

From Cultural Resources to Cultural Capital - Strategies for Brand Development of Tai Chi Health Culture

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Abstract: As one of the oldest countries in the world, after more than 5000 years of development, our country has left many excellent traditional cultures. Tai Chi health culture is one of them, which is an important cultural resource in our country. In recent years, the continuous development of our economy has brought China closer to other countries, and a large number of foreign sports culture have entered into our country. Moreover, backward concept of inheritance has made it more difficult for the health culture of Tai Chi in our country to develop. Therefore, this paper studies strategies for the brand development of Tai Chi health culture from cultural resources to cultural capital. First, it elaborates the dilemma of the development of resources of Tai Chi health culture. Then, it puts forward strategies for the development from Tai Chi health cultural resources to cultural capital to lay a good foundation for the better development of Tai Chi health culture in our country.

Keywords: Culture resources; Culture capital; Tai Chi health culture

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In recent years, with the rapid economic development in our country, the emphasis on traditional culture has been raised. In particular, at the 18th National Congress of CPC, a scientific system of inheritance of traditional culture has been developed and strategic deployment of excellent culture has been established, laying a good foundation for the development and inheritance of traditional Chinese culture and to a certain extent promoting the development of Tai Chi health culture in our country. However, after further study, it can be found out that there are still some difficulties in the development of Tai Chi health culture, which is not conducive to the further development and inheritance of Tai Chi health culture in our country. Therefore, it is of great significance to study strategies for the brand development of Tai Chi health culture from cultural resources to cultural capital, which will provide important help for the better development of Tai Chi health culture.

1. Dilemma in the Development of Tai Chi Health Cultural Resources

1.1 Dissolution of Earthbound Society

The progress of society and the growth of economy have promoted the pace of urbanization and continuously raised the scale of cities, which has had a serious impact on rural

society and gradually changed in the direction of urbanization. For the sake of a better life, people in the earth-bound society constantly leave their hometowns and go to live in the cities, which has gradually disintegrated the earthbound society and made people pay less attention to traditional culture. In particular, it's more obvious for Tai Chi health culture and contents related to Tai Chi health culture have gradually decreased. With the influx of increasingly more urban culture, a good atmosphere for the health culture of Tai Chi cannot be built, which has had a negative impact on the development of Tai Chi health culture. In addition, as time elapses, death of the older generation of Tai Chi health artists and the progressive decrease of the number of new artists has brought a serious crisis to the inheritance of Tai Chi health culture. As an advocate of the major inheritance and development of intangible cultural heritage, if an artist of the older generation passed away, this culture often gradually disappears as time elapses and becomes a memory of people.^[1]

1.2 Lag of the Concept of Inheritance

China is one of the countries with a long history. Feudal society is mainly farming society. In this case, inheritance of culture is mainly done through blood and clans, as is inheritance of Tai Chi health culture and Tai Chi health culture has been inherited to this day. Although rapid

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economic development has improved people's life quality and changed some people's concepts, the concept of Tai Chi health culture inheritance still has not been changed obviously. In the process of inheritance, most artists still use the method of blood and clans to inherit, and even has the backward concept of Tai Chi inherited by men instead of women still exists, having affected the development of Tai Chi health culture to a large extent, which is the main internal factor that inhibits its further development. At the same time, in the process of the development of Tai Chi health culture, the concept of "focusing on skills followed by principles; skill is the upper layer and Tao is the lower layer" has been maintained, the theory of Tai Chi health culture has not been well innovated and developed. There are still some theories of the past, such as Yin and Yang and the five elements, etc., a better theoretical system has not been formed, which could not better guide the development of Tai Chi health culture.^[2]

1.3 Invasion of Foreign Sports

In the context of economic globalization, sports are also gradually developing in the direction of globalization, and compared with Western countries in the whole world, the sports level of our country is lagging behind and at a disadvantage, resulting in the domination of Western countries in the process of sports communication, so that sports communication is not really fair. Since the beginning of the last century, the influx of foreign sports culture into our country has brought certain opportunities for the development of traditional Chinese culture, and in the meantime, it has destroyed the atmosphere of the development of traditional culture. Therefore, it has two sides. There are many schools in Tai Chi health culture of our country, and there are some differences in the concepts and health care methods in each school. However, the sports culture in foreign countries is united, which is mainly based on "faster and stronger", and this idea is more in line with the requirements of current people. Therefore, most people love foreign sports culture with lack of interest in Tai Chi health culture in our country, which has exerted some influence upon its development. In addition, in the process of learning sports in foreign countries, results can be obtained in a short period of time. On the contrary, Tai Chi often requires more than ten years of practice to achieve certain results. In the fast-paced society, it will not be favored by people.^[3]

1.4 The Inevitable Trend of Transformation into Cultural Capital

In the process of the development of Tai Chi health culture, it is not a wise choice to make an appeal just to inherit Tai Chi health culture, which is not effective. In recent years, under the influence of many factors, the at-

mosphere for the development of Tai Chi health culture has been severely damaged. Therefore, if we want it to develop better, we should separate from the existing atmosphere and build a more favorable atmosphere for the development of Tai Chi health culture. The entry of foreign sports culture has made it difficult for the development of Tai Chi health culture in our country, but it also can provide some help for Tai Chi health culture. At the same time, fast-paced life style makes people anxious and they cannot settle down to learn Tai Chi health culture. However, the process of practice of Tai Chi health culture can relieve stress, which is suitable for the current lifestyle of people. Therefore, in the process of communication of Tai Chi health culture, selective inheritance through dominant cultural communication can better integrate Tai Chi health culture into society and change people's lives. Through the study of the development of foreign sports culture, it can be found out that sports culture is regarded as cultural capital and is spread through commercial means. Therefore, in the process of Tai Chi health culture communication in our country, the development of cultural resources towards cultural capital has become an inevitable trend.^[4]

2. Strategies for the Development of Tai Chi Health Culture from Cultural Resources to Cultural Capital

2.1 Re-shape the Cultural Concept of the Brand Based on "Cultural Self-awareness"

The process of creating the cultural brand is not completed by repeatedly using methods in the past but by integrating and optimizing cultural resources based on the development of the times and changes in the ideas. The so-called cultural self-awareness is the profound understanding of the role of cultural status, the correct grasp of the law of cultural development and the active shouldering of responsibilities to develop culture and history of people in a period of time, and from the perspective of making use of other cultures, discriminate different cultures and add some new contents based on the traditional culture. Cultural self-awareness is not simply "copying" but gradually integrating other cultures based on their own cultures. Therefore, to conform to the economic and social development concept, in the process of the inheritance and development of Tai Chi health culture, we should carry out the brand development strategy so that it can effectively change from cultural resources to cultural capital. In this process, we can learn from foreign sports culture and reasonably integrate successful elements into the health culture of Tai Chi to maximize the application of the value of cultural capital.

2.2 Focusing on "Masses-Oriented", Build a Brand-oriented Path that Focuses on the Future

In the current consumer society, the emphasis on brand culture has been gradually enhanced. Brand culture can bring people higher spiritual enjoyment and reflect the unique characteristics of the times. As the quintessence left in the history of our country, Tai Chi health culture has strong applicability and attractiveness in the current sub-healthy society. There are many types of Tai Chi health culture with a variety of ways of practice, which has strong health effects. It's an activity widely liked by people. In the process of current social and cultural communication and exchange, the masses complete it through the power of media. At the same time, they are also the driving force that promotes cultural development and the major carriers for the establishment of cultural brands. Therefore, in the highly competitive cultural market, only by focusing on "masses-oriented" can Tai Chi build up a brand-oriented development path that focuses on the future so as to make Tai Chi health culture more satisfy the requirements of the masses.

2.3 Centered on "Market First", Build the Brand Culture of the Industrial Chain

In the process of utilization and inheritance of national cultural resources, it is of great significance to build a unique national culture brand. Establishing a good Tai Chi health culture brand not only creates a good atmosphere for the promotion of Tai Chi health culture, but also promotes the inheritance of traditional culture. In the current stage, the development of Tai Chi health culture in our country is still in the stage of blind development. We have just inherited it according to our own ideas instead of establishing the brand culture of the industrial chain centered on "market first". Only by establishing the good brand culture of the industrial chain can the Tai Chi health culture be continuously developed and applied, and other products related to the Tai Chi health culture will be integrated to bring about better development through a unified banner. Therefore, in terms of Tai Chi health culture branding, we should have new understanding of Tai Chi health culture and integrate all the relevant products to build the corresponding "brand alliance". Guided by the market, we should effectively find out the value of Tai Chi health culture and help improve people's health.

2.4 Tai Chi health culture Development with "Tai Chi Zen" as an Example

In the current stage, there have been some Tai Chi health culture-oriented enterprises, and the most famous of which is Tai Chi Zen. This enterprise was founded by Jack Ma and Jet Li. Through the transformation from cultural resources into cultural capital, it has provided help for the

inheritance and development of Tai Chi health culture. As Tai Chi has many schools and rich ways of practice with differences in the difficulty, different people have different requirements for Tai Chi. For this feature, Tai Chi Zen launched two products, namely Tai Chi Cloud Hand and Tai Chi FIT. When Tai Chi Zen is running, the abstract Tai Chi culture is embodied so that the learning effect can be displayed by means of measurement. For example, the dan grading system, which can help people to know more accurately about their own learning, it can also stimulate to a certain extent, making people better involved in Tai Chi health culture. At the same time, the company has also designed two kinds of products of tea and costumes according to Tai Chi health culture, so that Tai Chi health culture is effectively integrated into people's lives, which has brought people closer to Tai Chi health culture and has enhanced the promotion of Tai Chi health culture.

Conclusion

In summary, as the quintessence left in the history of our country, Tai Chi health culture has been influenced by various factors in the current stage. Some difficulties have gradually emerged. If we want to better develop Tai Chi, we should deeply extract the value of Tai Chi health culture, so that it can develop in the direction of branding to provide more help in the healthy life of people.

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