

The Development Trend of Martial Arts Industry in the New Era

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Abstract: Martial arts is an important part of Chinese traditional culture. It has a long history and has become the business card of the Chinese nation. In recent years, with the in-depth development of China's economy and society and the improvement of people's living standards, the people have put forward higher requirements for spiritual life. The sports industry has been greatly developed with the development of the times, and the martial arts industry has gradually entered into from people's perspective, if martial arts want to realize the development of industrialization, it must adapt to the needs of social development under the new situation. This article uses research methods of literature and logical analysis to deeply explore the development trend of martial arts industrialization under the new situation while understanding the development process of the martial arts industry and the development influencing factors, so as to promote the development of martial arts industrialization.

Keywords: martial arts industry, sports industry, new era

1. Introduction

With the continuous development of society, the value of sports is becoming more and more well-known. With the continuous development of the sports industry and gradually becoming a hot spot, the martial arts industry has gradually entered the public eye. Several opinions of the State Council on accelerating the development of the sports industry and promoting sports consumption mentioned: "Creating a social atmosphere that values sports, supports sports, and participates in sports, upgrades national fitness to a national strategy, and regards the sports industry as a green industry and a sunrise industry to foster support[1]. Break down industry barriers, clear policy obstacles, and form a policy system conducive to the rapid development of the sports industry." Under the new situation where the country continues to attach importance to the development of the sports industry, the martial arts industry will also usher in a new dawn. The industrialization of martial arts is an effective way to transform the dissemination of martial arts culture. It is an inevitable choice for traditional martial arts to adapt to economic development. It is also an important carrier for inheriting and promoting martial arts culture. In the context of rapid economic development in the new era, the martial arts industry, as a new sports industry, continues to develop and grow with its unique charm, which has attracted increasing attention.

2. Concept definition and development history of martial arts industry

2.1 Concept of martial arts industry

The full name of the martial arts industry can be the martial arts cultural and creative industry. Obviously, the martial arts industry is an economic activity that combines martial arts and cultural creativity and uses it as an economic carrier to invest and manage. The martial arts industry involves a wide range of areas, such as martial arts fitness, martial arts commercial performances, martial arts course teaching, martial arts tourism, martial arts film and television, etc., which can be broadly divided into martial arts service industries. As an emerging industry, the martial arts industry is largely influenced by sports events in Western countries[2]. However, the difference between Chinese martial arts and the sports of Western countries is that Western sports focus on competition, while Chinese martial arts emphasize self-cultivation and are influenced by traditional culture. This is also the reason

why the martial arts mentioned are traditional martial arts. Based on this, traditional martial arts is the most representative concept.

2.2 The development history of the martial arts industry

The development of the martial arts industry was first driven by the film and television industry. The emergence of various kung fu movies made martial arts appear in people's vision in a new situation. The well-known "Shaolin Temple" is its representative. Kung fu stars Bruce Lee, Jet Li, and Jackie Chan will also martial arts brought out the country, not only made more people interested in martial arts, but also promoted the traditional culture of the Chinese nation and made "Chinese Kung Fu" famous all over the world. Later, with the continuous development of the cultural industry, martial arts as a cultural form with Chinese characteristics, martial arts culture also played an important role in the inheritance of Chinese traditional culture[3]. Martial arts enter the campus, and colleges and universities offer martial arts professional courses, thus forming a new direction for the development of martial arts industry and promoting the widespread dissemination of martial arts culture. Driven by the development of the market economy, the country has successively promulgated many policies and regulations, which has promoted the rapid development of the sports industry, and the martial arts industry has also prospered. The establishment of various martial arts gyms and martial arts training bases has promoted the popularization of martial arts, and the industrialization of martial arts has become more diverse. However, although martial arts is well known by everyone, it has not become an official event of the Olympic Games. On January 8, 2020, martial arts officially became the event of the 4th Youth Olympic Games, which also laid the foundation for the further development of the martial arts industry[4]. Whether it is driven by the film and television industry, sports culture industry or the market economy, the martial arts industry is developing in continuous exploration. With the formulation of the "2007-2020 Martial Arts Development Plan" to promote the entry of the martial arts industry into the market, under the new situation, the martial arts industry must seize every opportunity and challenge in the development process, form its own industrial development system, and continuously develop new development models.

3. Factors influencing the development of martial arts industry in the new era

3.1 Market operation and management system needs to be improved

At present, although the martial arts industry is developing, various types of martial arts training and martial arts competitions are also emerging one after another, but they still cannot meet the needs of the market. The organization of martial arts activities also lacks long-term planning. Without a complete market operation and management system, the martial arts industry cannot develop effectively. All kinds of martial arts activities carried out throughout the country are just dots, not connected to each other, and cannot be integrated into an all-round development. Nowadays, the main purpose of various martial arts performances and martial arts competitions is not to spread martial arts, a traditional Chinese national sport, but more driven by interests, leading to chaos in the martial arts market. At the same time, there is no complete set of management system, which leads to the lack of a unified standard for various martial arts activities, and there will be omissions in management, which cannot well promote the development of martial arts industrialization.

3.2 The unbalanced development of martial arts industry structure model

The rationality of the martial arts industry structure is very important to the development of the martial arts industry. One of the most important aspects of the irrational industrial structure is the irrational allocation of resources. The martial arts events are affected by the region, their distribution and unevenness, from south to north, from east to west, are different, which makes the distribution of the martial arts industry also a certain difference has been produced, which makes the distribution of martial arts resources uneven, thus forming an unbalanced development model of the martial arts industry. Therefore, in the development of the martial arts industry, it is necessary to eliminate the impact of this uneven distribution as much as possible, and at the same time, it is necessary to use the resource advantages of various regions to form a characteristic industrial structure, optimize the allocation of market resources, and promote the development of martial arts industrialization.

3.3 The rapid development of the sports industry inhibits the development of the martial arts industry

With the development of society, people's demand for sports is also increasing. The sports industry also prospered and became a sunrise industry. A series of policies and regulations promulgated by the state have accelerated the development of my country's sports industry. With the introduction of "National Fitness" and "Healthy China", the role of the sports industry has become increasingly obvious. The "Thirteenth Five-Year Plan for the Development of the Sports Industry" has pointed out the direction for the development of the sports industry, and various sports tourism and sports towns have developed rapidly. The development of the sports industry has attracted the attention of most people. People focus on the big concept of sports, but for martial arts, this small part of sports does not pay too much attention, which makes the development of the martial arts industry receive a certain degree limits.

4. The development trend of martial arts industry in the new era

4.1 Combination of martial arts and animation

Experts and scholars at home and abroad have pointed out: "Martial arts animation uses martial arts as the main element, with novel themes, easy-to-understand storylines, humorous language, and lovely characters, blending the essence of Chinese traditional culture, and blending other elements that are easy for the public. The cultural carrier created by the accepted form". Martial arts animation is to combine martial arts content and animation to form vivid activity content, which not only injects vitality into the animation industry, but also adds a new path to the development of the martial arts industry[5]. The most famous martial arts animation film "Kung Fu Panda", based on martial arts movements, added animation to make the whole film more vivid. Through the form of animation, fully tap the value of the animation industry, seize the industry chain of related derivatives, promote the widespread dissemination of martial arts culture, and promote a new path for the development of the martial arts industry.

4.2 Combination of martial arts and cultural tourism

Although the development of China's tourism industry is not as mature as that of foreign countries, the tourism industry in its rising period can still provide good conditions for the development of the martial arts industry. Martial arts culture is China's traditional culture. It combines martial arts culture with tourism to form a new situation of martial arts cultural tourism. There are various schools, types, and characteristics of martial arts. Combining it with tourism not only adds new highlights in the tourism industry, but also facilitates the spread of martial arts culture, thereby driving the new development of the martial arts industry. Aiming at the tourism resources of a certain place, combined with the corresponding martial arts culture, while attracting more investment, it also better inherits the traditional culture. The martial arts tourism in Mount Emei is a good example. The development of martial arts in Mount Emei has a long history. It combines the natural resources of Mount Emei with its martial arts resources to form a unique martial arts industry.

4.3 Combination of martial arts and games

Combining martial arts with online games means fusing Chinese culture with science and technology, and spreading martial arts, a traditional Chinese national project, through the means of communication on the Internet. Rich martial arts content provides good material for online games. Kungfu online game "Jingwu World" collected a lot of literature and information on martial arts genres during the research and development process, and got the help of the Chinese Martial Arts Association during the research and development process. Every move and move of all martial arts genres has been carefully planned so that players can enjoy it. The most authentic martial arts fighting scene, presenting the most original martial arts moves to the players. Combining martial arts and games to form a new martial arts industry not only injects new content into the development of the game industry, but also brings a new direction to the development of the martial arts industry, and promotes the structural and market-oriented development of the martial arts industry.

4.4 Create a martial arts characteristic town

In recent years, with the development of the sports industry, it has gradually ushered in the upsurge of sports towns. On July 1, 2016, relevant state departments jointly issued the "Notice on Carrying out the Cultivation of Characteristic Towns", proposing that by 2020, the nationwide cultivation of 1,000 about a characteristic town. Sports characteristic towns focus on characteristics, and there are many definitions of characteristics. In this study, characteristics are mainly attributed to martial arts characteristics. Sports towns can promote the development of the sports industry, so in the same way, martial arts characteristic towns will promote the development of the martial arts industry. Create small towns with martial arts characteristics, with martial arts as the main core content, and create local characteristic towns in accordance with their own martial arts projects and characteristics, and innovate the development direction of the martial arts industry.

4.5 Entering colleges and universities in martial arts projects

After more than 40 years of development, martial arts education in physical education colleges has achieved gratifying results in teacher training, discipline construction, scientific research, etc., and a martial arts education system integrating talent training and scientific research has been initially formed. The martial arts teaching and scientific research in various universities have laid a solid foundation. Martial arts has always been an important part of traditional Chinese sports, inheriting martial arts culture is a responsibility and obligation for every Chinese. Colleges and universities are an important place for national education, college education is an important way to spread Chinese culture[6]. Martial arts projects enter colleges and universities promote the development of martial arts culture, and at the same time, to a certain extent, promote the development of martial arts industry, education is a major event of a country. The development of martial arts education is another way to promote the development of martial arts industry. While driving the employment of martial arts talents, it has also improved people's awareness of martial arts.

5. Conclusion

In summary, the development of the martial arts industry must keep pace with the times in the context of the new historical era, and innovate. At present, the development of the martial arts industry generally shows a good development trend, but there are still hidden development problems. It is necessary to strengthen the construction of the environment for the development of the martial arts industry in order to promote the further development of the martial arts industry. In the future research, the research on the development of the martial arts industry should be combined with the research on its development environment in order to achieve better development.

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