

The Promotion Strategy Of Chinese Martial Arts Under The Background Of International Development Of Taekwondo

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Abstract: Taekwondo in South Korea has become an internationally renowned sport, and the Korean government has always attached great importance to its international promotion, and has achieved good results. More and more countries have begun to practice Taekwondo, realizing the international evolution of the sport of Taekwondo. As a representative sport of our country, Chinese martial arts should be in line with the sport of Taekwondo, adhere to the road of international development, and increase the influence of Chinese martial arts in the international environment. When analyzing the promotion activities of Chinese martial arts, this article analyzes the research status of Chinese martial arts based on the successful promotion of Taekwondo internationalization, and deeply analyzes effective strategies for the international promotion of Chinese martial arts.

1. Introduction

In the traditional culture of the Chinese nation, martial arts is an important component and can be regarded as a treasure of traditional culture. After thousands of years of evolution, it is enduring, and has formed a systematic practice system with many schools and rich content. In recent years, influenced by the international promotion of Taekwondo, Chinese martial arts promoters have also begun to shift their focus to the international promotion of martial arts. As for Chinese martial arts, there are many difficulties in promotion, including the lack of strong policy support to ensure professional promotion personnel. Moreover, the existing Chinese martial arts system needs to be in line with the goal of international development, that is, it must be able to adjust itself according to the requirements of international promotion to meet the training needs of different countries for martial arts. Although in recent years, the attention of Chinese martial arts in foreign countries has continued to increase, compared with Taekwondo, its popularity needs to be further improved. Based on this, relevant departments and personnel in China should focus on the international spread of Taekwondo experience. In practice, it constantly summarizes strategies that are more suitable for the international promotion of Chinese martial arts.

2. The International Promotion Process of Taekwondo and the Reasons for Its Success

2.1 Promotion Process

Taekwondo has been vigorously promoted internationally in the late 1950s and early 1960s. At the beginning, the promotion of Taekwondo was closely related to politics, and it also received active support from the government. By dispatching trainers based on touring performances in Southeast Asian countries, this method of popularizing Taekwondo will be fully prepared for the further promotion of Taekwondo to the world. In the early 1970s, Tae Kwon Do was first distributed in Korea, and the Kukkiwon, a taekwondo research organization, was established. Through systematic research, a scientific and systematic transformation of Taekwondo was made, and an epoch-making development strategy was formulated. Since then, Taekwondo has also ushered in a period of rapid development. In May 1973, the first World Taekwondo Championship was held in South Korea; in October 1974, the first Asian Taekwondo Championship was held in Seoul; in 1976, the first Middle East Taekwondo Championship was held, starting in 1986,

Taekwondo officially became the official event of the Asian Games. In 1987, Taekwondo was included in the official events of the Pan American Games, the All-African Games and the East Asian Games; in 1988 and 1992, Taekwondo was included in the Olympic performances twice; September 1994 Taekwondo was accepted as the official event of the 2000 Sydney Olympic Games at the 103rd IOC Conference held in Paris, France on the 4th, with a total of 8 gold medals for men and 4 for women. In addition, Taekwondo is also an official event for a series of international sports events such as the World University Games, the World Military Games, and the South American Games. The above facts can strongly reflect the international development of Taekwondo.

2.2 1.2. Reasons for Successful Promotion

1.2.1. Policy Guidance

The reason for the successful promotion of Taekwondo's internationalization is inseparable from government policy guidance. In the early stage of internationalization, the government and senior leaders paid great attention to the development of Taekwondo's internationalization. South Korean leaders combined the promotion of Taekwondo with social and economic construction to promote economic development. So far, South Korean leaders at all levels have always put the promotion of Taekwondo and economic construction in the same important position. In addition, in the Korean army, Taekwondo is a compulsory training content, and the Korean government has included Taekwondo as a compulsory curriculum in school education. This will not only cultivate a steady stream of reserve forces, but also better facilitate the promotion and popularization of Taekwondo. Moreover, not only does Taekwondo be regarded as a physical fitness sport, but more importantly, Taekwondo is regarded as a national culture.

1.2.2. Advance with the Times

Traditional Taekwondo is a fighting skill. With the development and progress of society, in order to meet people's needs for athletic performance, defense and fitness, and martial arts strength, modern Taekwondo has gradually developed into fusion routine performance (Pin Shi) and skill performance (Breakthrough). And the multi-faceted development of fighting competitions, whether it is fighting sports to enter the Olympic sports events, or the rapid development of public taekwondo in various countries around the world, it can be demonstrated that this initiative is quite successful. Due to the fast pace of life and the greater pressure of survival in today's society, people want to engage in relatively simple and interesting sports that can relieve stress. Taekwondo techniques are relatively simple and easy to learn, fast and powerful, coupled with rhythmic shouting just to meet people's needs, which makes Taekwondo rapid development in the public.

1.2.3 Propaganda in Place

South Korea has adopted scientific and effective diversified marketing methods in the promotion of Taekwondo. The first is to determine the youth group as the main marketing target to promote the physical and mental health of the youth and cultivate the will and morals. This method has laid a solid foundation for the popularization and development of Taekwondo. Secondly, by linking with the tourism industry, to realize the promotion and marketing of Taekwondo. Finally, give full play to the influence of the "World Taekwondo Day" celebration jointly organized by the World Taekwondo Federation, the Korean Taekwondo Association, the National Institute of Technology and the Taekwondo Promotion Foundation to improve the effectiveness of Taekwondo promotion and marketing.

3. Research Status of the International Promotion of Chinese Martial Arts

3.1 Historical and Cultural Perspective

Chinese martial arts and history are developing simultaneously. Martial arts carry a heavy historical and traditional culture. Modern sports require openness and communication. Therefore, the international promotion of Chinese martial arts needs to build a new open system and pattern.

For example, the Beijing Olympics and the Olympics provide valuable opportunities for the promotion of martial arts culture. National departments should take practical and effective methods to accelerate the internationalization of Chinese martial arts, determine the Chinese martial arts cultural dissemination concept with coordinated structure and function, and promote the internationalization dissemination and development of martial arts culture. Regarding the differentiation of Chinese and Western sports values, it is necessary to respect this difference, realize that both Chinese and Western sports values have their own values, and cannot have the idea of favoring one another, but also to have choices while maintaining the essence of traditional Chinese martial arts. Use a combination of Chinese and Western thinking and values to spread. In the method of international promotion of martial arts, we must not only adopt modern methods to spread, but also promote Chinese martial arts in accordance with traditional methods. In the internationalization of martial arts dissemination, we should not only stop at the artifact level and system level of martial arts, but should carry out deeper dissemination. Only in this way can it be beneficial to the society and the country, and the ancient Chinese martial arts culture can be brought to the world and more People can feel the charm of Chinese martial arts culture.

3.2 International Competition Perspective

Through the analysis and statistics of previous World Wushu Championships, it can be seen that the more participating countries and the number of participants, the wider the distribution of medals, the more intense the competition. The current situation of the multi-polar development of the world's martial arts is that the martial arts skills of all countries in the world have improved significantly, but the technological development is not balanced. Asia has a clear advantage in routine techniques, while European and American countries are relatively backward. There is still a certain gap between the competition rules and content technology of the World Championships and the Olympic competition items. We must improve the competition rules and content so that the championship and the Olympic Games can be connected to further accelerate the international development of Chinese martial arts. At the same time, Western culture is transforming from industrial culture to post-industrial culture. People pay more attention to emotion and overall value in value, and pursue the harmony of the entire human society. As an important part of Chinese traditional culture, Wushu is also a model of harmonious thinking. The Beijing Olympics has played a role in promoting the transformation of western countries from industrial culture to post-industrial culture. This cultural transformation will accelerate the pace of martial arts internationalization. At the same time, Chinese martial arts must make full use of this opportunity to achieve internationalization as soon as possible.

4. Multidimensional Promotion Paths of Chinese Martial Arts under the Background of the International Development of Taekwondo

4.1 Form a Perfect Promotion Policy

The Chinese government can only increase the promotion of Chinese martial arts in order to make Chinese martial arts truly international. Since 1985, China has had the idea of promoting Chinese martial arts internationally. However, since there have been no relevant policies, it has not been really popularized. The Chinese government needs to re-examine how to bring Chinese martial arts to the international stage, but Chinese martial arts can only be accepted by the international people on the basis of the domestic people's love. Therefore, the promotion of Chinese martial arts needs the support of the domestic people, and it needs to learn from all parts of China. And people who love martial arts unremittingly inherit and spread. Chinese martial arts and Chinese culture are inseparable. To promote Chinese martial arts is to promote traditional Chinese culture. The government should issue corresponding policies to vigorously support and promote Chinese martial arts, improve the status of martial arts in China, and lay a solid foundation for the internationalization of martial arts. The current information age can provide the most favorable conditions for the promotion of Chinese martial arts. The Chinese government can contact more

professional martial arts websites in foreign languages to promote and publicize Chinese martial arts through websites.

4.2 Adjust the Existing Technology System

The development of Taekwondo, Karate and Judo, their promotion techniques all need to experience modern and traditional battles. Everything is full of contests between the new and the old in the development process. If there is no change, it will be impossible to define modernity and tradition, and it will not be possible to develop and progress. But the difference between Chinese martial arts and other national martial arts is that there are many types of Chinese martial arts, and each genre of martial arts has a certain audience in the country. In the promotion process, if there is a priority in the promotion process, there will be contradictions, but this Multi-boxing cannot be promoted internationally together, so this involves how to establish a reasonable competition mechanism among various types of boxing. This competition mechanism can not only give the various types of boxing opportunities for fair competition, but also mobilize the enthusiasm of various schools to promote Chinese martial arts. Therefore, this article proposes: You can set up full-time departments in charge of the promotion and development of various schools of Chinese martial arts in the Chinese Wushu Academy, and set up sub-departments in Wushu academies of various provinces and cities. They can accept applications for the promotion of various types of martial arts, in accordance with certain standards. After passing the qualification review, the Wushu Management Center permits and can support them to spread martial arts in overseas Chinese Wushu promotion and development bases, and can reward effective promotion. This not only solves the problem of development opportunities for various types of martial arts, but also helps the spread of Chinese martial arts has accelerated the development of Chinese martial arts in the international arena.

4.3 Innovate the Current Promotion Model

Chinese martial arts can design two promotion routes suitable for national fitness and competitive fighting according to its own characteristics. Traditional martial arts exercises are simple, require small venues and less investment. It is currently the most suitable sport for my country's national conditions. Therefore, the Chinese government should actively promote and promote Chinese martial arts in national fitness activities and international fitness activities. For competitive fighting, the government can increase the application of Chinese martial arts to enter the Olympic Games, and promote it to become an official event of the Olympic Games.

4.4 Establish a Good Cultural Image

To a certain extent, Chinese martial arts Carries and expresses the Chinese national spirit. It represents our country's enduring development momentum. The national spirit can gather people's strength and form a powerful spiritual pillar. In the process of promoting Chinese martial arts in an international environment, the promoters must take the display and promotion of the national spirit as the basic requirement, integrate the national spirit into Chinese martial arts activities, and demonstrate the connotation of the national spirit in traditional Chinese sports, a national image of patriotism, peace-loving, hardworking, brave, and self-improvement. In the process of promoting Chinese martial arts, it is necessary to avoid blindly moving towards the direction of competition, increase the importance of the cultural nature of Chinese martial arts, find out the cultural charm of Chinese martial arts, and explore the national culture stories and national spiritual connotations carried by Chinese martial arts, through the promotion of Chinese martial arts, increase the promotion of Chinese traditional culture and national spirit, integrate the essence of Chinese national spirit with Chinese martial arts skills, promote the better display of the spiritual image of the Chinese nation, and change the current development situation that focuses on the promotion of competitive martial arts.

4.5 Strengthen the Promotion Team

4.5.1 Cultivating Martial Arts Education and Management Talents

The international promotion of Chinese martial arts requires the support of professional talents. It is necessary to ensure the formation of a high-quality international martial arts practice, teaching and promotion talents. For the international communication workers of martial arts, they should pay attention to internal and external publicity in the work process, and form a positive public opinion orientation in martial arts and establish a good image. At the same time, for the international promotion and dissemination of martial arts, we must also pay attention to improving their own technical ability, understand martial arts knowledge, and master foreign language communication skills, and truly coordinate and communicate in the process of martial arts promotion. Relevant departments of our country should pay attention to the special training of the above-mentioned talents. Special training can be conducted in conjunction with colleges and universities to provide talent support for the international promotion of martial arts.

4.5.2 Establish a "Tripartite Dialogue" Platform

When promoting Chinese martial arts in an international environment, promoters must be aware of the factors that may hinder the effectiveness of communication. Among them, the more critical one is that the communication channels are too complicated. Based on this, communication and extension personnel should sort out the existing transmission channels, and understand more diversified transmission channels, and make timely adjustments to the chaotic situation of transmission. It is necessary to focus on official Communication, and at the same time build a "triple-party dialogue" platform to realize joint discussions on communication activities. In addition, in the process of dissemination, it is also possible to continuously explore the means of dissemination, use advanced information technology and a variety of dissemination media to realize online and offline linkage promotion.

4.5.3 Establish a Cross Management Department

The international promotion of Chinese martial arts is aimed at increasing the popularity and influence of Chinese martial arts, and at the same time improving the economic benefits of Chinese martial arts through certain activities. From the perspective of ensuring the effectiveness of the international promotion of martial arts, relevant persons in charge must do a good job in the scientific allocation of management rights, pay attention to the speed and effectiveness of promotion, clarify powers and responsibilities, delegate powers appropriately, strengthen supervision, form standardized management rules, and form "cross management" "Department", with the media as the core, reasonably divide the powers, assign tasks reasonably, improve management effectiveness, and ensure the orderly progress of international promotion activities.

Conclusion

Martial arts is one of the representative sports activities in our country. The relevant departments should pay attention to improving its international reputation. Based on the experience of international promotion of Taekwondo, analyze the status quo of international promotion of martial arts, explore the reasons, and sort out the promotion ideas. Learning from the experience of international promotion of Taekwondo, we know that in the process of promoting martial arts in our country, we should first do a good job of policy guidance and pave the way for international promotion of martial arts. Secondly, it is necessary to adjust the existing martial arts system, properly adapt to the sports habits of different countries, and at the same time pay attention to retaining the essence of martial arts and show the image of martial arts culture. In addition, we must also focus on the formation of a professional martial arts international promotion team, from the perspective of mutual consultation and improving promotion efficiency, form an efficient promotion system, and promote the smoother international promotion of Chinese martial arts.

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