Research on the Operation Mode on the Commercial Sports Events of Free-Style Martial Arts

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Abstract. The commercial sports events of free-style martial arts play a significant role in the inheritance, promotion and development of Chinese Kungfu. Over three decades of promotion and development, the commercial sports events of free-style martial arts have went through a bottleneck period. In this paper, the current development status about the commercial sports events of free-style martial arts are firstly expressed. In this context, there are three major constraints on its further development: first of all, the government-oriented operation mode goes against the commercialization of the sports events; next, we have started late with lack of experience in the great kickboxing contests; finally, we are lack of the perfect policies and regulations on the professional sports events. As a result, the corresponding solutions are urgent to achieve the normalization and systematism of the commercial sports event. It is designed to make the continuous and healthy development on the commercial sports events of free-style martial arts.

Keywords: free-style martial arts, commercial sports events, operation mode.

1. Introduction

In China, the free-style martial arts is a popular traditional sports events, cultural inheritance and unarmed sports event. In general, Kungfu was to “take up the challenge” in the stage in ancient China. Based on the original free combat techniques, modern kickboxing is to integrate the practical routines of each martial arts school; finally, it has established the relatively sophisticated technique system. The commercial sports event of free-style martial arts is to package, propaganda and promote the free-style martial arts, offer the recreational sporting activities for the audiences and listeners, and provide the operators and athletes with a definite remunerations [1].

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Over three decades of years, we have organized lots of kickboxing competitions. In recent years, the commercial sports event of free-style martial arts is approved by more and more compatriots and foreigners. Meanwhile, the media and the public also show the widespread concern and take an active involvement in the commercial sports event of free-style martial art. The commercial sports events like K-1 (The No.1 Knock-out Fighting Sport) and UFC (Ultimate Fighting Championship) are much more popular around the world; however, the commercial sports event of free-style martial arts in China is rarely known. This is because our sports event starts late with lack of experience in the great kickboxing knock-out matches; in addition, the government does not pay enough attention to the sports industry. As the free-style martial arts is the treasure of China’s traditional sports events, we have to make painstaking efforts to the commercial sports event operation of free-style martial arts, make the knock-out matches popular in the world and produce the economic benefits. As a consequence, we shall start from the operation conditions on the commercial sports event of free-style martial arts, understand our national conditions and probe into the self-development approaches. It is of great importance to go against the market impact of foreign kickboxing knock-out matches and achieve the sustainable development on the commercial sports event of free-style martial arts in China.

2. Understand the operation conditions on the commercial sports event of free-style martial arts in China

From now on, we have organized a variety of commercial sports events of free-style martial arts. During the development process, our characteristics about the commercial sports events of free-style martial arts are still not highlighted. Although many commercial sports events of free-style martial arts are launched in China, these sports events are initially developed on a small scale. In this way, the commercial sports events of free-style martial arts can not be held at a regular period. Therefore, we have a hard time to hold the commercial sports events of free-style martial arts in China. At this case, the major disadvantages are concluded in the following parts.

2.1 The government-oriented operation mode is not favorable to push forward the commercial sports event of free-style martial arts. A complete commercial sports event of free-style martial arts is composed of the sponsors, kickboxers, investments, market entity, etc. Only these elements are reasonably adjusted and coherently operated can our commercial sports event of free-style martial arts achieve the marketization, professionalism and commercialization goals. In China, the government agencies often involve too much into the organization of the sports event with the redundant resources of authorities, kickboxers and investments. As a result, these resources can not be reasonably allocated according to the market demands. For example, there are too many approval processes and limitations. Thus many market entities are discouraged from the undertakings of commercial sports event of free-style martial arts, which it is not feasible to promote the commercial sports event of free-style martial arts. During the selection of the kickboxers, the physical education
colleges are exclusively specified; the limitation of these kickboxers have reduced the public’s participation enthusiasm. Therefore, it is difficult to meet the demands of the people from all sectors of society. The government-oriented operation mode has greatly influenced its flexibility and persistence as well as the market-oriented progress on the commercial sports event of free-style martial arts.

2.2 We start late with lack of experience in the great kickboxing knock-out matches. In 1979, the “martial arts projects” were proposed by General Administration of Sport of China. Over three decades, the commercial sports event of free-style martial art goes through from initial stage (1978-1993), exploration stage (1994-1999) to development bottleneck stage (2000-till now). During the process, the technical system, competition system and regulation system of free-style martial arts are ceaselessly developed and improved. It is expected to better promote the commercialization and marketization of free-style martial arts. However, the complete and regular kickboxing system of fighting methods, regulations, judgment standards, security guarantee, number of kickboxers, fighting facilities and media cooperation is not established. Under such circumstance, the promotion and development of commercial sports event of free-style martial arts is greatly restricted. During the promotion of the matches, we are lack of the organization experience in the major know-out matches. In this way, it is impossible to take control of the competition levels\[5\]. We shall make a great advancement in the packaging and propaganda of the sports events. While the talents are to be cultivated, there are no recognized “boxing champions”. In China, the commercial sports event of free-style martial arts can not achieve the normalization and systematism goals, which it has greatly hindered the further development on the commercial sports event of free-style martial arts.

2.3 There are no perfect policies and regulations of commercial sports event. At present, we have not established the sound polices and regulations on the commercial sports event. The standardized management and regulations are not still reachable. With the poor operation environment and non-standard operation, it is much difficult for the sponsors, operators, social clubs, kickboxers and other parties to make the due benefits. Influenced by the marketing system, we have the competitive disadvantages of developing the sports industry for a long time. On one side, the sports industry occupies a fairly low proportion in the national output value. In addition, its marketization degree, industrialization degree and industry concept of free-style martial arts are not well developed. The commercial sports event of free-style martial arts go far behind the trend of times\[6\]. Therefore, it is impossible to create the platform to hold the kickboxing know-out matches in a stable and standardized way. On the other side, the irregular organization of the sports event has also influenced the investors’ confidence in the commercial sports event of free-style martial arts. It becomes a vicious circle. For this reason, it is unable to make the further development on the commercial sports event of free-style martial arts in recent years.
3. Make the countermeasures and suggestions on the commercial sports event of free-style martial arts

The domestic scholars have pointed that there are many disadvantages on the commercial sports event of free-style martial arts. The operations of the commercial sports event is much concerned. In the following sections, we will start from the transformation of government function and government attitude, policies and regulations and experience learning. It is designed to provide the intellectual support on the commercial sports event of free-style martial arts.

3.1 Achieve the transformation of government-oriented operation mode to service-oriented operation mode. During the competition process, the kickboxers and sports events have turned into the physical sports goods. That is to say they have achieved the commercialization goal. The major motivation of organizing the sports event is to pursue the maximization of their economic benefits and attract the audiences’ and sponsors’ attentions. In order to achieve the long-term steady development, it is necessary to integrate into the marketing environment and organize the knock-out fighting matches according to the market demands. Thus the administrative subjects shall make the transformation from the government-oriented operation mode to service-oriented operation mode. For instance, the government agencies shall implement the flexible sponsorship qualification, cancel the administrative examination and approval procedure and arouse the enthusiasm of more market entities; with regard to the kickboxers, the limitations of graduating from the physical education colleges shall be abolished; on one side, it has improved the public’s enthusiasm; on the other hand, the kickboxers’ willingness is concerned. As a consequence, it is likely to avoid the false matches.

3.2 Learn from the experience of the top kickboxing knock-out fighting matches abroad and explore the practicable operation modes according to our national conditions. In the foreign countries, the top kickboxing knock-out fighting matches include K-1 (Japan) and UFC (America). The two famous matches have produced a great impact in the international markets. The success of the matches can be concluded from the following factors: 1) The setting of the multi-level matches have attracted the attentions of the audiences at all levels; 2) The simplified scoring method is easier for the general audiences to understand the progress and results of the fighting matches; 3) It is essential to cultivate the star kickboxers; as the spokesman of the fighting matches, the star kickboxers can directly produce the advertising effect; 4) The high interests are possible to keep the kickboxers’ good state and make the smooth operation of a splendid fighting match; the quality of the matches can be guaranteed; 5) The management system of the commercial sports events is tremendous with a clear division of labor. The perfect legal security system can realize their benefits and guarantee the smooth operation on the commercial sports events. In China, all of these factors are not satisfactory to hold the commercial sports event of free-style martial arts. Therefore, we shall learn from these successful cases in the foreign countries.

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3.3 The government shall attach importance to the construction of the sound policies and regulations on the commercial sports events. On behalf of our traditional sports events, Kungfu has the profound cultural foundation and great potential of developing the martial arts industry. The government shall attach great importance to the development the commercial sports event of free-style martial arts. The establishment of the relevant policies and regulations can promote the standardized guidance, management, supervision and discipline for the commercial sports event of our free-style martial arts. With the solid legal basis, it is likely to guarantee the benefits of the sponsors, operators, social clubs and kickboxers and other parties, arouse the public’s confidence in the commercial sports event and make the all-round development. In America, the sports industry is greatly emphasized by the government and the social public; the sports industry ranks in top of the national industries. Meanwhile, the relevant policies and regulations concerning the commercial sports events are much sophisticated, which it makes a great contribution to the higher commercialization degree of the sports events in America. It is worthy of our learning\(^9\).

4. Summary

The free-style martial arts is one of the traditional national sports events in China. In the foreign countries, it is expected that each Chinese people can play Kungfu. As a cultural component of Chinese Kungfu, the free-style martial arts can be greatly recognized by the audiences all over the world. The commercial sports event of free-style martial arts play a significant role in the inheritance, promotion and development of Chinese Kungfu.

Over three decades, the commercial sports event of free-style martial arts is constantly improved. It is seen that the commercial sports event of free-style martial arts go into the internationalization course with forward-looking propaganda, fashionable image packaging and scientific operation mode. It has developed the relatively mature fighting techniques. Its good performance and a certain mass base have provided the significant precondition on the deeper development of Chinese Kungfu. Except for the above mentioned issues, there are many other issues. For instance, the consumer groups are still to be developed with the unbalanced ratio of male/female audiences and simplified customer structure; there are no innovative ideas on the image packaging; the audiences’ satisfaction is quite low. Under such circumstance, we shall make constant efforts to find our way on the commercial sports event of free-style martial arts\(^{10}\).

In October 2014, *Several Suggestions on the Stimulation of Consumption in the Sports Industry* was issued by The State Council of the People’s Republic of China. According to its relevant provisions and measures, it provides the new opportunity to develop our sports industry. Meanwhile, the commercial sports event of free-style martial arts is to be more prospective.
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