

# AcSM 2022 World Fitness Trend Characteristics Analysis and Enlightenment for China's National Fitness Activities

Zhu Xingwang, Zhang Quancheng, Cao Hisin

*School of Physical Education, Xi'an Shiyou University, Xi'an, China*

**Abstract:** *Applying the literature data method, etc., the characteristics of the 2022 world fitness trend released by the American Sports Medicine Association are analyzed, and the comparative study is carried out in combination with the fitness trend characteristics of China's past years and the national fitness policy documents, and it is found that the trend characteristics have the following enlightenment for the national strategy of national fitness activities in China: in-depth through the health concept, establish fitness awareness and motivation. Consolidate the talent base, improve and improve the nation's fitness venue facilities project, widely carry out various sports projects, promote the "Internet + home fitness intelligent construction, promote the integration of sports and medicine, and guide and encourage new sports industries."*

**Keywords:** *Fitness trends; National fitness activities; Health concept; Internet + home; Medical integration; New sports industry*

## 1. Introduction

The State Council promulgated the "Several Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption", which pointed out that the comprehensive promotion of national fitness and national health is deeply integrated, and national fitness will be elevated to a national strategy.<sup>[1]</sup> In March 2022, the State Council issued the "Opinions on Building a Higher Level of National Fitness Public Service System", which clearly pointed out that the fundamental purpose of enhancing the people's physical fitness and improving the health level of the whole people should be to build a higher level of national fitness public service system. The promulgation and implementation of the above policy documents undoubtedly provide feasibility and development for the development of national fitness activities, call on the whole people to participate in fitness activities, form a good social atmosphere, and promote the improvement of the quality of life of the whole people. Consulting relevant national fitness policy documents and literature found that there are commonalities and differences between the 2007-2022 World Fitness Trend Report and the 2018-2022 China Fitness Trend Report, combined with The analysis of the two in China's relevant policy documents, how to improve the health level of the whole people and improve the quality of life in the context of the prevention and control of the new crown pneumonia epidemic is of great significance.

## 2. ACSM World Fitness Trends Survey Results in 2022

### 2.1. Analysis of Changes in World Fitness Trends from 2007 to 2022<sup>[2]</sup> Fitness trends

Through the analysis, it was found that the 1st place in the world fitness trend ranking in 2022 is wearable training, which first appeared in the public eye in 2016, achieved the top 3 for 7 consecutive years, and appeared 2 times in the domestic ranking to show that wearable training is the most popular way of exercising for people, and it is also the most popular and stable type of exercise in recent years. Online training changed from 26th in 2020 to 1st in 2021, which may be due to the COVID-19 pandemic and the global pandemic, which has led to more people opting for home isolation fitness, becoming a potential latest trend in 2022, shifting from the fitness market from clubs to families, regaining industry and market insights. The emergence of home gym exercise methods, online live broadcasts on-demand training courses have not affected outdoor sports, which have been a favorite project for many years and have been on the list for eight years, with fluctuations. Free weight strength training has been in the top 5 for the first four years, and the last three years have not entered the top 20, and in 2022, it has re-entered

the public eye.

Table 1: Analysis of Changes in World Fitness Trends from 2007 to 2022 Fitness trends

Fitness trends	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Wearable technology	—	—	—	—	—	—	—	—	—	1	1	3	1	1	2	1
Home Jim	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	2
Outdoor activities	—	—	—	—	—	14	13	14	12	14	13	14	17	13	4	3
Free weight strength training	6	4	18	2	3	2	2	4	4	4	5	5	—	—	—	4
Weight loss exercises	9	—	—	12	7	4	5	5	6	9	10	11	12	11	16	5
Personal training	7	3	3	4	5	6	7	6	5	6	9	8	8	6	10	6
High-intensity interval training	—	—	—	—	—	—	—	1	2	2	3	1	3	2	5	7
Self-weight training	—	—	—	—	—	—	—	—	1	2	2	4	5	7	3	8
Live training sessions online	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	9
Health care guidance	18	20	13	13	20	19	20	17	13	13	15	18	11	9	11	10
Fitness program for the elderly	2	6	6	6	2	3	6	7	8	8	11	9	4	8	9	11
Exercise is a good medicine	—	—	—	—	—	—	—	—	—	7	12	9	10	6	7	12
Hire a certified fitness specialist	3	1	1	—	1	1	1	—	3	5	4	6	6	10	13	13
Functional training	4	8	11	7	9	10	8	8	9	7	12	10	9	12	14	14
yoga	8	10	—	—	11	11	14	10	7	10	8	7	7	14	15	15
Mobile fitness APP	—	—	—	—	—	—	11	—	—	17	17	—	13	—	—	16
Personal online training	—	—	—	—	—	—	—	—	—	—	—	—	—	—	1	17
Fitness Professional License	—	—	—	1	—	—	—	3	—	—	—	16	18	15	19	18
Lifestyle medicine	—	—	—	—	—	—	—	—	—	—	7	12	10	16	18	19
Group athletic training	—	—	—	—	—	—	—	—	11	11	14	13	2	3	17	20

Personal online training appeared for the first time on the 2021 ranking list, ranking first in the ranking with a large fluctuation amplitude, affected by the multi-medium exercise mode, ranking 17th in the 2022 ranking list, high-intensity interval training, self-weight training, health care guidance, health care guidance, fitness plan for the elderly, exercise is a good doctor, employ experts certified fitness experts, functional training, yoga, group sports training, all in the ranking for eight consecutive years, well received by the public.

## 2.2. 2018-2021 Chinese fitness projects shortlisted for the world fitness change trend[3]

Table 2: 2018-2021 Chinese fitness projects shortlisted for the world fitness change trend

Year	Selected for the World Fitness Trends Program.
2018	Wearable technology, outdoor activities, weight loss exercises, weight training, hiring expert certified fitness specialists, fitness professional licenses, lifestyle medicine, group sports training.
2019	Outdoor activities, weight loss exercises, high-intensity interval training, weight training, yoga, Group athletic training.
2020	Wearable technology, outdoor activities, weight loss exercise, sports are good doctors, yoga, mobile fitness APP, group sports training.
2021	Weight loss training, fitness professional license, personal training, functional training, health care guidance, outdoor activities, sports are good doctors, employ expert certified fitness experts, group sports training, mobile fitness APP.
2022	Outdoor activities, free weight training, weight loss exercise health care guidance, exercise is a good doctor, employ expert certified fitness experts, functional training, mobile fitness APP, fitness professional license.

## 3. Enlightenment for the fitness of the whole people in our country

### 3.1. Implement the concept of health, establish fitness awareness and motivation

Since the in-depth development of the National Fitness Activity Day, physical exercise has been valued by the masses, and the number of participants has increased. Coupled with the support of government agencies to hold large-scale events, urban and rural residents' enthusiasm for exercise has increased, the survey shows that since 2015, the total number and number of urban and rural residents actively participating in physical exercise has increased significantly compared with ten years ago, but compared with developed countries in Europe and the United States, the gap is obvious, the national physique is poor, it is mainly affected by traditional concepts, lack of awareness of the concept of health, low participation in sports, low enthusiasm, resulting in the formation of a high-quality sports culture, which has a lot of room for development of China's national fitness outlook.<sup>[4]</sup> It is recommended to use various media to give play the leading role of urban agglomeration radiation through television, radio, network publicity, etc., and promote the balanced development of urban and rural areas of the whole fitness public service. To reduce the gap between urban and rural areas, it is necessary to widely popularize fitness knowledge to urban and rural residents, publicize fitness methods, organize the masses to experience the wisdom sports venues under development for free, combine online and offline traditional emerging, and encourage more people to participate in fitness activities, so as to drive the enthusiasm for participating in physical exercise, encourage the development of comprehensive fitness events, establish fitness awareness and fitness motivation, and form a lifelong exercise concept.<sup>[5]</sup> Overall, building fitness awareness and motivation important for promoting the exercise rate and participation duration of exercise for national fitness.

### 3.2. Consolidate the talent base and establish and improve the training of professionals

When national fitness rises to the national strategy, the cultivation of professional talents is the most critical.<sup>[6]</sup> It is recommended to highlight the cultivation of professional talents and talent reserves in all walks of life, and implement the establishment of a centralized talent gathering, talent training, reserve and exchange function service platform. In the Report, it is shown that training such as high-intensity interval training requires professional guidance. In the "Opinions", it is pointed out that the school has established and improved the training system for sports talents, increased the number of physical and artistic teachers, outstanding retired athletes and coaches to enter the school to engage in various sports activities, improve the quality of teaching in turn, and carry out scientific fitness guidance by forming scientific fitness guidance tour groups. Doctors and social sports guidance staff guide and guide the masses to participate in sports exercises.<sup>[7]</sup> For sports rehabilitation, competitive sports professional guidance, sports nutritionists and other talents, and the incentive and reward mechanism for those who have made outstanding contributions to sports, we can truly achieve the standard of national fitness professions, projects in operation, and effective in activities, so as to drive the masses to enter the team of competitive sports and national fitness, and achieve the precision of the implementation of public

sports services.

### ***3.3. Strengthen the construction of national fitness venues and facilities, and improve the public service system for national fitness<sup>[8]</sup>***

Since the in-depth implementation of the national fitness strategy. It is still far from meeting the diversified fitness needs of urban and rural residents, and first of all, we should focus on solving the bottleneck problem that restricts the construction of fitness facilities. The lack of venues and facilities should not prevent more urban and rural residents from physical exercise. In the "Opinions", it is pointed out that the standard system of public service for national fitness should be improved and the supply of fitness facilities should be increased. It is recommended to combine the use of urban and rural sports venue resources to build fitness facilities for urban and rural residents, improve and efficient, make the configuration of fitness facilities more reasonable, and major fitness places such as communities, parks, schools, and gyms become the main fronts of national fitness. Strive to achieve the planning goal of 2.6 square meters of habitat sports area and 38.5% of the number of people participating in physical exercise by 2025. Form a smart sports stadium, smart sports park, smart sports town, smart sports complex with mobile terminals as the application, and provide all-round and personalized sports services for the whole people free of charge, so that mass fitness is more convenient. Use sports to help rural revitalization projects and other policies to guide and support the construction of rural sports and fitness community elements, further improve the level of rural fitness, form a good sports atmosphere, and achieve the refinement of rural public sports service supply.

### ***3.4. Widely carry out national fitness sports projects to attract people of all ethnic groups to participate in fitness activities***

In the "Report", it is mentioned that the participation of various sports groups from children to young people in the workplace to the elderly has received attention from the fitness industry, indicating that the participation of all groups of people in sports is a global fitness trend. The implementation of the National Fitness Day in China has been valued by the masses and has opened a new chapter in which everyone participates, sports have me, and a healthy China has been opened.

There are 977 national traditional sports in China, of which 676 are for ethnic minorities and 301 are for Han Chinese. In the "Opinions", it is clearly pointed out that the balanced development of national fitness, for economically underdeveloped areas and ethnic minority areas, in accordance with the spatial layout of building a major national development strategy of "three vertical and four horizontal", actively respond to the latest national policy publicity and support, build sports projects that meet local characteristics according to local conditions, build sports and leisure towns, and improve awareness to further let the people establish exercise motivation to participate in physical exercise. The "Opinions" also pointed out that international national fitness exchanges should be actively carried out. Build a cooperation platform with the developing countries of the "Belt and Road" and jointly hold transnational mass sports events, so that traditional Chinese sports culture can enter the global vision.

### ***3.5. Promote the intelligent development of national fitness, Internet + home fitness***

In the "Opinions" pointed out that "the integration and development of the Internet and various fields has broad prospects and unlimited potential, accelerate the development of 'Internet +', the implementation of national fitness has been given more space for development, "The General Office of the State Council on strengthening the construction of national fitness venues and facilities and the development of mass sports" proposed to promote "Internet + fitness", and to build an Internet platform, improve the level of intelligence, informatization, and digitization of national fitness public services. The above policies put forward new requirements for China to accelerate the process of informatization of public sports services, as long as we accelerate the informatization of public sports services and rely on mobile Internet technology 5G + social sports to guide scientific fitness. In the "Report", it is shown that wearable technology, online live and on-demand training courses, mobile fitness APP, personal online training, and other sports types have reflected the inevitability of "Internet + home fitness". During the epidemic prevention and control period, it has become a popular type of online fitness, highlighting the theme of epidemic prevention and control and everyone's responsibility, and indirectly blocking the transmission channels of the epidemic. "Internet + home fitness" not only promotes the development of family sports but also is the inherent need to build a better life.

### **3.6. Promote the "integration of sports and medicine" and promote the sports activities of key groups**

In 2014, national fitness rose to the height of national strategy, and China's population structure as a whole advanced towards aging. More than 180 million elderly people in China suffer from chronic diseases, and the proportion of one or more chronic diseases is as high as 75%, as of the end of 2018, there are 44 million disabled and semi-disabled elderly people in China, and this part of the elderly rehabilitation exercise, daily care, disease care, etc. is a problem that cannot be ignored.<sup>[9]</sup> More than 80 percent of adults are also under threat of Unknown words. Community exercisers are mainly urban elderly, while rural elderly people seriously lack physical exercise due to a variety of factors. The above is enough to prove that the state attaches great importance to key groups such as the elderly, the disabled, and obese people, and a series of problems caused by the aging of the population, such as the problem of old-age security, social resources, and the high demand for medical care and life services for the elderly, have brought great pressure to the state and the government. In the survey "Report", the health care guidance, fitness plans for the elderly, and exercise are all valued, and "sports and medicine integration" can be said to be the Chinese version of "exercise is good medicine", both of which emphasize the integration of exercise and medical treatment, emphasizing that exercise can prevent diseases very well. It can effectively play a positive role in the national movement for health promotion, prevention, and rehabilitation of chronic diseases.

### **3.7. Accelerate the development of the sports industry and cultivate new momentum for economic development**

The coordinated development of the sports industry is an important symbol of the prosperity of the nation and the prosperity of the country, leading the people of all ethnic groups to create a happy life. The in-depth promotion of the national fitness strategy, the continuous improvement of the consumption level of urban and rural residents, the entry of a large amount of capital into the sports industry, the birth of a variety of new sports industry formats, sports economic industry occupying a market position has become a new vitality. Community, clubs, and other industrial organizations innovate, promote the rapid expansion of the sports industry team, and promote the development of all walks of life, in the face of the current sports industry has a small scale, unreasonable structure, insufficient supply and demand of products, such as the fundamental problems, to carry out diversified and multi-level reform. It has further expanded market consumption, introduced the unlimited field of non-basic public services of sports and fitness into the market, and stimulated economic growth. The sports industry will have unlimited development possibilities, innovative development, and the pillar force for promoting China's economic growth.

## **4. Conclusions**

Promoting the rapid development of national fitness in the new era conforms to the needs of building a better life in the new era, and also promotes the strategic realization of a healthy China. Through research and analysis of the characteristics of global fitness trends in the past 16 years and the characteristics of Chinese fitness trends, we have identified the stumbling blocks on the road to national fitness development in China and the bottlenecks that have been solved, and suggested in order to build China into a sports power; Adhere to the leadership of the party and the government to jointly improve the public service system of multiple departments, so that the fitness and health work of the whole people can be better developed, and the sports power will be realized.

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