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By Xueqin Qiu & Jian Liang

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RESEARCHONTHEDEVELOPMENTOFTAICHIHEALTHCARETOURISM

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# Research on the Development of Tai Chi Healthcare Tourism

Xueqin Qiu [α] & Jian Liang [σ]

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## I. Introduction

Tai Chi is the highlight of the Chinese martial arts. Besides its function of self-defense, Tai Chi's function of bodybuilding and healthcare has long been cherished by people. The Tai Chi practice is a process of building body and building wellness. Meanwhile, Tai Chi enthusiasts often leave their residence places of origin for places other than their hometowns for the purposes of seeking masters and friends, exchanging ideas or participating in contests. It is also a process of sightseeing and vacation tours. Therefore, Tai Chi healthcare tourism can be defined as an economic and cultural activity in which healthcare is the purpose, Tai Chi practice is the medium, and tourist behavior is accompanied.

## II. The Current Developmental Situation of tai chi Healthcare Tourism

a) *The Developmental Situation of Tai Chi Healthcare Tourism in Countries other than China*

The spread of Tai Chi in the world is mainly based on its function of healthcare. According to UNESCO, the two most suitable sports for the mankind are jogging and Tai Chi. American authoritative media put Tai Chi in the list of ten most suitable physical exercises[1]. On April 16, 1990, Old Age Center of American National Health Research Institute and National Sanatorium granted several ten million US dollars to 8 research institutes to inquire into the ways of preventing organic deterioration of the aged. Dr. Xu Tingsen from Emerson University was granted a fund of 15 million US dollars to research on the ways of preventing falling by means of Tai Chi practice. These 8 research institutes tested on different ways of walking, swimming, Tai Chi, body building exercises and weight lifting, etc. 3 years later, research data were collected by Washington College in St. Louis. The statistics showed and proved that Tai Chi practice helped the aged to reduce the rate of falling by 47.5%. Tai Chi demonstrated the best effect in preventing falling of the aged among all the ways tested by the 8 research institutes. It was the first time that the Oriental Tai Chi was proven by the Western science. The research result captured attention of the major media, including CNN and the magazine of American Gerontology. For the first time, Emerson University hosted a Tai Chi Science Conference in which more than 120 doctors, physiotherapy specialists, sports scientists for the aged and sociologists participated. Also for the first time, it was a conference in which Tai Chi and early modern medicine science were combined. The conference made a big sensation in the American medical field. At everyone's request, the 2nd Tai Chi Medical Science Conference was held, which aroused attention from all walks of life. Hearing about the conference, the then American President Karter invited Dr. Xu to lunch, praising him for his contribution of research in Tai Chi to the American society, especially to the wellness of the aged, falling prevention, the physical and mental balance of college students and Parkinson's disease. In 2000, after Karter read Xu Tingsen's article of Tai Chi in Emory Report, he invited the Xu's to teach Tai Chi. In 2001, Tai Chi was spread to some staff of the Carter government[2]. The Medical School of Harvard University, U.S. did blood test for some pilots and retired staff who practiced Tai Chi and put forward that Tai Chi could serve as a supplementary medical treatment. After observing how Tai Chi influenced American college students' physical and mental states, several physiotherapists from Georgia University, Atlanta, U.S. pointed out that as an exercise which facilitated the

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[1] Tai Chi in Foreign Countries in Qianjiang Evening Newspaper, Edition of C0010, July 4, 2008.

[2] American Research on the Chinese Tai Chi. http://blog.vsharing.com/Article.aspx?aid=62299



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physical and mental balance, Tai Chi helped relieve physical and mental pressure and stress which was common among college students. They suggested that simplified Tai Chi be adopted as one of the students' P.E. courses. Now, it can be found that Chinese Tai Chi masters teach Tai Chi in some places in the U.S. In some gyms, Tai Chi is taking the place of aerobics. Taiji Queen Gao Jiamin and Taiji Prince Chen Sitan have been contributing to the promotion of Tai Chi in the U.S.

From Oct. 27 to 30, 2015, China-UK High-level Consultation Mechanism on People-to-people Exchange ---Tai Chi training was held in Southampton, England. 3 world-renowned, experienced Tai Chi experts Liu Wei, Qiu Huifang and Wu Yanan were invited to give a 4-day training session to 173 British trainees. After the exchange activity, vice president of British Martial Arts expressed his hope that China coordinate with them to continue with the Tai Chi teaching in England[3]. In Germany, German Tai Chi training agencies cooperated with insurance companies in the way insurance companies pay fees for Tai Chi enthusiasts who practiced in the Tai Chi training agencies.

Tai Chi is all the rage in Australia. According to Australian Tai Chi and Qigong founder Gari Hall, his training agency has held 100 Tai Chi training sessions. Recently, Hall published a book entitled *Tai Chi Brings to You Healthy Life*. He said that as a traditional Chinese way of body and wellness building, Tai Chi is both physically and mentally beneficial to people. He described the gist of Tai Chi as follows: it allows you to find balance, feel steady and reach a real physical and mental health.

Besides its function of body and wellness building, Tai Chi's tourist function has been developing these years. In Europe, civil spontaneous Tai Chi organizations can be found in many countries. They sometimes take part in some regional or transnational contests and exchange activities which involve healthcare and tourism. In Madrid, Spain, civil spontaneous Tai Chi performing contests have been held in Retiro Park by local Tai Chi enthusiasts each June or July from 2003. No ranking and prizes are set in this performing contest which aims at meeting friends by means of playing Tai Chi, learning from each other and showing themselves[4]. Tai Chi enthusiasts in Spain also teamed up to China to participate in Tai Chi contests. In spare times, they visited nearby scenic spots and tasted local food.

From Oct. 16 to 20, 2016, the 2nd World Tai Chi Tournament, which was hosted by International Martial Arts Federation and organized by Poland Martial Arts Federation, was held in Pruscow City Gym, southwest of Warsaw, Poland. About 310 athletes from the Martial Arts delegations of more than 30 countries, including China, Poland, France, The U.S., Russia, Tanzania, Kyrgyzstan, Iran, Brazil and Taiwan, Hong Kong and Macao of China competed during the 4 days in each single competing events and performing events[5]. Meanwhile, Poland World Tourism Exhibition hosted by Poland Sports Tourism Ministry and Marzov Province was held from Oct. 14 to 16, 2016 of the local time in Warsaw PTAK International Exhibition Center. Mr. Bolasaier---Vice Secretary of State of Poland Sports Tourism Ministry---expressed his hope that all the peers in the tourism industry at the exhibition promote their countries' tourism by means of the exhibition.

In France, the number of the Tai Chi practitioners reaches several hundred thousand. They are mostly middle-aged people and the aged and are mostly better-educated and better understand and master the body building principles contained in the Tai Chi science. Ms. Ke Wen, who immigrated to France from Yunnan, China, has been promoting Chinese wellness building and Tai Chi education. She opened up 4 Tai Chi schools in France with the main campus in Paris. Every year, she takes French students back to some scenic regions, including the Wudang Mountain and the Qingcheng Mountain to learn Tai Chi and Chinese wellness building methods, making trips at the same time.

*b) The Current Development of Tai Chi Healthcare Tourism in China*

In around 1956, National Sports Ministry organized the compilation of a series of books of Tai Chi in order to enhance national physique and promote people's health. Simplified 24-style Tai Chi and 42-style competition routine were created, which greatly accelerated the universalization process of Tai Chi in China. In the 1990s, National Sports Ministry issued and executed *Outline of the National Fitness Program*, which made Tai Chi a sport combining bodybuilding and self-cultivation. It was cherished by people all over the country and unprecedented prosperity arose for the development of Tai Chi.

In recent years, with people's greater attention to health, the Tai Chi healthcare industry began to boom. Tai Chi practitioners can be seen all over the country. There can be found in Beijing, Shanghai, Guangzhou, Shenzhen, Xi'an, Kunming a large number of Tai Chi houses. Most of these Tai Chi houses aim at healthcare. Only a few of them also take the inherence of the Tai Chi combat techniques into account.

[3] Jiang Yaming. Chinese Tai Chi Coach Accomplished British Teaching Tasks. [EB/OL]. http://sports.163.com/15/1105/11/B7LE64IQ00051C8U.html，2015-11-05/2016.03.26

[4] Bai Shui. The Spaniards Love the Chinese Martial Arts: the Tai Chi Becomes the Beloved of the Spaniards. [EB/OL] http://www.china.com.cn/travel/txt/2012-07/05/content_25814974.htm，2012-07-05/2016-03.26

[5] The 2nd World Tai Chi Tournament Attracted a Large Number of Enthusiasts. http://world.huanqiu.com/GT_European/2016-10/9608025.html



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Origin places, including the Wudang Mountain of Hubei, the Wen County of Henan and the Yongnian County of Hebei pioneered the development of Tai Chi healthcare tourism. These places attract Tai Chi enthusiasts home and abroad due to the enthusiasts' admire to the Tai Chi masters there. In their spare time, these comers pay visit to nearby natural and human scenic areas and scenic spots and get some joyful tourist experiences. It was the earliest Tai Chi healthcare tourism. The author ever went to Chenjiagou, Henan for an enquiry. Take Chenjiagou International Tai Chi House for instance, the Tai Chi enthusiasts from England, the U.S., Germany, Japan and other countries have breaks every 10 days, during which they travel to The Shaolin Temple, Luoyang, Kaifeng and Anyang. It is generally thought that traveling while learning Tai Chi is better than pure sightseeing because mere sightseeing tours bring about at most some pictures and memory whereas traveling while learning Tai Chi brings about some "Kongfu". According to statistics, from 1990s to 2014, the number of foreigners who came to the Wudang Mountain and stayed for more than 3 months reaches 7000, the number of those staying for less than 3 months being even bigger[6]. Statistics also showed that in 2017, the Wudang Mountain received a total of 8.881 million visitors from home and abroad with the tourist revenue of 5.25 billion RMB, year-on-year growth respectively being 16.75% and 22.09%[7].

Together with her students, the author ever did a survey among the Tai Chi practitioners in Kunming, Yunnan with a total of 368 questionnaires. The following is the consumptions of the major Tai Chi projects.

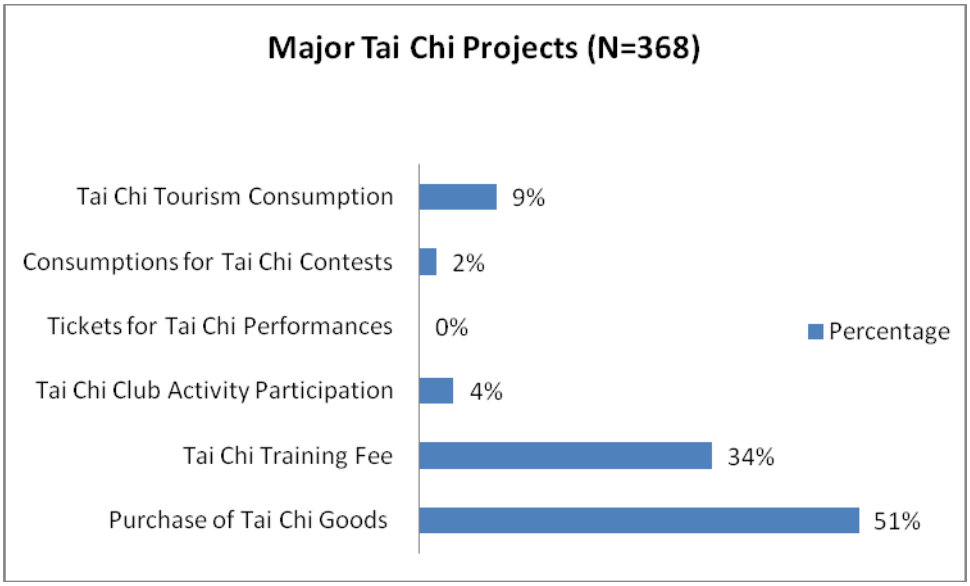



*Figure 1*

From Figure 1, the purchase of Tai Chi goods accounts for the largest percentage of 51%, the next being 34% of Tai Chi training fee and 9% of the Tai Chi tourism consumption. It can be seen that though it doesn't account for a large percentage, the Tai Chi healthcare tourism ranks the third and displays a growing trend.

Scenic areas also play a role of accelerating the development of Tai Chi healthcare tourism. More and more scenic areas promote Tai Chi healthcare classes and Tai Chi meditation classes. The Tai Chi healthcare tourism program by the Qingcheng Mountain is the best example. Head of the Qingcheng Tai Chi Liu Suibing cooperated with civil and foreign peers to organize many trips for European and American Tai Chi groups, Chinese entrepreneur Tai Chi groups, teenager groups and even world model groups to the Qingcheng Mountain to practice Tai Chi, creating a successful Tai Chi healthcare tourism product and forming a business model and a related industrial chain.

In order to enrich its tourism products, the Luoquan Island in Dali, Yunnan invites the Tai Chi masters Li Xueyou and Huang Zhong to open up the Five Tao Healthcare House to give free Tai Chi classes to tourist who travel to the island. The founder of Thanksgiving Tai Chi Yang Dawei relies on the beautiful scenery on the Fuxian Lake of Chengjiang, Yunnan and Yunnan's climate of "no bitter cold in the winter and no intense heat in the summer" to attract Tai Chi enthusiasts to the Fuxian Lake. Relying on his hometown Shaoxing as a base, Chen-style Tai Chi master Zhu Liyao holds national Chen-style Zhu Liyao Tai Chi training classes every 2 months, his trainees making trips to places of interest in Shaoxing in their leisure time.

[6] Hubei Daily, Jinchu Web, Nov. 25, 2014. http://hb.qq.com/a/20141125/015495.htm

[7] Hubei Web. Jan. 31, 2018. http://news.hbtv.com.cn/p/1140564.html Xinlang Finance and Economics. August 20, 2016. http://finance.sina.com.cn/roll/2016-08-20/doc-ifxvcnrv0447863.shtml



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## III. Opportunities for the Development of Tai Chi Healthcare Tourism

*a) National Policy Support*

From August 19 to 20, 2017, at the National Health and Wellness Congress in Beijing, General Secretary Xi stressed that there is no general well-off without national wellness and people's health should take a strategic position of priority to focus on universalizing healthy life, optimizing healthcare service, perfecting healthcare security, establishing healthcare environment and developing the healthcare industry so as to accelerate the establishment of a healthy China and comprehensively guarantee Chinese people's wellness to make a solid foundation of health for the realization of the objective of "two one-hundred years" and the great Chinese dream of revitalization[8]. Tai Chi, which has an advantage of healthcare and wellness building, is faced with the most prosperous opportunity in its developmental history.

*Outline of Civil Leisure Tourism* issued by China State Council in 2013 created a good opportunity for the promotion of combining Tai Chi healthcare with leisure tourism. As the second largest economic entity in the world, China's GDP reaches 5000 US dollars and Chinese people's public holidays reach 115 days a year, equaling to the level of secondary developed countries. The tourism industry in China is faced with a transition from sightseeing tourism to leisure and holiday tourism. As a special style of leisure and holiday tourism, Tai Chi healthcare tourism begins to display its vitality.

*b) A Big Potential Market Demand*

In present China, 70% of the people are in a sub-health status. 15% of the people are in a disease status. According to the Disease Control Department of National Health Planning Commission, 1 out of 5 people is eaten up with chronic disease. The Report of Chinese People's Nutrition and Health Status showed that 160 to 170 million Chinese people are affected by high blood pressure; high blood lipids 100 million; diabetes more than 100 million; overweight or adiposis 260 million[13]. Tai Chi plays an effective role in the rehabilitation of people's sub-health status. Now, there are more than 300 million Tai Chi practitioners in the world, which creates a good foundation for the development of the healthcare industry.

In the first half year of 2017, China's domestic tourists amounted to 2.537 billion with a year-on-year growth of 13.5%. The domestic tourist revenue amounted to 2.17 thousand billion RMB with a year-on-year growth of 15.8%. The inbound tourists amounted to 69500 thousand with a year-on-year growth of 2.4%. Inbound foreign tourists amounted to 14250 thousand with a year-on-year growth of 5.8%, its international tourist revenue being 60.1 billion with a year-on-year growth of 4.3%. The outbound Chinese tourists amounted to 62030 thousand with a year-on-year growth of 5.1%. Moreover, open statistics indicated that domestic and inbound tourists in the year of 2017 were estimated to exceed 5.1 billion, making the tourist revenue exceeding 530 thousand billion[9]. In recent years, Chinese tourism industry is trying to change from sightseeing tourism with a short time of stay to leisure and holiday tourism with a longer time of stay. As a project which involves healthcare, culture and sports, Tai Chi has a brilliant future.

## IV. Problems in the Development of Tai Chi Healthcare Tourism

*a) Unclear Marketing Positioning and Product Homogenization*

Currently, the positioning of the Tai Chi training agencies is not clear. They are positioned on the generality of Tai Chi such as training based on different schools and healthcare products and have no specific target markets of their own, needless to say their brand images, thus characteristics of the agencies not being well displayed and product homogenization being serious. It can be illustrated as follows: most Tai Chi training agencies or Tai Chi houses have no clear criteria for the selection of their customers and do not make surveys on whether they should select medium, high or low markets, what demands these customers have, and what the agencies can provide for them. Besides, they do not refer to what are the agencies' business domains, what effects should be attained and whether new programs can be developed. In the process of positioning, most agencies and enterprises just make divisions of customers between members and non-members, which is too single and is not beneficial to the development and promotion of their products.

*b) Unattained Large-scale Operation of Tai Chi Healthcare Tourism*

At present, tourist programs based on Tai Chi are undertaken in the following three forms: one is the sightseeing tours accompanied with Tai Chi competitions. Such tourist program organizers are mainly host groups or individuals and groups who apply for the competitions; second is the tourist programs which aim at Tai Chi practice accompanied with seeking winter or summer resorts; third is the Tai Chi

[8] https://a.meipian.me/5vooyl1?from=singlemessage&isappinstalled=0

[9] China Industry Information Web. http://www.chyxx.com/industry/201802/613584.html



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enthusiasts' leaving their residence places for practice for some time due to their admire for certain Tai Chi masters or origin places of Tai Chi, during which they organize some tours. But these individuals or small groups go with the main purpose of visiting Tai Chi masters and having short-term practice. Such tourist programs have not been in large scale.

c) *Lack of Specialized Agencies and Operational Management Talents*

Though many provinces in China have manipulated sports tourism development programs and made proposals to combine Tai Chi and tourism, it is difficult to realize those programs because of the lack of specialized agencies. Take Yunnan province for instance, invited by Yunnan Sports Administration, Prof. Luo Mingyi --- chief expert of tourism in Yunnan and the former president of Yunnan Tourism Administration, guided the compilation of *Planning of Yunnan Sports Tourism Development*, in which Tai Chi is suggested to be integrated into the tourism program development. But it still needs time to be realized.

On the other hand, there is a lack of inter-disciplinary talents who are adept at both Tai Chi healthcare and tourism operation. The current Tai Chi training agencies just play their role in teaching and related travel agencies are not good at Tai Chi healthcare, therefore, the travel agencies cannot integrate Tai Chi healthcare programs into the development of healthcare tourism programs and promote them to the market. In May, 2016, head of the Qingcheng Tai Chi Liu Suibing signed a cooperation agreement with Sichuan Tourism Academy, aiming at exploiting the tourism industry and opening up independent school---Bashu Martial Arts Healthcare School, thus creating a precedent of Chinese martial arts healthcare tourism education and making a good beginning for the cultivation of Tai Chi healthcare tourism talents.

## V. Developmental Strategies for Tai Chi Healthcare Tourism

a) *Definite Target Markets*

Tai Chi healthcare tourism is characteristic of healthcare and sightseeing tourism. In other words, the Tai Chi healthcare tourism industry has a customer group of Tai Chi enthusiasts. Since they are tourists, these people have the characteristic of being off-site. That is to say, they leave their residence places, take coaches, trains, high-speed railways, plane, ship or drive to take part in Tai Chi tourist activities. Since they are tourists, they are involved in the six elements of the traditional tourism industry of eating, accommodation, transportation, sightseeing, shopping and recreation. But at the same time, their demands are also involved in the new six elements of the tourism industry of business, healthcare, learning, leisure, feelings and peculiarity. In accordance, healthcare, learning and leisure are the core of the Tai Chi healthcare tourism industry.

As for the low and medium markets, price elasticity and channel depth of products need to be paid attention to customize products which fit with the markets. Take the park and community consumption markets for instance, price lowering of the Tai Chi tourism products needs to be taken into account to provide more concessions and discounts so that markets can be occupied with competitive prices. As for the medium and high markets, service quality and consumption experiences of the products need to be paid attention to maximize the experiential satisfaction of the consumers so that images can be set up. As for high-income markets composed of enterprise executives and entrepreneurs, elegant, quiet and unique Tai Chi learning environment and high- quality teaching and service are to be provided.

b) *Development of Characteristic Products*

The development of characteristic products needs to take into account the status of market development. But at the same time, the products also need to be advanced so that they can lead the development of the industry. Tai Chi healthcare tourism is a correlated development of the healthcare industry and the tourism industry, which involves transportation, hotel and food departments. Its products can be embodied into the following forms: Tai Chi competition tourism, Tai Chi holiday tourism, Tai Chi healthcare tourism, Tai Chi rehabilitation tourism, Tai Chi old-age tourism and Tai Chi study tourism, etc. The development of each product needs to be designed carefully to cater for the demands of different customer groups.

c) *The Nurturing of Client Groups*

The client groups of Tai Chi healthcare tourism mainly come from Tai Chi enthusiasts. According to Figure 2, the retired people account for 36% among the investigated Tai Chi enthusiasts, the next being 33% of enterprise employees, students 13%, personnel in public institutions 7%, government clerks 4%, self-employed people and other people 3%. As far as age is concerned for the investigated Tai Chi practitioners in Figure 3, people over 60 accounts for 31%, people from 40 to 59 being 28%, people from 18 to 39 being 27%, and people under 17 being 14%. It can be seen that people over 40 accounts for 59%, indicating that most of the Tai Chi practitioners are middle-aged and old people. As far as the source markets are concerned, middle-aged people and retired people are the major sources of Tai Chi healthcare tourism. These people have leisure time, attach importance to healthcare and wellness and are willing to travel. The operation management of the Tai Chi healthcare tourism programs needs to address at the design of appropriate products to cater for these people's demands, including the perspectives of marketing, transportation,



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accommodation, arrangement of tourist activities, meals and security, etc.

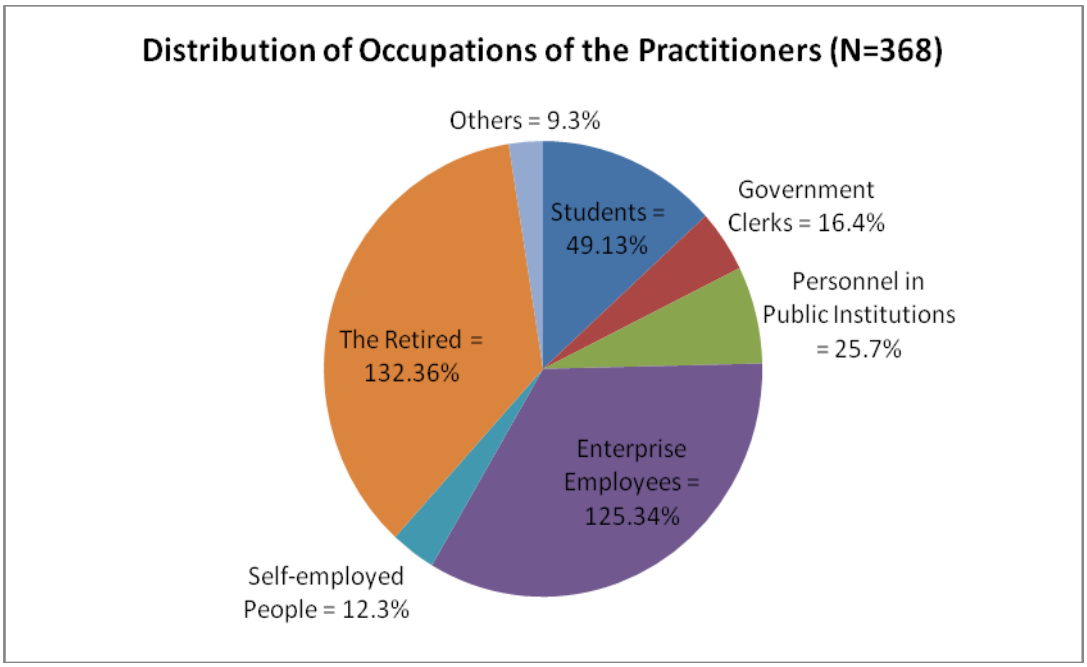



*Figure 2*

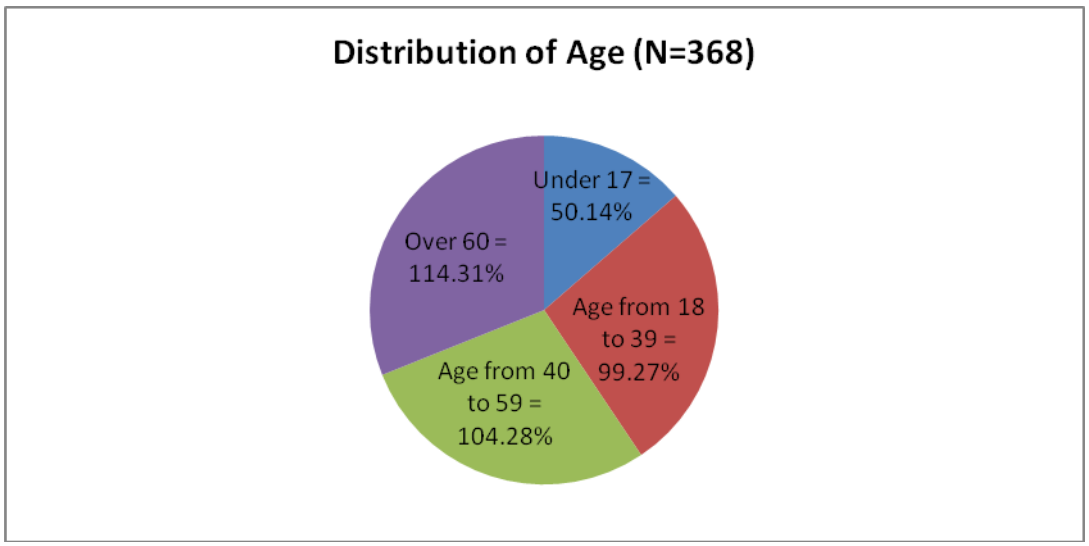



*Figure 3*

Even though the middle-aged and old people are the major source markets of Tai Chi healthcare tourism, it does not mean that the markets of other age ranges cannot be developed. For example, the winter and summer camps have great potential, the key lying in whether appropriate Tai Chi healthcare tourism products for these age ranges can be designed. The Tai Chi healthcare tourism products for students cannot focus on mere healthcare and leisure and need to be added with cultural courses such as Chinese and Western etiquettes, interpersonal communication and teenager leadership, etc. Also, the teaching of Tai Chi should not be limited to the routines. In order to arouse students' interest, the Tai Chi self-defense and combat can be added. Recently, the author is helping related departments to design winter and summer Tai Chi healthcare tourism products which fit with the demands of teenage students.

The development of teenage group requires publicity and cultivation. Beijing University's making the Tai Chi a required course for students is beneficial to promote the development of the teenage group. In Yunnan University, the author delivers a selective course of Tai Chi and Chinese Culture to undergraduates and a course of Tai Chi and Chinese Management Culture to MBA students as well. In both courses, 2/3 of the class



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time is used for Tai Chi theories and 1/3 of the time for the Tai Chi practice. The mode of teaching of combined theory and practice is cherished by the students.

*d) Publicity*

Tai Chi healthcare tourism products need to be designed with definite purposes. Without advertisement, markets cannot be attained. To some degree, the Tai Chi industry belongs to the service industry of education and training, therefore, it has no entity products, which indicates the greater importance of publicity. In the process of publicity, it is necessary to seize the characteristics of Tai Chi products and the features of its target clients from the perspectives of the names and the functions of the products.

Under the circumstance of the agencies' with rich resources, the Tai Chi healthcare tourism products can be advertised through "star" endorsement so that the publicity of the product and the enterprise can be enhanced quickly and effectively. For instance, the board director Ma Yun is both a Tai Chi enthusiast and a pusher of the Tai Chi enterprise operation. He is virtually an advocate of the development of the Tai Chi industry, making a "star" effect in the field of business.

Also, the development of Tai Chi healthcare tourism products should make full use of the Internet. It is suggested that distinctive and vivid enterprise websites, We Chat public numbers, enterprise official microblogs be opened to let more people get contact and learn about Tai Chi in a fast and convenient way and help establish interaction between Tai Chi and its enthusiasts.

*e) Support from the Government for the Tai Chi healthcare Tourism Industry*

The development of a new industry cannot go without the support from the government. Henan province makes a good example. In order to better promote and publicize Tai Chi, Jiaozuo city of Henan province manipulated outlines to put Tai Chi as a priority of the development of its cultural industry. The month of May was made The Month of Tai Chi and Tai Chi was pushed into enterprises and public institutions and schools. From 1992, international Tai Chi Annual Meeting was hosted in Wen County of Jiaozuo City, Henan. As an entry point, Tai Chi set up a bridge for outbound exchanges. Afterwards, competitions held every 2 years attracted more than 100 thousand people each year. The 8th Jiaozuo International Tai Chi Exchange Competition held in 2015 achieved a combination with tourism, in which the Yuntai Moutain Tourism Festival was held at the same time, Tai Chi and the mountains and waters being the medium and Tai Chi Sacred Place and Jiaozuo Mountains and Waters being the theme. During the period of competition, 23 cultural tourism programs were introduced to Jiaozuo City with an investment of 12.97 billion. The 9th Jiaozuo International Tai Chi Exchange Competition held in 2017 was directly named the 9th Jiaozuo International Tai Chi Exchange Competition and 2017 Yuntai Mountain Tourism Festival. It was co-sponsored by the Sports Management Center of National Sports Administration, China Martial Arts Association, Henan Sports Administration, Henan Tourism Administration and Jiaozuo People's Government. More than 3500 athletes from more than 50 countries and areas participated in the competition which included events of routine, arms and pushing hands. During the meeting, a series of tourism-related events, including Jiaozuo Exchange Meeting of International Mountain Tourism Sustainable Development, Expo' Week of International Famous Mountain and "Origin of China"---Henan Tourism Products and Yuntai Mountain International Scenery Photography Exhibition were held.

Hainan province also contributed to the development of Tai Chi healthcare tourism. In April, 2016, the 1st World Tai Chi Cultural Festival was held on the Nanshan Mountain in Sanya. About 2000 official representatives and 10000 observation representatives from more than 30 countries participated in this grand meeting to which Hainan provincial government gave its great support. From June 17 to 19, World Tai Chi Cultural Festival and the 1st Tai Chi healthcare tourism Conference was held in the Nanshan Mountain Scenic Area in Sanya, in which a total of 30 Tai Chi masters, researchers, experts of culture, university professors, experts of tourism and planners and advocates of Tai Chi healthcare tourism took part. The website of World Tai Chi and the Nanshan Mountain Scenic Area, Sanya made great contribution to the conference. Particularly, Yu Gongbao, Yang Qiyuan and Guan Peng became great pusher of the Tai Chi healthcare tourism industry. The Nanshan Scenic Area in Sanya was made the eternal meeting place of World Tai Chi Cultural Festival. On Sept. 23, 2017, the 2nd World Tai Chi Cultural Festival was held there. The 3rd is also going to be held there, too.




*Source of Picture: People's Daily Online*



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*f) Building of the International Tai Chi Healthcare Tourism Base with the Help of Strategy of One Belt and One Road*

Tai Chi has been publicized and developed in many Southeast Asian countries. Some media reported that the Tai Chi enthusiasts in Japan reached more than 2 million and there are a large number of Tai Chi houses and groups in the country. North City of Fukushima Prefecture in Japan declared itself to be the City of Tai Chi. President of Vietnamese Martial Arts Association Huang Yongjiang said that Tai Chi is popular in Vietnam and the Tai Chi performances are commonly arranged in their national sports meet and National Day celebration. President of Thailand Martial Arts Association Huang Wu said that Tai Chi can be found both in the Chinese circle, so is it outside the Chinese circle in Thailand. President of Singaporean Martial Arts Association Chen Yuansheng said that Tai Chi in Singapore is developing rapidly in both competition and publicity and there are more than 300 branches all over the country.

It is estimated that in the middle of the next century, a Tai Chi web will be developed with China as its core with Japan, Korea, Southeast Asia, Australia, the U.S., England, France, Mexico, Sweden and Finland as its centers, radiating to countries and areas such as Africa, Central America, the Middle East, Central Asia. When the time comes, the Tai Chi practitioners will reach 500 million.

With the international Tai Chi practitioners' rapid increase, the internationalization of the Tai Chi healthcare tourism industry has been laid with a solid foundation.

The tourism industry has been called civil diplomatic industry. Peoples conduct friendly communication in transnational tourist activities and tourism plays an essential role in the national strategy of One Belt One Road. However, both Chinese outbound tourism and inbound tourism are still in the phase of sightseeing, which results in short time of stay and low tourist expenses. when it helps carry forward the Chinese Tai Chi culture and serves for the physical and mental health of the people in the world, the development of the Tai Chi healthcare tourism programs will attract international tourists stay longer and bring about more tourist revenues for the tourist destinations. For instance, current health checkup bases can be rebuilt or upgraded and Tai Chi and disease prevention and afterward treatments can be connected to be an important part of Tai Chi healthcare tourism. Yunnan National People's Congress and Yunnan People's Political Consultative Conference ever received proposal that Yunnan be built as the health checkup and rehabilitation center to South Asia and Southeast Asia. If the Tai Chi rehabilitation and leisure tourism programs can be added to these health checkup and rehabilitation centers, it will be liked by the clients. Another way is to integrate the Chinese cultural courses into Tai Chi and open up summer and winter camps for the international students.

## VI. Conclusion

The Tai Chi healthcare tourism is a new and integrated industry which involves the sports industry, the wellness industry and the tourism industry. Experiencing the Tai Chi healthcare culture and touring beautiful scenery so as to enhance the quality of life will become a new fashion, thus promoting the common development of health, leisure and tourism.

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