

## Research on the Path of Wushu Tourism Industry Structure Optimization and Transformation and Upgrade in Henan Province

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**Abstract:** The development and utilization of martial art tourism resources are related to the development and expansion of the tourism industry in Henan Province on the one hand, and also to the spread and influence of martial art events in Henan Province on the other. Based on this, on the basis of elaborating the advantages of the current development of the martial arts tourism market in Henan Province, and pointing out the constituent factors of the tourist source, it points out the shortcomings of the current development in order to provide a reference for further development of martial arts cultural tourism resources.

### 1. Introduction

Martial arts is a treasure of traditional Chinese culture. In recent years, with the spread of a series of film and television cultural forms such as “Crouching Tiger, Hidden Dragon”, martial arts has become a favourite sport among ordinary people at home and abroad. Henan Province, as a major province of Chinese martial arts, has very rich martial arts resources. The Shaolin martial arts that are well-known both at home and abroad, and Taijiquan, which has been scientifically approved and has positive fitness effects, have become the symbol of Henan martial arts. I hope to understand and learn martial arts. In addition, in recent years, people's living standards have continued to improve, and outbound tourism has become a popular leisure item that everyone hopes for. According to statistics from the Henan Provincial Tourism Bureau, in 2011 Henan Province received 307 million tourists from home and abroad, with a total tourism revenue of 280.206 billion yuan. In this context, how to further improve the development quality of martial arts tourism industry in Henan Province and deepen the connotation of martial arts tourism has become an important means to enhance the impact of martial arts in Henan.

Henan Province is a big province of martial arts and tourism. Its martial arts tourism resources are very rich, and the natural environment between regions is significantly different. The resources of each martial art tourism scene are different, and the development level of martial arts tourism resources is also different in different places. A comprehensive understanding of the current situation and advantages of the martial arts cultural resources and its development in Henan Province will play an important role in guiding regional cultural construction and economic development in Henan.

### 2. Research on Wushu Tourism Industry in Henan Province

The development of martial arts cultural resources in various regions of Henan Province has been strengthened, modern facilities of local martial arts culture have been emphasized, and the advantages of local cultural characteristics have been used to develop the local economy while promoting the traditional Chinese martial arts culture. Ji Canzhong pointed out in “Analysis of the Status Quo and Advantages of the Development of Martial Arts Tourism Resources in Henan Province” that localities actively use local cultural resources to develop the martial arts industry and form an integrated industrial base model. Zhang Zhuping pointed out in “An Analysis of the Current Situation of Martial Arts Cultural Tourism Resources in Henan Province” that each session of the Kaifeng Martial Arts Temple Fair was attended by martial arts associations, martial arts

schools, and non-governmental organizations from all over the province.

In the long-term historical evolution of martial arts, under the influence of traditional Chinese culture, “robustness and vigor” and “harmonious unity” undoubtedly fit the spirit of the theme of the era of ecological civilization. Therefore, based on the background of the times and taking cultural ecology as the starting point, studying the future development of martial arts tourism is a subject of far-reaching significance. Sports tourism has developed rapidly with the economic development of the society. As a branch of the sports tourism industry, martial arts tourism attracts a large number of tourists with its unique cultural connotation, promotes the development of tourism economy, and contributes to the construction of a harmonious society. contribution. With the rapid economic growth, China's sports industry has developed rapidly. As a category of the sports industry, the martial arts industry must constantly review its own shortcomings during this period of historical opportunity, learn from advanced foreign experience, and take the road to industrialization in order to make Chinese martial arts. Rediscover the glory of the past.

### **3. Current Status and Main Problems of Wushu Tourism Industry Development in Henan Province**

As an important part of the tourism industry, martial arts tourism has achieved good results over the years with the efforts of governments at all levels and civil society, and has made certain achievements in product development and service quality. The World Traditional Martial Arts Festival, Jiaozuo National Taiji Exchange Competition, Shaolin Temple “Zen Shaolin” Music Ceremony and a series of themed tourism activities have been recognized by the majority of tourists. However, from the perspective of tourism industry development, there are still some problems in management, service, and depth. Specifically, it is mainly manifested in the following aspects:

There are many types of tourism projects, but there are few bright spots. In recent years, through continuous development and construction, Henan Wushu tourism industry projects have greatly increased in number. Local cities and towns have made full use of local martial arts resources and creatively developed many tourism products related to martial arts. The martial arts boxing types with regional characteristics are an important part of martial arts tourism resources in various regions, such as Taijiquan in Chenjiagou in Jiaozuo and Shaolin in Songshan , Kaifeng's Zhaquan and plum blossoms, Changyuan's Liuhe gun, Anyang's bouncing leg and so on. These martial arts sports events have added a certain degree of attraction to local tourism. However, in terms of influence, except for individual items that have been recognized and paid attention by the world, the influence of most tourism products is relatively low. The lack of highlights has become a constraint on Henan martial arts. Important factors for tourism.

Tourism project management is chaotic and lacks guidance In February 2012, Henan Province issued the “Twelfth Five-Year Plan for the Development of Tourism Industry in Henan Province”, which provided guiding opinions on the development, planning, and implementation of the tourism industry, which is beneficial to promote The development of tourism in Henan. Various cities have also issued a series of tourism industry development guidance according to their own characteristics, which has effectively ensured the development of the tourism industry. But as far as martial arts tourism is concerned, there is a certain correlation between the various items of martial arts. Scientific planning and design are needed to develop and use it more scientifically and effectively. However, the province's martial arts tourism lacks a complete and scientific Guidance and planning has caused martial arts tourism to fight alone or to repeat construction blindly, which has caused a huge waste of people and property, and it is difficult to achieve good practical results.

There are few martial arts tourism products, and it is difficult to make joint efforts. Although Henan Province has abundant martial arts tourism resources, there is still a big gap between the quantity and quality of the martial arts tourism market: First, in terms of the development of martial arts tourism resources, in addition to Shaolin and Taiji Apart from the two slightly influential martial arts tourism projects, the use of other martial arts tourism resources is poor and many martial arts boxing types with a long history are difficult to be effectively developed. Second, in terms of resource integration, the strength of cross-regional integration is still relatively small, and

the integration of tourism resources within the region is relatively weak, making it difficult to form a true joint force. From a cross-regional perspective, the current martial arts tourism in each region is self-contained and not related to each other. Many items are duplicated, inefficient, and some content even conflicts with each other. From a regional perspective, martial arts tourism and local folk The integration of tourism projects such as art, nature, and customs is not enough. It is difficult to open up the market by relying on martial arts alone.

Weak project development ability and low level From the perspective of the development of martial art tourism resources, the current development of martial art tourism resources still has the following deficiencies. The first is insufficient publicity. Regarding the promotion of martial arts tourism, it is far from satisfying the actual needs in terms of scale, scope, time and form. This makes martial arts, which is the sport most closely related to the Chinese people, has become a minority project. Together with the invasion of taekwondo, karate and other projects, martial arts tourism has become a high and widow project, and most people wait and see. The second is a single cultural connotation. Chinese martial arts emphasizes self-transcendence and self-cultivation, which is consistent with the current social concept of harmony and health. In the development of martial art tourism, too much emphasis has been placed on its martial arts skills and its health care function has been ignored. The third is insufficient product development. In terms of the development of martial arts tourism products, their types and quality need to be improved. At present, the development of martial arts products is limited to the lower levels of martial arts equipment, audiovisual materials, etc., and is not attractive to the masses.

#### **4. Henan Province's Martial Arts Tourism Industry Structure Optimization and Transformation and Upgrading Path**

The first is to focus on top-level design. The overall linkage of a scientific and reasonable top-level design can greatly enhance the strength of the tourism industry, especially for martial arts tourists. It is also an emerging type of tourism. The government and martial arts groups must not let themselves go, but should focus on guidance and detailed investigation. Understand the characteristics of local martial art tourism resources and formulate development plans scientifically to achieve the scientific and long-term development of martial art tourism. Specifically, work should be done from the following two aspects. The first is to pinpoint the positioning. Whether the positioning is accurate in corporate marketing has a key role in corporate marketing. For the tourism industry, it is necessary to find a precise positioning in order to be targeted. Martial arts, as a treasure of Chinese culture, has a strong appeal to tourists at home and abroad. Therefore, the positioning of martial arts tourism must not only show the martial arts' tactical and cultural characteristics, but also improve the sense of participation of tourists to make it truly martial art Feel the charm of martial arts inside the palace.

The second is to integrate resources. The government and martial arts organizations and tourism development enterprises must effectively take on the functions of guidance and management, cooperate with each other, fully integrate the human, material and financial resources of martial arts tourism in the province, and promote the common development of resources within and between regions. To get rid of the previous model of separate politics, to promote strengths, avoid weaknesses, and complement each other, thereby forming a joint force for development.

Relying on the rich martial arts resources, the regional advantages in the development of Henan martial arts industry are quite prominent. In terms of joint development of regional tourism, Henan should take advantage of each region, strengthen the cooperative development of martial arts cultural tourism in each region, and carry out a series of areas such as "Shaolin Study Tour, Jiaozuo Taiji Experience Tour, Grotto Tour, Yuefei Temple Revisit Tour, etc." Combining development, adapting to local conditions, and advancing at different levels. According to expert interviews, we learned that in places where martial arts cultural tourism resources are relatively abundant and well-developed, cultural industry demonstration parks are built to rely on their unique advantages to develop first, and then lead to rich development Good areas can lead to poorly developed areas, help each other, and vigorously develop the martial arts tourism market. Local government

departments should increase their support to develop martial arts cultural industries, develop new martial arts cultural tourism projects, and develop according to actual conditions and overall planning. From the structural level, the martial arts cultural tourism industry has been developed and improved, a diversified and reasonable development structure system has been established, and the martial arts cultural tourism industry has rapidly developed into one of the main contents of local economic growth.

Mining cultural connotation and focusing on long-term Chinese martial arts has been closely related to traditional Chinese culture since its birth, forming a martial arts culture with rich cultural connotations, which is also a content that must be paid attention to in the development of martial art tourism. The first is to highlight the focus of tourism culture. According to the characteristics of the existing martial arts resources in the province, it is necessary to dig deep into its rich cultural value and improve its cultural heritage. For Shaolin martial arts, it is necessary to highlight the characteristics of its Zen culture, and to shape the essence of Shaolin martial arts through the overall style of Zen, environmental protection, and physical and mental unity; and for Tai Chi, it is necessary to highlight the cultural characteristics of health and health. The second is to protect martial arts cultural resources. In the martial arts cultural resources, we must pay attention to protecting the characteristics of martial arts culture, and we cannot praise the cultural spirit while affecting the image of culture. Especially in some scenic spots, we must pay attention to creating an environment consistent with its cultural quality, and avoid the occurrence of contradictions and superfluous phenomena. For example, in the Guanlin Scenic Area of Luoyang, it praises the spirit of loyalty, courage and justice in Chinese culture. If there are vendors selling hawkers along the street and high-quality and low-quality goods everywhere, it will directly affect its cultural image. , Has a negative impact on quality martial arts brands.

The third is to enrich the cultural connotation of martial arts. With the development of the times and the change of people's life rhythm, people's values have undergone tremendous changes, and in this context, the martial arts culture has also changed. In the development of martial arts tourism industry, special attention should also be paid to the enrichment and development of martial arts culture so that it can adapt to the needs of the development of the times and meet people's multi-faceted psychological needs.

In the final analysis, martial art tourism belongs to cultural tourism. The key to the development of cultural tourism is to grasp the cultural connotation. In the era of consumer-oriented, cultural connotation is very important. At the same time, cultural connotation can be regarded as the most important stepping stone in the development of today's cultural industry. Cultural connotation is a colorful door, which deeply attracts people's curiosity. The level of cultural tourism reflects from the side whether the cultural connotation is reasonably embodied and dilute. Martial arts has lasted thousands of years on the Chinese land and is rooted in the fertile soil of Chinese traditional culture. It has a rich cultural connotation. As a part of the Chinese martial arts, Henan martial arts pursue martial arts in both form and spirit. "Cultivation" finally reached the highest level of "inner holy and outer king", and the excellent qualities of the Chinese nation, "the spirit of martial arts" and "self-improvement", were manifested in martial arts. Martial arts tourism is more for tourists to enjoy the profoundness of Chinese martial arts while enjoying the unique local tourism scenery and cultivating sentiment.

The key to martial art tourism is to grasp its own cultural connotation, to be clear and distinctive. At the same time, following the trend of the times on the basis of the original, it is even more necessary to "tell a story." Through this door, people can appreciate its long history and desirable local customs, and lead people into a fantastic world. For example, Jiaozuo City has seized the core content of the development of cultural tourism and hit the "culture card". With its own cultural characteristics, it takes Tai Chi health culture as its core, Jiaozuo International Taijiquan Exchange Competition as the communication platform, and the beautiful nature around Jiaozuo. The landscape (Yuntai Mountain, Qingtian River) creates a new cultural industry chain for Jiaozuo Wushu tourism.

## 5. Conclusion

Henan Province, as a large martial arts province, has abundant martial arts resources. In recent years, the Henan Provincial Party Committee and the Provincial Government have repeatedly stressed the need to make Henan a cultural province. Wushu culture, as the essence of Chinese culture, should be a shining brand in Henan Province. In this regard, governments at all levels and social organizations must work together and work together to dig deep into martial art tourism resources, scientifically formulate development plans, and achieve the take-off of martial art tourism in Henan.

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