Research on the Current Situation and Countermeasures of
Martial Arts Culture Tourism Development -- A Case Study of the
Song Dynasty of Kungfu City

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Abstract
With the continuous improvement of living standards and economic income, people's
demand for tourism is no longer limited to browsing, but more and more attention to the
cultural connotation embodied in tourism. As a kind of local characteristic culture, the
Chinese martial arts culture has not been underestimated. By using the method of
literature and field investigation, this paper analyzes the present situation, problems
and Countermeasures of the development of martial arts in the song dynasty. The study
found that: the development of Kaifeng City scenic spot in the Song Dynasty martial arts
market demand, with the advantage of historical and cultural conditions, has a certain
scale, and achieved good economic benefit; opening song of martial arts city scenic spot
development there are still some problems reflected in the cultural resources
development degree of the martial arts culture is not deep enough, martial arts cultural
development lags behind, ignoring the martial arts culture propaganda; strategy
opening song martial arts city scenic area development is to attach importance to further
development of martial arts and cultural resources, pay attention to the martial arts
culture with modern science and technology to strengthen the combination of martial
arts and cultural propaganda, expand opening The Song Dynasty Of Kungfu City's
influence etc.

Keywords
Kaifeng, The Song Dynasty of Kungfu City, martial arts culture, theme scenic spot
development.

1. INTRODUCTION
In recent years, with the continuous improvement of our national quality, the role and
influence of culture in tourism is becoming more and more important. Culture is gradually
becoming the soul and pillar of tourism, which determines the future direction of tourism
development and success or failure[1]. The martial arts culture is a representative culture of
the well culture in the traditional Chinese culture, which tends to be popular.Everyone dreamed
of becoming a martial arts hero when he was young. This unrealistic dream still exists after
many people grow up, so people begin to turn their attention to martial arts novels, martial arts
games, martial arts movies and TV dramas, so as to continue this martial arts dream. Because
of this, the development of martial arts culture theme scenic spots is limitless, which combines
the development of martial arts culture and tourist attractions. Kaifeng, as an ancient capital of
the Eight Dynasties, has profound cultural connotations, especially the great potential for the
development of knight-errant culture, which has great development value. The Song Dynasty Of
Kungfu City also strives to create a knight-errant cultural theme scenic spot with the theme of
Dasong Knight-errant Style[2]. Its unique historical and cultural traditions, together with the main characteristics of Kaifeng scenic spot, make the knight-errant culture in the near future, can be combined with Kaifeng’s special location culture, creating new value and economic growth point. This paper uses the methods of documentation and on-the-spot investigation to study the current situation of the development of The Song Dynasty Of Kungfu City with the theme of the martial arts culture and the development countermeasures in the aspects of the development of the cultural resources, the development methods and the propaganda of the martial Arts culture. It has certain practical significance.

2. LITERATURE REFERENCES

Cultural tourism is a hotspot of tourism at present. As one of the representatives of the characteristic culture in Chinese traditional culture, martial arts culture has a very broad mass base and is deeply loved at home and abroad. Therefore, the emergence of martial arts culture theme park is the inevitable result of conforming to the trend of the times. Kaifeng Dasong Knight-errant City Scenic Area is one of the representatives. However, after searching databases such as China HowNet, it is found that there are few papers on the development of swordsman cultural theme scenic spots at home and abroad, but there are many related studies. In recent years, people's enthusiasm for knight-errant culture has been increasing, which has attracted the attention of many scholars. Therefore, more and more studies have been conducted on the combination of knight-errant culture and tourist attractions. But the research focus is different. The main focuses are experiential tourism of martial arts culture, promotion of martial arts culture and development of martial arts resources.

Du Daozhi, a representative of the relevant studies, focuses on experiential tourism of martial arts culture, and holds that it is feasible to take martial arts culture as the theme of experiential tourism[3]. Yang Xuan’s research focuses on the development of Wushu resources and holds that "the development of Wushu tourism resources with Chinese characteristics has achieved certain results"[4]. Wen Jiahua and Peng Bo’s research focused on the management of Taohua Island scenic spot in Zhoushan, and proposed that "Taohua Island scenic spot in Zhoushan has become the origin of Taohua Island’s history and the source of Taoism culture and martial arts culture"[5]. Most of the studies on the scenic spots of The Song Dynasty Of Kungfu City are mentioned in the study of the scenic spots in Kaifeng. There are not many papers on The Song Dynasty Of Kungfu City in Kaifeng, and these studies are basically carried out from the perspective of sports and Wushu. For example, Zhang Weiwei’s research on the development of martial arts performances in the scenic spot of Kaifeng Dasong Martial Arts City. From the above information, we can see that the research on the development of martial arts cultural theme scenic spots is still very deficient, and the research on the development of martial arts culture in The Song Dynasty Of Kungfu City is even more insufficient, so this study has more important significance. Although these studies are different from the theme of this study, there are many similarities between them, which also provide an important reference for this study.

3. RESEARCH CONTENTS

With the development of knight-errant culture, its forms of transmission have changed from oral transmission, written records to film and television media and online games. These constantly changing modes of communication are showing the unique charm of swordsman culture in a more diversified form. As a local culture with Chinese characteristics, martial arts culture is a special attraction for tourists. The development of swordsman cultural theme scenic spots should not be underestimated in the future. Because of this, the development of The Song Dynasty of Kungfu City has attracted more and more attention in recent years.
3.1. Current situation of the song dynasty of kungfu city

Culture is an invisible resource. To transform cultural resources into cultural capital effectively and successfully into the form of cultural experience is the way for every scenic spot with culture as its theme to survive[6]. In recent years, the warmth of chivalrous culture has become higher and higher, especially the repeated remakes of chivalrous novels, which proves that people's attention to chivalrous culture has never been reduced. For The Song Dynasty Of Kungfu City, the development of martial arts culture is the way to survive in the tourism industry with such fierce competition in today's society.

The Song Dynasty Of Kungfu City, established in October 2003, is a tourist attraction featuring Dasong Wuxia Culture. In recent years, The Song Dynasty Of Kungfu City has been actively responding to the government's policy of "one belt and one road" and "cultural confidence", and constantly develops martial arts culture combined with its own situation. For example, in 2016, the upgrade of tourist entertainment "three dozen Zhujiazhuang" has achieved good economic benefits. The Song Dynasty Of Kungfu City, as the theme scenic spot of martial arts culture, makes people begin to feel the charm of martial arts culture at close range. During the Golden Week of the Spring Festival in 2018, its passenger flow showed a blowout momentum. The number of tourists and their incomes both increased. The number of visitors received at home and abroad reached 268,200, and the number of visitors increased 51%, and the income doubled. This shows us the economic benefits of the combination of knight-errant culture and tourism. It also shows us the tourist attraction of The Song Dynasty Of Kungfu City and the increasing recognition of The Song Dynasty Of Kungfu City.

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From the above chart, we can see that the visitors' positive rate of The Song Dynasty Of Kungfu City is about 90%. It can be seen that the development of The Song Dynasty Of Kungfu City has been recognized by most tourists, but there is still room for development.

3.2. Advantages of development of the song dynasty of kungfu city

As the theme scenic spot of martial arts culture, The Song Dynasty Of Kungfu City has great advantages in developing swordsman culture. Whether it is located in The Song Dynasty Of Kungfu City or the whole tourism market, its development advantages can not be ignored.

3.2.1 Unique Historical and Cultural Conditions

The development of swordsman-themed tourist attractions belongs to the category of historical and cultural tourism in essence. The historical and cultural conditions of tourist attractions are also the key factors for the success of the development of tourist products. Only by relying on the local history and culture can the martial arts culture theme tourist attractions have sustained vitality and development power, and also can they generate greater attraction for tourists.

3.2.2 Strong market demand
Under such a profound cultural background in Kaifeng, the development of martial arts culture theme scenic spot, The Song Dynasty Of Kungfu City, has a strong attraction for tourists who like novelty and experience, and the market demand is correspondingly large.

To sum up, the development of The Song Dynasty Of Kungfu City has great advantages in market demand, historical and cultural conditions, and also has great operability. These advantages also point out the future development ideas of The Song Dynasty Of Kungfu City.

3.3. Problems existing in the development of the song dynasty of kungfu city

3.3.1 The development of martial arts culture is not deep enough

Martial arts culture is an important aspect of Kaifeng Song culture. Martial arts culture has distinct Chinese characteristics, rich cultural connotations and national characteristics. However, at present, there are many deficiencies in the excavation and development of martial arts culture in The Song Dynasty Of Kungfu City. The development of martial arts culture resources in The Song Dynasty Of Kungfu City is not deep enough, and it has not been excavated in depth, especially the unique cultural characteristics of tourism products and the stable market of martial arts cultural tourism.

(1) The experience of martial arts performance is not deep enough

At present, most of the performance projects launched in The Song Dynasty Of Kungfu City are still in the stage of pure performance and appreciation. For an entertainment program, whether it succeeds or not is mainly reflected in whether tourists really participate in both physical and mental aspects. Spiritual participation mainly refers to making tourists feel immersed in the wonderful plot and surrounding atmosphere, while physical participation is reflected in the interaction and personal experience of the program. For the theme scenic spots of martial arts culture, staying in the viewing stage will lead to the lack of depth of tourist experience, which is also one of the outstanding problems existing in the development of martial arts culture in scenic spots.

(2) The repetition of souvenirs on the theme of martial arts culture

At present, there are no differences between the problems in the development of tourist souvenirs in The Song Dynasty Of Kungfu City and those in other scenic spots. There is no novelty in the repetition and does not reflect the characteristics of Wuxia culture. A tourist souvenir in a scenic spot not only affects the economic income of the scenic spot, but also is a propaganda for the scenic spot. Tourist souvenirs without originality and characteristics cannot bring economic benefits to the scenic spots, but also cannot impress tourists deeply.

(3) Tourist facilities are imperfect and lack of martial arts culture connotation

There is a lack of tourist service center, shopping facilities and leisure and entertainment facilities in The Song Dynasty Of Kungfu City. Especially in the scenic area, some facilities are old, but there are also great security risks. Tourists go out to travel in order to relax their body and mind and broaden their horizons. If the tourist facilities in the scenic spot are not perfect, the tourist interest will be greatly reduced. Moreover, in the martial arts cultural theme scenic spots such as The Song Dynasty Of Kungfu City, tourism facilities have not only the basic functions of tourism facilities, but also reflect the connotation of martial arts culture. After on-the-spot investigation, it is found that the tourist facilities of The Song Dynasty Of Kungfu City still need to be improved.

3.3.2 The Backward Development of Martial Arts Culture

Today, in the 21st century, all aspects of life are inseparable from modern science and technology. However, the development of The Song Dynasty Of Kungfu City is still in the original mode of development, which is only to present the martial arts culture directly or perform directly. Compared with the Qingming Shanghe Garden scenic spot developed in Kaifeng, there
is still a big gap in the development technology between The Song Dynasty Of Kungfu City and the scenic spot of Qingming Shanghe Garden. For example, the scenic spot of Qingming Shanghe Garden, which was set up in accordance with the Qing and Ming Shanghe Gardens, built the scenic spot into the carrier of Song culture according to a Song Dynasty life picture like the Qing and Ming Shanghe Gardens. By means of circular situational performances throughout the scenic area, through the display of traders and craftsmen dressed in Song Dynasty’s characteristic costumes, as well as large-scale live performances, including ancient entertainment experiences, and combining modern light and shadow with high-tech and other cultural expression means, the Song culture releases strong cultural vitality and tension. Compared with this, The Song Dynasty Of Kungfu City, as a theme scenic area of martial arts culture, still has a lot of room for development of martial arts culture.

3.3.3 Neglect The Propaganda of Martial Arts Culture

Nowadays, it is no longer a time when wine is fragrant and the alley is deep. Tourists come to Kaifeng only know Shanghe Garden and Baogong Temple in the Qingming Dynasty. Many tourists even don’t know The Song Dynasty Of Kungfu City. At present, the propaganda attention of The Song Dynasty Of Kungfu City is also focused on Kaifeng local, ignoring external propaganda, and the propaganda model is simple. In this information age, information resources are wealth, in other words, those who get information get the world. From these aspects, we can see that there is still much to be done in the propaganda of The Song Dynasty Of Kungfu City.

3.4. Strategies for the development of martial arts culture

3.4.1 Creating Tourism Characteristics and Highlighting the Theme of Martial Arts Culture

(1) Emphasizing Experience Projects of Developing Martial Arts Culture

The design of knight-errant cultural tourism experience activities should be well participatory. Tourists can choose to watch performances or participate in them personally according to their own preferences. For example, create a real world of martial arts in the scenic area, set up some experience items related to the world of knight-errant in the scenic area, so that tourists enter the world of martial arts, not only as a bystander, but also as a hero to experience a happy enmity as a river-lake martial arts, a unforgettable experience of walking the world with swords. Based on the strong martial arts culture, the scenic spot can reproduce the knight-errant world vividly and authentically, which can enable tourists to experience it personally, thus strengthening the interaction between tourist products and tourists in the scenic spot. In the tourism experience project of martial arts culture, tourists can be fully integrated into the whole activity, and the participation of experience can be greatly enhanced, if they are able to perform stage performance like actors in specific experience scenes.

(2) Embodiment of Martial Arts Culture in Landscape and Facilities

There are many problems in The Song Dynasty Of Kungfu City, such as duplicate tourism projects, old and imperfect tourism facilities, and lack of the connotation of martial arts culture. The Song Dynasty Of Kungfu City should enrich tourism projects and improve tourism facilities. Taking the swing garden in the scenic area of The Song Dynasty Of Kungfu City as an example, some of the swings have been out of repair for a long time, and their safety needs to be improved. Moreover, the swing is not only an experience item, but also an ornamental function. It should also embody the connotation of martial arts culture.

(3) Developing Tourist Souvenirs with Martial Arts Cultural Characteristics

As an important way of economic income, tourist souvenirs in scenic spots have attracted much attention. The characteristic souvenirs of scenic spots not only improve the economic benefits of scenic spots, but also deepen the impression and recognition of tourists to scenic spots. They also play a propaganda role for scenic spots in another way, and expand the publicity
and influence of scenic spots. Tourist souvenirs, as a carrier of martial arts culture, should be fully utilized in The Song Dynasty Of Kungfu City. For The Song Dynasty Of Kungfu City, it is necessary to integrate martial arts culture into the development of tourist souvenirs and develop a martial arts cultural characteristic souvenir. In particular, the development of LOGO with its own martial arts cultural characteristics should be added to the souvenirs of the scenic spot to deepen the impression of tourists to the scenic spot and improve the recognition rate and awareness of the scenic spot.

3.4.2 Combining Martial Arts Culture with Modern Hi-Tech

Martial arts culture is the spiritual wealth of the Chinese nation. It is bound to achieve greater economic and social benefits if the martial arts culture is displayed through modern scientific and technological carriers. For example, to develop some real-life martial arts games so that tourists can interact with each other, or to design some real-life martial arts games, to simulate some scenes of online martial arts games, such as the current hot reality show "Run, Brothers" some project settings, so that tourists can experience the fun of it personally. You can also personally participate in the shooting of swordsman theme movies. Now the experience Hall of swordsman movies and TV in the scenic area of The Song Dynasty Of Kungfu City is a similar design, but it is still in its infancy, and there is still a lot of room for improvement. When the martial arts culture theme scenic spot in the Song Dynasty is set up, it can absorb and learn from the essence of the hot reality show activities in order to better carry forward the martial arts culture and spirit.

3.4.3 The Development of Chivalrous Culture Should Pay Attention to External Propaganda

In order to open up a larger tourist market, The Song Dynasty Of Kungfu City should publicize the Wuxia culture and attract potential tourists who are interested in the martial arts culture. Through a variety of new media Internet, or invite reporters to field visits, to publicize the coverage of The Song Dynasty Of Kungfu City. At the same time, we should innovate the mode of promotion, establish a perfect mechanism of department alliance, enterprise, government and network media, and link up publicity and promotion. It can also hold some exchange activities on the theme of martial arts culture, such as painting exhibition with martial arts as the theme, martial arts film and television works exhibition, etc. It can also organize competitions and activities, organize experts from domestic and foreign swordsman culture to carry out some forum activities in The Song Dynasty Of Kungfu City, which not only increases the cultural connotation of the scenic area, but also enhances the influence of the scenic area, and also expands the publicity of the scenic area.

4. CONCLUSION

As a kind of traditional characteristic culture in China, martial arts culture originates from the lower culture and echoes with the upper culture. It runs through the cultural veins of China and is a traditional market culture with national characteristics. In modern society, the culture of martial arts and the spirit of martial arts are no longer fighting, killing and bloody, but become a spiritual symbol of keeping faith and respecting promises. Combining knight-errant culture with tourist attractions to establish a knight-errant cultural theme scenic spot not only meets the requirements of the development of the spirit of the times, but also satisfies people's enthusiasm and pursuit for knight-errant heroes. The characteristics and characteristics of tourism resources are the lifeline of tourism resources development and the driving force of tourism effects. They are the important factors to measure their attractiveness to tourists. They are also one of the decisive conditions for the feasibility and advance of tourism resources development [7].

The Song Dynasty of Kungfu City combines the development and utilization of martial arts culture resources with tourist attractions. It can be said that it creates a new carrier for Chinese
traditional culture. It can no longer experience Chinese traditional culture only by visual and auditory sense. Through the reappearance of scenes, tourists can contact Chinese traditional characteristic culture zero-distance in a realistic situation and let Chinese traditional literature. Chemicals can be passed on in the process of entertainment. Through the analysis and Research on the current development situation, existing problems and Development Countermeasures of The Song Dynasty Of Kungfu City, the author hopes to put forward some suggestions for the development of martial arts culture Theme Scenic Spot, so that martial arts culture Resources can bring into full play its maximum economic and social benefits in the process of combining martial arts culture Resources with tourism.

REFERENCES