

# The Construction and Innovation System of Anhui Martial Arts Culture Industry Structure in the Era of "Internet plus"

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**Abstract:** Bringing new opportunities and challenges to the traditional industry, the martial arts industry in the era of Internet plus needs structural and platform innovation, more importantly, cultural cultivation and intellectual property protection. Based on the results of comprehensive literature research, visiting surveys, and practical observations, this paper argues from the perspective of industrial structure and system construction. The research found that: (1) Building the integration of martial arts industry with modern entertainment, education, health care, tourism and manufacturing is the main development direction of Anhui martial arts industry in the era of Internet plus. (2) Collaboration and resource integration between martial arts and other industries, as well as the cultivation of martial arts culture and intellectual property protection, are the best strategies for system construction. Upgrading the structure of the martial arts cultural industry in Anhui Province and constructing new driving forces for economic growth can help change the negative situation of the martial arts industry.

**Keywords:** internet plus era, Anhui Province, martial arts culture industry

## 1. Introduction

The advent of the Internet + era has brought unprecedented opportunities and challenges to traditional industries. In this era of rapid change, all walks of life need to rethink their own development path and innovation model. As the central region of China, Anhui Province has a long and unique martial arts culture. With the vigorous development of Internet technology, the martial arts culture industry in Anhui Province is also facing the urgent need of construction and innovation.

The purpose of this paper is to study the structure construction and innovation system of Anhui martial arts culture industry in the era of "Internet plus", and to explore its development direction and implementation strategy. Through in-depth analysis of the characteristics and trends of the Internet + era, we can better understand the impact of this era on the martial arts culture industry, and find opportunities and challenges from it [1].

First of all, the article will conduct a comprehensive analysis of the impact of the Internet + era on the martial arts culture industry in Anhui province. By studying the characteristics and trends of the "Internet plus" era, we can gain insight into the opportunities brought by this era to the martial arts culture industry, such as the application of digital technology, the improvement of interactive experience and the expansion of the global market. At the same time, we also need to face the challenges brought by the Internet + era for the martial arts culture industry in Anhui province, such as the conflict between traditional culture and modern business models, intellectual property protection problems[2].

Secondly, the construction of the industrial structure of martial arts culture in Anhui Province is studied. Through the construction of diversified industrial structure, we can realize the integration of traditional martial arts performance and modern entertainment industry, the combination of martial arts education and health industry, the development of martial arts tourism and cultural creative industry, and the integration of martial arts equipment manufacturing and scientific and technological innovation industry [3]. We will discuss the implementation strategy and path of building industrial structure, such as government support and policy guidance, capital market participation and investment and financing mechanism reform, talent training and technological innovation.

Finally, the paper discusses the construction of innovative system of martial arts culture in Anhui province. In the Internet + era, innovation has become a key factor in promoting industrial development. We will discuss the innovation and inheritance of traditional martial arts culture, the application of scientific and technological innovation and digital technology in martial arts culture, and the elements of innovation system construction such as the combination of production, learning and research and the cultivation of innovative talents. At the same time, we will propose implementation strategies and paths for the construction of innovation systems, such as industry collaboration and resource integration, innovation platform construction and technological innovation promotion, innovation culture cultivation and intellectual property protection.

This study is expected to provide theoretical guidance and practical reference for the development of martial arts culture industry in Anhui province. Through the in-depth research on the structure construction and innovation system of Anhui martial arts culture industry in the "Internet plus" era, it is expected to provide ideas and directions for the sustainable development of the industry, and provide decision support for government departments, enterprises and relevant practitioners.

## **2. Connotation and elements of martial arts culture innovation**

### ***2.1 Innovation and inheritance of traditional martial arts culture***

In the Internet + era, the innovation and inheritance of traditional martial arts culture has become an important direction to promote the development of martial arts culture. As the crystallization of ancient Chinese wisdom and culture, traditional martial arts culture contains rich philosophical thoughts, moral ethics and the principles of physical and mental cultivation, and has a unique and important contribution to maintaining human physical and mental health and promoting social harmony [4].

In modern society, with the progress of science and technology and social changes, the development of traditional martial arts is facing new challenges and opportunities. The Internet + era provide a broad platform and conditions for the innovation and inheritance of traditional martial arts culture [5]. Through in-depth research and improvement of traditional martial arts techniques, moves and theories, it can be combined with modern science, psychology, sports medicine and other fields to enhance its practicality and science, so that traditional martial arts more in line with the needs of modern society.

Inheritance in innovation can better carry forward the value and essence of traditional martial arts culture, and also make it better adapt to the needs and changes of modern society. The innovation and inheritance of traditional martial arts culture can continuously promote the development of martial arts culture, promote the spread and popularization of martial arts in modern society, and make it play a greater role and value.

In order to realize the innovation and inheritance of traditional martial arts culture, it is necessary to strengthen education and promotion, cultivate more martial arts talents and enthusiasts, and expand the influence and dissemination of martial arts culture. At the same time, it also needs strong support and attention from the government and all sectors of society, and give more guarantees and support in terms of policies and funds. Only in this way can the innovation and inheritance of traditional martial arts culture be better realized and make greater contributions to promoting the development of martial arts culture in the Internet + era.

### ***2.2 Application of technological innovation and digital technology in martial arts culture***

The application of technological innovation and digital technology in martial arts culture has injected new vitality into traditional martial arts and promoted the innovation and development of martial arts culture. The application of digital technology can make traditional martial arts performance and training more accurate, safe and efficient. For example, 3D printing technology can manufacture martial arts equipment suitable for individual needs, and smart wearable devices can record and analyze the movement data of learners to help them better understand and master the technical essentials [6]. At the same time, with the help of virtual reality technology, martial arts lovers can feel the charm of traditional martial arts and improve learning effectiveness and interest. In addition, through the use of the Internet and social media platforms, martial arts culture can gain wider dissemination and influence, attracting more people to participate in the learning and inheritance of martial arts culture. It can not only realize the publicity and promotion of martial arts culture through

online live broadcast, short video and other forms, but also spread traditional martial arts knowledge to more places through online teaching, communication and sharing, breaking the restrictions of time and space, so that more people can understand and participate in martial arts culture.

The application of technological innovation and digital technology can not only promote the development of traditional martial arts culture, but also provide support and impetus for the innovation and change of modern martial arts culture. For example, the combination of martial arts and esports, as well as emerging areas such as martial arts fitness, can achieve better experience and performance through digital technology [7]. In the future, with the continuous progress and development of digital technology and artificial intelligence and other fields, the application and innovation of martial arts culture will be more rich and diversified, injecting new vitality and impetus into the development of traditional martial arts culture.

### ***2.3 Combination of production, university and research and training of innovative talents***

The combination of production, learning and research and the cultivation of innovative talents is an important way to promote the innovation of martial arts culture. Through cooperation with enterprises, universities, scientific research institutions, etc., theoretical research can be combined with practical application to promote the development of martial arts cultural industry. Industry can provide actual needs and resources, while universities and research institutions can provide expertise and technical support. This combination can promote the innovation ability and competitiveness of the martial arts culture industry. At the same time, the cultivation of innovative talents is also the key to establish a multi-level and multi-field talent training system, train professionals with martial arts technology and cultural literacy, and provide talent support for the innovative development of martial arts culture.

To sum up, the innovation and inheritance of traditional martial arts culture, scientific and technological innovation and digital technology application, the combination of industry-university-research and innovative talent training together constitute the connotation and elements of martial arts cultural innovation. Through continuous innovation and inheritance, the use of the power of science and technology and digital technology, as well as the combination of production, learning and research and the training of innovative talents, martial arts culture can be full of new vitality and vitality, and achieve sustainable development and inheritance in modern society.

## **3. The influence of the Internet + era on the martial arts culture industry in Anhui Province**

In the Internet + era, the martial arts culture industry in Anhui province is also facing great opportunities and challenges. On the one hand, the application of Internet technology provides a broader platform and more convenient channel for the dissemination of martial arts culture, and promotes the popularization and inheritance of martial arts culture. At the same time, the Internet plus era has also brought many challenges to the development of martial arts culture industry in Anhui province, such as the conflict between traditional culture and modern business models and the problem of intellectual property protection.

### ***3.1 The Internet plus era has played a positive role in the dissemination and promotion of martial arts culture in Anhui Province***

Internet technology can provide a wider audience for the spread of martial arts culture, break the geographical and time restrictions, so that more people have the opportunity to understand and contact martial arts culture. For example, through various channels such as online videos, social media and websites, martial arts performances and techniques can be presented to a global audience, increasing the influence and recognition of martial arts culture [8]. In addition, the Internet can also improve the promotion efficiency and coverage of martial arts culture, through online live broadcasting, network marketing and e-commerce platforms and other means, can greatly improve the visibility and popularity of martial arts culture.

### ***3.2 The Internet plus era has brought new business opportunities for the development of martial arts culture industry in Anhui Province***

The application of Internet technology can create more business models and profit opportunities for the martial arts culture industry, and inject the power of modern commercial development into the

traditional martial arts. First of all, through the combination of online and offline channels, tourism, entertainment and cultural and creative products with martial arts characteristics can be created to meet the needs of different groups of people for martial arts culture. For example, martial arts culture-themed tourism routes are launched through online tourism platforms, combining traditional martial arts with scenic spots to provide a full range of tourism experiences. At the same time, combined with virtual reality technology, visitors can immerse themselves in martial arts performance and training, increasing the interaction and interest. Secondly, the digital technology in the Internet + era can also provide a more convenient and efficient management and operation mode for the martial arts culture industry, and improve the efficiency and competitiveness of the industry. By establishing martial arts training platforms and online teaching resources, traditional martial arts knowledge can be spread nationwide and even globally, breaking geographical restrictions and providing more people with opportunities to learn and communicate. At the same time, through the application of big data analysis and artificial intelligence, market research and user demand analysis can be conducted on the martial arts culture industry, and targeted product design and promotion activities can be carried out. In addition, the use of e-commerce platforms makes the sale of martial arts cultural products more convenient, and consumers can obtain martial arts equipment, clothing and books that meet their needs at any time through online shopping and other ways.

In general, the application of Internet technology has brought new business opportunities and development space for the martial arts culture industry. In the digital era, martial arts culture industry can not only inherit and carry forward traditional culture, but also combine with modern business to create more commercial value and social benefits. In the future, with the continuous progress and innovation of science and technology, the application of Internet technology in the martial arts culture industry will be more extensive and in-depth, providing continuous help for the dissemination and development of martial arts culture.

### ***3.3 The Internet plus era has also brought certain challenges to the martial arts culture industry in Anhui province***

First of all, there are contradictions and conflicts between traditional culture and modern business models. As an important part of traditional Chinese culture, martial arts carry rich philosophical, moral and artistic values. However, in the context of commercial development, some businesses may be more inclined to pursue economic interests, simplifying, commercializing or even distorting martial arts culture, resulting in the dilution of the value of martial arts culture.

Secondly, the protection of intellectual property rights is also one of the problems facing the Internet + era. The rapid development of Internet technology and the convenience of information dissemination have brought many challenges to the intellectual property protection of the martial arts culture industry, and it is necessary to strengthen the construction of relevant laws and regulations and management means. In the Internet plus era, the works and creativity of martial arts culture are easy to be pirated, improperly reproduced, distributed or abused by the Internet.

To sum up, the Internet plus era has a multi-faceted impact on the martial arts culture industry in Anhui province, which brings both opportunities and challenges. With the advantages of Internet technology, more commercial value and social influence can be created for the martial arts culture industry. At the same time, it is also necessary to constantly improve the management system and strengthen the protection of intellectual property rights to ensure the inheritance and development of martial arts culture.

## **4. Research on the construction of Anhui martial arts cultural industry structure in the Internet + era**

### ***4.1 Main content and direction of the construction of martial arts cultural industry structure in Anhui Province***

#### ***4.1.1 Integration of traditional martial arts performance and modern entertainment industry***

In the integration of traditional martial arts performances with the modern entertainment industry, we can further explore various forms of cooperation to create more innovative and commercially valuable works. One way is to cooperate with the entertainment industry such as movies, TV dramas, and stage dramas to skillfully integrate traditional martial arts elements into them, so as to create more

watchable and attractive works. By combining gorgeous action design, brilliant plot ideas and high level production technology, these co-productions are able to appeal to a wider audience and succeed in the market.

Cooperation with the network platform is also an important way to expand the influence of martial arts culture. We can develop martial arts related games, short videos and other content, using the interaction and entertainment to attract more young people's interest in martial arts. By partnering with well-known gaming companies or video platforms, with their strong technology and user base, we can create more innovative and interesting martial arts experiences. This can not only meet the needs of the young generation for interactive entertainment, but also promote the spread and popularization of martial arts culture. The exploration of these forms of cooperation can not only inject new vitality into traditional martial arts, but also promote the development of modern entertainment industry. By combining traditional martial arts with innovative means of modern entertainment, we are able to open up new market areas and attract more audience and consumer attention and participation in the martial arts cultural industry [9]. At the same time, this kind of cooperation also contributes to the inheritance and promotion of traditional Chinese culture, making martial arts, an art form with profound historical background, radiate new vitality and vitality in contemporary society.

#### ***4.1.2 Combination of martial arts education and health industry***

In the field of martial arts education, we can further combine with the health and wellness industry to develop more martial arts fitness programs for different groups of people to meet people's needs for physical health and wellness. Especially for middle-aged and elderly people, special martial arts health courses can be designed to combine traditional Qigong, tai chi and other elements to help improve their physical fitness and health level [10]. These martial arts health courses for middle-aged and elderly people can emphasize soft movement and breathing regulation, suitable for their physical conditions and needs. By learning the basic movements of martial arts and Qigong exercises, middle-aged and elderly people can improve their physique and flexibility, enhance their heart and lung function, and also relieve stress and promote physical and mental health. Such martial arts health courses combine the essence of traditional martial arts with modern health concepts, which not only meets the needs of middle-aged and elderly people for physical exercise, but also retains the cultural connotation of martial arts. In addition, in order to train more talented and professional martial arts teachers, professional martial arts colleges or training institutions can be set up to provide training and skill upgrading opportunities for those who are interested in martial arts teaching and guidance. These colleges or institutions can provide systematic courses, including training in martial arts theory, movement skills, teaching methods, etc., to help students comprehensively improve their martial arts level and teaching ability. By providing high-quality education and training, we can train more excellent martial arts teachers, further promote the development of martial arts education, and inherit and carry forward the Chinese martial arts culture.

By combining with the health and wellness industry, we can extend martial arts education to a wider group of people and meet their needs for physical health and wellness. This not only helps to improve people's physical fitness and quality of life, but also promotes the spread and development of martial arts culture. Martial arts is not only a way of physical exercise, but also a broad and profound culture and art, through the combination of health industry, we can open up more market areas, the value and charm of martial arts to more people.

#### ***4.1.3 Martial arts tourism and the development of cultural and creative industries***

In Anhui Province martial arts cultural resources mining and development, can further deepen the martial arts tourism and cultural creative industry. On the one hand, martial arts villages, martial arts theme parks and other martial arts tourist attractions can be built to show and experience the charm and connotation of martial arts culture. Martial arts village can provide tourists with a variety of experience activities such as watching martial arts performances, learning martial arts skills, tasting local special food, so that tourists can fully understand the martial arts culture, feel the spirit and atmosphere of martial arts.

At the same time, the martial arts theme park can design and create a number of different themes and styles of areas, including traditional martial arts, folk martial arts, modern martial arts, etc., through a variety of forms of performance, competition, experience activities to attract tourists. In the design process, we can make full use of Anhui Province's rich martial arts cultural resources, such as Shaolin Temple, southern Anhui Martial Arts Hall, etc., to create martial arts tourist attractions with local characteristics, and enhance tourists' cognition and understanding of Anhui martial arts culture. On the other hand, combined with the cultural and creative industry, we can design and develop cultural

products related to martial arts, such as martial arts cultural derivatives, souvenirs, etc., to enrich market supply and improve consumer experience. These cultural products can fully reflect the connotation and value of martial arts culture, such as T-shirts, handicrafts, books, etc., with traditional martial arts moves as design elements, or mobile phone cases and cartoon images with martial arts scenes as the background. Through the design and development of these cultural products, the dissemination and promotion of martial arts culture can be further promoted, and at the same time, new vitality and impetus can be injected into the development of cultural and creative industries.

#### ***4.1.4 Integration of martial arts equipment manufacturing and scientific and technological innovation industry***

In the integration of martial arts equipment manufacturing and scientific and technological innovation industry, the development of martial arts equipment manufacturing industry can be further promoted. Anhui Province has improved the quality, performance, and safety of martial arts equipment by introducing advanced manufacturing technology and materials [11]. At the same time, the use of scientific and technological innovation, the development of intelligent martial arts training equipment, to provide more personalized and efficient training methods. In addition, it can also strengthen cooperation with scientific research institutions and universities, promote the deep combination of martial arts and science and technology, and inject new impetus into the development of martial arts cultural industry.

#### ***4.2 Construction of industrial structure innovation system construction implementation strategy and path***

The application of Internet technology can not only create more business models and profit opportunities for the martial arts culture industry, but also promote industry collaboration and resource integration, innovation platform construction and technological innovation promotion, as well as innovation culture cultivation and intellectual property protection.

##### ***4.2.1 Industry collaboration and resource integration***

Internet technology provides great opportunities for the development of martial arts culture industry for industry collaboration and resource integration. With the establishment of an online cooperation platform, various martial arts related institutions, such as martial arts training institutions, martial arts performance groups and cultural and creative enterprises, can share resources and cooperate, thus forming a virtuous circle and win-win situation. For example, martial arts training institutions can join hands with professional photographers, audio and video production companies and other partners to deliver high-quality martial arts teaching content to more students through online live or recorded broadcasting, thereby expanding market influence. In this way, students who are not subject to geographical restrictions can obtain top martial arts teaching resources across the country, which promotes the popularization and inheritance of martial arts skills.

At the same time, martial arts performance groups in different regions can also cooperate through the Internet platform, learn from each other's experience, and improve the performance level and attractiveness. Through the online platform, martial arts performance teams can share wonderful performance videos, stimulate the audience's interest, and attract more viewers to participate in the spread of martial arts culture. This kind of cooperation performance can not only promote the development of martial arts performance art, but also promote the prosperity of martial arts culture industry in various places.

Through the platform and tools provided by Internet technology, the martial arts culture industry can achieve resource integration, information sharing and market expansion, and form a strong cooperation network. The cooperation between different institutions has strengthened the contacts and exchanges within the industry, injecting new vitality into the innovation and development of the martial arts cultural industry. Such cooperation and cooperation not only help to improve the quality and popularity of martial arts teaching, but also promote the artistic level of martial arts performance and international influence. In general, Internet technology has brought unprecedented development opportunities for the martial arts culture industry, and has brought great potential for the prosperity and innovation of the industry.

##### ***4.2.2 Innovation platform construction and technological innovation promotion***

The application of Internet technology has promoted the construction of innovation platform and the promotion of technological innovation, which has brought great changes to the field of martial arts

culture. Through the establishment of an innovation platform focusing on martial arts culture, experts, scholars, technical talents and creative teams in the field of martial arts gather together to explore the innovative development path of martial arts culture.

Among them, combined with virtual reality, augmented reality and other cutting-edge technologies, can develop a new martial arts training tools and interactive learning system, to provide more rich, interesting and effective learning experience for martial arts learners. Through virtual reality technology, students can feel the charm of traditional martial arts and interact with virtual masters, so as to enhance the enthusiasm and effect of learning. At the same time, augmented reality technology can combine martial arts movements with real scenes, and help students better grasp the essence of martial arts skills and movements through guidance and feedback.

In addition, the application of big data analysis and artificial intelligence technology has also brought new possibilities for martial arts performances and competitions. Through the collection, sorting and analysis of a large number of martial arts performance and competition data, we can deeply understand the advantages and disadvantages of various movements, skills and strategies and the influencing factors, and provide personalized evaluation and training suggestions for martial arts performers. At the same time, combined with artificial intelligence technology, an intelligent auxiliary system can be developed to provide immediate feedback and guidance for martial arts actors through real-time monitoring and analysis, helping them to constantly improve their performance skills and improve their artistic level.

The application of Internet technology plays an important role in the construction of innovation platform and the promotion of technological innovation in the field of martial arts culture. Through the combination of virtual reality, augmented reality and other technologies, the development of new martial arts training tools and interactive learning systems, as well as the use of big data analysis and artificial intelligence technology to evaluate and optimize martial arts performances and competitions, can promote the innovation and improvement of martial arts technology. These advances will continue to enrich the connotation of martial arts culture, promote the inheritance and development of martial arts, and provide a more diversified learning and appreciation experience for the majority of martial arts fans.

## 5. Conclusion

To sum up, the application of Internet technology plays an important role in the martial arts culture industry. Through industry collaboration and resource integration, innovation platform construction and technological innovation promotion, as well as innovation culture cultivation and intellectual property protection, the development of martial arts culture industry can be further promoted, and its market competitiveness and social influence can be enhanced. In the future, with the continuous progress and innovation of technology, Internet technology will continue to provide more opportunities and possibilities for the inheritance and innovation of martial arts culture.

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