

The Marketization Path of the Integration of Traditional Sports Events and Cultural and Creative Industries from the Perspective of Cultural Self-Confidence

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Abstract:

Under the strategic guidance of “building a socialist cultural power” and “a sports power”, the cultural and economic value of traditional sports is increasingly prominent. However, in reality, traditional sports events face problems such as disconnect between their forms and the modern sports development trend, a lack of vitality in their event systems, and insufficient entertainment and competitiveness. This study uses an indirect approach to research the development and dissemination of traditional sports events. Taking the development of traditional martial arts events as a case, through the research and analysis of different existing papers, the following conclusions are drawn. The study finds that traditional martial arts have great cultural value and significance, but are extremely weak in education and popularization, inheritance, and scene application, as well as having insufficient social support and small international influence. The summary finds that traditional martial arts should start from the education system, social cultural dissemination, and international influence. The problems are summarized as the traditional closed apprenticeship method having limitations in modern society, insufficient social publicity, too small an international promotion range, and being impacted by foreign martial arts. Traditional martial arts should strengthen their application in higher education, integrate into new media for social dissemination, and actively participate in international events.

Keywords: Traditional sports dissemination, the construction of the education system, International Communication and Competitiveness.

1. Introduction

Under the strategic guidance of „building a socialist cultural power“ and „a sports power“, the cultural and economic value of traditional sports is increasingly prominent. However, in reality, traditional sports events still lack innovation, marketization and attractiveness. There are problems such as the disconnection between event forms and the development trend of modern sports, the lack of vitality in the event system, and insufficient entertainment and competitiveness. This not only weakens the audience stickiness of the events, but also limits the market potential and cultural dissemination power of the derivative cultural and creative products. The development and inheritance of traditional sports is an indispensable part of China’s sports development and a unique cultural system formed in China’s long-term historical development, carrying the wisdom of the Chinese people. As the essence of Chinese traditional sports, sports economists should understand, study and promote its inheritance. At the same time, it is helpful to enhance cultural dissemination and explore potential market potential. This study uses an indirect method to study the development and dissemination of traditional sports events. Taking the development of traditional martial arts events as a case, through the research and analysis of different existing papers, the following conclusions are given. The study found that traditional martial arts have great cultural value and significance, but are extremely weak in education and popularization, inheritance, and application scenarios, as well as insufficient social support and small international influence. Therefore, this study proposes that traditional martial arts should strengthen the application of education in colleges and universities, integrate into new media for social dissemination, expand the scope of cultural dissemination, guide more positive social public opinion, actively participate in international events, expand the international market, and enhance the international influence of martial arts.

2. Case Analysis

The development and inheritance of traditional sports are an indispensable part of Chinese sports. Martial arts is one of the essences of traditional Chinese sports and a unique culture system formed by China in its long historical development, carrying the wisdom of the Chinese people. As the essence of traditional Chinese sports, it deserves a deeper understanding, study and inheritance. Martial arts have a culture with a history of several thousand years, a cultural system related to the Olympics, and many rich cultural connotations superior to Olympic sports. This is precisely a display of martial arts cultural awareness, cultural self-respect and cultural confidence, and provides

a theoretical basis for the current state of martial arts development [1]. In 1957, wushu was first included as a national competition event. In 1985, the first International Wushu Invitational Tournament was held in Xi’an. The first World Wushu Championships were held in Beijing, the capital, in 1991. Martial arts have a significant position in the sports world, and inheritance, development and innovation have become particularly important. Passing on martial arts, promoting traditional Chinese culture, and enhancing physical fitness while increasing cultural confidence. Chinese fine traditional culture is an important part of the Chinese cultural system, the main force on the front line of propaganda, ideology and culture, an important window for people around the world to understand Chinese thought, spirit and values, and to enhance their cultural identity, and also an important means to enhance China’s strength and cultural confidence [2]. Martial arts are not merely about manipulation and striking; they integrate the profound and extensive Chinese culture, philosophy, ethics and aesthetics, and can well promote physical and mental development. Martial arts are mainly passed down through the master-apprentice system and the family inheritance system. The core of the inheritance is skills and martial ethics. Due to the difficulty of inheritance and the limited scope of practical application, there are still many problems in the inheritance. As of 2023, more than 300 martial arts have been included in the list of intangible cultural heritage, and their intrinsic culture is worthy of being passed down and developed. The innovation and inheritance of martial arts still have a long way to go.

3. Problem Analysis

There are still many problems in the inheritance and development of martial arts as a treasure of traditional Chinese sports. Inheritance requires the cooperation between masters and apprentices in the process of martial arts practice, inheritance requires the efforts of inheritors, but in today’s society there are fewer inheritors of martial arts and the degree of integration with physical education is poor. In terms of living conditions, institutional recognition (multiple recognition methods, legislative recognition and recommendation system), methods of protection mechanisms (documentation, image ethnography, etc.), the cultivation of outstanding inheritors, and behavioral patterns and ability improvement [3]. First of all, there is the issue of the inheritors’ own capabilities. The martial arts proficiency of the inheritor, the understanding and study of the cultural connotations of martial arts, and the extension of the connotations of traditional martial arts. From an external perspective, in the broader context of society, many people are reluctant to learn about martial arts, finding it dull, lacking the competitiveness of sports like the three major ball games, and lacking the entertainment

value, which are all major obstacles on the path of martial arts inheritance. The number of inheritors of martial arts is decreasing, and the key to training those lies in the cultivation of their professional skills and the deepening of the connotation of martial arts culture. The way of inheritance needs to be in line with the current trend of The Times, and also requires the support and understanding of the government and the general public. It is necessary to find suitable young inheritors who are patient and energetic, and also to enhance the popularization through the popular short videos of the moment. In addition, the application of martial arts is rather difficult. In reality, apart from professionals, there are few people practicing martial arts. There are also very few corresponding situations in real life that require martial arts. The teaching process of martial arts is also very difficult and problematic. From an educational perspective, due to the inappropriate selection of teaching content, the popularity of martial arts in schools has gradually declined and has been replaced by foreign martial arts such as taekwondo and karate; From the perspective of public opinion, the occurrence of various folk martial arts competitions has led to a change in the attitude of the general public towards traditional martial arts from questioning to negation, and even to ridicule and disdain [4]. In the issue of the education and inheritance of martial arts, there are problems such as a weak understanding of the cultural connotations of martial arts, insufficient popularity, and the vast majority of people not knowing, small influence, and a serious lack of competitiveness, this lead to a relatively high difficulty in the educational and hereditary transmission of martial arts. The learning and application of offensive and defensive techniques in martial arts are not as deified and idealized as in novels and films, and are quite different from the ideas and fantasies in students' minds, which affects students' enthusiasm for learning [5]. At the same time, the international competitiveness of martial arts is still lacking. Unlike sports such as basketball and football, which have international influence and intense competition, martial arts, a traditional Chinese sport, submitted applications to the International Olympic Committee in 2001, 2008 and 2011, but unfortunately all ended in failure. Among the countries surveyed, 10% thought their country's martial arts development was good, 21% thought it was relatively good, 23% thought it was average, 27% thought it was poor, and 19% thought it was very poor. In general, the popularity of martial arts in various countries is still at a very low level, and the main constraints are: the lack of professional coaches, insufficient international exchanges, and still not much publicity. Based on the above materials, the difficulty of passing on martial arts is not caused by a single factor, but by reasons such as the lack of inheritors, the difficulty of education, and insufficient international influence [6]. From this, it can be seen that the inheritance and promotion of martial

arts still need to be strengthened, professional coaches need to be trained, and international exchanges and publicity efforts should be enhanced to lay a solid foundation for the future inheritance, development and internationalization of martial arts.

4. Suggestions for Strategy Optimization

4.1 Strengthen the Construction of Martial Arts Education System

Combining students' interests with practicality, the authors compile modern martial arts textbooks that integrate culture, history, philosophy, and combat skills. The authors introduce a graded assessment system, clarify learning objectives, and enhance the sense of achievement in learning. „The ideological and political education in martial arts courses ultimately lies in cultivating virtue and nurturing talents. It is necessary to find effective solutions to problems arising from curriculum objectives, martial arts textbooks, ideological and political element exploration, and curriculum supervision. This, in turn, will transform the educational philosophy of martial arts teachers in universities, clarify the teaching objectives of ideological and political education in courses; broaden the cultural education direction of ideological and political education in martial arts courses in universities, standardize textbooks, and focus on the key points of ideological and political elements; standardize the teaching routines of ideological and political education in martial arts courses in universities, innovate teaching methods, and improve teaching quality; strengthen the supervision of ideological and political education in martial arts courses in universities, and optimize the assessment indicator system“ [7]. Regularly, martial arts teachers are organized to participate in professional skill improvement and teaching method training, with a particular emphasis on the dual improvement of traditional cultural literacy and ideological and political education ability. Universities are encouraged to cooperate with folk martial arts masters, and hire intangible cultural heritage inheritors and well-known martial artists as visiting professors or specially-appointed teachers to enrich teaching resources and enhance the authority and attractiveness of teaching content. The application of VR/AR, multimedia interaction, and other technologies in martial arts teaching is actively promoted, and other technologies in martial arts teaching, build a virtual martial arts training platform, and achieve functions such as action decomposition, combat simulation, and error correction, enhancing the immersion and effectiveness of learning. „VR technology has significant advantages in action demonstration and scene simulation, which can help students understand

the details of martial arts movements more clearly through three-dimensional dynamic display; while traditional martial arts teaching has unique value in cultural inheritance and practical guidance. Teachers' personal example can enable students to deeply understand the spiritual connotation and practical skills embodied in martial arts. Based on the characteristics of both, the authors propose a trinity integration of 'virtual simulation-physical training-cultural immersion' [8]. Martial arts teaching apps are developed, and online learning resources, online assessment, and interactive communication functions are provided resources, online assessment, and interactive communication functions, and expand teaching space and time.

Strengthening the construction of teaching staff and training mechanisms, promoting the deep integration of ideological and political education into martial arts courses, and utilizing modern technology to enhance teaching effectiveness are all conducive to strengthening and improving the construction of martial arts education.

4.2 Promote the Socialization and Popularization of Martial Arts

„Currently, there are issues in the process of popularizing martial arts in China, such as lack of promotion, limited government support, impact from various fitness methods, imbalance in participation, narrow coverage of martial arts education, and complex martial arts sects“ [9]. It is encouraged for sports authorities at all levels, including provincial, municipal, and county levels, to cooperate with social organizations to regularly hold martial arts culture festivals, traditional martial arts exhibitions, folk martial arts challenge tournaments, and other activities to enhance the social visibility and participation of martial arts. Martial arts are promoted into communities, enterprises, and government agencies, making it an important part of national fitness. „The trend of martial arts culture dissemination in the era of social media with the increasing popularity of social media, it provides people with more new attempts in their daily lives. Social media users can record their emotions through videos, pictures, and texts, and gain resonance from other users. The content of their works covers all aspects of life. Users can like, comment, follow, repost, and save works they are interested in, and click on 'not interested' or even report works they dislike, in order to satisfy their spiritual needs“ [10]. Relying on platforms such as Tiktok, Bilibili, and WeChat Video, create a number of influential martial arts-related social media accounts, launch short video tutorials, behind-the-scenes documentaries, and interviews with experts, and other content, to disseminate martial arts culture in a youthful and interesting way. Martial artists, athletes, and coaches are encouraged to interact with the public through live streaming platforms to enhance their affinity, and

coaches to interact with the public through live streaming platforms to enhance their affinity.

By constructing a multi-level martial arts activity system, the authors can leverage the advantages of new media communication to promote the socialization and popularization of martial arts.

4.3 Promote the Socialization and Popularization of Martial Arts

The 'Belt and Road' Initiative provides new strategic opportunities for the international development of Chinese martial arts. Through cultural exchanges, sports cooperation, and other means, martial arts, as a unique carrier of Chinese culture, can promote people-to-people connectivity and cultural mutual appreciation among countries along the Belt and Road [11]. International martial arts rules formulation and technical standards construction are actively participated in and the construction of technical standards to enhance the standardization and fairness of martial arts competitions. More international martial arts events are promoted to land in China and referees to participate in international exchanges and refereeing, thereby enhancing the international discourse power of Chinese martial arts. Relying on institutions such as Confucius Institutes and overseas Chinese cultural centers, establish martial arts teaching points and send outstanding coaches to teach abroad. Online martial arts courses and certification systems are offered in cooperation with international sports organizations and universities, promoting martial arts to become an important component of international physical education. Through platforms such as the 'Belt and Road' cultural exchanges and international sports summits, organize high-level martial arts groups to visit and perform, showcasing the martial arts' combat effectiveness and cultural significance. Establish the „International Martial Arts Contribution Award“ to encourage foreigners to participate in martial arts promotion and enhance the global recognition of martial arts.

By promoting the standardization and internationalization of martial arts, building an international martial arts promotion platform, and creating a „martial arts diplomacy“ brand, the authors can enhance the international dissemination and competitiveness of martial arts.

5. Conclusion

This study takes Chinese martial arts as an example to reveal the common challenges faced by traditional Chinese sports in the contemporary era: the disconnection between the education system and modern demands, the unsustainability of traditional inheritance models, the marginalization of social cognition, and the lack of international influence. The root cause of its development dilemma lies

in the deep contradiction between the closed inheritance system and the waves of modernization and globalization. To overcome this dilemma, it is necessary to promote the creative transformation and innovative development of traditional sports. Firstly, educational modernization reforms must be carried out to integrate traditional sports into the national education sequence, develop new courses using digital technology, and achieve the unity of cultural inheritance and moral education. Secondly, a new socialized inheritance ecosystem should be constructed, breaking down sectarian barriers, establishing a diversified and collaborative inheritance network, and utilizing new media to achieve younger and fashionable dissemination, thereby reshaping cultural identity. Finally, it is necessary to enhance international communication capabilities, through standardization construction, platform promotion, and cultural narrative innovation, to make traditional sports an important carrier for Chinese culture to go global. The revitalization of traditional sports is a systematic project, related to cultural confidence and national identity. Only by adhering to the cultural roots and soul, through comprehensive innovation in concepts, technology, and systems, can it be re-embedded into modern life, achieving a historic leap from „cultural heritage“ to „dynamic resource“ and contributing Chinese wisdom to the diversity of world sports culture.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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