

The International Development Path Of Chinese Martial Arts Under The Mode Of Taekwondo Promotion

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Abstract: The strength of sports events can reflect the size of a country's strength, and the development of anything is inseparable from an outstanding talent team. The success of Chinese martial arts promotion depends to a large extent on the intensity of talent training for the promotion of martial arts. Only after cultivating a large number of international martial arts talents with both virtue and ability, can Chinese martial arts be promoted to the world. Therefore, this article mainly studies the strategies and models of Korean Taekwondo in the international promotion of talent training, and summarizes the methods suitable for the training of Chinese martial arts international promotion talents. In the analysis, this article mainly refers to the international promotion path of Taekwondo, and explores effective strategies that can promote the internationalization of Chinese martial arts.

1. Introduction

The main content of martial arts is fighting, focusing on internal and external training. What Taekwondo and martial arts have in common is that they also focus on fighting, with the goal of tempering people's willpower. Although the sports content of the two is the same, there are certain differences in the form of promotion. The so-called form of promotion refers to expanding the influence of things through the form of publicity, so that more people can understand them, and promote the stable development of things. The current experience in the promotion of internationalization of Taekwondo is relatively rich. When promoting martial arts in my country, we can actively learn from the promotion model of Taekwondo and combine the characteristics of Chinese martial arts to improve the effectiveness of international promotion.

2. Comparison of the International Promotion History of Korean Taekwondo and Chinese Wushu

2.1 Taekwondo Promotion Experience

Since the 1950s, the South Korean government has begun to increase the international promotion of Taekwondo. In the initial stage, the state dispatched soldiers (that is, Taekwondo coaches, as a demonstration). South Korean leaders and leaders of all walks of life also attach great importance to the spread of Taekwondo. With the establishment of the Taekwondo sports system, the merging of gymnasiums and factions, the simplification of administrative power, and the establishment of the National Institute of Technology, Taekwondo began to enter a scientific, systematic, and national development model, and since then laid the foundation for the development of Taekwondo. The World Taekwondo Federation (WTF), established in May 1973, further promoted the popularity of Taekwondo worldwide. Taekwondo became a performance program from the 1988 Seoul Olympics in South Korea, and officially became an Olympic event in 2000. During the international promotion of Taekwondo, South Korea sent a large number of coaches, instructors, and performance groups abroad to popularize Taekwondo on a large scale. After years of practical exploration, Koreans have accumulated a lot of experience in promoting the training of international talents in Taekwondo, and have formed specific standards.

2.2 History of Chinese Wushu Promotion

The first outward spread of Chinese martial arts was carried out by Chinese miners and Chinese workers who repaired railways driven by the California gold rush. The central Chinese martial arts hall and the Jingwu Sports Association have made the greatest contributions to the international promotion of Chinese martial arts in modern times. After the founding of the People's Republic of China, China established a major martial arts management organization, taking martial arts as the main promotion item. Through the excavation, sorting, inheritance and promotion of martial arts, a martial arts competition model was initially formed. By guiding the development of martial arts technology, it strengthened the competitive nature of the competition has further promoted the popularization and improvement of Chinese martial arts. After the country implemented the reform and opening policy, the international sports of martial arts has become a development trend. Through continuous efforts, gradually laid the foundation of Chinese Wushu's Olympic strategy impact. In June 2006, the IWUF was recognized as a member of the International Olympic Committee (IOC) family. This is an important milestone in the internationalization of Chinese martial arts, and it also makes it possible for Chinese martial arts to enter the Olympics.

In the process of international promotion of Korean Taekwondo and Chinese martial arts, the initial stage of the two countries was mainly through the scattered and unsystematic technical teaching of overseas Chinese. At this stage, there is not much difference in the overseas communication of the two projects. With the rapid economic development, Korean Taekwondo has taken the lead in the systematic and government-participated overseas dissemination. Through effective measures, the international dissemination of Korean Taekwondo has achieved significant results. Due to the differences in the national conditions of the two countries, the overseas promotion of Chinese martial arts was relatively late, and many favorable opportunities were missed.

3. Existing Problems in the International Promotion of Chinese Martial Arts from the Perspective of the Taekwondo Promotion Model

3.1 Conceptual Factors Hinder More

The differences between Chinese and Western cultural concepts have largely hindered the international promotion of Chinese martial arts. Chinese martial arts pay more attention to morality and ethics. Martial arts can make people know oneself in the process of life, and play a role in promoting the cultivation of character and spiritual cultivation and the realization of the overall development of people. In the international promotion and development of Chinese martial arts, it has been influenced by Chinese and Western cultural factors. Competitive sports focuses on personal values and pursues "faster, higher, and stronger". Not only are there differences in concepts, but also the pursuit of competitive sports is also different. In the context of the further deepening of the cultural exchanges between Chinese and Western sports, the international promotion and development of Chinese martial arts is also facing many difficulties.

3.2 Insufficient Promotion

The promotion of martial arts plays an important role in promoting the international development of Chinese martial arts. However, our country does not pay enough attention to the promotion of martial arts, and the emphasis on international martial arts organizations is only verbal, and it has not attracted the attention of relevant martial arts management departments. Under such circumstances, it is not conducive to the development of martial arts internationalization. Compared with the promotion of the martial arts industry in my country, the prosperity of Korean Taekwondo is inseparable from the participation of the people. Korean schools have built corresponding gymnasiums and will hire celebrities to teach Taekwondo. However, the publicity of martial arts in our country is still only on martial arts movies, and there is no corresponding publicity to show the full picture of martial arts, and no attention is paid to the research and investigation of the needs of foreign martial arts practitioners. This will inevitably affect the value of martial arts promotion.

3.3 Lack of Innovation in Promotion Theory

Compared with the current sports development, the promotion theory of my country's martial arts industry has been seriously lagging behind. Traditional martial arts is guided by Taoist and Confucian ideas, and emphasizes the complementarity of yin and yang, and the concept of harmony between man and nature. The concept of martial arts pays more attention to humanistic cultivation and martial arts spirit, but lacks a scientific and rigorous attitude. Compared with the current development of competitive sports with a complete scientific system, China's martial arts theory research system is not perfect, the lag is more prominent, the concept of promotion is different, and the pace of development is also inconsistent. These all have an impact on the development of the internationalization of China's martial arts industry.

3.4 Lack of Professional Promotion Talents

During the Taekwondo promotion process, there are professional coaches, athletes and promotion personnel. It can be seen from Table 1 and Table 2 below.

Compared with the Korean Taekwondo promotion team, my country's martial arts promotion team is relatively scarce in terms of professional talents.

Table 1. Basic situation of Korean Taekwondo coaches and athletes mastering skills

	Coach (%)	Athlete (%)
Club	47.8	53.1
Sports school	19.4	14.6
General middle school	13.6	19.5
Physical Education	18.2	12.8
Self-taught	0.0	0.0
Other	0.0	0.0

Table 2. Basic situation of Chinese martial arts coaches and athletes mastering skills

	Coach (%)	Athlete (%)
Martial Arts School	42.9	44.7
Sports school	22.9	38.2
Social training	5.9	6.1
Physical education	28.2	10.5
Self-taught	0.5	0.0
Other	1.8	0.4

From Table 1 and Table 2, it can be seen that the main ways for Chinese martial arts coaches and athletes to master their skills are martial arts schools, sports schools and physical education, while the main ways for Korean Taekwondo athletes to master their skills are clubs, sports schools, and general middle schools. the distribution of Taekwondo coaches and athletes trained by clubs accounts for nearly half of the total number of Taekwondo coaches and athletes. The other three categories are relatively close. On the one hand, it can be seen from the table that there are many ways to popularize Taekwondo in Korea. On the other hand, it can also be seen that the club has played a key role in it. This is worth learning from, and we should also vigorously develop the form of clubs for martial arts education.

In addition, the number of Korean Taekwondo coaches far exceeds the number of Chinese martial arts coaches, regardless of the number of domestic training or foreign training, and Korean Taekwondo coaches have received training at home and abroad. This kind of large-scale, organized, and systematic training is very helpful for coaches to conduct international teaching. Chinese martial arts are still lacking in this regard.

4. Multiple Paths for the International Development of Chinese Martial Arts under the Taekwondo Promotion Model

4.1 Realize the Organic Integration of Martial Arts Representative Culture

In order to achieve the organic integration of the representative culture of martial arts, domestic martial arts experts can be organized to cooperate with foreign friends who are currently proficient in martial arts. Different national cultures can be fully used for reference to the traditional culture, classic styles and technical connotation of martial arts in China. Form a common culture of martial arts with distinctive technical characteristics, easy to understand, easy to master, and consensus. For example, the current cultural extension of martial arts danwei routines of different types of martial arts, with the in-depth development of various cooperation project policies, can strengthen cooperation with the Hanban of relevant countries, through the cooperation with Confucius Institutes, Confucius Classrooms in Chinese painting and calligraphy, Chinese, Chinese Hanfu, etc. Closely integrate, carry out standardized and planned martial arts promotion and dissemination worldwide.

4.2 Expand Promotion Channels Based on Policy Advantages

The "Five-Year Plan for the Development of Chinese Martial Arts (2016-2020)" in Article 4 of strengthening international cooperation and exchanges and expanding channels for martial arts promotion points out that the role of various foreign organizations must be fully utilized. Extensively establish foreign cooperation and contacts, build a platform for the promotion of overseas institutions, and strengthen cooperation with overseas institutions such as embassies and consulates abroad, Chinese cultural centers, Chinese-funded enterprises, etc.; to promote the process of competitive martial arts bidding for the Olympics. Strengthen cooperation with the International Martial Arts Federation, explore the development model of international martial arts events, focus on building martial arts international exchange brand events, and make martial arts an important carrier for sports exchanges between China and foreign countries. These plans fully reflect the National Sports General Administration's Wushu Center's internationalization deployment for promotion of Chinese martial arts. With the in-depth development of the "Belt and Road" initiative, when martial arts activities and competitions are held in various countries along the route, the sharing and communication of martial arts resources with the International Wushu Federation, the Intercontinental Wushu Federation, and the domestic Wushu Federation are encouraged. First, it will gather information about the development of martial arts from all over the world in a timely manner, and quickly and efficiently convey it to all member countries, leading and promoting the rapid development of martial arts internationalization.

4.3 Build a Cultural Brand of Chinese Martial Arts

The current concept of the integration and development of civilizations is "to transcend the barriers of civilizations with the exchange of civilizations, to transcend the conflicts of civilizations with mutual learning of civilizations, and to transcend the superiority of civilizations with the coexistence of civilizations". The effective marriage between cultural elements such as yoga and wrestling recognized by the society, relying on a well-known production team to create more well-received film and television works, so as to obtain the harmonious coexistence and blending coexistence of different civilizations.

In addition, it is necessary to take advantage of the strategic opportunity of the panoramic spread of the overseas communication of Chinese culture, strengthen the basic theoretical research on the internationalization of Chinese martial arts, explore the overall effect of the whole process of Chinese martial arts "going out", and formulate the improvement of Chinese martial arts The overall benefit evaluation system of "going out". In this regard, it is necessary to rationally examine the forms of cultural exchanges and cooperation among the "Belt and Road" countries, the Year of Confucius, etc., to help Chinese martial arts to "go out" in depth, to serve the construction of a "community with a shared future for mankind", and to provide support to overseas Chinese cultural institutions The relevant experience of the cultural group will be summarized in a regular manner to avoid possible risks in the overseas spread of Chinese martial arts.

Finally, in the process of promoting Chinese culture to the world, it is necessary to integrate

Chinese martial arts elements into the brand projects of Chinese and foreign cultural exchanges and cooperation, and to sort out its replicable promotion experience. At the same time, it is necessary to gather the collective wisdom of government functional departments, relevant experts and scholars, celebrities, and the folks to promote the "martial arts community" in which Chinese martial arts benefit the people of the world, and to promote the in-depth "going out" of Chinese martial arts in the new era.

4.4 Provide Martial Arts Development Support to Relevant Countries

To develop martial arts worldwide, it is necessary to regularly provide high-quality martial arts training for martial arts coaches and teachers of countries along the route, and continuously improve martial arts teaching and training capabilities. It can focus on the classification of traditional martial arts, competitive martial arts, school martial arts and mass martial arts, formulate normalized and standardized world martial arts teaching, training guidelines and outlines, apply them to martial arts teaching and training in various countries, and use the form of assessment to train coaches. Staff and teachers conduct professional skills identification and issue certificates, focusing on cultivating comprehensive international martial arts teaching and training talents. In China, it is possible to increase martial arts classes in a targeted manner for the curriculum of foreign language universities and foreign students, make full use of the language environment, and follow a unified martial arts teaching, training guide and syllabus to systematically learn martial arts for foreign students who have passed the assessment. Issuing certificates to enable international students to acquire an additional skill.

4.5 Establish a High-Quality Promotion Talent Team

4.5.1 Form a Cooperative Training Model

First of all, it is necessary to strengthen the training of domestic traditional national sports talents. It is recommended that all colleges and universities establish advanced talent training concepts, put the training of national traditional sports talents in an important position, adhere to the guidance of social needs, and focus on strengthening the training of traditional national sports talents. The cultivation of professional education talents, cultural managerial talents and other types of talents, broaden the training channels of traditional national sports talents, especially pay attention to the development of social talent training channels promoted by the government, education training channels based on school leaders, and constantly improve talents' quality of training.

Secondly, we must take advantage of policies, such as the "Belt and Road" initiative, and actively explore cooperation in training Chinese martial arts talents and teacher training programs. In the process of promoting the internationalization of Chinese martial arts, it is necessary to give full play to our country's experience and advantages in martial arts talent training, attract national reserve forces with similar or identical national traditional sports to study in China, and set up traditional national sports in some key universities' scholarship. Explore the joint training of coaches, athletes and other talents in the fields of mass ethnic traditional sports and competitive ethnic traditional sports with the "Belt and Road" countries and regions, and create a talent ecosystem for the "Belt and Road" martial arts sports. It plays an important role in promoting traditional national sports. In addition, it actively implements the talent strategy of "inviting in" and "going out" to promote the exchange and training of coaches, athletes and others in Chinese martial arts sports from countries along the route.

4.5.2 Improve the Selection System

The selection system has important institutional significance for cultivating coaches with international promotion capabilities. The rank system is extremely important for the promotion of martial arts. Therefore, we should study and study the Korean Taekwondo rank system and explore a scientific rank system selection that has the advantages of simplicity, application, convenient operation, and simple quantification, which can be adapted to modern sports and facilitate the promotion of Chinese martial arts system, such a selection system, can definitely cultivate

promotion talents with international competitiveness.

Conclusion

As an important carrier of Chinese culture, Wushu not only carries the Chinese national spirit of self-improvement, but also becomes an important reason why foreigners like China and are willing to understand China. The spread of Chinese culture through Chinese martial arts not only allows foreigners to feel the Chinese spirit, but also promotes Chinese martial arts throughout the world. In the era of peaceful development, Wushu has been given a new meaning, and it is an important force for the development of national strength. In the process of promoting the internationalization of Chinese martial arts, it is necessary to use Korean Taekwondo as a reference, through continuous exploration and innovation, to form a new mode of international promotion of martial arts with Chinese characteristics.

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