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Feasibility Analysis of the International Promotion of Wushu Bingdao from the Perspective of the Belt and Road Initiative: A Strategy Exploration Based on Qualitative Research

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Abstract

Background: This study aims to explore the feasibility of the international promotion of Wushu Bingdao within the context of the Belt and Road Initiative. As a significant component of traditional Chinese culture, Wushu Bingdao holds potential for cross-cultural exchange. However, its promotion faces multiple challenges in the globalized context, such as cultural differences, a shortage of skilled practitioners, market competition, and the limitations of traditional promotion methods.

Methods: Utilizing literature review, expert interviews, and qualitative analysis, this study systematically reviews literature related to the promotion of Wushu Bingdao, analyzing its cultural connotations and historical heritage, and identifying key obstacles to international promotion. Strategic recommendations are proposed to address these challenges.

Results: The study reveals that enhancing the understanding of the cultural essence of wushu, developing a specialized team of international promotion professionals, standardizing the Wushu Bingdao system, and employing innovative international communication methods can significantly increase the visibility and influence of Wushu Bingdao globally, facilitating its exchange and development within global cultural diversity.

Conclusion: Despite the numerous challenges facing the international promotion of Wushu Bingdao, leveraging the Belt and Road Initiative platform and combining innovative promotion strategies offer the potential for broader recognition and practice of Chinese Wushu Bingdao worldwide.

Keywords: Belt and Road Initiative; Chinese Wushu; Wushu Bingdao; International Promotion; Cultural Exchange

1. Introduction

The Belt and Road Initiative (BRI), one of the most ambitious international cooperation and development strategies of the 21st century, aims to strengthen connections among countries along its routes in economic cooperation, infrastructure development, and cultural and educational exchanges (S. T. Wang, 2024). This framework not only facilitates trade and capital flow but also provides a platform for mutual understanding and respect among different civilizations, creating new opportunities for Chinese wushu to gain global recognition (Su, 2020). It serves as a cultural bridge connecting China with other regions worldwide (G. Z. Wang, Zhang, Z. H., & Zhang, Y., 2018).

Wushu Bingdao, a newly emerging discipline, is an integral part of traditional Chinese wushu, embodying rich historical and cultural values. Its evolution from ancient battlefield combat techniques to modern sports competition (Ding, 2021), and subsequently to a medium for international cultural exchange, highlights its profound cultural heritage. According to the International Wushu Federation, wushu has established official training centers in numerous countries and regions and has become an international competition event, largely due to the proactive promotion and international cooperation under the BRI by the Chinese government.

The support of the Chinese government for wushu is reflected in various policy documents, promoting the spread of outstanding traditional Chinese culture worldwide (Agency, 2020). Wushu, emphasized as an important cultural heritage, showcases the government's commitment to preserving and transmitting wushu, and its strategic intent to use wushu as a soft power resource to shape the national image (Li, 2005). Although some argue that the international promotion of wushu may face challenges such as cultural differences and market saturation (P. Ding, 2022), we believe that by aligning with the cultural characteristics and market demands of BRI countries, effective promotion strategies can be devised to overcome these obstacles. Hosting international wushu festivals, exhibitions, and innovating Wushu Bingdao promotion methods can not only showcase the unique charm of Chinese wushu but also enhance the understanding and interest of foreign audiences in Chinese culture (Zheng, 2020).

Within the context of the Belt and Road Initiative, this study focuses on the feasibility of the international promotion of Wushu Bingdao. It analyzes the advantages and challenges of its international promotion and proposes corresponding strategies, aiming to provide theoretical foundations and practical guidance for the international promotion of Wushu Bingdao under the BRI.

2. Methods

2.1 Literature Review

To comprehensively understand the historical evolution, cultural significance, and current status and challenges of the international promotion of Wushu Bingdao, this study first employed a literature review. Relevant literature on wushu, sports promotion, and cultural dissemination under the Belt and Road Initiative was collected and organized from both domestic and international sources. These sources included academic journals, conference papers, government policy documents, and books related to wushu. Key databases used for searches were CNKI, PubMed, and Google Scholar, with keywords such as "Wushu Bingdao," "Chinese Wushu," "international promotion," "cross-cultural exchange," and "Belt and Road Initiative."

A total of 21 articles were selected, focusing primarily on the historical development, cultural significance, current status, and challenges of the international promotion of Wushu Bingdao. Through a systematic review of the existing literature, this study summarizes the cultural value of Wushu Bingdao, its historical process of internationalization, and the main difficulties and challenges in its promotion. The literature analysis also identifies successful experiences in the field of international sports promotion, aiming to provide insights for the international promotion of Chinese Wushu Bingdao.

2.2 Expert Interviews

To gain an in-depth understanding of the practical aspects and specific challenges of the international promotion of Wushu Bingdao, this study employed semi-structured expert interviews. The experts interviewed comprised three main groups:

Senior scholars and promoters in the field of Wushu Bingdao, who have profound insights into the development and global dissemination of Wushu Bingdao;

Policymakers in sports and cultural exchanges, both domestically and internationally, who can provide valuable information concerning government support, policy directions, and international cooperation;

Coaches and organizers involved in the international promotion of wushu, who have firsthand experience with the challenges and potential opportunities in the overseas promotion of Wushu Bingdao.

Table 1: Interview Outline

Theme	Content
Cultural Uniqueness of Wushu Bingdao	1. How do you perceive wushu bingdao as an integral part of traditional Chinese culture? What unique cultural values does it embody? 2. Do the core principles of wushu bingdao (such as self-discipline, resilience, cooperation, etc.) resonate with international audiences? Could you provide some specific examples? 3. In terms of cultural connotations and promotion strategies, what are the similarities and differences between wushu bingdao and other martial arts disciplines (such as Japanese Kendo or European Fencing)?
Major Obstacles in International Promotion	4. In your opinion, what is the most significant cultural difference wushu bingdao faces in its international promotion? How does this impact its acceptance? 5. To what extent do you think the lack of professional talent affects the international promotion of wushu bingdao? What

specific challenges do current wushu promoters face in terms of cultural adaptation and language communication?

Policy and Demand	Support Market	6. What sports pose the greatest competitive pressure to wushu bingdao in the international market? How do you think wushu bingdao's market appeal can be enhanced?
		7. What are your thoughts on the current government policies supporting the international promotion of wushu bingdao? Are these policies proving effective?
		8. How would you assess the current market demand for wushu bingdao? What factors are influencing the growth of this demand?
		9. Based on your experience, how do international audiences perceive and accept wushu bingdao? What cognitive barriers exist?
Future Promotion Strategies and Innovative Methods		10. What innovative strategies do you believe are necessary for the international promotion of wushu bingdao? Do traditional promotion methods need to be reformed?
		11. In the context of modern technology (such as digital media, social platforms, etc.), how do you think these tools can be used to enhance the global influence of wushu bingdao?
		12. How important do you think it is to establish a standardized system for wushu bingdao in its international promotion? How can this goal be achieved?
Countermeasures and Recommendations		13. What specific suggestions or solutions do you have for addressing issues related to cultural adaptation and language communication?
		14. What measures would you recommend for improving the cross-cultural communication skills of professional promoters in the field?
		15. How do you view the future potential of wushu bingdao on the international stage? What key factors will influence its success?

The questionnaire underwent expert validity testing, with the results as follows:

Table 2: Expert Validity Testing Results

Evaluation Content	Very Suitable	Quite Suitable	Basically Suitable	Not Suitable	Very Unsuitable
Evaluation of the interview outline structure	3	1	1		
Evaluation of the interview outline content	2	2	1		
Overall evaluation of the interview outline	1	3	1		

Interview outlines were distributed to five experts, and expert validity was assessed using an expert validity checklist. The results are shown above (see Table 2). After four rounds of revisions and a review by the five experts with no objections, the interviews were conducted.

The interview data were recorded, transcribed, and then coded and analyzed using thematic analysis. This process identified key factors and strategic recommendations for promoting the international dissemination of Wushu Bingdao.

2.3 Data Analysis Methods

This study employs qualitative analysis methods for data processing and analysis. Firstly, the collected literature was organized and synthesized using logical analysis. The data were categorized by theme to extract core issues related to the international promotion of Wushu Bingdao, such as cultural, historical, and market competition aspects. Secondly, data from expert interviews were analyzed using thematic analysis, which involved coding the interview content to identify key factors influencing the international promotion of Wushu Bingdao. Finally, successful experiences from case studies were integrated with the promotional needs of Wushu Bingdao to develop actionable promotion strategies.

By utilizing these multidimensional data sources and analysis methods, this study aims to comprehensively explore the feasibility of the international promotion of Wushu Bingdao under the Belt and Road Initiative from both theoretical and practical perspectives.

3. Results

The basic demographics of the experts interviewed are presented in Table 2. Among the participants, 60% were male, with an average age of 45.3 years. The educational level was relatively high, with 40% holding master's degrees and 40% holding doctoral degrees. The respondents had an average of 2.3 years of experience in studying wushu, indicating a certain level of practical experience in the field of Wushu Bingdao. These characteristics provide an important context for studying the international promotion of Wushu Bingdao.

Table 2: Basic Demographics of Respondents

Variable	Category	Mean (SD)	Percentage (N)
Gender	Male		60% (6)
	Female		40% (4)
Age		45.3 (9.24)	
Education Level	Bachelor		20% (2)
	Master		40% (4)
	Doctorate		40% (4)
Marital Status	Married		60% (6)
	Single		30% (3)
	Divorced		10% (1)
The number of years of being engaged in Wushu Bingdao.		2.3 (0.73)	

Through literature analysis and expert interviews, this study identified two main themes and four sub-themes from the interview records to systematically analyze the feasibility of the international promotion of Wushu Bingdao under the Belt and Road Initiative. The results of the study are categorized into the following aspects:

3.1 Cultural Foundation and Advantages of International Promotion of Wushu Bingdao

The research results indicate that Wushu Bingdao, as an integral part of Chinese wushu (Lü, 2018), possesses a profound cultural foundation and extensive historical heritage. The

evolution of the concept of "Bingdao" particularly demonstrates a transition from ancient combat techniques to modern competitive sports.

"Wushu Bingdao is not merely a sport; it carries deep historical and cultural significance. For instance, the core principles of Bingdao emphasize self-discipline and resilience, values that resonate globally. People in many countries can understand and appreciate this pursuit of spiritual excellence." (Interviewee 3)

"It definitely helps! The concepts of 'harmony' and 'courtesy' in Wushu Bingdao are particularly suitable for cross-cultural exchange. Many cultures value harmony and etiquette, providing points of connection across different cultural contexts." (Interviewee 5)

"Certainly. Similar to Japanese Kendo, Wushu Bingdao emphasizes the integration of technique and spirit. Both focus on inner cultivation and bodily control. This similarity allows Wushu Bingdao to integrate with these existing cultures during promotion, reducing barriers posed by cultural differences." (Interviewee 9)

Its core values, such as self-discipline, resilience, and cooperation, can resonate widely around the globe, especially given its high commonality with other martial arts disciplines like Japanese Kendo and European fencing (Zhang, 2023). Additionally, the traditional cultural spirit inherent in Wushu Bingdao (Y. WANG, & XIAN, h., 2023), such as the concepts of "harmony" and "courtesy," makes it an ideal medium for cross-cultural exchange, fostering cultural understanding and acceptance among different nations and regions.

"In many Belt and Road countries, elements of Wushu Bingdao have the potential to blend seamlessly with local cultures. Take Southeast Asia, for example—certain techniques and philosophies from Wushu Bingdao can align with the region's martial arts traditions, fostering a meaningful cultural exchange." (Interviewee 4)

"What this really means is that we can more easily connect with audiences in these countries. When Wushu Bingdao merges with local customs, it doesn't just gain acceptance—it ignites genuine interest, paving the way for positive and enriching cultural interactions." (Interviewee 5)

"Firstly, the rich cultural heritage of Wushu Bingdao is its greatest strength. Secondly, with the global emphasis on traditional culture, Wushu Bingdao can serve as a form of cultural soft power that helps enhance China's international image. Moreover, its core values of cooperation and respect are highly valued in contemporary society, attracting more international audiences." (Interviewee 8)

"We can showcase the allure of Wushu Bingdao by organizing international wushu festivals and cultural exchange activities. Additionally, utilizing social media and modern communication methods can introduce wushu culture and techniques to international audiences, enhancing its global recognition." (Interviewee 3)

The study also found that Wushu Bingdao possesses strong cross-cultural adaptability, especially in countries along the Belt and Road Initiative route, where it can seamlessly integrate into local cultures and promote cultural exchange and cooperation. This provides a cultural foundation and promotional advantage for the dissemination of Wushu Bingdao.

3.2 Practical Barriers to the International Promotion of Wushu Bingdao

Despite its advantages in cultural dissemination, the study identified multiple obstacles to the international promotion of Wushu Bingdao. These are primarily reflected in the following areas:

Sub-theme 1: Cultural Differences

The results from expert interviews indicate that the promotion of Wushu Bingdao is constrained by cultural differences between China and the West.

Interviewer: "In your opinion, what cultural barriers does Wushu Bingdao face in its promotion in Belt and Road Initiative countries?"

Interviewee 2: "Indeed, cultural differences are a significant issue. Many countries have limited understanding of traditional Chinese culture. For example, some people may

perceive wushu merely as a combat skill, lacking appreciation for its underlying philosophy and cultural values."

Many countries along the Belt and Road Initiative have a limited understanding of traditional Chinese culture, particularly the philosophical concepts and technical systems within wushu. Additionally, differences in cultural perspectives, value systems, and sports preferences across countries present challenges to the acceptance of Wushu Bingdao in these nations (P. Ding, Long, X. N., & Lei, X. H., 2022).

Sub-theme 2: Lack of Professional Personnel

The study found that the lack of specialized personnel is a major obstacle to the international promotion of Wushu Bingdao.

Interviewer: "You mentioned the lack of professional personnel as a barrier in international promotion. Could you elaborate?"

Interviewee 10: "We currently have very few professional promoters, and many lack systematic training in Wushu Bingdao. Even if they know some techniques, they struggle with cross-cultural communication."

There is an insufficient number of international wushu promoters, and most lack systematic training in Wushu Bingdao and cross-cultural communication skills. Interviews reveal that many coaches and teachers involved in wushu promotion face challenges in cultural adaptability and language communication, affecting the effectiveness of promoting Wushu Bingdao.

Sub-theme 3: Market Competition Pressure

Wushu Bingdao faces significant competition in the global sports market, particularly against globally recognized sports such as soccer, basketball, taekwondo, and karate. Wushu Bingdao has yet to establish a sufficiently attractive and mature market operation mechanism. Furthermore, the dominance of Olympic sports makes it difficult for Wushu Bingdao to secure a spot in international sports events.

Sub-theme 4: Limited Promotion Methods

A review of the literature indicates that traditional wushu promotion methods, such as offline training and event hosting, have limited effectiveness in attracting international audiences.

Interviewer 6: "What do you see as the main weaknesses in how Wushu Bingdao is currently being promoted?"

Interviewee 7: "Right now, most of the promotion depends on offline training and events. While that's important, it's a pretty traditional method, and it doesn't do enough to capture the attention of international audiences."

Interviewer5: "What changes do you think need to be made?"

Interviewee 1: "We really need to think outside the box. Using social media, offering online courses, and even incorporating virtual reality could completely transform how we reach people. Not only would this broaden our reach globally, but it would also spark interest in younger generations who are already so connected to these digital platforms."

Expert interviews further highlighted that the promotion of Wushu Bingdao lacks innovation and has not fully utilized modern technological means (such as social media, online courses, and virtual reality) to expand its influence.

4 Discussion

In the context of The Belt and Road Initiative, the international promotion of Wushu Bingdao faces unprecedented opportunities and challenges. As a significant component of traditional Chinese culture, Wushu Bingdao not only embodies rich cultural connotations but also serves as a crucial medium for fostering international cultural exchange. However, in the process of its promotion, Wushu Bingdao confronts several challenges, including cultural differences, a shortage of professional talent, market competition pressure, and a lack of

diversity in promotional methods. These challenges necessitate in-depth analysis and the formulation of corresponding strategies to enhance its international image and influence.

4.1 Cultural Differences and Cross-Cultural Communication

The promotion of Wushu Bingdao is inevitably influenced by the cultural differences between China and Western countries (Tian, 2018). Different nations have distinct cultural backgrounds, values, and social customs, which can lead to misunderstandings of Wushu Bingdao's core concepts during international dissemination (Dan Ma, 2003). For instance, the collectivist values of China contrast sharply with the individualistic cultures of certain countries, potentially affecting the transmission and reception of the spirit of wushu (Yang, 2018). That's why it's so important to truly understand the cultural nuances of the countries we're trying to reach when promoting Wushu Bingdao. By adjusting our approach and aligning the core values of Wushu Bingdao with local traditions and customs, we can greatly increase its acceptance and recognition. Tailoring our communication in this way not only makes it more relatable but also helps build a deeper connection with people from different cultures. Moreover, fostering cultural confidence and emphasizing the cultural connotations of Wushu Bingdao, viewing it as a tool for cultural exchange rather than merely a sport, will aid in establishing its image on the international cultural stage.

4.2 Talent Development and Professional Team Building

The construction of a professional talent pool for the international promotion of Wushu Bingdao is of paramount importance. Currently, the shortage of specialized personnel limits the effectiveness of Wushu Bingdao's dissemination. Although some excellent domestic wushu coaches have attempted to promote wushu culture overseas, their efforts often fall short due to a lack of deep understanding of local cultures and insufficient language communication skills (X. Y. Wang, & Mei, Y. J. , 2017). Therefore, establishing a specialized international promotion team is crucial for enhancing the global influence of Wushu Bingdao. The government and relevant institutions should intensify the training of wushu talent, particularly in areas such as language proficiency, cross-cultural communication skills, and teaching techniques. Additionally, encouraging the training of local coaches abroad will enhance their understanding and ability to disseminate wushu culture. By collaborating with educational and sports institutions in countries along the Belt and Road Initiative, and offering training courses in Wushu Bingdao, a local team of wushu coaches can gradually be established, achieving the long-term and sustainable development of Wushu Bingdao.

4.3 Market Competition and Brand Building

In the process of international promotion, Wushu Bingdao faces intense market competition from other sports, particularly Olympic events such as karate and taekwondo, which have already established mature market systems and broad audience bases globally. To stand out in this competitive landscape, it is essential for Wushu Bingdao to invest significantly in brand building and market promotion. By clarifying the core values and unique selling points of Wushu Bingdao, and leveraging modern communication methods, its visibility and recognition in the international market can be enhanced. Additionally, utilizing the resources and platforms provided by The Belt and Road Initiative to host international wushu festivals, exhibitions, and other events can attract participation and attention from more countries, thereby strengthening the international influence of Wushu Bingdao. Furthermore, developing a standardized Wushu Bingdao system to enhance its competitiveness and spectacle will help improve its standing in the international sports market.

4.4 Innovative Promotion Methods and Technological Applications

Traditional promotion methods can no longer meet the modern society's demands for cultural dissemination. The international promotion of Wushu Bingdao urgently requires innovation. Digital communication and the use of social media present new opportunities for promoting Wushu Bingdao. By integrating new media technologies and digital platforms, broader dissemination and more efficient interaction can be achieved (Wei, 2018). It is crucial to emphasize the richness of content and the diversity of dissemination methods to attract audiences of different age groups and cultural backgrounds. It is recommended to utilize digital media and social platforms (such as YouTube, Facebook, Instagram, etc.) to produce multilingual Wushu Bingdao instructional videos, cultural promotional clips, and online courses. This approach can break language and geographical barriers, attracting a larger international audience (Zhou, (2017). Additionally, employing emerging technologies such as virtual reality (VR) and augmented reality (AR) can enhance the interactivity and experiential appeal of Wushu Bingdao, allowing audiences to immerse themselves in its charm (Dan Ma, 2003).

In conclusion, under the context of The Belt and Road Initiative, the international promotion of Wushu Bingdao faces numerous challenges, including cultural differences, talent shortages, market competition, and a lack of diversity in promotional methods. However, through deeply exploring the cultural value of Wushu Bingdao, setting up a professional promotion team and carrying out innovative dissemination strategies, Wushu Bingdao is likely to display a more unique and distinctive image on the international stage. Combining tradition with modernity and adopting diversified promotion methods can effectively enhance the global recognition and influence of Wushu Bingdao, contributing to the exchange and development of global cultural diversity (L. ZHAO, & WANG, Z., 2021). By actively addressing these challenges, Wushu Bingdao can not only better integrate into the international sports market but also play a vital role in enhancing understanding and communication between different cultures.

5 Limitations

This study provides an in-depth discussion on the international promotion of Wushu Bingdao within the context of The Belt and Road Initiative. However, there are several limitations to consider. First, the research primarily relies on existing literature and policy documents, which may limit the comprehensiveness and timeliness of the data. Second, although the importance of cultural adaptation is emphasized, the exploration of specific implementation strategies is insufficient, warranting attention to promotional cases in various cultural contexts. Additionally, the analysis of talent development mechanisms is lacking, and the current education system may not fully meet the talent demands required for promoting Wushu Bingdao. The dynamic nature of the market competition environment means that future competitive situations may differ from current predictions, necessitating timely adjustments to promotional strategies. Lastly, while the proposed promotional strategies offer theoretical guidance, their applicability and effectiveness in different countries and regions require empirical validation. Future research should delve into these areas to further advance the dissemination and development of Wushu Bingdao on the international stage.

6 Conclusion

The international promotion of Chinese wushu is a complex and challenging process that requires a balance between preserving tradition and embracing modern technologies and emerging media, along with continually innovating promotion methods. By comprehensively building a professional promotion team, deeply exploring cultural values, and adopting innovative international promotion strategies, Chinese wushu can showcase a more unique

and distinctive presence on the global stage. This not only helps enhance China's cultural soft power but also contributes positively to the exchange and development of global cultural diversity(L. Zhao, 2014).

Declaration of competing interest

None.

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