



CONCEPT ANALYSIS: PROMOTING COMMUNITY BASED SPORTS AND EXERCISE*

การวิเคราะห์แนวคิด: การส่งเสริมกีฬาและการออกกำลังกายฐานชุมชน



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Abstract

The linkage between physical activity, sports and exercise, and good health have been clinically proven for years. Sports and exercise are intrinsic values to wellness. Promotion of wellness is a responsibility of all levels: family, community, society, as well as national level. The community sports and exercises refer to the operations that focus on meeting the needs of community residents such as fitness facilities, sports and exercise agencies, as well as the units for community physical education and rehabilitation. The demand for community-based sports and exercises increases dramatically. However, rare studies focused on the comprehensive approach for community-based sports and exercise. This study, an early stage of the community-based sports and exercise study, aimed to develop the conceptual framework of promoting community-based sports and exercise. The concept analysis process was adopted for the purpose of the study. Thematic analysis was used for data analysis. The result showed the conceptual framework of community-based sports and exercise consisted of antecedents, attributes, and consequences of community-based sports and exercises. The antecedents consisted of health awareness, social demand in health promotion, major trends such as ageing population and urbanisation, policy support and investment guideline. The attributes consisted of health promotion, social support, cultural engagement, encountering economic vitality and influence, and responding to community needs. The consequences consisted of 2 levels: 1. personal level



(healthy lifestyle, physical strength, mental strength, happiness level, self-esteem and 2. community level (community health level, community cohesion, medical burden). This conceptual framework provided comprehensive aspects for community-based sports and exercise which could be selected and applied into research and practice.

Keywords: Concept Analysis; Community-Based Sports and Exercises; Sports and Exercise

บทคัดย่อ

ความเชื่อมโยงระหว่างกิจกรรมทางกาย กีฬาและการออกกำลังกาย และสุขภาพที่ดีได้รับการพิสูจน์ทางคลินิกมาหลายปีแล้ว กีฬาและการออกกำลังกายเป็นสิ่งสำคัญต่อสุขภาพ การส่งเสริมสุขภาพเป็นความรับผิดชอบของทุกระดับ ไม่ว่าจะเป็นครอบครัว ชุมชน สังคม รวมถึงระดับชาติ กีฬาและการออกกำลังกายในชุมชนหมายถึงการดำเนินการที่เน้นการตอบสนองความต้องการของผู้อยู่อาศัยในชุมชน เช่น สถานออกกำลังกาย หน่วยงานกีฬา และการออกกำลังกาย รวมถึงหน่วยงานด้านพลศึกษาและการฟื้นฟูสมรรถภาพในชุมชน ความต้องการกีฬาและการออกกำลังกายในชุมชนเพิ่มขึ้นอย่างมาก อย่างไรก็ตาม การศึกษาวิจัยที่ไม่ค่อยพบบ่อยเน้นที่แนวทางที่ครอบคลุมสำหรับกีฬาและการออกกำลังกายในชุมชน การศึกษานี้ซึ่งเป็นขั้นตอนเริ่มต้นของการศึกษากีฬาและการออกกำลังกายในชุมชน มีวัตถุประสงค์เพื่อพัฒนารอบแนวคิดในการส่งเสริมกีฬาและการออกกำลังกายในชุมชน โดยใช้กระบวนการวิเคราะห์แนวคิดในการศึกษาวิจัยนี้ การวิเคราะห์เชิงหัวข้อถูกใช้สำหรับการวิเคราะห์ข้อมูล ผลการศึกษาแสดงให้เห็นว่ากรอบแนวคิดของกีฬาและการออกกำลังกายในชุมชนประกอบด้วยสาเหตุ คุณลักษณะ และผลที่ตามมาของกีฬาและการออกกำลังกายในชุมชน ปัจจัยนำ ได้แก่ ความตระหนักรู้ด้านสุขภาพ ความต้องการทางสังคมในการส่งเสริมสุขภาพ แนวโน้มสำคัญ เช่น ประชากรสูงอายุและการขยายตัวของเมือง การสนับสนุนนโยบายและแนวทางการลงทุน คุณลักษณะ ได้แก่ การส่งเสริมสุขภาพ การสนับสนุนทางสังคม การมีส่วนร่วมทางวัฒนธรรม การเผชิญกับความมีชีวิตชีวาและอิทธิพลทางเศรษฐกิจ และการตอบสนองต่อความต้องการของชุมชน ผลลัพธ์ประกอบด้วย 2 ระดับ 1. ระดับบุคคล (วิถีชีวิตที่มีสุขภาพดี ความแข็งแรงทางกาย ความแข็งแกร่งทางจิตใจ ระดับความสุข ความนับถือตนเองและ 2. ระดับชุมชน (ระดับสุขภาพชุมชน ความสามัคคีในชุมชน ภาระทางการแพทย์) กรอบแนวคิดนี้ให้มุมมองที่ครอบคลุมสำหรับกีฬาและการออกกำลังกายในชุมชน ซึ่งสามารถเลือกและนำไปประยุกต์ใช้ในการวิจัยและการปฏิบัติ

คำสำคัญ: การวิเคราะห์แนวคิด; กีฬาและการออกกำลังกายในชุมชน; กีฬาและการออกกำลังกาย



Introduction

WHO defines the “wellness” as “the optimal state of health of individuals and groups” (WHO, 2024). According to data, the world as Wellness is a multi-dimension; physical, mental, emotional, spiritual, social, and environment. The Global Wellness Institute defines wellness as the active pursuit of activities, choices and lifestyles that lead to a state of holistic health. With increasing attention to healthy living worldwide, community sports and exercise, as a booming field, has gradually become the focus of governments and social organisations around the world (Wang et al., 2020). In today's fast-paced life, people are increasingly aware of the importance of maintaining physical and mental health, and community sports and exercise have emerged to meet this demand. By providing a variety of sports, rehabilitation physiotherapy, leisure and entertainment and other services, the community sports and exercise create a shared healthy living space for community residents and have become an important force in promoting community health and promoting harmonious development of society (Jiang et al., 2022).

The concept of community based sports and exercise development embodies a holistic approach to promoting the health of local populations. Community based includes a variety of initiatives, programs and facilities designed to promote physical activity, rehabilitation and leisure activities within the community (Zha et al., 2006). Understanding the core elements and concept of this concept is critical to developing effective strategies to develop and sustain a thriving community-based sport and exercise.

Methodology

This paper applied the concept analysis method as proposed. The steps of concept analysis were as follows: 1. selecting a concept: community sports and exercise. 2. determine the purposes of the analysis. 3. identify all uses of the concept. 4. determine the attributes of promoting community-based sports and exercise. 5. define the antecedents of promoting community-based sports and exercise. 6. define the consequences of community-based sports and exercise. Researchers reviewed all related documents and selected the most related to the concept. The criteria for selecting relevant literature include: the literature should



directly explore community sports and exercise and its health-promoting effects, provide a theoretical framework or model, and support empirical research data. Priority is given to literature covering different groups and regions to ensure the wide applicability of the research, while ensuring the reliability, validity and timeliness of the literature and reflecting the latest research trends. The relationship among antecedents, attributes, and consequences was linked to becoming a conceptual framework of promoting wellness by community-based sports and exercise.

Results and Discussion

The result was presented using the five-step method: 1. select concepts, 2. determine the purpose of analysis, 3. identify all use of concepts, and 4. determine the attributes, antecedents, and consequences of community-based sports and exercise, 5. Define the antecedents of community-based sports and exercise.

1. Select a concept The community-based sports and exercise were chosen as a concept for analysis, as an important part of promoting health. Community based sports and exercise has increasingly important social significance. By providing diversified sports, rehabilitation physiotherapy, health education and other services, this industry can improve the physical and mental health of community residents and enhance the quality of life. Currently, due to the Chinese government's implementation of the Healthy China Strategy and China's ageing population, many Chinese scholars are focusing their research on sports and exercise. Yang, Q. (2015) pointed out that as the Chinese ageing population intensifies, the industrial integration of the two major service industries of sports and health has become extremely important. The status of related industries such as culture, sports and exercise, sports and elderly care are developing rapidly. It is believed that sports and exercise refers to an industry that aims to promote people's physical and mental health and improve the quality of life by various forms of services and products such as sports, rehabilitation physiotherapy, and health education. The concepts were selected to complete the study consisting of sports and exercise, community based, and promoting community-based sports and exercise.



2. Determine purposes of analysis The purpose of this concept analysis is to develop a conceptual framework of promoting community-based sports and exercise.

3. Identify all uses of the concepts Conceptual analysis was based on a basic search of keywords from databases (PubMed, Google Scholar, and CNKI), resulting in a total of 4796 articles. The 16 most relevant were selected for depth exploration to frame the “promoting community-based sports and exercise”.

4. Determine the defining attributes of community-based sports and exercise Before determining the attributes of promoting community-based sports and exercise, the scope and definition of sports and exercise were themed consisting of service content, business model, service target, place type, and industry chain as shown in Table 1.

Table1 Scope and definition of community-based sports and exercises

Dimensions of meaning	Definition
Service Content	<ol style="list-style-type: none"> 1. Sports services: including fitness training, sports competitions, leisure and entertainment. 2. Rehabilitation physiotherapy services: including rehabilitation training, physiotherapy, massage physiotherapy. 3. Health education services: including health knowledge popularisation, health assessment, health management.
Business model	<ol style="list-style-type: none"> 1. Commercial operations: Services and products provided by businesses or individual traders for profit. 2. Social organisation operation: services provided by non-profit organisations, social groups or government departments, oriented towards social benefits (Yang, Q. 2015). 3. Public operation: directly operated or funded by government departments to provide public fitness facilities and services.
Service target	<ol style="list-style-type: none"> 1. Provide services to community residents and national fitness targets (Xu et al., 2021). 2. Provide customised services for specific groups such as the elderly, children and adolescents, and people with disabilities.
Place type	<ol style="list-style-type: none"> 1)Community Fitness Center: A fitness centre that offers a variety of exercise equipment, group classes, and rehabilitation facilities. 2)Rehabilitation physiotherapy institution: a medical institution or rehabilitation centre that provides rehabilitation services such as physical therapy and rehabilitation training. 3)Community sports venues: including parks, squares, sports venues and other places that provide outdoor sports and leisure entertainment services.

**Table1** Scope and definition of community-based sports and exercises (Next)

Dimensions of meaning	Definition
Industry chain	<ol style="list-style-type: none"> 1. Fitness clubs and fitness equipment: including gyms, yoga studios, swimming pools and other fitness venues, as well as fitness equipment production and sales companies (Tokarski et al., 2023). 2. Rehabilitation physiotherapy and medical services: including rehabilitation physiotherapy institutions, physical therapists, rehabilitation equipment manufacturers. 3. Health education and health management: including health education institutions, health assessment institutions, health management platforms.

Then, the attributes of promoting community based sports and exercise were reviewed and classified. We found that promoting wellness by community based sports and exercise can be broken down into the following five attributes:

1. Health promotion: The core of the community sports and wellness industry is to provide health promotion and wellness services, aiming to improve people's physical health and quality of life. Therefore, it has obvious health attributes, and its service content and product design are closely related to promoting health.
2. Social support: The community sports and exercise are industries that provide services to the public. Its goal is to promote the physical and mental health and happiness of community residents by providing sports, rehabilitation physiotherapy, health education and other activities. Therefore, it has obvious social attributes, serves a wide range of targets, and its service scope covers people from all walks of life and age groups (Liu et al., 2024).
3. Cultural engagement: The community sports and exercise reflect the cultural characteristics and lifestyle of the local community, and the service content and form are closely related to the local culture and customs (Wang & Lin, 2022). Therefore, it has certain cultural attributes, and the service model and product design need to take into account the local cultural background and characteristics.
4. Encountering economic vitality and influence: The community based sports and exercise have certain economic vitality and influence. It creates employment opportunities, promotes consumption and investment, and promotes the development of related industries. Therefore, it has obvious economic attributes and plays a positive role in the growth of the local economy



and the development of the community (Russo, 2018). 5. Responding to community needs: The community based sports and exercise are closely related to the community, and service objects and service places are usually concentrated within specific communities. Therefore, it has obvious community attributes, and its service content and service objects are closely related to the characteristics and needs of the community (Johnson, 2006).

5. Define the antecedents of community based sports and exercise The literature reviewed and thematic analysis found two groups of antecedents of promoting community based sports and exercise concepts. These are health awareness and social demand in health promotion, major trends (ageing, acceleration of urbanisation), community facilities (venue to promote health, community recreation places, community rehabilitation centres, health education services, cultural related activities), policy support and investment guidelines.

5.1 Health awareness: With the improvement of people's health awareness, more and more people are beginning to pay attention to health issues and realise the importance of actively participating in sports and exercise activities for physical and mental health (Oddner, 2010). This increase in health awareness has promoted the development of the community sports and exercise industry.

5.2 Social demand in health promotion: the public's demand for health promotion and exercise services continues to increase. This increase in demand has promoted the development of community sports and exercise. People are eager to improve their physical and mental health and quality of life by participating in sports and exercise activities.

5.3 Major trends: the major trends affecting population health such as 1. ageing trend, the elderly group's demand for health promotion and wellness services continues to increase (Zhang et al., 2018). The community sports and exercise can meet the health needs of the elderly and become an important part of the healthy life of the elderly, and Acceleration of the urbanisation process, and 2. the acceleration of the urbanisation process has led to an accelerated pace of life, increased stress, and increasingly prominent physical and mental health problems for urban residents. The community sports and exercise provide a variety of sports, rehabilitation physiotherapy, health education and other



services, which helps relieve the pressure of urban residents and improve their quality of life (Athanasopoulou et al., 2011).

5.4 Policy support and investment guidance: Governments at all levels have attached great importance to and supported the development of the health industry, and promoted the development of community sports and exercise by issuing relevant policies and increasing investment. The government's policy support and investment guidance provide the industry with a policy environment and financial guarantee for development.

6. Define the consequences of community based sports and exercise The development of ideas through community sport and exercise has a profound impact on society, the economy and personal health. There are two levels of consequences of community based sports and exercise, personal and community level.

6.1 Personal level

6.1.1 Healthy lifestyle: The development of community sports and exercise promote people to adopt a healthier lifestyle. By providing a variety of sports, fitness, rehabilitation and leisure activities, people can more easily integrate sports and health-related activities and form good living habits.

6.1.2 Physical strength: Participating in community sports and exercise can improve an individual's physical fitness and health, improve muscle strength, cardiopulmonary function, endurance and fitness, improve body posture and balance, and help control weight and body composition.

6.1.3 Mental strength: Participating in community sports and exercise can promote an individual's mental health and improve mental strength. It can help individuals release stress and anxiety, improve mental toughness, promote positive emotions, enhance self-esteem and confidence, and build healthy social relationships.

6.1.4 Happiness level: The impact of community sports and exercise on happiness levels is very positive. It can improve personal happiness in many aspects: increasing social interaction and sense of belonging, maintaining a balance of physical and mental health, increasing positive emotions, and bringing a sense of accomplishment and satisfaction. and promotes healthy lifestyles, thereby increasing overall levels of well-being.



6.1.5 Self-esteem: Participation in community sport and exercise has a positive impact on an individual's self-esteem by gaining a sense of achievement, affirming personal worth, developing personal skills, building self-confidence and creating a good body image.

6.2 Community level

6.2.1 Improve the health level of the community: The development of community sports and exercise can improve the health level of the entire community. It provides opportunities for people of all ages and backgrounds to participate in healthy activities, thereby reducing the incidence of chronic diseases, lowering medical costs and improving quality of life (Yan & Chen, 2018).

6.2.2 Enhance community cohesion: Community sports and exercise can become an important source of community cohesion. By participating in sports and healthy activities together, residents build closer connections and friendships, enhancing community cohesion and a sense of belonging.

6.2.3 Reduce medical burden: Through prevention and health promotion, community sports and exercise can reduce the burden on the medical system. By providing health promotion services and rehabilitation care, the incidence of chronic diseases can be reduced and the utilisation of medical resources can be reduced (He & Yang 2019).

Conclusion

Applying Walker and Avant's concept analysis steps to analyse the concept of promoting community-based sports and exercise. The antecedents of promoting community-based sports and exercise consisted of health awareness, social demand in health promotion, major trends, policy support and investment guidelines. The attributes of promoting community-based sports and exercise consisted of health, social, cultural, economic and community attributes. There are relationships among antecedents, attributes and consequences of promoting community-based sports and exercise as shown in Figure 1

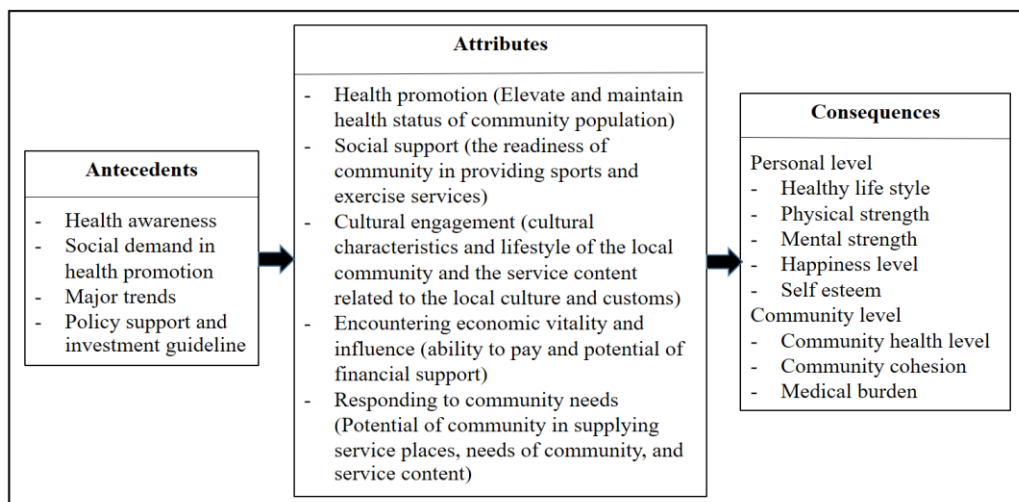


Figure 1 Conceptual framework of promoting community-based sports and exercise

Application

Community based sports and exercise are widely used, covering the construction of community fitness facilities, rehabilitation and health care services, health education promotion, sports activities and event organisation, health management platform construction, health care products and service supply, and health care services for the elderly. In terms of health management, we provide community residents with comprehensive health management and wellness services.

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