masses, and cultivating many important talents in the combination of physical medicine and medical science[2]. Since China put forward the strategy of health China in 2008, a large number of national policies have focused more on the construction of medical and health care, which provides strong policy support for the development of sports rehabilitation[3]. Both sport and medicine can promote people's physical and mental health[2]. The integration of sports medicine and medicine science can not only make up for each other's shortcomings, but also play the advantages of the two to a greater extent, and further guide the people to obtain a

healthy life through the correct ways, therefore the development of sports rehabilitation industry has become a new trend.

Although the health problems have received more and more attention from people and government, the health consciousness of people is still in a very poor state as a result of the lack of proper guidance. Besides, the prevalence of chronic diseases caused by poor living habits continues to rise and shows a trend of getting younger. In recent years, many problem has arisen in the field of public health in China. The disease spectrum of Chinese people seem to have changed. The number of people that are in sub-health state is gradually increasing, and the aged tendency of the population is becoming more and more serious. As a result, the problem of 'attaching importance to treatment and neglecting rehabilitation' in China becomes more prominent[4]. In addition, in the control of chronic diseases China has invested a lot to fund it but still has not achieved favorable results. Drawing on the experience of the West in preventing chronic diseases through sports, our country has gradually realized that exercise is an excellent way to prevent and recover diseases. The sports rehabilitation major of our country is closed to the sports protection major in the West whose sports protection major has formed a mature system yet [5]. Compared with the West, China's sports rehabilitation industry started very late, the development lags behind, and there are still many problems and shortcomings need to be further improved and developed. This paper aims to analyze and discuss the problems in the development of the sports rehabilitation industry, then puts forward the reform measures based on the current situation, in order to provide reference for the future development of the sports rehabilitation industry.

2 The development present situation of China's sports rehabilitation industry

2.1 The coming of The Great Health Age

In the 21st century, Great health industry plays an important role in boosting the economic development and social progress[6]. The 18th National Congress of the Communist Party of China has clearly set out the goal of building a well-off society in an all-round way by 2020- 'Health is an inevitable condition for promoting the people's all-round development, and we should stick to the direction of serving the people's health, insist on disease prevention and improve the nation health policy.' With the implementation of the '13th Five-Year Plan proposal', 'Healthy China Strategy' officially upgraded to a national strategy. In order to better build the great health industry, domestic enterprises have put forward the 're-starting' strategy, which means relying on the great health industry and integrating other industries to achieve innovative and common development. However, the great health industry of China is still in the initial start-up period, there are still some shortcomings in the industry segmentation and rationalization of industrial structure. The health industry market in China still has great potential compared with developed countries. According to the data, Finland's sports health industry accounts for 0.9% of Gross Domestic Product (GDP) and the United States accounts for 2%[7], but China currently accounts for a smaller share of GDP. With the increased level of social ageing, the number of geriatric and chronic disease patients in China is gradually increasing. Therefore, the future prospects of the health industry is impressive, and the great health industry has become a new economic focus.

2.2 The concept of sports medicine integration is gradually formed

The concept of sports medical integration has long been put forward, but the concept of early has not yet formed a unified concept based on different angles. Since the beginning of the 21st century, with the promulgation of a series of national policies, the concept of 'sports medical integration' has not only been supported in policy, but also gradually formed a more unified concept[8]. Currently, the most common form of physical integration is 'exercise prescription', this is to say that people with the appropriate expertise to write a prescription in conjunction with the patient's situation, and the patient then exercises according to the prescription in order to achieve the effect of preventing, alleviating or treating diseases. However, the sports rehabilitation in China targeted by the large population base, the number of professionals can't meet the demands of the market[9]. Recent years, a number of sports colleges, medical colleges and comprehensive colleges have set up sports rehabilitation majors in order to meet market demand and respond to national policies, which provide a reserve of professional talents under the 'physical medical integration' model. However, as a result of lack of experience, personnel training objectives are not clear and the curriculum has not formed a balanced

scientific system, which led that the development of sports rehabilitation has been limited^[2]. At this stage, in order to solve all kinds of problems in the mode of sports medicine integration, our country is trying to innovate various models, and actively exploring the possibility of this model, such as expanding the sports function of sports stadiums that have been idle for a long time, promoting the construction of sports health complex, using Internet to bring the model of sports medicine integration to the lives of the masses, etc.

3 Problems in the development of Sports Rehabilitation Industry

In recent decades, the development of Sports Rehabilitation Industry in China has achieved certain results, but in general it is still in its early stage and there are yet a number of problems to face which mainly includes the following aspects.

3.1 The consciousness of masses about sports rehabilitation

At present, although our national awareness of health is gradually increasing, the consciousness of physical recovery through exercise is still in a very weak state. According to the data, there are about 20% of the sports population in China having suffered sports pain and nearly 100 million people needing rehabilitation to cure sports injuries and acute or chronic diseases. Most of these patients might choose to be treated through traditional Chinese medicine therapy, such as physiotherapy in the hospital rehabilitation department or acupuncture and massage^[10]. However, physical rehabilitation physical therapy is a long cycle of treatment, and there are many limitations for diseases recovery. In addition, due to various reasons such as turnover of hospital patients and limited hospital resources, many relatively mild patients can't stay in the hospital for long-term treatment, and thus lack of correct guidance from professionals. As a result, patients often leave some sequelae such as muscular atrophy, muscle tingling and adverse action after recovery. In fact, sports rehabilitation as a long-term way of therapy that can be very good effect is often ignored. A large number of people mistakenly regard sports rehabilitation as health preservation and ignored the fact that exercise rehabilitation has not only played an important role in preventing disease, but also can be used properly in the recovery of the disease and reduce the after-effects of the disease.

3.2 The policy system is not perfect enough

Since 2013, national policies have tended to encourage the development of health services, among which sports rehabilitation is a promising new direction. However, at present, the development of sports rehabilitation profession in China is still lack of standardized management. There appears three main problems, including weak market competitiveness, imperfect cooperation mechanism and unformed selection system.

In the aspect of market, the lack of policies leads to the unitary form of sports and medical integration and the lack of innovation, which fails to highlight its advantages, leading to too many similarities with other industries and weakening market competitiveness. As the advantages of the sports rehabilitation industry are covered up, the market competitiveness of the industry is sharply weakened. In the professional field, there is still a shortage of institutional of associations to study the relationship between sport and disease in our country, which led to the situation that lack of opportunity for communication between sports and medical experts^[11]. The major issue is that entry points and integrate points are not clear at present. If our country can accelerate exchanges in the fields of sports and medicine and find the right entry point through this way, then launch new national policy to regulate the industry, it will provide new opportunities for further development of physical medicine integration. In terms of talent selection mechanism, compared with the developed countries in the West, the mechanism in our country is lack of a perfect system^[6] which has hindered the development of Sports Rehabilitation Industry to some extent. In addition, according to the national conditions of China, superstructure has played a particularly important role in the development and promotion of sports rehabilitation professional. Therefore, our government should complete relevant policies, which is the greatest driving force for the development of sports rehabilitation industry.

3.3 The lack of professional talents

Sports rehabilitation is an integrated applied discipline that combined with sports and medicine, which needs comprehensive talents who understand both kinematics and medicine^[12]. However, due to the short establishment time of this subject, some colleges and universities that set up the sports rehabilitation professional with superficial understanding of this subject, and coupled with these colleges of the good and bad are intermingled. As a result, different colleges and universities have different emphasis on sports rehabilitation major without unified standards, and the quality of talent training is uneven^[13]. On the one hand, there is a lack of innovative thinking mode in the teaching system and basic courses related to vocational innovation and entrepreneurship education have not been set up^[2]. On the other hand, the school is limited to the training of the students' professional skills, turning a blind eye on making these theories into practice. For traditional classroom teaching, there are some deficiencies such as lack of experience to obtain knowledge, shallow memory, which are disadvantageous to foster student's capability of practice. In the new era, a large amount of people with practical skills are been needed by some positions. The employment situation in China is grim now, especially where college graduates are concerned, so it is of great importance for us to foster the practical skills of students.

In addition, the issue of uneven development and uneven distribution of regional areas are appeared in the field of sports rehabilitation^[6]. Based on the current situation, the public have not been matched with the

professional instructors yet. As a result, the knowledge of this subject can't be popularized. Some people do not have access to this concept for its lack of understanding toward sports rehabilitation. They always mix the concept of sports rehabilitation with the concept of hygiene, and the understanding of physical exercise is also limited to a single aspect. Therefore, in order to promote regional development balance in the field of sports rehabilitation, our country should vigorously develop professional talents of sports rehabilitation. Only through this way can we accelerate the industry of sports rehabilitation and fulfill the national fitness campaign as soon as possible. In the future, our country should further reinforce and improve this strategy and make our due contribution for the early realization of the national fitness campaign.

4. Strategies to promote the development of the health industry

4.1 Strengthen the function of guidance from government

Due to the lack of standardized policy guidance for sports rehabilitation major in China, the development is limited to a certain extent. We are supposed to draw lessons from the formed policies and systems of developed countries in which the sports rehabilitation has been matured. In regulation, whether the public medical institutions or private medical institutions should set up the same entry conditions, and set up entry qualification certificates matched with the sports rehabilitation major at the same time. From the micro side, the government should provide rational guidance and set up policy more support, which plays an important role in building this major. In order to ensure the requests of customers, we are supposed to introduce advanced equipment and improve existing equipment, and set up benchmarking for this industry. Early stage of the strategy of government is to allow some people to know well about sports rehabilitation, and others will be brought along. And through this process, popularization of this major of the entire public will be gradually achieved. In addition, we should further strengthen propaganda in the field of sports rehabilitation so that the masses can better understand this new direction.

4.2 Combine sports rehabilitation with traditional Chinese medicine

As we all know, traditional Chinese medicine has achieved the balance of the body by balancing the diet, the living and the sports etc. The integration of the sports and the medicine also seeks to help the public to restore health through sports, treatment and nutrition. The two theories happen to hold the same view and provide a theoretical basis for the treatment of diseases. Many clinical experiments have shown that acupuncture and moxibustion, as a representative tradition method of treatment, takes the functional states as the breakthrough point, and analyzes the disease's changing rules with the aid of the classical philosophy, the social science and the

human science. By combining exercise rehabilitation theory, it makes great progress in the nerve disease, the chronic disease, the geriatrics and the sports injury disorders, which shows the advantages of the combination of traditional Chinese medicine and exercise rehabilitation theory. Therefore, the combination does accord with the trend of modern science's integration which provides a new way of thinking and entry point for the treatment of diseases. In general, it is a great direction to promote the integration of sports and medicine.

4.3 Strengthen the development of professional talents

Sports rehabilitation is a frontier discipline that combines sports, health and medicine in the cross-cutting. In the aspect of professional talents, we should also do a good job of interdisciplinary. In order to avoid a single bias, the attention should be paid to the allocation of hours in the curriculum of 'normal Human Anatomy' and 'Sports Anatomy'. In addition, other related subjects should be also added^[14]. The professors in medicine colleges gain a strong body of knowledge about the area of medicine, while the scope of the motion anatomy are poorly understood. This situation seems to go against in the physical education colleges. Therefore, in order to ensure the quality of curriculum, we can establish a teaching cooperation system between physical education colleges and medical colleges and universities which help education resources can be fully shared. At the same time, the practice teaching should be strengthened and laboratory construction should be improved. It is suggested that the practice system similar to that of five-year clinical medicine major should be adopted, which is mainly divided into three parts: rehabilitation evaluation, physiotherapy and clinical rehabilitation^[14]. In addition to local hospitals, internship places can also be set up in local sports teams, pension institutions, rehabilitation and health care institutions, fitness centers, etc. Through contact with different types of work, so that students can intuitively understand the sports rehabilitation major from many aspects, which help improve the personal practical operation ability of students, and contribute to help them find the most suitable place for their own workplace and professional positioning, and further facilitate their future employment.

4.4 Strengthen the Cultivation of the Consciousness of the Mass Sports Rehabilitation

At present, the national view of health in our country is in the transition period from 'treating the disease' to 'preventing the disease'. However, as the sports rehabilitation industry is still a sunrise industry, some people have a very few understanding of it. Special health education departments should be set up in hospitals and communities, equipped with experts in the field of sports rehabilitation to help people gain a better understanding and application of the knowledge of sports rehabilitation. Health education and training should be carried out for

people with sports rehabilitation needs, regular return visits. An alternative way is that different groups of people are provided with separate and targeted health education. In addition, the population base of our country is very large, and the development of sports rehabilitation specialty is uneven. As a result, the regional distribution is uneven, therefore some people should be promoted to cultivate sports rehabilitation knowledge first. It is then disseminated to publicize the knowledge of the rehabilitation of the campaign on a wider scale. We can also integrate scientific and technological elements into the existing sports industry in order to promote the development of health industry. As an important medium, Internet can bring people a new health experience, meet the needs of the public for diversified sports consumption^[15], and contribute to the new development of sports health industry by realizing the connection of objects and networks through sensors.

5 Summary and Outlook

At present, China is in the era of the great health industry. Although the sports rehabilitation major started late and lagged behind, its prospect of development and value are inestimable. As a new interdisciplinary subject combined with sports, health and medicine, it is normal to encounter all kinds of problems in the early stage of development.

It is necessary to strengthen the guidance of government policies, consolidate the guiding role of superstructure in the field of sports rehabilitation, enhance the masses' understanding and knowledge of sports rehabilitation, and promote the development of the integration of sports and medicine. In view of the problem of talent gap, we should draw lessons from the successful precedents of the West, establish a new talent training system suitable for our country, strengthen the cooperation between sports colleges and medicine colleges, and provide suitable employment positions for graduates. Through the combination of theory and practice teaching, the study of sports rehabilitation major and the quality of employees can be improved, so that they can become compound talents of the integration of sports and medicine. In addition, we should also make use of the advantages of the Internet in information dissemination to enhance the innovation and entrepreneurial development of sports rehabilitation industry. To sum up, the sports rehabilitation industry belongs to the sunrise industry, which needs more exploration and development to constantly improve. We can make the sports rehabilitation industry develop more healthily and more vividly by combining the power of the government, medicine and rehabilitation fields.

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