

High Quality Development of Chinese Wushu Culture Industry under the Background of New Era: Opportunities, Problems and Countermeasures

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Abstract

The high-quality development of wushu culture industry is the mission bestowed by the new era, which can meet the people's demand for a better life in the new era, enhance the soft power and cultural confidence of Wushu culture, and promote the economic transformation of China's sports industry. Taking the ecological system as the entry point, this paper studies the development of Wushu culture industry in China by means of the methods of documentary, logic analysis and other research methods. The research finds that Chinese martial arts is rich in resources and has great market development potential, but the industry scale is small, the industrial chain is not complete, the level of industrial correlation is low, the impetus for scientific and technological innovation is insufficient, the professional brand effect is lacking, the compound talent is deficient, the policy needs to be improved and the competition in the international environment is difficult. Suggestions: stick to the development path of socialist culture with Chinese characteristics, improve the internal ecosystem of wushu culture industry, promote the development of the ecological chain of wushu culture industry, and optimize the external ecosystem of Wushu culture industry to guarantee the high-quality development of Wushu culture industry.

Keywords

New era; Wushu culture industry; High quality development.

1. Introduction

In the new era, the development of China's sports industry has gradually evolved into the main feature of "improving development quality and benefits", which has become an important strategic target for the development of China's sports industry in the future[1]. In order to implement the Martial arts Industry Development Plan (2019-2025), a martial arts industry system with reasonable layout, complete functions and complete categories shall be formed. The environment for the development of wushu culture industry needs to be optimized, the industrial structure needs to be improved, the supply of products and services needs to be enriched, the foundation of Wushu culture industry needs to be further consolidated, and the scale of the industry needs to be further expanded[2]. Wushu, as a unique Chinese sport, contains the hologram miniature of Chinese traditional culture. Development trend of sports industry in the new era of high quality, the martial arts culture industry by new age dongfeng industrial policy, to promote wushu culture industrial structure upgrade, to promote China's economic transformation of the sports industry and promote the development of wushu culture industry with high quality, meet the needs of the people for a better life, is the martial arts bear and mission in the new era, is the implementation of The General Office of the State Council promulgated the "about promoting the national fitness and sports consumption opinion" to promote the development of sports industry with high quality of key initiatives. The author

believes that to realize the high-quality development of wushu culture industry, it is necessary to start from the actual development situation of wushu culture industry, observe the inherent law and logic of wushu culture industry development, and follow the trend of economic development. Wushu industry policy is the guarantee, wushu noumenon industry is the core, wushu related industry is the foundation, wushu extension industry is the branch, and marginal industry is the supplement of such a comprehensive development strategy.

2. The Realistic Foundation for the High-Quality Development of Chinese Wushu Culture Industry

2.1. Connotation Analysis of High Quality in Wushu Culture Industry

The Central Economic Work Conference held at the end of December 2017 pointed out that "Socialism with Chinese characteristics has entered a new era, and So has China's economic development. The basic feature is that China's economy has shifted from a stage of rapid growth to a stage of high-quality development." On September 2, 2019, the General Office of the State Council issued the Outline for Building a Strong Sports Country, which makes it clear that the sports industry will become the pillar industry of China's national economy by 2035. From the perspective of practice, the connotation of high-quality development of the sports industry should be clarified in order to promote its high-quality development. The report of the 19th CPC National Congress pointed out that high-quality development means the economic development of providing high-quality products and services to the whole society in a sustainable and fair way of efficient and cost-effective production. In the specific economic form is a high quality, high efficiency, high stability of the supply system. About martial arts culture industry development of high quality connotation is to point to in under the guidance of new development concept, realize high-level wushu culture industrial structure, efficiency, optimization and organic unification, to maximize the value of it is the martial arts culture industry effectiveness, adequacy, coordination, innovative, persistent, share and stability of integrated, is factors of production input is low, the resource allocation efficiency high, resources and environment of low cost and good economic and social benefits of the latter[3]. Therefore, the high-quality development of wushu culture industry is based on supply-side structural reform, systematization and unity, and expansion and quality improvement.

2.2. The Era Mission and Opportunity of the Development of Wushu Culture Industry

In 2017, General Office of the CPC Central Committee and General Office of the State Council issued the Opinions on Implementing the Project of Inheriting and Developing China's Fine Traditional Culture, which pointed out that we should vigorously develop traditional culture, build a strong socialist culture country, enhance the country's cultural soft power, and realize the Chinese dream of the great rejuvenation of the Chinese nation[4]. In his many speeches, General Secretary Xi Jinping has emphasized that "the exploration and interpretation of the rich philosophical thoughts of China's fine traditional culture will provide useful inspirations for people to understand and transform the world, and enable the fine traditional culture of China to benefit mankind together with the fine cultures of other countries." In the face of the strong dissemination and monopoly of western sports culture, under the background of the construction of sports power, wushu has the responsibility to build the national image on the national position, inherit and carry forward the excellent traditional Chinese culture, and enhance the international competitiveness of Chinese culture [5]. To define the development of Chinese martial arts culture industry in the context of the great project of building a "sports power" should also undertake the mission of The Times. Chinese people consciously issued the call of "sports power", can hear the martial arts phoenix nirvana, after the resounding response.

Just as Lao Tzu said, "A tree that is embraced is born in a millimeter. A nine-storied tower, rising from the earth; A journey of a thousand miles begins with the first step."

2.3. The Advantageous Conditions for the High-Quality Development of Chinese Wushu Culture Industry

In today's cultural world, China's 5000 years of continuous civilization and its rich martial arts cultural heritage and distinctive martial arts customs and culture have more economic development value, and this cultural element with Chinese characteristics has enhanced the international competitiveness of China's sports culture industry. China's "One Belt And One Road" initiative, martial arts as a pioneering sports culture is becoming international, tai chi, wing chun and other kung fu are more and more popular with foreign friends. Since the 17th National Congress of the CPC, the CPC Central Committee and the State Council have attached great importance to the development of cultural industry. In 2014, the General Office of the State Council issued the Guiding Opinions on Accelerating the Development of Sports Culture Industry, indicating that the development of sports industry has been elevated to the level of national strategy. Relevant policies and opinions have been issued successively, providing support and guarantee for the development of sports events such as wushu. With the change of the public's concept of sports and the development trend of sports globalization, the improvement of per capita income level promotes the transformation of sports consumption market. Wushu consumption has changed from sports clothing and equipment to wushu events, wushu tourism, film and television appreciation and other diversified consumption trends, showing the transformation from physical consumption to spiritual consumption[6]. The market is determined by the size of the consumption population. China has a population of 1.4 billion, and overseas Chinese compatriots and other countries love Chinese martial arts enthusiasts, pregnant with a huge potential consumer group. Wushu, as the name card of China's Oriental sports, has gone to the world. No matter it is martial arts training, cultural exchange meeting, film and television and other media are in full swing, which adds new potential to the development of wushu culture industry. As China's national strength increases and its status in the world improves, the profound martial arts culture will be more attractive both at home and abroad, and the development prospect of the industry will be very broad.

3. Ecosystem Analysis of the High-Quality Development of Chinese Wushu Culture Industry

The 18th National Congress of the CPC pointed out that the construction of ecological civilization is related to the well-being of mankind, and the construction of ecological civilization, along with politics, economy, culture and society, forms five major construction. Strengthening ecological consciousness, establishing ecological system, advocating ecological civilization behavior and constructing harmonious ecological concept are the embodiment of modern people's quality. In order to deeply discuss the development of wushu culture industry, this paper studies the structure and elements of wushu culture industry from the perspective of ecosystem, and scientifically grasp the realistic situation of wushu culture industry development on the basis of analyzing the operation mechanism inside and outside the wushu culture industry system. In order to better plan the development of wushu culture industry, wushu culture industry is divided into wushu ontology industry, Wushu related industry, Wushu extension industry and wushu marginal industry according to wushu function characteristics. These are divided into wushu internal ecosystem according to the relationship between various factors and the origin of wushu. Human resources, science and technology and other external social environment factors are divided into the martial arts ecosystem[7].

3.1. Ecosystem within the Martial Arts Culture Industry

The ontology industry of Wushu, the department that produces or serves with its own characteristics, basically belongs to intangible non-entity products, such as professional league, performance industry, training industry, etc. Wushu related industries, that is, the departments that take wushu as important resources for production or service, are basically tangible physical products, such as wushu supplies, equipment, wushu clothing, etc. Wushu extension industry is basically an intangible product, namely the extension and criss-crossing industrial network of several industrial chains, such as Wushu tourism, Wushu film and television entertainment, Wushu news, Wushu brokerage, Wushu insurance, wushu finance, etc. Wushu fringe industry refers to the department that provides comprehensive services in order to better give play to the benefits of wushu ontology industry, such as providing accommodation, food, accommodation and souvenirs for wushu audiences to enjoy wushu performances and competitions. Wushu culture industry is an organic whole composed of core industry, related industry and peripheral industry. The development of the core industry is the leader of the whole wushu culture industry and can drive the development of related industry and peripheral industry. For example, martial arts professional league is the core industry of martial arts, and professionalism is a sign to measure the degree of industrialization. It involves athletes, clubs, advertisements, media, market operations, agents and so on, and constitutes the industrial chain of martial arts competitions. Wushu professional league can not only bring high ticket revenue, but also bring high advertising revenue, copyright fees, broadcasting fees and other indirect business opportunities, such as driving the development of catering, accommodation, finance and other services (Figure 1). Therefore, the wushu ontology industry can drive the development of its related industries and form an extended industrial ecological chain with the wushu ontology industry as the core. For example, the integration of wushu and tourism, wushu leisure tourism project, refers to the feeling brought by tourists through participating in wushu sports or experiencing wushu activities in the process of tourism, and is the penetration and enhancement of tourism industry and tourism activities by experience mode[8]. The wushu culture industry is a system composed of multi-level and multi-type industries. Various elements in the industrial system interact with each other. The core industry and the extended industry drive other industries, and the related industries feed back the wushu ontology industry and promote its perfect development. From the correlation analysis of wushu industry, the degree of correlation between wushu culture industry and other industries represents its ecological correlation effect, that is, whether the development of wushu culture industry can drive the development of many other industrial sectors. According to this principle, the ontology industry in wushu industry has the characteristics of leading industry. The development of wushu culture industry must be carried out in the wushu industry chain. The driving force of the development of wushu industry lies not in other places, but in wushu itself. Therefore, the development of wushu industry should rely on the development of ontological industrial resources to promote the all-round development of wushu related industries and form a huge ecological chain of wushu industry.

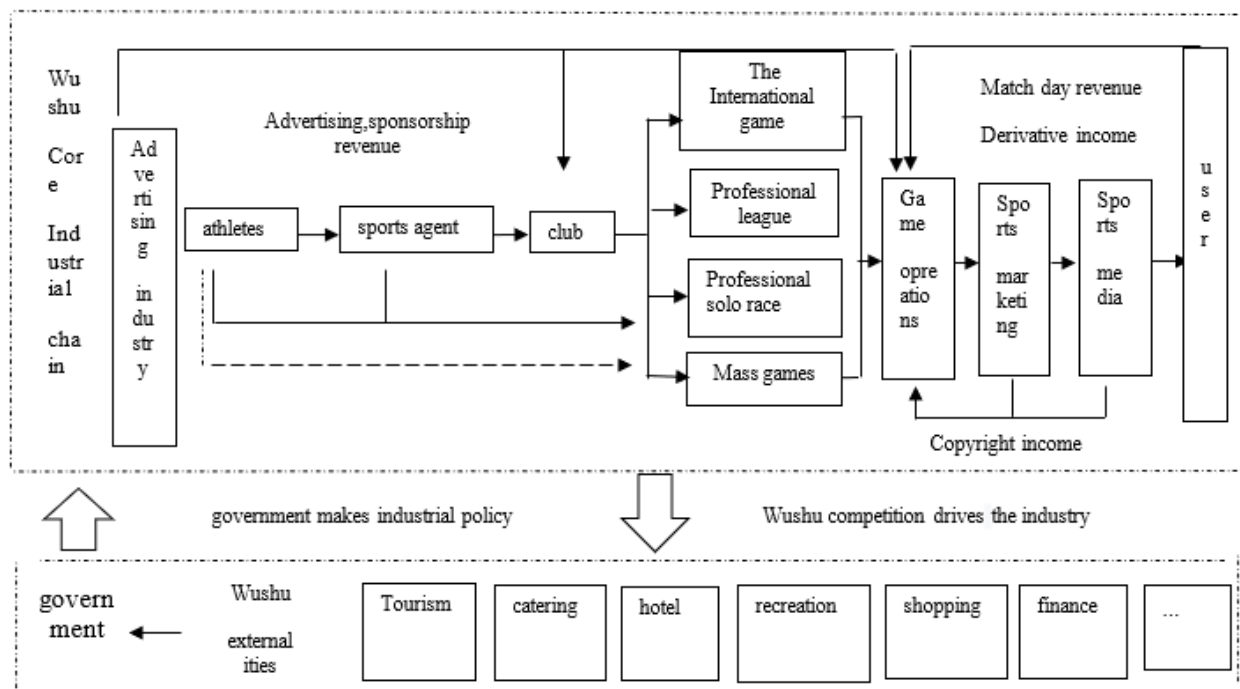


Fig. 1 Industrial ecological chain of Wushu Competition

3.2. External Ecosystem of Wushu Culture Industry

With the deepening of economic and cultural integration, the scope of wushu culture industry is more and more extensive. Factors such as the degree of association and quality among industries are affected by the external ecosystem and change with the change of industry content. The external ecosystem is composed of talent flow, knowledge flow, capital flow, information flow and material flow, which can be divided into four levels. The first is the talent system, which is the key factor for the sustainable development of the martial arts cultural industry. Whether it is inheritance or innovation, whether it is the marketization operation or policy support of the cultural industry, it is the talent at the root. Wushu should carry forward the leading figures of wushu culture and give play to the exemplary leading role of inheritors, so as to forge ahead in the process of inheritance and innovative development[9]. The second is the basic system. The development of wushu culture industry is based on the rich resources of wushu culture. Five thousand years of civilization development has endowed wushu with rich resources and laid a solid foundation for the development of Wushu culture industry. The 1.4 billion population and the rapid development of national fitness have increased the competitiveness of Wushu culture industry. In recent years, the scale of Chinese Wushu Association has expanded and the number of its members has increased, which provides basic guarantee for the development of Wushu. The third is the support system of Wushu culture industry. The development of economy and the improvement of living standard provide possibilities for the development of Wushu culture industry. The development of Wushu culture industry meets people's needs and is also the inevitable outcome of social development and market economy. The public demand provides the driving force for the formation and development of Wushu culture industry, and the policy support of the government escorts the development of Wushu culture industry. The fourth is the dynamic system of Wushu culture industry. The application and innovation ability of science and technology is the life source and vitality of Wushu culture industry to adapt to modern development. In this Internet era, digital science leads the development trend of sports industry, and the marriage of martial arts culture industry and high technology boosts the rapid development of martial arts culture industry.

4. Existing Problems in the High-Quality Development of Wushu Culture Industry

4.1. The Internal Ecosystem of the Development of Wushu Culture Industry

Professionalism is an important symbol of the development of martial arts culture industry. Although competitions such as Wulin Congress, Wulin Wind, Kunlun Resolution and other competitions have been formed in the competition and performance market of professional martial arts in China, there is still a big gap in scale compared with professional football and basketball. At present, the social resources of professional martial arts are insufficient, the market development is not high, and the association and operation level between industries are low, so that the departments involved and the products used by each other are limited in the process of industrial operation at the core level[10]. Wushu training market is the cornerstone of wushu culture industry. In China, wushu training in Henan, Shandong, Hubei and other places with wushu traditions is in a good state of development, but more local Wushu training in China is in a sluggish state. The Development Plan of Wushu Industry proposes to promote the deep integration of wushu and tourism and encourage the development of wushu related tourism products. As an important part of the sports industry, wushu tourism can be integrated into tourism and enrich the tourism product system to meet people's growing needs for a better life. For example, shaolin wushu culture tourism in Henan province, Taiji culture tourism in Hubei Province, etc., and "Northwest Wushu style" in Lanzhou city are integrated with various resources to form an ecological industrial chain and realize the coordinated development of Wushu, culture and tourism. From the perspective of tourism development, the tourism market will move from sightseeing tour to experience tour mode. In the state of experience economy, people pay more attention to their own real feelings, which brings development potential to the integration of martial arts and tourism. However, at present, the integration of wushu and tourism is not sophisticated enough and the lack of experience is the problem we are facing. The development of the integration of wushu and tourism is still being explored[11]. Wushu culture industry contains a lot of content and has great market potential, but it has high requirements for specialization. Through the investigation, it is found that the structure of wushu cultural products in China is not coordinated, showing the characteristics of simplification. Moreover, the development of the derivative industry chain of the ontology industry is relatively weak, and the development intensity is not enough. From the perspective of the value chain of the industry, Wushu in China is still concentrated in the manufacturing process with low added value and low scientific and technological content[12], lack of brand effect, lack of pioneering and innovative spirit and predictability of products and markets.

4.2. The External Ecosystem of Wushu Cultural Industry Development

In recent years, the government has given policy support to the sports industry, and also pointed out the direction for the positioning and development of wushu industry. From the perspective of China's specific national conditions and the development status of wushu culture industry, it is still in its infancy on the whole. The related industries of Wushu culture and the extended industries of Wushu culture industry have a good development trend, but the development of wushu culture ontology industry is still in development. The market is the foundation of the industry. At present, China's national income is unbalanced, sports consumption shows the difference between urban and rural areas and the difference between the East and the West, which restrict the overall development of wushu industrialization. With the steady progress of China's economic construction, people's concept of sports consumption has also undergone a positive change, driving market demand, and initially laid a support system for the development of sports culture industry. However, the implementation of policies is not ideal in the process of operation, government policies have not been improved, policy

implementation and other support systems need to be strengthened. Since China's entry into WTO, the increase of international exchanges has led to the soaking of strong foreign sports culture, which will seize the market of China's sports industry and compete for the cake of wushu industry[13]. With the development of China's wushu industry, international exchanges will be more and more frequent, and Wushu promotion will be undertaken, which requires high-end wushu compound talents who not only understand the international rules, but also have research on the market. The lack of compound practitioners with martial arts background in the development of wushu culture industry hinders its nationalization to some extent.

5. Implementation Path of High-Quality Development of Wushu Culture Industry

5.1. Develop the Martial Arts Cultural Industry and Stick to the Socialist Cultural Development Path with Chinese Characteristics

Wushu is China's national culture, the development of wushu cultural industry should first adhere to the scientific development concept, adhere to China's value system and political direction[9]. Wushu culture industry is a spiritual product with material as the carrier. As a spiritual product, it will have an impact on people's thoughts, morals, concepts and psychology, as well as the national image and appeal. Therefore, in the development process of wushu culture industry, the pursuit of social benefits should not be lost. Secondly, the development of wushu culture industry should reflect the advanced culture of the contemporary era. The products of wushu culture industry bear the connotation of wushu culture, which is advanced, positive and healthy, and should avoid absorbing some backward and vulgar unhealthy culture in products for the sake of economic benefits. Finally, the development of wushu culture industry should adhere to cultural consciousness and innovation. In the process of developing the sports culture industry, the domestic sports values and sports thoughts should be integrated into various products produced by the wushu culture industry, so as to spread the wushu culture and expand the influence of China's sports culture with the help of these products. On the basis of the original traditional martial arts culture to bring forth the old and bring forth the new, so that The Times and tradition fit, the nation and the world fit. On the basis of retaining the original cultural core elements in her products, she actively integrates the elements of modern culture and absorbs the nutrition of foreign developed sports culture.

5.2. Improve the Internal Ecosystem of Wushu Culture Industry and Promote the Development of the Ecological Chain of Wushu Culture Industry

In the process of the development and enhancement of wushu culture industry, the basic elements in the structure of wushu culture industry are comprehensively analyzed to accurately understand the characteristics of marketization operation in the internal ecosystem of Wushu culture. To enhance the strength of China's martial arts culture industry, as President Xi said, "One needs his own strength to make iron." First of all, optimize the industrial structure of wushu and promote the coordinated development of wushu. Starting from the core industry of wushu, relevant industrial departments should be mobilized to participate in the promotion and publicity of wushu professional league, so as to enrich the industrial group of wushu professional league, extend the industrial chain, enhance the competitiveness of the professional league, improve the overall efficiency of the industry, deepen the association of the industry, and enhance the ability of sustainable development. Secondly, through effective resource allocation, we should fully expand and utilize the economies of scale benefits of wushu culture industry to enhance its sustainable development ability. Let the martial arts cultural industry constantly obtain the support of the external ecosystem, such as information, capital, technology and natural resources, and coordinate the development of the martial arts cultural

industry with the society, natural environment and ecological resources. Through intelligent resources and other continuous optimization of the combination and investment, promote the sustainable development of wushu product manufacturing, film and television entertainment, leisure and fitness culture industry, and realize the expansion of reproduction. Finally, traditional martial arts festivals and local tourism are combined to create local martial arts culture and tourism. Fusion will martial arts, culture, tourism, and promote martial arts + fusion of culture and tourism industry, through the resources endowment of local wushu culture industry, enlarge, large industrial projects, actively promote the innovation of the related industry, extend industry ecology system mechanism, feedback martial arts essence industry innovation development path.

5.3. Optimize the Ecological System Outside the Martial Arts Cultural Industry to Guarantee the High-Quality Development of the Martial Arts Cultural Industry

Optimizing the exogenous system of wushu culture industry is an important measure to promote the high-quality development of wushu culture industry. First, deepen reform and improve the support system. The government actively guides the construction of the development plan of wushu culture industry, implements the laws and regulations of wushu culture industry, expands the financing channels, and solves the problem of development funds [14]. Secondly, we should accelerate the training of talents in the wushu culture industry. The wushu culture industry is a special emerging industry in China, and has its own special requirements for talents. It is necessary to train compound talents who know martial arts and can promote and market the martial arts industry, as well as scientific and technological innovation talents, so as to integrate with the international sports industry and realize leap-forward development. In addition to the linkage mechanism between colleges and universities, social organizations and enterprises, and the new talent model of martial arts culture industry, it is necessary to actively introduce extroverted talents, especially professional managers, brokers and other special talents. Finally, strengthen science and technology research and development, adhere to innovation-driven. Science and technology has become a decisive factor in the development of the cultural industry, and the martial arts cultural industry has increasingly become the "content" of the high-tech industry, while the high-tech industry has become the "carrier" of the martial arts cultural industry. With science and technology reflect the charm of wushu culture, marriage of high-tech, high-cultural industry with modern science and technology as the engine, with the power of media dissemination of martial arts information to the audience to the masses wushu culture, in order to gain greater social and economic benefits, the purpose of spreading wushu culture, the martial arts culture consumption market.

6. Conclusion

As a unique national culture of China, wushu contains the hologram miniature of Chinese traditional culture and the crystallization of collective wisdom. Compared with other professional sports industries at home and abroad, Chinese wushu is still in the stage of development. Wushu's own potential, the promulgation of relevant sports industry policies, the "One Belt And One Road" initiative, 1.4 billion Chinese people, overseas Chinese compatriots and wushu lovers have provided a solid backing for the development of wushu culture industry. However, the core industry of the ecosystem in the wushu culture industry lags behind, and the basic system of the external ecosystem is relatively weak, which restricts the development of the wushu culture industry. In the future for a long time to come, we must focus on the martial arts competition and performance industry and martial arts fitness leisure entertainment. Only by focusing on noumenon industry can we promote the comprehensive development of related

industry, extended industry and marginal industry. In this stage, the development of sports industry should formulate a comprehensive development strategy with point and aspect, which takes ontology industry as the core, related industry as the foundation, extended industry as the branch and marginal industry as the supplement.

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