

# Research on the Strategic Layout and Practical Path of Wushu and Traditional National Sports and Their Integration into "Belt and Road" Cultural Exchange

Da Huang

Sports Department, Communication University of China, Beijing, China

295780858@qq.com

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**Abstract:** This paper studies the strategic layout and practical path of Wushu and national traditional sports in the "the Belt and Road" cultural exchange and discusses how they can promote cultural identity and people to people connectivity through the "the Belt and Road" initiative. First, the article analyzes the background of the "the Belt and Road" initiative and the importance of cultural exchanges, emphasizing the unique role of martial arts and traditional ethnic sports in cultural transmission. Secondly, the cultural value of martial arts and traditional ethnic sports and their functions in cross-cultural communication were explored, pointing out that they are not only sports activities, but also important carriers of Chinese traditional culture. This paper also focuses on the strategic layout of the integration of martial arts and traditional national sports into the "the Belt and Road" cultural exchange, including international communication, cultural brand building, government and private cooperation, etc. Finally, the article proposes specific practical paths, such as international martial arts competitions, the construction of ethnic sports exchange platforms, digital dissemination, etc., to further promote the internationalization process of martial arts and traditional ethnic sports. Through these strategies, the influence of martial arts and traditional national sports in the countries along the "the Belt and Road" will be effectively enhanced, helping the coexistence of cultural diversity and deepening international understanding.

## 1. Introduction

Since its inception, the Belt and Road Initiative has been committed to promoting international cooperation and exchanges, especially in the cultural field, and promoting dialogue and integration among civilizations. Martial arts and traditional ethnic sports, as important components of Chinese traditional culture, not only embody rich cultural connotations, but also have enormous potential to promote international cultural exchanges. With the increasing interest of countries along the "the Belt and Road" in Chinese culture, the cultural exchange between martial arts and traditional national sports has become an effective cultural transmission path, which can enhance the awareness of a community with a shared future for mankind and promote people to people connectivity.

The purpose of this paper is to study how martial arts, and traditional ethnic sports can promote the in-depth development of cultural exchanges and cooperation through the strategic layout of cultural exchanges of the "the Belt and Road" initiative, explore the practical path of its integration into the "the Belt and Road" cultural exchanges, and put forward specific policy recommendations to provide reference for cultural communication and sports diplomacy.

## 2. "The Belt and Road" Initiative and Cultural Exchange

### 2.1. Overview of the "the Belt and Road" Initiative

The "the Belt and Road" initiative is an important diplomatic strategy put forward by China in 2013. It aims to promote the development of countries along the Belt and Road through infrastructure construction and economic cooperation, while strengthening people to people and cultural exchanges and cooperation. This initiative covers multiple countries and regions in Asia, Europe, Africa, and has become one of the globally influential frameworks for cross-border economic cooperation. In

addition to economic cooperation, the initiative also emphasizes cultural exchange, believing that culture is a bond that promotes understanding and trust between countries <sup>[1]</sup>. Through cultural exchanges, the "the Belt and Road" not only plays an important role in promoting economy, trade and investment, but also has a far-reaching impact on promoting dialogue among civilizations and enhancing cultural identity. Cultural exchange, as an important component of this initiative, contributes to regional peace and stability, mutual understanding among peoples, and injects humanistic momentum into global cooperation.

## **2.2. Importance and Methods of Cultural Exchange**

Cultural exchange is one of the core contents of promoting people to people and cultural exchanges in the "the Belt and Road" initiative. While promoting the construction of the "the Belt and Road", the Chinese government attaches importance to the spread of culture and believes that culture is a country's soft power and the key to people to people connectivity. Cultural exchange can be achieved through various means, including the exchange of cultural products, the display of folk art, and the exchange of traditional sports. Especially in the field of sports, martial arts and traditional national sports, as representatives of Chinese culture, are becoming important bridges for cultural exchanges along the the Belt and Road. Martial arts not only have strong ethnic characteristics and cultural heritage, but also have gained widespread attention worldwide through their rich philosophical and practical aspects. At the same time, traditional ethnic sports such as Mongolian equestrianism and Tibetan wrestling also showcase the diverse sports culture of various regions in China, becoming important carriers of cultural exchange <sup>[2]</sup>.

Under the framework of the "the Belt and Road", the way of cultural exchange has been constantly innovating. In addition to traditional cultural exhibitions and art performances, modern means such as digital media, social platforms and international events have made cultural transmission more extensive and rapid. Martial arts and traditional ethnic sports have been showcased on these new platforms, helping to enhance understanding between different cultures and promoting the international dissemination of Chinese culture.

## **2.3. Challenges and Opportunities in Cultural Communication**

Although the "the Belt and Road" initiative provides a platform for cultural exchanges, it also faces some challenges in practice. For example, cultural differences may lead to misunderstandings or conflicts, and language barriers are particularly prominent in non-Chinese speaking countries. In addition, cognitive biases may affect foreign people's acceptance of Chinese culture, especially in their understanding of traditional ethnic sports, which often has limitations or biases <sup>[3]</sup>.

However, martial arts and traditional ethnic sports, as unique carriers of cultural exchange, have the advantage of crossing language and cultural boundaries. They are not only sports events, but also a reflection of traditional Chinese philosophy and social values, which can directly showcase the depth and connotation of Chinese culture to the world through competitions and performances. Traditional ethnic sports also have profound local characteristics. Under the framework of the "the Belt and Road Initiative", they promote cultural mutual learning and enhance understanding and respect for China's multi-ethnic culture through competitions and exchange activities. As nonverbal cultural expressions, martial arts and traditional national sports have provided a new language for global cultural exchange and broadened the space and channels for the spread of the "the Belt and Road" culture.

## **3. The Cultural Value and Function of Martial Arts and Traditional Ethnic Sports**

Through these ways, martial arts and traditional national sports have played a unique role in cultural communication in the "the Belt and Road" cultural exchanges, not only helping to promote the global spread of Chinese culture, but also promoting dialogue and integration among different civilizations, and enhancing the friendly relations and common development awareness of people of all countries, as shown in Figure 1.

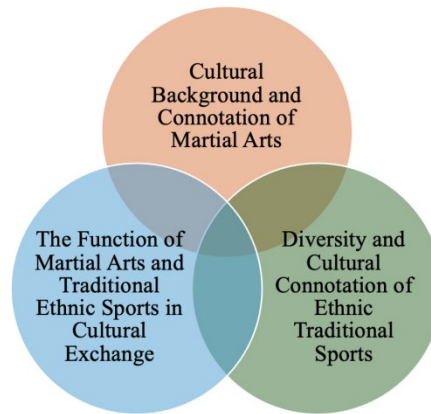


Figure 1: The cultural value and function of martial arts and traditional ethnic sports.

### 3.1. Cultural Background and Connotation of Martial Arts

Martial arts, as a traditional form of sports of the Chinese nation, is not only a physical exercise activity, but also an important carrier of Chinese traditional culture. It contains rich philosophical ideas and profound cultural connotations, reflecting the essence of ancient Chinese wisdom. The core ideas of martial arts are "using softness to overcome hardness", "harmonizing yin and yang", and "combining movement and stillness". These ideas originate from traditional Chinese philosophical concepts, especially the theories of "yin and yang" and "five elements" [4]. Through understanding the natural world and human body, martial arts advocate finding a balance between strength and skill, flexibility and strength. Many movements and techniques in martial arts integrate the concept of "harmony between heaven and man", emphasizing harmonious coexistence with nature and oneself.

In addition, martial arts is not only a self-defense technique, but also a way of spiritual cultivation. It emphasizes the integration of body and mind, emphasizing the regulation of breath and the cultivation of ideas, which makes martial arts a cultural practice that combines body and mind. By practicing martial arts, practitioners not only enhance their physical fitness, but also cultivate perseverance, patience, and wisdom. This unity of body and spirit makes martial arts a unique form of cultural expression and conveys the pursuit of "Dao" and "De" in Chinese culture.

### 3.2. Diversity and Cultural Connotation of Ethnic Traditional Sports

China is a multi-ethnic country with rich and diverse traditional sports activities of various ethnic groups, and has strong local characteristics and cultural connotations. For example, Tibetan wrestling is not only a physical competition, but also a symbol of bravery, resilience, and wisdom for the Tibetan people; The "horsemanship" of the Mongolian ethnic group reflects the flexibility and bravery of nomadic culture. The skills on horseback are not only a challenge to the body, but also a profound understanding of nature and lifestyle; The "horse racing" of the Uyghur people reflects the close relationship between the Uyghur people and horses. Horse racing is not only a competition, but also an important manifestation of national emotions and cultural heritage [5].

These traditional ethnic sports play a unique role in their respective social environments, carrying the lifestyles, production methods, beliefs, customs, and social concepts of various ethnic groups. Through these sports activities, the cultures and histories of different ethnic groups are inherited, and deeply influence the values and spiritual outlook of local people. Traditional ethnic sports are not only a form of sports competition, but also a reflection of social and cultural identity. They not only enhance people's physical fitness, but also form closer connections in cultural identity.

### 3.3. The Function of Martial Arts and Traditional Ethnic Sports in Cultural Exchange

In the cultural exchange of the "the Belt and Road" initiative, martial arts and traditional national sports have multiple functions, which can not only enhance physical fitness, but also play a huge role in cultural transmission. Firstly, as carriers of culture, they can showcase the unique charm of

traditional Chinese culture to the world. Through martial arts performances and competitions, people from other countries can more intuitively feel the concept of "harmony", intelligent thinking, and understanding of aesthetics and morality in Chinese culture.

Secondly, martial arts and traditional ethnic sports have also played a positive role in cultural education and value transmission. They not only enhance the physical fitness of participants through educational activities and exhibitions, but also help them understand and inherit traditional Chinese culture and philosophical ideas. For example, martial arts not only teaches students how to exercise physically, but also conveys traditional virtues such as respect, tolerance, resilience, and self-discipline through the concept of "cultivating martial arts with virtue". These have all played a role in cultural identity in the context of globalization [6].

In addition, martial arts and traditional ethnic sports also have unique functions in emotional communication. In the "the Belt and Road" cultural exchange, these sports events promote cultural exchange and integration through the joint participation of people from different countries and regions. Whether in international martial arts competitions or ethnic sports exchange activities, participants from different backgrounds break down cultural barriers and establish cross-cultural emotional connections through a common sports language and emotional experience. This kind of emotional communication is not only about exchanging sports skills, but also a manifestation of respect and understanding for different cultures, promoting international recognition and appreciation of Chinese culture.

#### 4. Strategic Layout of Cultural Exchange between Martial Arts and Traditional Ethnic Sports

Through the above strategic layout, martial arts and traditional ethnic sports will be able to continue to promote their international dissemination, enhance the global influence of Chinese culture, and make positive contributions to the diversity and harmonious development of world culture under the framework of the "the Belt and Road" initiative, through the cooperation between the government and the people, cultural brand building and the use of international platforms, as shown in Figure 2.



Figure 2: Strategic layout of cultural exchange between martial arts and traditional ethnic sports.

##### 4.1. Cultural Brand Building and International Communication

The dissemination of traditional Chinese culture cannot be separated from strong cultural brand promotion, and martial arts, as an important part of Chinese culture, has profound cultural heritage and extensive international influence. By establishing martial arts cultural centers, international martial arts exchange platforms, and other forms, an international stage for showcasing martial arts can be provided. Establishing long-term cooperative relationships with cultural institutions and sports organizations around the world and conducting various forms of exchange activities can not only showcase the unique charm of martial arts, but also enhance the international community's recognition of martial arts culture [7].

In addition, integrating martial arts into international sports events, cultural festivals, and other

activities is an effective way to promote its internationalization. By participating in international competitions and cultural exhibitions, martial arts can not only be understood by people from all over the world, but also enhance its international influence through high-quality display and dissemination. For example, events and activities such as the World Wushu Championships and International Wushu Festivals not only allow audiences from various countries to appreciate the exquisite skills of martial arts, but also to deeply understand the Chinese philosophy and cultural ideas behind them. Through this high-level international showcase, martial arts will not only be a traditional sport in China, but also an important part of global cultural exchange.

#### **4.2. Dual Path of Government Civil Cooperation**

Promoting the internationalization of martial arts and traditional ethnic sports also requires dual cooperation between the government and the public. At the government level, the first step is to strengthen cultural diplomacy and promote martial arts and traditional ethnic sports as important tools for national cultural diplomacy. Through intergovernmental cooperation and cultural cooperation agreements, martial arts and traditional ethnic sports can be integrated into cultural exchange programs of various countries. For example, through government cooperation, organizing cross-border martial arts culture weeks, international martial arts seminars, and other activities to promote cultural exchange and mutual learning <sup>[8]</sup>. The government can also support the international dissemination of martial arts by establishing special funds, such as funding international martial arts competitions and organizing cultural exchange groups.

At the grassroots level, non-governmental organizations (NGOs) and cultural exchange groups also play a crucial role. Civil organizations can effectively promote the coexistence and exchange of cultural diversity by organizing a series of cultural activities, such as martial arts performances and folk sports events. In addition, civil organizations can operate more flexibly in the process of international dissemination, establish friendly connections with cultural groups from different countries and regions, and promote the popularization and dissemination of martial arts and traditional ethnic sports. Through the support of these folk forces, martial arts can not only gain more attention in the international community, but also promote people's recognition and understanding of Chinese culture through folk interaction.

#### **4.3. International Cooperation and Platform Construction**

International cooperation and platform construction are indispensable links in the internationalization process of martial arts and traditional ethnic sports. Through in-depth cooperation with governments, cultural institutions and sports organizations of countries along the "the Belt and Road", a long-term cultural exchange mechanism can be established. For example, regular cross-border martial arts exchange competitions, cultural festivals, and other activities can be organized, which not only enhance the awareness and interest of people from different countries in martial arts, but also promote communication and mutual learning between different cultures. In addition, the dissemination of martial arts culture should not be limited to a single country, but should be shared with other countries through international platforms to promote the coexistence of global cultural diversity <sup>[9]</sup>.

For example, utilizing existing international platforms such as UNESCO to promote martial arts culture and traditional ethnic sports. UNESCO not only has a global cultural exchange network, but also has rich cultural project support, which can provide a good platform for the international dissemination of martial arts. In addition, international sports organizations such as the International Olympic Committee (IOC) can also serve as important platforms for the internationalization of martial arts. Through these international cooperation and platform construction, martial arts culture can not only take root in the countries along the "the Belt and Road", but also go to the world stage through the global platform to further enhance its international status and influence.

### **5. The Practical Path of Martial Arts and Traditional Ethnic Sports**

Through diversified practice paths such as international events, cultural promotion and digital

communication, Wushu and traditional national sports will be more widely integrated into the "the Belt and Road" cultural exchange network, promote the spread and recognition of Chinese culture in the world, and promote dialogue and integration between different civilizations, as shown in Figure 3.

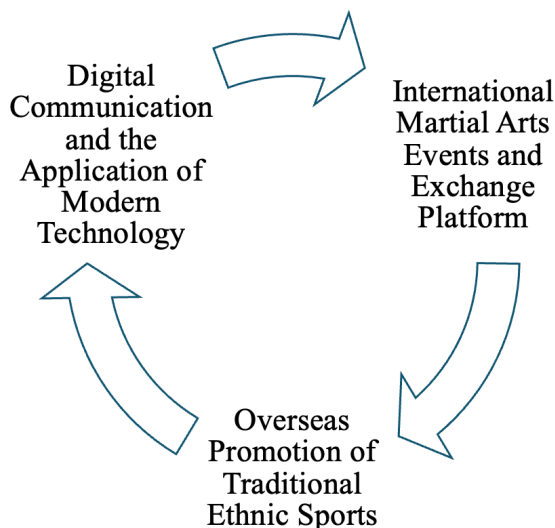


Figure 3: The practical path of martial arts and traditional ethnic sports.

### 5.1. International Martial Arts Events and Exchange Platform

In the context of the "the Belt and Road" cultural exchange, international martial arts events have become an important carrier to promote martial arts culture. Holding high-level events such as the World Wushu Championships, the Asian Wushu Championships and the International Taijiquan Exchange Conference can not only attract athletes from countries along the "the Belt and Road", but also attract global audiences to pay attention to Wushu, thus expanding the international influence of Wushu. In addition, through the establishment of the "the Belt and Road" Wushu Cooperation Alliance, we will promote cooperation among Wushu organizations in various countries, promote the development of international standards for Wushu rules, and further enhance the recognition of Wushu in the international sports field<sup>[10]</sup>.

In addition to competition exchanges, Chinese martial arts can also be visually experienced by people from more countries through forms such as martial arts teaching and training, performance teams, etc. For example, establishing martial arts colleges overseas, promoting martial arts courses, and collaborating with local sports organizations to conduct martial arts training courses, making martial arts a part of local sports education. In addition, organizing international martial arts tours allows audiences from all over the world to experience the charm of Chinese martial arts up close.

### 5.2. Overseas Promotion of Traditional Ethnic Sports

In addition to martial arts, other traditional sports of the Chinese nation, such as Mongolian wrestling, dragon and lion dance, Cuju, Loong Boat race, also have rich cultural value and international promotion potential. By organizing cultural activities such as "Chinese National Sports Culture Week" and "International National Sports Carnival", people in countries along the "the Belt and Road" can experience China's traditional national sports and feel its unique cultural connotation. For example, during international tourist cities or important cultural festivals, organizing ethnic sports performances and interactive experience activities allows foreign tourists to directly participate and enhance the overseas influence of traditional ethnic sports.

In addition, cultural tourism resources can be combined to combine traditional ethnic sports with the cultural tourism industry, creating distinctive cultural experience projects. For example, in China's world cultural heritage sites such as the Great Wall and Shaolin Temple, martial arts and ethnic sports

experience areas are established to attract foreign tourists to deeply understand and learn about traditional Chinese sports culture. At the same time, tourism enterprises are encouraged to launch characteristic tourism projects such as "martial arts+tourism" and "ethnic sports+cultural research" to meet the experiential needs of international tourists for Chinese culture.

### **5.3. Digital Communication and the Application of Modern Technology**

Under the trend of global digital development, using the Internet and modern scientific and technological means to spread martial arts and traditional national sports is an important means to enhance its global influence. Through emerging media such as short videos and live broadcasts, the exciting moments of martial arts and traditional ethnic sports can be spread globally. For example, on international social media platforms such as YouTube, TikTok, Instagram, etc., posting martial arts teaching videos, highlights of events, martial arts stories, and other content to attract global user attention and interaction.

In addition, immersive experience projects for martial arts and traditional ethnic sports can be developed using technologies such as virtual reality (VR) and augmented reality (AR). For example, launching VR martial arts teaching applications enables overseas users to learn martial arts movements through virtual reality technology, enhancing the fun and interactivity of learning. At the same time, by organizing online events, online training, and other methods, overseas enthusiasts who cannot physically attend can also participate, breaking geographical limitations and further expanding the global coverage of martial arts and traditional ethnic sports.

## **6. Conclusion**

This paper analyzes the strategic significance and practical path of Wushu and national traditional sports in the "the Belt and Road" cultural exchange, and points out that they can effectively promote cultural understanding and cooperation among countries as important tools for cultural exchange. The international dissemination of martial arts and traditional ethnic sports is gradually accelerating through cultural brand building, international competitions, and folk exchanges.

In the future, with the further deepening of the "the Belt and Road" initiative, cultural exchanges between martial arts and traditional ethnic sports will usher in more development opportunities. We should strengthen cooperation between the government and all sectors of society, optimize the construction of cultural exchange platforms, improve the internationalization of cultural products, and make contributions to promoting cultural identity and common development of countries along the the Belt and Road.

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