
The Strategies of Health Qigong in Shangrao City—— the Perspective of National Fitness Program

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Abstract

Health Qigong stands as a pillar of traditional Chinese sports, offering significant educational, cultural, and economic benefits. With the National Fitness Program providing a policy framework, accelerating its development is a focal point. Although Shangrao City has made strides in infrastructure, there's an imbalance in practitioner demographics. Despite favorable policies and emerging trends, challenges persist, including the lack of coordination with mass and competitive sports, leading to developmental disparities.

The "National Fitness Program" prioritizes Health Qigong's role in enhancing national fitness and cultural influence. In Shangrao City, four strategic directions have been outlined: pioneering, striving, conservative, and resistance strategies. The province's development strategy aligns with pioneering, emphasizing seizing opportunities through proactive measures. Thus, adopting an Opportunity-type strategy with proactive initiatives is recommended for Shangrao Health Qigong development, aiming to fully leverage its potential. This approach ensures a concerted effort to overcome challenges and capitalize on emerging trends, fostering a robust Health Qigong ecosystem in Shangrao City.

Keywords: *Shangrao City, Health Qigong, National Fitness Program*

I. INTRODUCTION

Health Qigong, deeply rooted in China's rich cultural heritage, embodies the essence of traditional Chinese sports, offering a treasure trove of fitness benefits and unparalleled convenience. Its practice not only enhances physical well-being but also nurtures mental and spiritual harmony, making it an invaluable asset in the realm of community sports development.

The holistic nature of Health Qigong, encompassing elements of physical exercise, breathing techniques, and meditation, makes it accessible to people of all ages and fitness levels, thereby democratizing the pursuit of health and wellness (Zheng Xiaoyu, Liang Zhijie 2021). The elevation of national fitness to the status of a strategic imperative reflects the government's deep-seated understanding of the interconnectedness between health, physical education, and education. Recognizing the pivotal role that physical activity plays in fostering overall well-being, the state has embarked on comprehensive initiatives aimed at promoting national fitness across all segments of society (Liu, Huaping 2015). This concerted effort underscores the government's commitment to ensuring the physical and mental health of its citizens, thereby laying the foundation for a healthier and more prosperous nation.

In a landmark decision in February 2003, the Qigong Centre of the State General Administration of Sport took a decisive step towards formalizing the status of Health Qigong within the national sports framework. Through the issuance of the Announcement on the Catalogue of Promotional Techniques for Health Qigong, Health Qigong was officially recognized as the 62nd sport sanctioned by the General Administration of Sport of the People's Republic of China. This pivotal move not only elevated the profile of Health Qigong but also subjected it to systematic and standardized management, thereby ensuring its integration into the broader sports ecosystem (General Administration of Sport of the People's Republic of China, 2005).

By recognizing the intrinsic value of Health Qigong and integrating it into the national sports agenda, the government has demonstrated its commitment to promoting holistic health and wellness among its citizens. With its emphasis on physical fitness, mental well-being, and spiritual harmony, Health Qigong has the potential to play a transformative role in shaping the future of community

sports development in China. As the nation continues to prioritize the advancement of national fitness, Health Qigong stands poised to emerge as a cornerstone of this overarching endeavor, empowering individuals to lead healthier, more fulfilling lives.

II. PROBLEM STATEMENT

2.1 Problem statement

From 1985 to 2010, a concerning trend has emerged in China's physical fitness landscape, as highlighted by data from the National Physical Fitness Monitoring Centre (NPFMC). This period witnessed a persistent decline in endurance quality among adolescents, alongside a significant decrease in muscle strength among adults and older adults. Moreover, the composite physical fitness index for both urban and rural residents experienced a decline in 2010 compared to 2005, with maximum muscle strength continuing its downward trajectory into 2020 (National Physical Fitness Monitoring Centre, 2022).

Compounding these issues is the prominent problem of overweight and obesity among the elderly, as revealed by the NPFMC. While the urban-rural disparity in overweight and obesity rates has narrowed, particularly in old age, it remains a pressing concern. Lifestyle shifts, characterized by sedentary behavior and dietary changes, have contributed to a lack of physical activity and an overall decline in physical fitness levels among adults and the elderly.

Amidst these challenges, the comprehensive fitness program seeks to address these issues by integrating traditional practices such as Health Qigong. Recognized for its cultural significance and holistic approach to wellness, Health Qigong offers a pathway to promoting sustainable health for society as a whole. By blending physical exercise with mindfulness and breathing techniques, Health Qigong not only improves physical fitness but also nurtures mental and spiritual well-being. Its inclusion in the comprehensive fitness program underscores its potential as a holistic solution to the nation's health challenges (National Centre for Physical Fitness Monitoring (NCFM) 2022.6).

In summary, the data from the NPFMC paints a sobering picture of China's physical fitness landscape, characterized by declining endurance, muscle strength, and overall fitness levels among different age groups. Addressing these challenges requires a multifaceted approach, encompassing both lifestyle modifications and the adoption of holistic fitness practices like Health Qigong. By leveraging traditional wisdom and cultural heritage, Health Qigong offers a promising avenue for promoting sustainable health and wellness across Chinese society. Embracing these practices within the framework of the comprehensive fitness program can help mitigate the adverse effects of sedentary lifestyles and contribute to building a healthier, more resilient population.

2.2 Research Objective

The study aims to investigate the development of Health Qigong in Shangrao City by exploring its construct, analyzing the current situation, and scrutinizing the development strategy. RO1 focuses on understanding the underlying framework of Health Qigong's development. RO2 entails an examination of the present state of Health Qigong in Shangrao City. Finally, RO3 aims to dissect the strategies employed for the development of Health Qigong specifically within Shangrao City. Through these research objectives, a comprehensive understanding of Health Qigong's development in Shangrao City will be achieved.

2.3 Research Question

RQ1: This research seeks to elucidate the underlying structure and components of Health Qigong development in Shangrao City, aiming to understand the fundamental elements that contribute to its growth and integration within the region's cultural and social fabric.

RQ2: This inquiry delves into the current state of Health Qigong development in Shangrao City, encompassing an assessment of its strengths, weaknesses, opportunities, and threats across various dimensions such as demographic characteristics, site development, motivation to participate, site evaluation, policy promotion, and publicity efforts.

RQ3: This investigation aims to delineate the development strategy of Health Qigong within Shangrao City, particularly within the framework of the National Fitness Program. By analyzing existing policies, initiatives, and strategic directions, this research seeks to identify the overarching approach and specific tactics employed to promote the advancement of Health Qigong within the province.

2.4 Significant of the study

Theoretical significance: It supplements the gaps in the research field of Health qigong development in Shangrao City and provides a theoretical reference basis for the government to formulate corresponding policies.

Practical significance: To sort out the current situation and direction of the development of Health qigong in Shangrao City, to point out the advantages, disadvantages, opportunities and threats, and to put forward specific implementation programmes for the development strategy.

2.5 Research gap

Methodology gap: Prior to this study, the SWOT analysis of Health Qigong development was a qualitative and non-systematic analysis, in which a vague outline of the strategic position was formed by listing the various performances of S, W, O, T, and then a judgement was made accordingly, which was highly subjective and blind. In this study, a strategic analysis model is constructed through the comprehensive application of the opinion collection method, the four-and-a-half-dimensional planar coordinate system, and the intensity gradient diagram, which makes the analysis systematic and quantitative.

Population gap: Before this study, there was only one study on Health Qigong in Shangrao City, which was conducted by college teachers, and the scope of the study was small and not in-depth, and this study will investigate all the populations involved in Health Qigong activities.

III. LITERATURE REVIEW

3.1 Research on the Development of Health Qigong

Qigong slipped from the first place it occupied in 1996 to the seventh place, with its proportion reduced from 46.7 per cent to 14.9 per cent." (Shao Zhengxi&Peng Guoqiang,2021).Health Qigong has played a positive role in building a diversified community sports service system (Yu Dinghai, 2006).The dissemination of Health Qigong should adhere to the correct orientation of public opinion, and interpersonal dissemination, organisational dissemination and mass dissemination are the basic forms of the promotion of Health Qigong (Lv Shaoyun, 2021).

3.2 Fitness for All and Health Qigong

National fitness is an effective way to improve the physical and mental health of the elderly and to get rid of the "aging crisis", while ethnic traditional sports, which are unique to the Chinese nation, are obviously more suitable for the elderly to exercise compared with intense Western sports (Yi Jiangping, 2023). National fitness has been upgraded to a national strategy, and physical fitness has become an important strategic deployment to achieve "Healthy China" at this stage (Ye Qian, 2022). Most students were in favour of Health Qigong in colleges and universities, while some were neutral. Most teachers believe that Health Qigong has a broad development prospect in colleges and universities and hold a firm supportive attitude (Yin Huagen, 2020).

3.3 Research on Health Qigong in Shangrao City

From the perspective of the proportion of each district and city, the imbalance of work in the province has improved, but it is still very unbalanced, mainly reflected in the lack of attention (Cheng Lifan, 2016). The construction and development of Health Qigong sites in Shangrao City has experienced a rapid development process from scratch, from small to large, and continuous improvement (Xin Jiejing, 2013).

3.4 Development Strategy of Health Qigong

With the gradual increase in the content of qigong methods, the gradual expansion of participating groups, and the gradual expansion of the scope of external promotion, this complexity will gradually present a kind of uncertainty and variability in development, (Zhang Xinmiao, 2014). Increase publicity to expand the influence of Health Qigong in colleges and universities; establish Health Qigong clubs and actively carry out after-school activities. (Chen Jun, 2020).

3.5 SWOT analysis study

Kotler proposed to classify opportunities and threats based on the attractiveness, probability of success, severity, and probability of occurrence of the external factors. Kurttila et al. introduced a hierarchical approach to quantify the ranking of influencing factors and scientifically match strategies by combining the AHP with SWOT. combine qualitative and quantitative with Delphi method, operations research, etc. to construct quantitative model of SWOT marketing strategy analysis and realize scientific decision-making (Wang

Binan2014) .

IV. METHOD

4.1 Research design

According to the research background "National Health Qigong Program" to the development of Health qigong in Shangrao City as the goal of the study, interviews were conducted.

Based on the above factors, the status quo survey was conducted using the data from the Jiangxi Provincial Sports Bureau and the questionnaire "Status of Health Qigong in Shangrao City" as the data collection method. Afterwards, a preliminary SWOT strategy analysis was conducted on the collected status of Health Qigong development in Shangrao City. Four development strategies were identified: W-O, S-O, W-T, and S-T strategies. Finally, a quantitative SWOT analysis is conducted to carry out the four and a half dimensional model building to finally determine the development strategy of Health qigong in Shangrao City under the National Fitness Program.

4.2 Data collection method

In order to obtain first-hand information as well as to grasp the accuracy and direction of this study, interviews were conducted with relevant experts engaged in Health Qigong training, management, scientific research, etc., centred on the theme of the development strategy of Health Qigong in Shangrao City.

According to factors affecting the development of Health Qigong in Shangrao City: station level, public welfare training, the number of stations, tournament capacity, qigong awareness, mass structure, mastery of gong methods, goal achievement, facilities, publicity, policy opportunities, economic development, combination of physical education and training, combination of physical medicine and training, combination of physical tourism, evaluation, coordinated development, and urban and rural development. Evaluation, coordinated development, urban-rural development. The questionnaire on the current status of Health Qigong development in Shangrao City was designed by excluding categories with official data and unsuitable for the use of questionnaires.

4.3 Sampling method

Taking the whole group as the sampling unit can provide a more comprehensive understanding of the commonalities and characteristics of each group, and thus a more comprehensive understanding of the situation in Shangrao City.

Calculations were made based on the summary of population Health Qigong sites in Shangrao City in 2022 provided by the Jiangxi Wushu Sports Management Center. To obtain the required sample size, $N=2129$ was entered into the formula for calculation. A sample size of $s=327$ people representing the Health Qigong practitioners in Shangrao City was obtained. The stratified sampling method was used in selecting the interview subjects, i.e., This study first stratified the research phenomenon according to certain criteria. The interviewees were stratified according to the "faculty" mentioned earlier, i.e., "government Health Qigong administrators," "national social sports instructors," and "university faculty," Stratified sampling was then carried out at different levels. The sample size was determined using stratified fixed ratios. That is, the ratio of the number of samples in each stratum to the overall number in that stratum is equal. The sample size $n=5$ and the overall $N=50$, $n/N=0.1$ is the sample ratio according to which each stratum determines the sample size for that stratum

I. FINDINGS

5.1 Current Situation of Health Qigong Development in Shangrao City

Through interviews with experts related to Health Qigong in Shangrao City and surveys of the masses, we have learnt that the main reasons affecting the development of Health Qigong in Shangrao City are the following 18 aspects: Site Level、Public Service Training、Number of Sites、Tournament Ability、Qigong Recognition、Mass Structure、Mastery of Gong Methods、Goal Achievement、Facilities、Publicity、Policy Opportunities、Economic Development、Sports-Education Integration、Sports Medicine Integration、Sports and Tourism、Site Evaluation、Co-ordinated Development、Urban and Rural Development.

5.2 SWOT Analysis of Health Qigong Development Strategy in Shangrao City

Based on the visit and survey in Shangrao City and the guidance of SWOT analysis, the current development status of Health Qigong in Shangrao City was classified into Strengths (S), Weaknesses (W), Opportunities (O) and Threats (T). Subsequently, SWOT analysis (qualitative analysis) was conducted.

Strengths(S): S1 Shangrao City already has a high level of site construction. S2 rich public welfare training and publicity.S3 excellent ability to host competitions and participate in competitions.S4 Number of rapidly developing regions.S5 has high recognition of Health Qigong.

Weaknesses (W) : W1 practice crowd structure is unbalanced. W2 exercises are not very popular.

W3 practitioners' subjective achievement needs to be improved. W4 Insufficient practice space.W5 media promotion needs to be improved.

Opportunities(O): O1 favorable policies usher in development opportunities.O2 supply and demand relationship and accelerated development of Health Qigong related industries.O3 combining sports and education to cultivate reserve talents.O4 combines physical medicine with a new model to promote health Qigong.O5 Sports and Travel combine to accelerate the strengthening of the influence of Health Qigong

Threats(T): T1 factors affecting exercise at Health Qigong stations.The development of T2 mass sports and competitive sports is not coordinated, and the challenges faced by the integration of sports resources.T3 The uneven development of Health Qigong in Shangrao City.

5.2.1 Pioneering strategy (S-O strategy)

The strategy for developing Health Qigong in Shangrao City revolves around maximizing internal strengths and external opportunities. Shangrao abundant resources and deep-rooted tradition in Health Qigong provide a solid foundation. Optimizing Health Qigong sites, organizing tournaments, and integrating it into the sports industry can attract more participants and boost the local economy. Establishing cultural experience halls and festivals will enhance its appeal as a cultural consumer product.

Enhancing policy support, standardizing practices, and ensuring fair competition are crucial for nurturing Health Qigong's development. Strengthening guidance and supervision and

protecting athletes' rights will create a conducive environment. Establishing a dedicated organization and increasing investment are vital for sustainable growth.

External factors like public welfare training and extensive publicity are pivotal. Harnessing these resources effectively can spread awareness and attract new practitioners. Highlighting existing strengths and improving relevant systems ensure a solid framework for continued development.

In summary, Shangrao strategy for Health Qigong involves a multifaceted approach. By leveraging internal strengths and external opportunities and enhancing policy support, Shangrao aims to foster an environment conducive to Health Qigong's sustained development, benefiting both the local community and enthusiasts of this traditional Chinese fitness method.

5.2.2 Resistance-based strategy (S-T strategy)

Resistant strategies combine internal strengths to counter external threats effectively. In Shangrao Health Qigong development, leveraging strengths such as proficient site management, effective competition organization, and impactful public outreach is crucial. Enhancing these aspects not only addresses challenges like resource mismanagement but also fosters the growth of Health Qigong.

Improving site construction involves enhancing hardware facilities and software management. This includes upgrading facilities, updating equipment, and strengthening environmental management. Standardizing and professionalizing site management, formulating detailed operation regulations, and strengthening personnel training enhance service quality, attracting more participants.

Enhancing the ability to hold and participate in competitions focuses on professionalizing events to attract domestic and foreign competitors. Encouraging local participation improves the domestic Health Qigong level. Active participation in various competitions domestically and abroad enhances Health Qigong's influence and competitiveness.

Public welfare propaganda strengthens Health Qigong's societal impact. Increasing publicity and promotion attract more participants and convey Health Qigong's positive values. Cultural exchanges enhance social influence and cohesion, fostering Health Qigong's development.

In summary, leveraging Health Qigong's strengths in site management, competition organization, and public outreach is crucial for countering external threats. By improving site construction and competition abilities and enhancing public welfare propaganda, Shangrao can integrate social resources effectively, cultivate talents, and enhance Health Qigong's

influence. Increased investment and standardized management are essential for promoting Health Qigong's prosperous development through multi-party cooperation.

5.2.3 Striving strategy (W-Ostrategy)

The Endeavouring Strategy is a strategy that compensates for the organization's internal weaknesses through the organization's external Opportunities. The premise of choosing this strategy is that there are developmental Opportunities outside the organization, but internal Weaknesses prevent the organization from taking advantage of these Opportunities. This strategy is created by combining internal Weaknesses and external Opportunities. From the Weaknesses factors, it can be seen that the structure of the Health Qigong practicing population is unbalanced, especially at the age and gender levels showing aging and feminization, the popularity of Health Qigong techniques is not high, most practitioners can practice a limited number of Health Qigong techniques, and some sites only focus on competitions, which can also lead to a gradual loss of motivation for training for some of the Health Qigong practitioners who are in need of fitness and lead to the feeling that the exercise is not good. The effect is not optimistic, and most of the practice sites are mainly outdoors, with too many disturbing factors leading to poor training results. At the same time, the media publicity needs to be improved is also one of the problems. But at the same time, favorable policies usher in the development of Opportunities, supply and demand relations and the accelerated development of Health Qigong-related industries, the development trend of combining physical education and training to cultivate reserve talents, the combination of physical medicine to promote the new mode of Health Qigong, and the combination of sports and tourism to accelerate the strengthening of the influence of Health Qigong in Shangrao City have also brought new Opportunities.

The external Opportunities factors of Shangrao City Health Qigong provide favorable conditions for the development of Shangrao City Health Qigong, but also constrained by the internal Weaknesses of Shangrao City Health Qigong development. Therefore, the striving strategy for the development of Health Qigong in Shangrao City is to take advantage of the National Fitness Program and other related policies to vigorously promote the development of the Health Qigong program in combination with schools, health institutions, and the tourism industry, to improve the structure of the practicing population in combination with the media publicity, to promote the methods of Health Qigong, to improve the motivation for participation, and to push forward the development of the sport of Health Qigong in Shangrao City.

5.2.4 Conservative strategy (W-T strategy)

The conservative strategy aims to address internal weaknesses while mitigating external threats. In Shangrao Health Qigong development, challenges include irrational resource investment and inadequate integration of related sports resources. To overcome these, it's crucial to accurately assess Health Qigong's status, improve management systems, enhance talent training, popularize techniques, and refine teaching methods.

Firstly, clarifying Health Qigong's current status and scale is essential, as popularity and influence remain low due to inadequate resource investment and integration. Establishing a comprehensive development strategy to address existing shortcomings is imperative.

Secondly, enhancing the management system is vital. Issuing relevant policies and norms, regulating activities, and establishing qualification systems for training organizations and instructors will elevate the professionalism and service quality of Health Qigong activities.

Thirdly, strengthening talent training is key. By offering professional courses and fostering young volunteers, a pool of skilled coaches and experts can be developed, injecting fresh vitality into Health Qigong's development.

Fourthly, promoting Health Qigong techniques and enhancing social influence are crucial. Through demonstrations, competitions, and cultural promotion activities, awareness and participation can be boosted, attracting more enthusiasts and advancing social development.

Lastly, improving teaching methods is essential. Modern techniques and online/offline modes can enhance teaching quality and accessibility, ensuring more individuals can benefit from Health Qigong activities.

In summary, accurately assessing Health Qigong's status, improving management, talent training, technique promotion, and teaching methods are imperative for its development in Shangrao City. This conservative strategy aligns with the National Fitness Program, aiming to optimize resource allocation and integration in mass and competitive sports.

5.3 SWOT quantitative analysis of Health Qigong development strategy in Shangrao City

To enhance the objectivity and accuracy of our analysis, we combine qualitative research with a quantitative analysis model. By assessing the strengths of internal and external factors (Strengths, Weaknesses, Opportunities, and Threats) through expert evaluation, we calculate total strengths for each category. Next, we construct a strategy development quadrilateral based on these totals and determine strategy vector orientation values and coefficients for

Health Qigong development in Shangrao City. Finally, we select the appropriate development strategy based on the strategy mapping results.

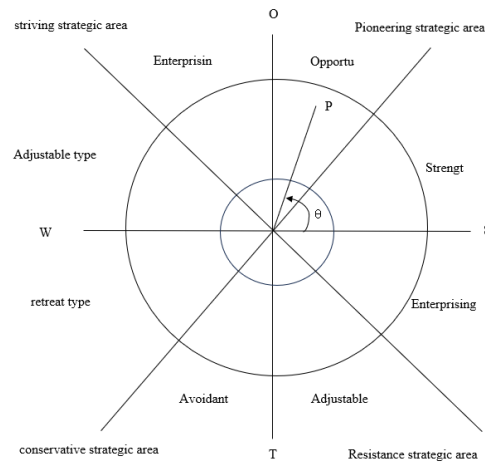


Figure 1: : four-and-a-half-dimensional coordinate diagrams

The development strategy of Health Qigong in Shangrao City is located in the first quadrant, which is the pioneering development strategy.

II. DISCUSSION

6.1 Discussion

The implementation of the National Fitness Programme in Shangrao City involves various strategies aimed at promoting the development of Health Qigong. These strategies encompass policy formulation, financial allocation, monitoring and evaluation systems, site planning, procurement of equipment, professional training, safety measures, and public welfare training. Furthermore, efforts are made to accelerate the development of Health Qigong-related industries, integrate physical education, broaden recognition through medical integration, and promote the combination of sports and tourism.

Policy Formulation and Publicity: Government support for Health Qigong station construction is communicated through diverse channels to increase public awareness and participation.

Financial Budget and External Support: Allocation of special funds for construction and seeking external resources, including social capital and corporate sponsorship, is crucial for expediting the building process.

Monitoring and Evaluation System: Establishing clear indicators and a monitoring team ensures effective oversight of site coverage, participant numbers, and facility usage rates.

Site Planning and Facility Construction: Social surveys inform site planning to align with population distribution and health needs, ensuring cooperation with urban planning authorities for adherence to development plans.

Procurement of Equipment: A unified procurement model facilitates the purchase of standardized equipment from the Health Qigong Management Centre.

Training of Professionals: Collaboration with sports colleges and associations ensures instructors possess high-level expertise.

Setting Up Safety Facilities: Installation of safety equipment and formulation of usage regulations enhance participant safety and awareness.

6.2 Suggestion

The strategic development of sports in Shangrao City encompasses several key initiatives aimed at fostering inclusive participation and holistic development. Efforts include balancing the realms of competitive and mass sports to ensure diversity among participants and foster synergy in overall sports development objectives. Reforms in sports management and facilities seek to establish a dual-track system catering to the unique needs of both competitive and mass sports, aligning structures with the socialist market economy. Moreover, there's a focus on elevating school sports as a vital component of nurturing well-rounded individuals and integrating competitive sports seamlessly into educational frameworks. Attention is also directed towards rural areas, with increased investment in sports infrastructure and initiatives to cultivate a conducive fitness environment. Community sports management is optimized through the establishment of mass fitness clubs and enhanced resource cooperation mechanisms. Furthermore, the cultivation of a cadre of high-quality social sports instructors is prioritized, supported by an evaluation and reward system, along with incentives for sports volunteers. Through these multifaceted strategies, Shangrao City aims to promote comprehensive sports development, fostering inclusivity, and societal well-being.

III.FURTHER STUDIES

In order to solve the shortcomings of this study, future development directions are proposed: First, expand the sample size, with the goal of expanding and looking further, hoping to have a survey, accurate sample research and analysis of the Health Qigong project. Nationwide, conduct more in-depth research on the research objects and try to ensure the investigative

nature of the data collected, so that the results of the research will be more realistic. Second, increase experimental research on active health effects.

ACKNOWLEDGEMENT

My heartfelt thanks to my teacher DR WEI HUISUAN, she gave me great support and guidance in the process of setting the topic and completing the thesis, and every link was very rigorous and meticulous, which benefited me a lot.

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