

Research on the International Development Strategy of the Traditional Sports Culture Industry from the Perspective of the Digital Economy Era

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Abstract: Against the dual backdrop of intensifying global competition in cultural soft power and the rapid development of new media technologies, Henan Wushu culture—represented by Shaolin Wushu and Tai Chi, with profound cultural heritage—has embraced new opportunities for international communication, while also facing challenges such as cultural discount and insufficient communication efficiency. From the perspective of new media, this paper systematically analyzes the current situation, opportunities and dilemmas of the international promotion of Henan Wushu culture using methods of literature research, case analysis and logical reasoning. The research shows that new media platforms, with their advantages of global coverage, precise reach, diversified expression and strong interactivity, provide a brand-new path for Henan Wushu culture to "go global". However, current promotion practices still have shortcomings such as insufficient excavation of cultural connotation, poor coordination of communication subjects, homogenized content and form, and weak cross-cultural adaptability. On this basis, this paper innovatively constructs a four-dimensional integrated core strategy system including "content strategy", "platform strategy", "subject strategy" and "user strategy", and proposes a phased implementation path as well as five guarantee mechanisms covering talent, technology, collaboration, funding and evaluation. This study aims to provide theoretical reference and practical guidance for the efficient, precise and in-depth international communication of Henan Wushu culture in the new media era.

Keywords: New Media; Henan Wushu Culture; International Promotion; Strategies

1. Introduction

The acceleration of globalization has promoted the integration and collision of cultures, and cultural soft power has increasingly become an important component of a country's comprehensive national strength. Promoting the global popularity of China's fine traditional culture and enhancing its international influence is a core demand of China's national strategy[1]. As an important carrier and unique symbol of Chinese culture, Wushu has far-reaching significance for international communication. Henan is an important birthplace and cultural center of Chinese Wushu, which has nurtured two world-class cultural IPs of world-renowned Shaolin Wushu and Tai Chi. Cultural products such as the film Shaolin Temple once set off a global "Kung Fu craze"[2], laying a solid foundation for the international recognition of Henan Wushu culture, and making Henan a holy land in the hearts of Wushu enthusiasts around the world.

New media technologies represented by social media, short videos, live streaming, VR/AR and others have completely subverted the traditional information communication model[3]. With their characteristics of global coverage, low cost and high efficiency, strong interactivity, precise audience segmentation and multimedia integration, they provide unprecedented opportunities for cultural communication, especially international communication that crosses geographical and cultural barriers[4]. Studying the international promotion strategy of Henan Wushu culture from the perspective of new media helps enrich the application research of cultural communication theory, cross-cultural communication theory and new media communication theory in the specific field of Wushu culture and Henan regional culture, explore new laws and models of international cultural communication in the new media environment, and provide systematic and operable strategic suggestions for the international promotion of Henan and even Chinese Wushu culture in the new media era. It also helps to enhance the cultural soft power of Henan, promote the development of Wushu cultural and tourism industry, and

strengthen the international influence of Chinese culture.

2. Current Situation: Opportunities and Challenges of the International Promotion of Henan Wushu Culture in the New Media Environment

With its instant, interactive and cross-temporal characteristics[5], new media provides an efficient, precise and appealing "barrier-breaking tool" for the international promotion of Henan Wushu culture, enabling it to transcend the limitations of traditional channels and realize the global communication and resonance of its deep cultural values and philosophical concepts. However, opportunities coexist with challenges. While new media opens up a broad stage for the internationalization of Henan Wushu culture, it also faces the dual tests of in-depth cultural transformation and global competition.

2.1 Analysis of Opportunities for New Media to Empower the International Promotion of Henan Wushu Culture

New media provides a core driving engine for Henan Wushu culture to break through temporal, spatial and cultural barriers, and realize global in-depth communication and value resonance[6].

The emergence of new media has expanded channels for global communication and broken through the limitations of time and space. Platforms such as TikTok, YouTube, Instagram and Facebook have billions of global users, providing a low-cost and high-efficiency communication pipeline for Henan Wushu culture to reach all parts of the world directly, breaking the limitations of traditional media in coverage and timeliness.

Diversified expression forms such as short videos and live streaming have enhanced the attractiveness and comprehensibility of Henan Wushu culture. Intuitive display of Wushu routines, skills, actual combat drills, teaching clips, and cultural scenes (temples, ancient villages) can easily attract attention and realize fragmented communication. Wushu movements themselves have strong visual impact, and visualized and story-based expression can cross language barriers. Through carefully designed images, music and stories, the strength and beauty, spiritual core and cultural artistic conception of Wushu can be effectively conveyed even without language proficiency.

The popularization of big data technology enables platform algorithms to accurately push content according to users' interests, geographical location and behavioral habits, effectively locking potential Wushu enthusiasts, fitness groups and cultural explorers. At the same time, the interest groups and topic functions on the platform help gather global Wushu enthusiasts, form online communities, and promote in-depth communication and a sense of belonging. Spontaneous creation and sharing of Henan Wushu-related content by overseas users, especially Wushu practitioners and internet celebrities, have stronger authenticity and affinity, can trigger wider resonance and secondary communication, and have high fission potential.

2.2 Challenges and Dilemmas of the International Promotion of Henan Wushu Culture in the New Media Environment

Although Henan Wushu culture has achieved some visible results in international promotion with the help of new media platforms, it still faces some deep-seated structural problems that need to be solved urgently.

The international communication of Henan Wushu culture is affected by factors such as the difficulty of accurate interpretation of the connotation of Chinese culture and limited communication media channels, resulting in a serious cultural discount phenomenon and huge challenges to the internationalization process. For Shaolin Wushu in particular, its profound philosophical thoughts, ethical values and health preservation concepts of Zen and Taoism are often ignored or simplified, and are one-sidedly understood by overseas audiences as "fighting skills", "mysterious Kung Fu" or even "violence". The stereotypes shaped by some films are deeply rooted and difficult to reverse. Cultural symbols such as Wushu movements, costumes and rituals may be endowed with different or even opposite meanings in different cultural contexts. It is difficult to accurately translate professional terms and philosophical concepts, which affects in-depth understanding. There are differences between Eastern philosophical thoughts and values such as collectivism and respect for teachers and Taoism, and Western individualism and pragmatism, which may lead to misunderstanding or acceptance barriers.

The communication methods of official institutions such as cultural and tourism departments and

Wushu associations are sometimes slightly rigid and lack affinity. Although non-governmental forces such as martial arts schools, inheritors and enthusiasts are dynamic, their individual strength is scattered, the quality of content is uneven, and they lack professional planning and sustainable output capacity, making it difficult to form a joint force.

The operation rules, content preferences, algorithm logic and user habits of different overseas platforms vary greatly. At present, the effect evaluation of new media international communication of Henan Wushu culture mostly stays at the surface data such as the number of fans, likes and views, and lacks a quantitative evaluation system for in-depth communication effects such as awareness improvement, attitude change, behavioral intention and cultural identity.

3. Strategy Construction: A Core Strategy System for New Media to Empower the International Promotion of Henan Wushu Culture

In response to the above opportunities and challenges, this paper constructs a four-dimensional integrated international promotion strategy system with new media as the core driving force.

3.1 Content Strategy: Deeply Cultivate Cultural Connotation and Innovate Narrative Expression

We should improve the value extraction and reconstruction of Henan Wushu culture, and clearly refine the core value propositions of Henan Wushu (Shaolin and Tai Chi) that are easy for the international community to understand and accept, such as Health & Wellness, Inner Harmony, Self-Mastery, Wisdom Philosophy, and Cultural Experience. We should weaken the single "combat" image, remove the narrow "Kung Fu" label, and emphasize its multi-dimensional value as a lifestyle, physical and mental cultivation, and source of wisdom.

We can use animation, infographics and bilingual subtitles to vividly explain the mechanical principles, health preservation effects, underlying philosophical thoughts such as Yin-Yang and Zen, and historical allusions of Wushu movements. We should focus on individual stories and micro-narratives to achieve emotional resonance, record the daily practice and mental journey of Shaolin monks, the life stories of Tai Chi inheritors, and the real cases of overseas practitioners whose lives have been changed by Wushu, so as to move people with true and touching stories.

We should carry out serialized and IP-based operation to build cultural brands, build "Shaolin" and "Tai Chi" into super cultural IPs with global recognition, such as "One Movement, One Philosophy", "Tai Chi and Human Science", "Shaolin Chan-Wu-Yi (Zen, Wushu and Traditional Chinese Medicine)", and develop derivative content such as animation, documentaries, online films and virtual images for licensing cooperation.

3.2 Platform Strategy: Build a Global Communication Matrix for Precise Reach

We should actively upload high-quality graphic and video content to global cultural display platforms to enhance authority and coverage. We should carry out differentiated operation on mainstream social media:

On TikTok, we should focus on short videos with "short, flat, fast and stunning" features, use popular music and special effects, and emphasize visual impact, entertainment value and participatory challenges.

On YouTube, we should focus on medium and long-form videos, establish a systematic channel framework, and deeply cultivate sections such as teaching series, documentaries, in-depth interviews, and live cultural analysis sessions.

On Instagram, we should focus on high-quality pictures, short videos and Stories, use hashtags to aggregate content, and display the aesthetics of Wushu, cultural artistic conception, the demeanor of inheritors, and behind-the-scenes footage.

On Facebook, we should release comprehensive information such as events, news and in-depth articles by establishing official homepages and interest groups to promote community discussions.

On this basis, we should cultivate vertical communities, deeply engage with core users, provide professional Q&A services, organize online exchange activities, share exclusive content, foster a highly loyal core fan group, and encourage User-Generated Content (UGC) co-creation.

3.3 Subject Strategy: Integrated Core with Multi-Wing Support for Collaborative Driving

Through the collaborative leadership of official departments such as government cultural and tourism bureaus, foreign publicity departments and provincial Wushu associations, we can build unified communication platforms, give full play to the role of top-level design and resource integration, formulate special promotion plans, provide policy and financial support, build a "Digital Platform for the International Communication of Henan Wushu Culture", and organize large-scale online international events.

We should leverage universities such as physical education colleges, communication colleges, international Chinese language colleges and professional cultural communication institutions to provide intellectual support, carry out cross-cultural communication research, produce professional multilingual content, train professional talents for the international promotion of Wushu, and conduct communication effect evaluation.

We should vigorously support, standardize and guide Wushu schools, inheritors, famous Wushu masters and Wushu enthusiasts at home and abroad to open self-media accounts on TikTok, YouTube, Instagram and other platforms, encourage them to create authentic, diversified and distinctive content, mobilize non-governmental forces, and unlock the vitality of "cultural envoys".

We should precisely identify and cooperate with international partners such as well-known martial artists, fitness bloggers, Chinese culture lovers, travel influencers and health lifestyle advocates. We should also explore and focus on training a group of young local Wushu talents and cultural communicators in Henan who are proficient in foreign languages, familiar with cross-cultural communication, equipped with solid Wushu skills and good new media literacy, to build "Wushu culture influencers" with international influence.

3.4 User Strategy: Precise Positioning to Strengthen Interaction and Participation

To effectively promote the international communication of Henan Wushu culture, we can construct a user-centered, precise and dynamic interactive communication system centered on the core principles of "precise positioning, strengthened interaction and increased participation".

First of all, we need to build detailed audience portraits and implement tiered communication for overseas audiences with the support of big data and community insights: we will provide interesting introductory content for beginners, dig deep into techniques and history for senior enthusiasts, scientifically explain the health value of Tai Chi to wellness-focused groups, analyze philosophical connotations for cultural scholars, and display the unique charm of holy lands such as Shaolin Temple and Chenjiagou Village for potential tourists, to ensure that content supply accurately matches the needs of different audience groups.

On this basis, the core priority is to strengthen interaction and a sense of community belonging, and transform one-way communication into multi-directional co-creation. We can narrow the distance with global fans through regular live teaching sessions, master Q&A events and online salons; at the same time, we should establish an effective UGC incentive mechanism, and make good use of social media tools to collect user feedback, so that users can transform from passive recipients into active participants and communicators, and jointly enrich the cultural ecosystem of Henan Wushu.

Finally, to maximize and sustain the communication effect, it is essential for us to promote the in-depth integration of online and offline channels, and complete the closed-loop transformation from "interest" to "action". A robust online community and interactive content can effectively drive traffic and booking conversions for Henan's international Wushu festivals, competitions, in-depth cultural experience tours and short-term training courses in Shaolin and Chenjiagou; we should also set up offline Wushu teaching points overseas, forming a complete closed loop of "online learning – offline experience – in-depth interaction – online sharing and feedback".

Through this series of "diversified and collaborative" measures, we can ultimately build a global Henan Wushu communication network with users as nodes, culture as the bond, and online-offline resonance, realizing the dual enhancement of cultural value and communication influence.

4. Implementation Path and Guarantee Mechanism: Promote Strategy Implementation and Sustainable Development

4.1 Implementation Path: The "Three-Step" Blueprint for the International Communication of Henan Wushu Culture

The international communication of Henan Wushu culture will follow a clear phased strategic path.

Short term (1–2 years): Focus on pilot breakthroughs, build benchmark accounts on selected core platforms, launch high-quality content series, cooperate with key internationally renowned bloggers, and establish the foundation for new media communication.

Medium term (3–5 years): Focus on system improvement and scale expansion, promote serialized and IP-based content operation, expand platforms and vertical communities, build a collaborative network of "official + institutional + non-governmental", establish a data-driven mechanism, and explore a business model integrating online and offline.

Long term (more than 5 years): The goal is to build a mature and self-operating communication ecosystem, form a sustainable content production and talent training system, so that Henan Wushu culture can gain in-depth recognition and extensive participation worldwide. It will not only become an important symbol of Chinese culture, but also effectively drive the international development of cultural tourism, education and other related industries.

4.2 Guarantee Mechanism: Build a Five-Dimensional Support System of Talent, Technology, Collaboration, Funding and Evaluation

To ensure the smooth implementation of the "Three-Step" blueprint for the international communication of Henan Wushu culture, it is necessary to build a systematic and sustainable guarantee mechanism, and lay a foundation for long-term development through the five dimensions of talent, technology, collaboration, funding and evaluation.

First, the talent team is the fundamental guarantee. We should build a compound team that is well versed in the essence of Wushu and proficient in international communication through a dual-track mechanism of "internal training + external introduction". Internally, we will jointly set up targeted courses with universities, and carry out systematic new media, foreign language and cross-cultural training for existing practitioners; externally, we will introduce new media operation and data analysis talents with international vision, and inject cutting-edge operation concepts into the promotion system.

Second, technology and data are the core driving force. We should build a "New Media Communication Data Center", rely on big data to analyze audience preferences and communication effects, and promote the transformation of decision-making from "experience-driven" to "data-driven". At the same time, we should actively apply AI translation, intelligent content generation tools, VR/AR and other immersive technologies to create innovative experiences such as online virtual martial arts halls, break through the constraints of time and space, and effectively enhance the overall cultural appeal.

Third, resource integration and collaboration are the organizational cornerstone. It is recommended to establish an "International Communication Alliance for Henan Wushu Culture" led by the government, with the participation of cultural and tourism departments, Wushu associations, universities, cultural enterprises and overseas associations, establish an information sharing and project cooperation mechanism, build a collaborative network of multiple subjects, and gather communication efforts.

Fourth, funding guarantee and diversified investment are the strategic support for the project. On the basis of giving play to the guiding role of government finance, it is necessary to actively expand market-oriented paths and attract social capital and corporate sponsorship. By developing paid courses, brand co-branding, membership services and cultural and creative sales, a virtuous circle of "promoting industry through communication, and feeding back communication through industry" can be constructed.

Fifth, effect evaluation and feedback optimization form a closed management loop. A multi-level scientific evaluation system covering awareness, favorability, participation, behavior transformation and cultural identity should be established, effect evaluation should be carried out regularly, and communication strategies should be continuously optimized to realize the in-depth transformation from communication to identity.

5. Conclusion

In an era when new media is profoundly reshaping the global communication pattern, to realize in-depth and efficient international promotion, Henan Wushu culture must place new media at the core of its strategy. This study systematically analyzes the opportunities brought by new media and the existing challenges, innovatively proposes a four-dimensional integrated strategy system of "content as the foundation, platform as the instrument, subject collaboration, and user-centered", and plans a clear implementation path and guarantee mechanism. In the future, the international promotion of Henan Wushu culture should pay more attention to the in-depth excavation and modern interpretation of cultural values, use the technical dividends of new media to realize immersive and interactive communication, build a communication ecosystem with the collaborative symbiosis of multiple subjects, implement personalized content push based on accurate portraits, and establish a scientific evaluation and feedback closed loop. Only in this way can the Shaolin spirit and Tai Chi charm carrying Oriental wisdom fly to a broader world with the wings of new media, win a deeper level of understanding, recognition and love, and contribute the unique "Henan strength" to enhancing the international influence of Chinese culture and promoting the exchange and mutual learning of civilizations.

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