

# *The Development Dilemmas, Causes, and Countermeasures of China's Sports Rehabilitation Training Industry*

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**Abstract:** In recent years, with people's increasing emphasis on health, the demand for China's sports rehabilitation training industry has been continuously increasing. In this context, it can provide more development momentum for the sports rehabilitation training industry, which is conducive to the continuous improvement of related medical technology, promote the continuous development of sports medicine integration, and better serve the general public. But in the continuous development of the sports rehabilitation training industry, many difficulties have also been encountered. This study mainly used literature research and logical analysis methods, combined with the current development trend and professional development of the sports rehabilitation training industry, to analyze market demand, professional talent cultivation, and the development of laws and regulations, and propose a series of improvement measures, which can be more accurate for the future development direction of the sports rehabilitation training industry. From a social point of view, it is necessary to strengthen the health awareness of some people and improve the training and professionalism of professional talents. For the government, it is to strengthen support for the sports rehabilitation training industry and strive to cultivate more compound sports rehabilitation talents, which can lay a solid foundation for the better development of the sports rehabilitation training industry.

**Keywords:** Sports rehabilitation training industry, development, market demand, integration of sports and medicine, talent cultivation

## 1. Introduction

In the context of the national strategy of "Healthy China", the health industry has become an important engine of economic growth under the new normal. With the improvement of people's living standards and the increase of life pressure in modern society, people's concept of health has gradually changed, and they are paying more and more attention to the development of physical health. As an emerging industry, the position of the sports industry in the national economy is constantly improving. With the continuous development of the sports industry, a new model of "rehabilitation+exercise" has emerged to improve people's quality of life. Of course, in order to promote the development of the sports rehabilitation industry, the government has also introduced a series of policies, providing strong policy guarantees for the development of the sports rehabilitation industry.

The model innovation of the sports rehabilitation industry, currently the development model of the sports rehabilitation industry is relatively single, lacking a certain degree of innovation and diversity.

Generally speaking, the current rehabilitation industry mainly operates through offline promotional activities, distributing flyers, and online self-media models, lacking cooperation mechanisms with different industries such as hospitals and clubs. Therefore, exploration needs to be conducted from different perspectives and aspects. The talent cultivation and development of the sports rehabilitation industry require professional technical means to support it, including related professions such as sports coaches, rehabilitation therapists, and nutritionists. However, based on the current situation, the quality of professionals engaged in related professions is relatively low, and due to the impact of social and economic development, there is a serious loss of professional talents in some regions. Overall, the current lack of professional skills requires to strengthen the introduction of relevant talents. The policy support system for the sports rehabilitation industry is not yet perfect. As an emerging industry, the government does not have a deep understanding of the development status of the sports rehabilitation training industry. Therefore, it is necessary to have a deeper understanding and systematic study of the relevant policy environment, formulate relatively complete policies to support the coordination between the sports rehabilitation industry and the ecological environment. The premise of development is to protect the ecological environment and promote green development. The development of the environment cannot be ignored in pursuit of higher economic benefits, and the sustainable development of the sports rehabilitation and training industry should be realized [1].

The development of the sports rehabilitation industry can promote the development of the sports industry. It can meet people's diverse needs, provide more professional services, and strengthen the sustainable development of the sports rehabilitation industry. Moreover, the development of the sports rehabilitation industry can drive the development of related industrial chains, increase more employment opportunities, and thus promote the development of regional economies. Secondly, the development of the sports rehabilitation industry can enhance international competitiveness and further expand the international market. Through further research on the issues of the sports rehabilitation industry, this study can gain a deeper understanding of its impact on people's lives. The rapid development of the sports rehabilitation industry provides strong support for the rapid development of society.

The research method used in this study is mainly literature research, which involves searching for relevant literature on the sports rehabilitation training industry through Baidu Academic Network, thinking and organizing it, timely understanding the development status and problems of the sports rehabilitation training industry, and grasping the development trends. This study mainly analyzes the problems of insufficient market demand, lack of professional talents, and imperfect legal regulations in the development of the sports rehabilitation training industry, and conducts research from the perspectives of people's demand awareness and improving the professionalism of practitioners. How to develop the sports rehabilitation training industry in the context of "Great Health" China is of great significance for the further development of the combination of sports industry and medicine.

## 2. Literature Review

With the continuous improvement of modern people's living standards, the interaction between the sports industry, which is a pillar industry of national health, and the health industry has gradually led to the development of new industries such as sports rehabilitation. Based on the current situation of Healthy China, research on the imperfect development of the sports rehabilitation industry has certain practical and theoretical significance.

In recent years, domestic scholars have conducted increasingly in-depth research in the field of sports rehabilitation, exploring the relationship between theory and practice of sports rehabilitation from different perspectives. The theoretical basis of sports rehabilitation mainly includes sports rehabilitation medicine, physiology, traditional Chinese medicine health preservation, etc. These theories provide scientific guidance for sports rehabilitation. Significant research results have also

been achieved in other fields of sports rehabilitation industry. Compared to domestic research, foreign countries have more advanced research on sports rehabilitation. For example, having advanced rehabilitation concepts, a comprehensive training system, a sound sports medical service institution, a strict job certificate system, targeted and specialized rehabilitation personnel, advanced rehabilitation facilities and diverse rehabilitation methods, significant characteristics in rehabilitation goals, evaluation, diagnosis, information, plans, and other aspects are the main advantages of Germany's sports rehabilitation system. In addition, the study also focused on the optimization of the sports environment and the issue of sports safety, providing strong support for the healthy development of the sports rehabilitation industry [2].

Based on the above summary and analysis of research literature, rehabilitation research in foreign countries started earlier than in China, and rehabilitation research in China is relatively incomplete. At present, domestic scholars emphasize the combination of China's national conditions and cultural characteristics in their research on sports rehabilitation, forming a rehabilitation practice system with Chinese characteristics. China has conducted in-depth research on the detection and evaluation of sports injuries, as well as the development of rehabilitation technology training, and has achieved rich research results in these fields. From the perspectives of the theoretical system and service models of sports rehabilitation, this study investigates issues such as inconsistent industry standards, lack of professional talents, and uneven service quality, providing a rich theoretical foundation and practical experience for the sports rehabilitation industry to better meet the diverse needs of the people. In addition, research by foreign scholars mainly focuses on using modern technological means to improve service quality and efficiency. For example, using big data and artificial intelligence technology to analyze and evaluate an individual's health status and exercise effectiveness, providing more accurate exercise advice and health management plans for individuals. At the same time, the enhancement of virtual reality and the application of technologies such as reality have also brought new experiences and development opportunities to the sports rehabilitation industry. Domestic scholars emphasize personalized and differentiated services based on the health status and needs of different populations. The research mainly focuses on promoting people's physical and mental health through exercise training and health management and achieving sustainable development.

### **3. Development Challenges of China's Sports Rehabilitation Training Industry**

In the context of the development of "Great Health" in China, the sports rehabilitation and training industry, as an emerging industry, has shown significant development momentum in recent years. With the improvement of people's living standards and the support of relevant policies, the public is paying more and more attention to their physical health and can engage in corresponding sports according to their individual situation. But every sports activity has potential dangers, and the potential physical discomfort and more serious sports accidents that may occur after exercise have gradually expanded the demand for the sports rehabilitation training industry among the public [3]. Currently, China has entered a period of aging population. With the increasing number of elderly people, the demand for the sports rehabilitation industry is also expanding for those with living difficulties and chronic diseases. There is also a huge demand for the sports rehabilitation industry for the postoperative recovery and long-term action recovery of the majority of people with disabilities [4]. According to statistics, by 2022, the market size of China's sports rehabilitation industry has exceeded 100 billion yuan, demonstrating strong market potential and broad development space. This is mainly due to factors such as the continuous growth of science and technology and policy support. In summary, China's sports rehabilitation industry has achieved significant development achievements in recent years. For example, the integration and development of traditional acupuncture and moxibustion and modern technology, and the development of comprehensive rehabilitation training and treatment technology. However, with the rapid development of the market

and the continuous intensification of competition, enterprises need to continuously enhance their competitiveness to cope with challenges, and they also encounter different development difficulties in the further development process.

### **3.1. Insufficient Market Demand**

According to the evaluation of the implementation effect of the National Fitness Plan (2011-2015) by the General Administration of Sport of China, the proportion of people who regularly participate in physical exercise in China is 33.9%, about 460 million people. Jiao Wei, Deputy Director of the Department of Sports Rehabilitation at Beijing Sport University, believes that about 20% of the sports population will experience sports pain every year, and about 100 million people need rehabilitation treatment for sports injuries and diseases [5]. But these 100 million people mainly go to the orthopedics and rehabilitation departments of hospitals. Hospitals usually only provide pathological treatment and pay less attention to the subsequent recovery of patients, so patients may still experience symptoms such as stinging. Only a few patients may pay attention to the importance of exercise rehabilitation.

As an emerging field of physical therapy services, the public's awareness of sports rehabilitation is relatively low and has not yet established awareness of sports rehabilitation, resulting in potential consumers not being able to effectively convert into actual needs and not forming consumption hotspots, so the consumer group cannot be popularized. In terms of market promotion and promotion, the sports rehabilitation industry has not yet fully demonstrated its unique value and advantages, which further exacerbates the problem of insufficient market demand. In addition, the sports rehabilitation industry involves many treatment courses and relatively high costs, which many consumers cannot afford, further limiting the demand of some consumers. So high costs have become one of the important factors hindering the growth of market demand.

### **3.2. Shortage of Professional Talents**

At present, the field of sports rehabilitation has not yet formed a complete education and training system, and the lack of a systematic training system has led to the supply of professional talents unable to meet market demand, and potential professional talents cannot obtain sufficient knowledge and skills, further limiting the development of the sports rehabilitation industry. According to the proposal data from the 2016 National People's Congress and Chinese People's Political Consultative Conference, there are currently only about 36000 people in China with professional qualifications as rehabilitation therapists, with only 2.65 rehabilitation therapists per 100000 population. However, the average number of physical therapists in countries such as Europe and America is 60000 people per 100000 population, and in Hong Kong it is 364000 people per 100000 population. There is currently a shortage of over 300000 rehabilitation talents in China, including 180000 physical therapists (PT) and 90000 occupational therapists (OT) [5].

Secondly, the discipline of sports rehabilitation involves multiple disciplines such as medicine, sports, and rehabilitation, which requires practitioners to possess profound professional knowledge and master interdisciplinary theoretical and practical skills. However, the interdisciplinary professional and technical training is not yet perfect, and the difficulty of curriculum design leads to the inability of professionals in this field to fully develop. Furthermore, the limited space for career development is also an important factor affecting the enthusiasm and participation of talents. It has certain limitations in career development prospects, salary and benefits, which further exacerbates the shortage of professional talents and makes it difficult to expand the scale of the industry.

### 3.3. Imperfect Laws and Regulations

With the rapid development and growth of the sports rehabilitation industry in recent years, the formulation of relevant laws and regulations has significantly lagged behind, failing to keep pace with the development of the industry and market demand. The lack and lag of such laws lead to more difficulties in the development process of the industry, increasing its risks. For example, the direction of policy support is relatively single. The preferential policies of the health department have not taken into account the situation of the sports rehabilitation industry, and the policies of the sports department have not yet formed a tax and subsidy system. The distribution of preferential policies is mainly focused on provincial capital cities in the central region and developed cities in the eastern region. The lack of corresponding policy support in economically underdeveloped areas further leads to the imbalance in the development of emerging industries [6].

Secondly, due to the lack of government regulatory mechanisms for the sports rehabilitation industry, some related industries may hold a lucky mentality and engage in certain illegal and irregular behaviors, such as substandard service quality and unlicensed operations, which damage the competitive environment of the market and also harm the rights and interests of consumers, seriously hindering the further development of the sports rehabilitation industry.

## 4. The Causes of Difficulties in the Development of China's Sports Rehabilitation Training Industry

With the increasing living standards of the people, people are paying more and more attention to health. As an emerging industry, the sports rehabilitation industry has a weak awareness of rehabilitation among some members of the public, and the development of the industry is not yet perfect. The service structure is single, lacking personalized services, which leads to insufficient market demand for the sports rehabilitation industry. And the integration of sports and medicine is still in the initial exploration stage, with uneven regional development, resulting in relatively backward regions having less understanding of the sports rehabilitation training industry.

Secondly, the training system for sports rehabilitation talents in China is not yet sound. Talent cultivation is mainly divided into on campus and off campus. The main training objectives for sports rehabilitation training on campus are sports colleges and medical schools, but the degree of integration between the two majors is not high, so the intensity of professional talent cultivation is not enough. Outside of school, the main focus is on sports rehabilitation training institutions, but the number of training classes in this area is relatively small, resulting in a shortage of professional talents. Moreover, the sports rehabilitation industry also requires more professional knowledge, and some practitioners do not have high professional skills and qualities, which cannot meet the diverse needs of consumers [7].

Furthermore, with the continuous development of the sports rehabilitation industry, the government's legal and regulatory support for the industry is insufficient, the government's leadership is insufficient, and there is a lack of corresponding policy support, resulting in some enterprises exploiting legal loopholes. The cost of the sports rehabilitation industry is relatively high, and in the current socio-economic environment, some consumers have limited payment ability, which further hinders the development of the sports rehabilitation industry.

## 5. Countermeasure Analysis

For the current situation, the first thing to do is to enhance public health awareness. The scientific principles, time methods, and practical effects of sports rehabilitation can be widely disseminated through new media such as social media and online platforms, or by distributing flyers, organizing related activities, and health lectures according to the characteristics and needs of different groups of

people. Of course, this study can also provide expert answers in different regions to answer a series of health-related questions from the public, and increase their further understanding and awareness of sports rehabilitation. After raising public awareness, the market demand for sports rehabilitation will increase, so the industry needs to improve the corresponding service quality and efficiency, and innovate development models. This study needs to provide targeted services to meet the needs of different age groups and needs of the public. For the needs of social development, the development of the sports rehabilitation industry needs to make corresponding strategic adjustments with the development of society, strengthen the brand value of the industry itself, and implement diversified services to meet the growing diversified needs of people, ensuring that services are in line with social development.

Secondly, research shows to increase the training efforts for professionals. Firstly, it is necessary to clarify the specific goals of cultivating the sports rehabilitation training industry, closely following the needs of society, in order to combine various elements of the training model. The ultimate goal of cultivating excellent professional talents is to better serve the people. The key to talent cultivation goals lies in the degree of attention given by the government, market, and higher education institutions. To strengthen the development of sports medicine integration, various universities combine their own characteristics and the development needs of sports medicine integration to enhance students' practical abilities and enhance their comprehensive quality. Therefore, in terms of curriculum setting, this study must combine the practicality of sports rehabilitation training with the theory of professional knowledge, strengthen the construction of relevant education and training systems, optimize curriculum setting, ensure the progressiveness and practicality of curriculum content, and provide necessary skills and knowledge for potential professional talents. Of course, universities need to further implement different school enterprise cooperation, increase the construction of training bases both on and off campus, improve teaching level, enrich teaching methods, and provide students with more practical opportunities and experience in learning diverse technologies. Universities can also invest in sending students abroad for further studies, combining professional and technical exchanges in relevant knowledge fields both domestically and internationally, to enhance the professionalism and practicality of talents. Universities should strengthen the cultivation of innovative talents and faculty, organically combine sports, rehabilitation, and health, and create a new model of educational development, laying a solid foundation for future professional talents [8].

Afterwards, it is also necessary to expand the space for career development and provide policy support. The sports rehabilitation training industry can integrate and develop with other related industries, leverage the resource allocation role of the market and government, innovate more development models, provide more career development opportunities, and attract higher quality professional talents. This study also needs to strengthen industry regulation and standardization construction. For example, some institutions that violate rules will be punished accordingly, and then publicized to remind other institutions or industries of their self-discipline and standardization. In recent years, the Central Committee of the Communist Party of China and the State Council have attached great importance to the development of the health service industry. They have issued a series of documents, including the "Several Opinions of the State Council on Promoting the Development of the Health Service Industry", "Several Policy Measures on Accelerating the Development of Social Medical Institutions", and the "Notice of the General Office of the State Council on Further Encouraging and Guiding Social Capital to Establish Medical Institutions". These documents provide policy guarantees and support for private medical institutions in cleaning up and regulating the approval process for the establishment of medical institutions, reducing operational approval restrictions, implementing tax policies for medical institutions, and regulating fee policies, encouraging private medical institutions to play a greater role in the health service industry [9].

Research shows to strengthen the government's policy support for the sports rehabilitation industry and standardize laws and regulations, so that the private rehabilitation training industry can enjoy equal preferential policies. The sports rehabilitation industry also needs to strengthen its own compliance management, and jointly promote the rapid development of the sports rehabilitation industry [10].

## 6. Conclusion

According to the research results on the sports rehabilitation industry, in recent years, with the improvement of people's health awareness and the continuous progress of sports rehabilitation technology, the market size of China's sports rehabilitation industry has rapidly expanded. According to statistics, the current market size has reached billions of yuan, and it is expected to continue to maintain rapid growth in the coming years. With the transformation of people's health concepts and the popularization of exercise and fitness, more and more people are paying attention to post exercise rehabilitation. Meanwhile, some athletes and athlete groups also require professional rehabilitation services to help them quickly recover their physical condition. Therefore, the demand for sports rehabilitation services is showing an increasing trend year by year, which further promotes the sustainable development of China's sports rehabilitation training industry.

Therefore, research on the sports rehabilitation training industry has far-reaching significance and influence. The sports rehabilitation industry, as a core component of the sports and health industry, is of great significance for promoting the transformation and upgrading of the sports industry through in-depth research and sustainable development. Against the backdrop of "Great Health" in China, people's demand for sports rehabilitation is steadily increasing, further promoting the development of the sports and health industry and improving people's overall health level. At the same time, the development of the sports rehabilitation training industry can also promote the development of related industry chains and advance related technologies. Secondly, scientific and systematic sports rehabilitation training programs and rehabilitation treatments have become key means for athletes to recover their physical functions, reduce the risk of sports injuries, and shorten the recovery cycle. The sports rehabilitation industry can pay attention to the recovery status of athletes after injuries, enabling them to achieve comprehensive development, improve their competitive level, and ensure that their career is more sustainable and stable. With the promotion and popularization of rehabilitation knowledge, people attach more importance to health, and the sports rehabilitation industry provides more scientific exercise methods for the public, further improving their quality of life.

At present, there is still great development space for the sports rehabilitation training industry. There is relatively little theoretical research on sports rehabilitation, lacking in-depth systematic and innovative research. This has led to an incomplete theoretical system for sports rehabilitation, making it difficult to meet the growing market demand. Furthermore, empirical research is relatively scarce and interdisciplinary research is lacking. Currently, there is relatively little interdisciplinary research in the field of sports rehabilitation in China, lacking a research model that integrates multiple disciplines. So in the future development direction, this study can draw on advanced research experience from abroad and strengthen research on the integration of sports and medicine in the sports rehabilitation training industry. Research shows can deepen the construction of a collaborative development model between community medical care and sports and health industry, strengthen the planning and guidance of the sports and health industry, utilize the development situation of government coordination and policy guidance, enhance health services for people, promote the deep cooperation and supplementation between sports and medicine, and cultivate more composite sports and rehabilitation talents. The development of the sports rehabilitation training industry is conducive

to enhancing the health level of the public, developing higher service levels and quality, and laying a solid foundation for the long-term development of the sports rehabilitation training industry.

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