

Studying the Current Situation of Sustainable Development of Commercial Martial Arts Gyms in Beijing

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ABSTRACT

The rapid integration of traditional martial arts with modern fitness culture has positioned commercial martial arts gyms as important carriers of both cultural heritage and contemporary health trends in Beijing. This study aims to investigate the current situation of sustainable development among commercial martial arts gyms in Beijing, focusing on their operational challenges, market dynamics, and contributions to urban culture. Through a mixed-methods approach combining structured interviews, field surveys, and literature analysis, the research reveals that while there is a growing demand for martial arts training, these gyms face significant obstacles such as intense market competition, high operational costs, and relatively limited diversification of revenue streams. Moreover, policy support and public awareness of traditional martial arts remain insufficient, further constraining sustainable growth. In conclusion, despite the promising market outlook and unique cultural value of commercial martial arts gyms in Beijing, addressing financial, managerial, and policy challenges is essential for ensuring their long-term sustainability and fostering the continued vitality of martial arts culture in urban China.

Keywords: current situation; commercial martial arts gym; Beijing

1. Introduction

1.1 Background Introduction

As an important part of Chinese traditional culture, martial arts integrates skills, philosophy and spiritual connotations. After thousands of years of evolution, it has profoundly influenced health, culture and social life. From early survival skills to the combination of military, culture and religion, martial arts have shown multi-dimensional importance in different historical stages. With the development of the times, martial arts have gradually transformed into fitness, education and performance functions, becoming a symbol of global cultural exchange. Martial arts halls have played an important role in this process, promoting

the popularization and internationalization of martial arts, and promoting physical health and spiritual cultivation.

Through the multi-faceted guidance of policies, resources and industry standards, a good foundation has been laid for the development of sports commercial venues and commercial martial arts halls. From increasing resource supply, promoting intelligent development to emphasizing cultural inheritance and market standardization, while optimizing the industrial environment, policies have also put forward higher requirements for the sustainable development of commercial martial arts halls.

It is of great significance to study the sustainable development path of commercial martial arts halls. By clarifying market positioning, introducing intelligent management methods, improving service quality and enhancing the dissemination of cultural values, commercial martial arts halls can shape their own characteristics in competition and achieve long-term and stable development. This research will not only help promote the modernization and upgrading of the martial arts industry, but also promote the inheritance and development of traditional martial arts culture, and provide a reference for the high-quality and sustainable development of the martial arts sports industry.

1.2 Research Questions

What is the current status of sustainable development of commercial martial arts gyms in Beijing?

1.3 Research Objectives

To study the current status of sustainable development of commercial martial arts gyms in Beijing.

2 Research Methods

The current status of sustainable development of commercial martial arts gyms in Beijing was studied by using literature research, interviews with experts and stakeholders, and content analysis.

3 Literature Review

3.1 Business Theory

Business refers to economic activities or behaviors aimed at exchanging goods, services or value. Its core lies in satisfying needs through transactions and realizing value-added. Business involves the interaction between producers, consumers and intermediaries to realize the circulation of goods or services and the realization of value.

3.2 Wushu theory

Wushu is a teaching and training institution whose main purpose is to teach and promote martial arts. Martial arts halls usually focus on martial arts skills training, and may also take into account the dissemination of traditional culture, fitness and entertainment, and the development of competitive martial arts.

3.3 Commercial martial arts hall theory

Commercial martial arts halls are sports training and cultural dissemination institutions

that meet consumer needs by teaching martial arts skills, providing related services or holding events with profit as their main purpose. Commercial martial arts halls focus on market-oriented operations and pay more attention to economic benefits and customer experience compared to traditional martial arts halls.

4 The current status of sustainable development of commercial martial arts gyms in China

4.1 Economic pressure and challenges of profit model

As the public attaches more importance to traditional culture and healthy lifestyle, commercial martial arts halls have gradually become an emerging business model that integrates traditional martial arts and modern fitness. Although market demand has increased, the industry as a whole still faces multiple challenges such as fierce market competition, high operating costs and a single profit model. During the outbreak, the income of most martial arts halls fell sharply, and the survival pressure of small halls was particularly prominent. The traditional income model based on offline courses showed strong fragility under external shocks. Although the exploration of online courses is innovative, it is limited by interactivity and customer experience, and it is difficult to effectively make up for offline losses, and the overall effect of digital transformation is limited.

Literature analysis shows that current research focuses on short-term financial pressure under the impact of the epidemic and the initial results of online transformation, and rarely involves long-term innovation of profit models and dynamic changes in customer needs. Regional samples are mainly concentrated in large cities, and there is a lack of systematic comparison of the operation of martial arts halls in small and medium-sized cities and under different cultural backgrounds. In the future, to achieve the sustainable development of commercial martial arts halls, it is necessary to deepen the diversified income structure, strengthen digital capabilities, and keenly grasp changes in customer needs to enhance market adaptability and industry resilience.

4.2 Community Engagement and Customer Loyalty

With the continuous development of the global sports industry, community engagement and customer loyalty are increasingly becoming the core driving force for the sustainable development of commercial martial arts gyms. Existing research shows that active participation in community activities can not only enhance customers' sense of belonging and brand recognition, but also significantly improve customer loyalty and long-term retention. However, the effectiveness of such activities is affected by the quality of event design and the resources invested, and there is a lack of extensive comparison across regions and cultural backgrounds. At the same time, service quality, customer satisfaction and brand image have been proven to be key factors in improving customer loyalty. Loyal customers play an important role in stabilizing revenue and word-of-mouth communication, but traditional martial arts gyms generally have shortcomings in personalized services and digital management.

In recent years, the application of social media and digital tools has brought new opportunities for martial arts gym community building and customer interaction. The service model that combines online and offline services helps to enhance customer engagement and

satisfaction. However, the effectiveness of digital operations depends on continuous investment and content innovation, and there are also differences in digital acceptance among different markets and customer groups. Overall, commercial martial arts gyms need to continuously optimize community engagement and customer relationship management strategies, strengthen service innovation and digital capabilities, so as to achieve sustainable development and enhance core competitiveness in a complex and changing market environment.

4.3 The contradiction between traditional cultural inheritance and modern needs

In recent years, as an important carrier of Chinese traditional culture, commercial martial arts halls are facing a profound tension between traditional cultural inheritance and the diverse needs of modern consumers. The study found that although martial arts halls continue to focus on spiritual cultivation and skill inheritance, modern consumers pay more attention to fitness effects, entertainment experience and personalized services, prompting many martial arts halls to continuously innovate and transform in course content and teaching methods. However, in the process of meeting market demand, some institutions have gradually weakened the characteristics of traditional culture, resulting in a weakening of cultural identity. At the same time, although the widespread use of digital tools has broadened the channels for cultural communication, it is difficult to effectively enhance young consumers' interest in and participation in traditional content.

In general, in order to achieve sustainable development, commercial martial arts halls need to continue to make efforts in innovative course design, digital promotion and brand marketing, and promote the organic integration of traditional culture and modern needs. Future research should further focus on cultural adaptation strategies and brand communication innovation from a global perspective, and help martial arts halls achieve the dual goals of long-term development and cultural value inheritance in the context of fierce market competition and consumption upgrading.

4.4 Awareness of environmental sustainability

With the deepening of the concept of sustainable development, environmental sustainability has become an important issue that cannot be ignored by commercial martial arts gyms. Although some martial arts gyms have taken environmental protection measures such as energy conservation and emission reduction and green facility transformation, the industry as a whole is still insufficient in green management, systematic planning and resource investment. Studies have shown that environmentally friendly measures not only help to improve brand image and customer satisfaction, but also effectively reduce operating costs and enhance market competitiveness. However, due to the limitations of management awareness, capital investment and technical support, the environmental protection practices of many martial arts gyms remain on the surface and lack sustainability and systematization.

Overall, the development of commercial martial arts gyms in terms of environmental sustainability is still in the exploratory stage. In the future, with the support of policy guidance and technological innovation, we should promote the in-depth implementation of green

operations, strengthen the internalization of environmental protection concepts and behavioral transformation, and achieve the coordinated development of economic benefits and environmental responsibilities, thereby laying a solid foundation for the long-term sustainability of the industry.

4.5 Digital transformation process

As the digitalization process of the sports industry accelerates, the digital transformation of commercial martial arts halls has become a key path to improve operational efficiency and market adaptability. At present, although more and more martial arts halls are trying to introduce online courses, intelligent management systems and digital marketing tools, the industry as a whole still faces many challenges such as insufficient technical adaptation, lagging management awareness, limited capital investment and differentiated consumer acceptance. Traditional martial arts halls have shown great resistance in digital transformation, mainly due to the shortcomings of technology and management capabilities, while emerging chains and large-scale comprehensive martial arts centers have shown stronger innovation capabilities due to their resource advantages.

Research shows that the active application of digital tools can significantly improve customer engagement, brand loyalty and operational efficiency, but its effectiveness depends on systematic training and technical support. Digital transformation not only needs to solve the problem of hardware and software investment, but also needs to focus on customer experience optimization and personalized service innovation. In the future, commercial martial arts halls need to deepen digital strategy and management changes, pay attention to diversified market needs, and promote the organic integration of traditional culture and modern technology to achieve long-term competitive advantages and sustainable development.

5 Conclusion

At present, driven by the popularization of health concepts and strong policy support, Beijing's commercial martial arts halls have shown a good momentum of steady growth in market demand and increasing enthusiasm of students to participate. However, there are still many challenges to achieving sustainable development of martial arts halls. It is urgent to continue to make efforts in cultural connotation integration, capital and resource integration, teacher team building, and course and service experience. At the same time, brand building is under fierce competition from diversified sports formats such as gyms. It is urgent to improve the diversified income structure and optimize the management system to enhance core competitiveness and lay a solid foundation for high-quality and sustainable development of the industry.

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