

The International Spread of Chinese Kung-Fu

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How to cite this paper: Li, T. (2022). The International Spread of Chinese Kung-Fu. *Open Journal of Social Sciences*, 10, 395-412. <https://doi.org/10.4236/jss.2022.109025>

Received: July 26, 2022

Accepted: August 26, 2022

Published: August 29, 2022

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Abstract

The international spread of Chinese Kung-Fu is of great significance to promote world sports cultural exchanges and increase world peace. Chinese Kung-Fu has a long history, extensiveness and profoundness. Chinese Kung-Fu advocates the concept of being soft and strong in fighting wisdom and pursuing peace, which is consistent with China's image of advocating peaceful development. The international spread of Chinese Kung-Fu requires innovation. The global spread of competitive Kung-Fu based on western competitive concepts has expanded the scope and audience of Chinese Kung-Fu. Chinese Kung-Fu has been spread around the world, and Chinese Kung-Fu halls have been opened in countries such as the United States, the Philippines, Singapore and others. The international spread of Chinese Kung-Fu needs to continue to overcome some difficulties. The internationalization of Kung-Fu can not only enhance the sports and cultural exchanges among countries, but also enhance the friendship and understanding of people around the world, and improve people's health. The study aimed to determine and analyze the internationalization of Chinese Kung-Fu. Specifically, it sought to answer the following questions: 1) What is the status of the internationalization of Chinese Kung-Fu as to the level of its: a. strength; b. weakness; c. opportunity and; d. threat? 2) What are the strategies of the internationalization of Chinese Kung-Fu in terms of: a) macro-strategic environment; and b) me so-strategic environment? 3) What combination of strategies is most effective in the internationalization of Chinese Kung-Fu based on the QSPM analysis model? The following are the major findings of the study: 1) The status of the internationalization of Chinese Kung-Fu as to level is high in terms of strengths and very high in terms of opportunities, weaknesses and threats. 2) The macro-strategic environment strategies in the Internationalization of Chinese Kung-Fu involve political stability, economic security, effective social communication and efficient use of advanced technology. In terms of me-so-strategic environment, concerns are on competitive advantage, bargaining power of clients and threats of potential entrants. 3) Based on the Quantita-

tive Strategic Planning Matrix (QSPM) model, the best strategy to use in the internationalization of Chinese Kung-Fu is the integration of its strengths and opportunities (SO) in the planning, marketing and implementation of tactics and approaches.

Keywords

International Spread, Innovation, Cultural Exchanges Friendship, Health SWOT Internationalization Strategy, Kung-Fu Promotion Plans

1. The Problem

1.1. Background of the Study

Martial arts are part and parcel of the Chinese way of life. It is embedded in their culture and is practiced not only as a way to defend oneself but a means of enhancing physical stamina and healthy living. Chinese Kung-Fu is a martial art that is gaining much attention and popularity among enthusiasts all over the world.

Song Lanlan et al. (2018) asserted that the international spread of Chinese Kung-Fu is of great significance to promote world sports cultural exchanges and increase world peace. Chinese Kung-Fu has a long history, extensiveness and profoundness. It is a gem of traditional Chinese national sports. It has cultural characteristics such as philosophy, skill, fitness, and entertainment. Kung-Fu is a sport with rich connotation, diverse forms, independent systems and multiple social functions. It is also a brilliant pearl of Eastern culture. At present, Chinese Kung-Fu is going to the world in the form of excellent national culture. Chinese Kung-Fu has been widely spread globally and has become an important part of world sports culture.

In cross-cultural communication, Chinese Kung-Fu plays a positive role in cultural soft power. In the context of globalization, the international development of Chinese Kung-Fu should stand at the height of culture, hold high the flag of “cultural Kung-Fu”, and shape the national image of China in the new era of “peace, harmony, and culture” (Dong & Chen, 2019). Chinese Kung-Fu advocates the concept of being soft and strong in fighting wisdom and pursuing peace, which is consistent with China’s image of advocating peaceful development.

The international spread of Chinese Kung-Fu is very important for international Kung-Fu enthusiasts and sports enthusiasts. It is acknowledged that scientific physical exercise can enhance people’s physical health. Wushu’s effect on physical fitness is very obvious. In addition, it can also be regarded as a self-defense technique. Firstly, Kung-Fu can enhance the physical fitness of physical exercisers; secondly, Kung-Fu can enhance the international exchange of sports culture; thirdly, the exchanges between Kung-Fu and Taekwondo, Sanda, Muay Thai from other different countries, can enhance the cognitive and competitive

abilities of different Kung-Fu enthusiasts; fourthly, the international spread of Kung-Fu can change the one-sided understanding of Kung-Fu by sports fans and people from all over the world. Kung-Fu is a systematic system of striking techniques and a philosophical system of fighting and stopping competition. The superficial image of Kung-Fu movies conveyed to people around the world is to highlight the powerful and entertaining nature of beating, while ignoring its philosophical rationality and essence. Finally, the international broadcast of Kung-Fu can comprehensively and systematically enhance the soft power of Chinese culture and the Chinese nation image, like practicing Kung-Fu but not fond of fighting, the essential meaning conveyed contrasts with Chinese image of peaceful development. The international spread of Kung-Fu helps people around the world understand the essence of Kung-Fu culture.

Chinese Kung-Fu have been spread around the world, and Chinese Kung-Fu halls have been opened in the United States, the Philippines, Singapore and other countries. The spreaders of Kung-Fu in Oahu, Hawaii are the Confucius Institute at the University of Hawaii, local Kung-Fu clubs and other institutions, as well as Kung-Fu professional volunteers teaching Kung-Fu at the Confucius Institute, local Chinese Kung-Fu enthusiasts, and some local Kung-Fu Residents with relatively high levels (Li, 2016). Zhai Jinguo (2017) believes that through the analysis of the communication perspective, the seven factors influencing the process of the internationalization of Kung-Fu will contribute to the inheritance and development of Kung-Fu and the communication and exchange of culture.

The international spread of Chinese Kung-Fu needs to continue to overcome some difficulties. From the establishment of the International Kung-Fu Federation in 1990 to the end of 2007, there were 106 full members. Although Chinese Kung-Fu has made remarkable achievements in the internationalization of Kung-Fu, its international influence is also increasing. However, there are still some difficulties and obstacles.

Kung-Fu was originally used as a means of military training and was closely related to ancient military struggles. The characteristics of Kung-Fu are obvious. As a sport, Kung-Fu is still technically the characteristic of offensive and defensive Kung-Fu, but combines Kung-Fu in fighting and routine sports. It embodies the characteristics of Kung-Fu offensive and defensive combat, and is basically the same in technology and practical Kung-Fu. For example, in Sanshou, the traditional practical combat methods are restricted, and the striking position and protective gear are strictly regulated. The equipment used in short soldiers has also been changed accordingly, and the push hand is used for competition under special technical regulations. Therefore, it can be said that Kung-Fu fighting sports have strong offensive and defensive skills, but they are different from practical skills.

Kung-Fu is also a national style that combines both form and spirit with internal and external integration: it not only pays attention to the norms of the form, but also seeks spiritual communication. The overall view of the unity of

inside and outside is a major feature of Chinese Kung-Fu.

Kung-Fu is a mystery to people who do not understand and appreciate the philosophy behind its practice. Mystery is the deepest and most beautiful emotion of mankind. It is this mystery that drives human beings to continue to explore with curiosity. The mystery of Kung-Fu is also a double-edged sword for its own development. If the mystery of Kung-Fu is completely abandoned, then people's perseverance and pursuit of traditional Kung-Fu may be weakened, and the past glory of traditional Kung-Fu may be lost. Doubts, as well as the respect and pride of Chinese Kung-Fu as a national martial art may disappear. In a sense, it is more precious because it is even more a fantasy, a rumor. People can fly, or practice the so-called invulnerability, so in a way, the mystery of traditional Kung-Fu has become a sustenance and a complex of people's thinking. It is this feeling that allows more people to actively understand, love and experience Kung-Fu. Kung-Fu goes beyond the surface meaning of fighting and Kung-Fu, and more importantly, it allows people to pass on a spirit and a will through the form of fighting, and then through this training, young people can get the correct way of dealing with people, that is, being able to get tempered and cultivated in moral, intellectual, physical, beauty, and labor, and know how to be a person and what kind of person to be.

Although, it is already popular in the entertainment industry, Chinese Kung-Fu only began to be noticed in sporting world in 1990 when it was listed as a competition event in the Asian Games. In October 1991, Beijing successfully hosted the first World Kung-Fu Championship. In 1994, the International Kung-Fu Federation was formally accepted by the World Individual Sports Federation. In May 1999, the first international traditional Kung-Fu and stunt competition was successfully held in Taizhou, Zhejiang. Athletes from 27 different countries and regions participated in this competition.

In October 2004, the first World Traditional Kung-Fu Festival was successfully held in Zhengzhou, China, which played a positive role in the inheritance and development of traditional Kung-Fu and its spread to the world. In order to adapt to the competitive requirements of the difficult-to-beauty sports event group in the Olympics, the Kung-Fu routine competition has undergone an essential reform, that is, on the basis of maintaining the essential characteristics (kick, hit, throw, and take) that make up the Kung-Fu routine, increase with the innovation of "high, difficult, new and beautiful", the difficult movements have become more standardized and the competition has become more reasonable. In this atmosphere, Kung-Fu has begun to be divided into competitive Kung-Fu and traditional Kung-Fu.

The Beijing 2008 Olympic Kung-Fu Competition has been held as a special event "Beijing 2008 Kung-Fu Competition", which means that Kung-Fu has become an international competition event. Competitive Kung-Fu has gone through more than forty years of development, and Kung-Fu has completed the transformation from spontaneous folk training to modern competitive sports. After the reform and opening up, Kung-Fu established an international devel-

opment strategy, and Chinese and Western sports cultures were integrated.

Cultivating talents for international communication of Kung-Fu to promote the globalization of Kung-Fu and improving the influence, appeal and soft power of Chinese culture are the urgent tasks of Chinese Kung-Fu. Through research, it divides Kung-Fu communication talents into competitive Kung-Fu communication talents, education communication talents, traditional Kung-Fu communication talents and performing arts communication talents. At the same time, the training of these four kinds of talents must adhere to strategic awareness, cultural awareness, global awareness, and boxing awareness. Strengthen the guarantee of talent organization, economy, platform and theory.

Understanding and promoting the cross-cultural communication of Chinese culture and Kung-Fu under the current multicultural development and Chinese cultural promotion has become a major issue facing Kung-Fu. It puts forward that the audience barrier of Kung-Fu communication is stereotyped barrier, and the media barrier is language barrier. Put forward the strategy of “gatekeeper” and “main body” in Chinese Kung-Fu communication; focus on the “acceptance analysis” audience strategy; implement the “dual coding” strategy; strengthen the “agenda setting” strategy; implement the “focused communication” strategy and other good communication strategies.

The significance of the study lies on its attempt to provide research-based data and valuable insights about the internationalization of Chinese Kung-Fu. It is hoped that the research findings can provide useful information in the implementation of the “One Belt and One Road” strategy of the government. The effective development of Kung-Fu and the acceleration of its international development process provide a theoretical basis for the better understanding of the philosophy behind the practice of Kung-Fu.

The Chinese Kung-Fu Association can use the research findings to generate interest of the sports. This is a good opportunity for the international spread of Kung-Fu through “The Belt and Road” (B&R) Strategy. The construction of the “Belt and Road” is not only a need for China to expand and deepen its opening up to the outside world, but also a need to strengthen mutually beneficial cooperation with countries in Asia, Europe, Africa and the rest of the world.

The findings of the study may serve as a guide to Kung-Fu enthusiasts all over the world on the development of Kung-Fu as it provides practical information on the benefits gained from the sports. The internationalization of Kung-Fu can not only enhance the sports and cultural exchanges between different countries, but also enhance the friendship and understanding of people around the world, and improve people’s health.

1.2. Theoretical/Conceptual Framework

The study is anchored to the theories and concepts of sports modernization and management.

Sports Modernization Theory. This theory is the product of the development

of social modernization theory to a certain stage, and it is gradually improved with the continuous deepening of modernization theory research. The early discourses on sports modernization in China were mainly the scientificization of sports (Xiong, 1987). It is believed that sports modernization is mainly the scientificization of sports, that is, the wide application of the latest modern scientific and technological achievements and theoretical knowledge in sports, thus making the advancement of school sports, competitive sports and mass sports all around the world. The modernization of sports is a level and state reached by the development of sports. It is also the ideal goal and future trend of sports development. It is a highly rational and conscious process of struggle to achieve this ideal goal. It is a dynamic acceleration of sports development. This is the process of historical reality (Lu, 2002).

The modernization of sports in China is a historical process. It is not only a process of transforming and combining traditional Chinese sports to modern sports, but also a process of modern sports continuously achieving internationalization, informatization, industrialization, and scientification. At the same time, sports modernization is the process of changing modern people's psychological attitudes, values and sports lifestyles towards modern sports, and represents a form of sports civilization in modern society (Li, 2002).

Sports modernization is a relatively high standard for the development of sports. It is a level state with advanced characteristics of modern society that is compatible with a country's society, economy, science and technology and corresponding national psychology (Kong, 2003).

Sports modernization can be understood as a country or a society successfully applying modern sports values, sports management methods, sports processes, sports science theories, sports methods and sports facilities to the development of human physical and mental health, and comprehensively tapping the human sports ability. A certain level reached can also be understood as the goal of the development of human physical and mental health and the comprehensive exploration of human athletic ability. Sports values, sports management methods, sports processes, sports science theories, sports methods and sports facilities, etc. This is a dynamic process of transition from tradition to modernity (Li et al., 2003). Sports modernization is a dynamic development process that aims to improve people's sports lifestyle and improve people's quality of life in the development process of social modernization, and points to future sports development goals and has phased characteristics (Zhou & Yu, 2007). The process of sports modernization embodies the sports function of strengthening the body, and Kung-Fu exercise is an important way to achieve physical health. In order to realize the internationalization strategy of Kung-Fu dissemination, the concept of sports modernization has been adopted to change the way of international dissemination of Kung-Fu.

Strategic Management Theory and Its Model. Strategy is understood as a plan that considers the overall situation to achieve overall goals. Tactics are only one

of the means to achieve strategy. In management, strategic management refers to the overall and long-term development direction, goals, tasks and policies of an enterprise or organization in a certain period of time, as well as the decision-making and management art of resource allocation. From the perspective of the future development of an enterprise, strategy is manifested as a plan, and from the perspective of the past development process of an enterprise, strategy is manifested as a model. From the perspective of the industry level, the strategy manifests itself as a position. In addition, strategy is also manifested as a ploy adopted by enterprises in competition. For the organization's strategic environment analysis, usually through the analysis of the three-tier strategic environment, the reasons that affect the formulation of the strategy and the actual situation are obtained.

Macro-environment Strategy. The macro-social development environment in which the organization is located is generally analyzed by the PEST model, as shown in **Figure 1**. PEST analysis refers to the analysis of the macro environment. The macro environment is also called the general environment, which refers to all the macro factors that affect industries and enterprises. Analyze the macro-environmental factors. According to their own characteristics and business needs, different industries and companies will have different specific content of the analysis, but they generally deal with political, economic, social and technological issues. Four types of main external environmental factors that affect enterprises are analyzed. The sports industry, like other industries in the market economy, must conduct a scientific and careful analysis of its own macro environment (Yang, 2007).

Meso-environment Strategy. This is also known as industry environment analysis as it involves mainly analyzing the competition situation of the industry in which the organization is located, and generally adopts Porter's five forces model, as shown in **Figure 2**. The five power models combine a large number of

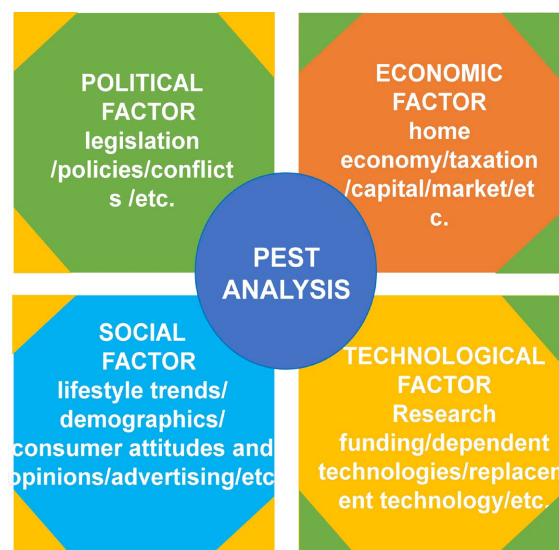


Figure 1. Schematic diagram of the PEST model.

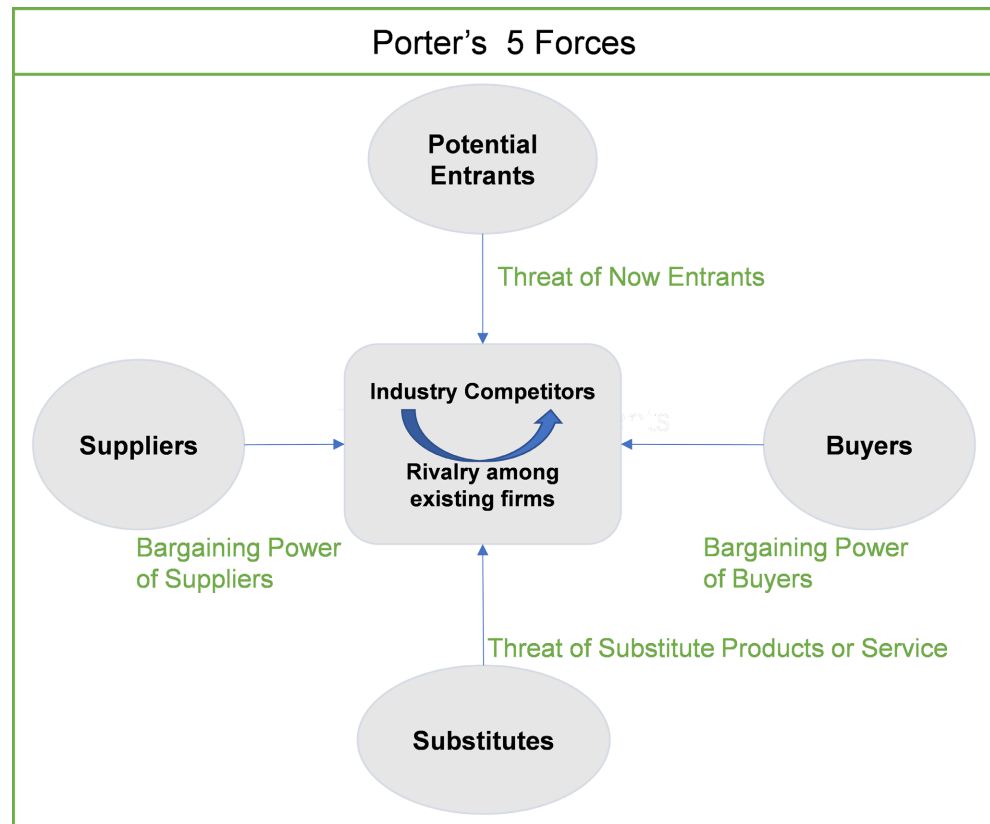


Figure 2. Schematic diagram of the five-force competition model.

different factors into a simple model to analyze the basic competitive situation of an industry. The five power models identify the five main sources of competition: the bargaining power of suppliers and buyers, the threat of potential entrants, the threat of substitutes, and competition between companies in the same industry. To put forward a feasible strategy, we should first confirm and evaluate the size of these five forces. The characteristics and importance of different forces vary with different industries and companies.

Micro-environment Strategy. This involves the analysis of the internal environment of a specific organization and the factors that affect its strategy. This strategy adopts the SWOT model analysis. The SWOT analysis refers to the situation analysis based on the internal and external competitive environment and competitive conditions. It enumerates various major internal advantages, disadvantages, and external opportunities and threats closely related to the research object through investigations, and follows the matrix form Arrange, and then use the thought of system analysis to match various factors together to analyze, from which a series of corresponding conclusions can be drawn, and the conclusions usually have a certain decision-making nature. Using this method, it is possible to conduct a comprehensive, systematic and accurate study of the situation in which the research object is located, so as to formulate corresponding development strategies, plans and countermeasures based on the research results.

Figure 3 shows that the formulation of a strategic implementation plan requires analysis from the perspective of the entire strategic environment system, and finally finds the factors that affect an organization's strategy. However, only after evaluation of the strategic plan can it be estimated which strategic plan is more realistic. Evaluation of strategic plans usually requires quantitative analysis with the help of IFE/EFE/QSPM models.

The Internal Factor Evaluation Matrix (IFE matrix) is a tool for analyzing internal factors. The method is to find the key factors that affect the future development of the company from two aspects of strengths and weaknesses, determine the weights according to the degree of influence of each factor, and then score each key factor according to the degree of effective response of the company to each key factor, and finally Calculate the total weighted score of the company.

Through IFE, companies can summarize the strengths and weaknesses they face to portray all the internal stresses of the company. The External Factor Evaluation Matrix (EFE matrix) is a tool for analyzing the external environment. The method is to find out the key factors affecting the future development of the company from the two aspects of opportunity and threat, determine the weight according to the degree of influence of each factor, and then score each key factor according to the degree of effective response of the company to each key factor, and finally Calculate the total weighted score of the company. Through EFE, companies can summarize the opportunities and threats they face to portray the full appeal of the company.

The quantitative strategic planning matrix (QSPM matrix) is an important analysis tool in the strategic decision-making stage (David, 1985). The analysis

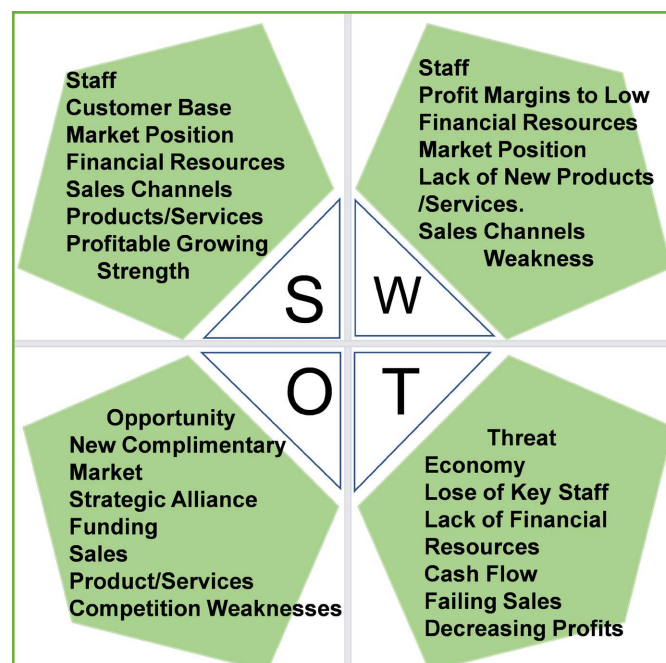


Figure 3. Schematic diagram of the SWOT model.

tool can objectively propose which strategy is the best. QSPM uses the analysis results of the first stage and the second stage for strategic evaluation. The analysis principle of QSPM is to score the various strategies formulated in the second stage. The scores are based on whether each strategy enables the company to make full use of external opportunities and internal advantages, avoid external threats and reduce internal weaknesses in 4 aspects, through experts Derived in the form of a group discussion. The score reflects the optimal degree of its strategy. In other words, the input information of QSPM is exactly the first-stage factor evaluation result (derived from the analysis of the EFE matrix, IFE matrix and the competitive situation matrix) and the second-stage alternative strategy (derived from the SWOT matrix analysis), The result of QSPM analysis reflects the optimality of its strategy.

The SWOT-QSPM model is derived from strategic management research in the United States and is used to determine the best alternatives for the development strategy obtained by the SWOT model (Liu et al., 2019). The process involves sorting out the specific influencing factors of strengths and weaknesses, opportunities and threats is the most important step of SWOT analysis. (Showing in Figure 4) The main influencing factors are the basis and logical starting point of the overall analysis, and have a decisive role in determining the results of the entire analysis. According to the analysis of the internationalization strategy environment of Chinese Kung-Fu dissemination, the SWOT matrix model is mainly used to obtain the type of internationalization strategy from a qualitative perspective. Combined with the international development practice of the Chinese Kung-Fu Association, the specific implementation strategy is further refined.

The QSPM model is used to conduct a comprehensive evaluation of strategic elements, it judges the feasibility of its alternative strategy combination by comparing the weighted result with the theoretical average, and evaluates the possibility and feasibility of strategy selection through the weighted cumulative

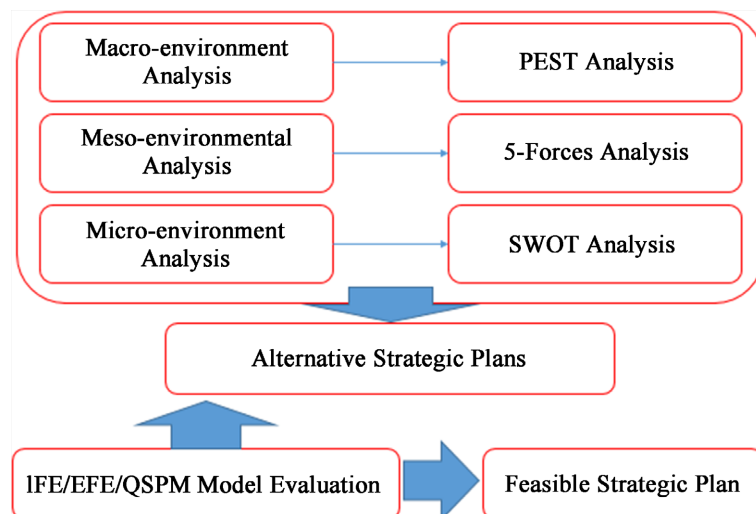


Figure 4. Research logical architecture diagram.

results of SO strategy, WO strategy, ST strategy and WT strategy. The judgment and evaluation of the results of quantitative analysis is not simply a choice of strategic combination, but a comprehensive re-optimization of the strategic combination.

2. Design and Methodology

This chapter presents the research design and methodology, population and locale of the study, data gathering instrument, data gathering procedure, and analysis of the data.

Research Design and Methodology

The study used descriptive-survey method of research. Descriptive-survey is a method that gathers prevailing information about a research problem from a relatively large group of respondents. This method was used because it was the intention of the researcher to determine the perceptions of the respondents on the status of internationalization of Chinese Kung-Fu in terms of its strengths, weaknesses, opportunities and threats. It also identified the encountered problems in the internalization of Chinese Kung-Fu.

Population and Locale of the Study

The study was conducted in Beijing city and Qingdao city in China. There were 463 respondents who are practitioners of Chinese Kung-Fu who were selected through incidental sampling. That is, the respondents were chosen based on their willingness to participate in the study and their availability during the gathering of data. The study was conducted in December 2020.

Data Gathering Tools

Data were gathered through the use of a questionnaire constructed by the researcher. The questionnaire has two (2) parts. The first part gathers the demographic profile of the respondents and the second part gathers strengths, weaknesses, opportunities and threats regarding the internalization of Chinese Kung-Fu. The items were constructed based on related literature and studies about Chinese Kung-Fu. To establish its content validity, the questionnaire was presented to the adviser and panel for evaluation. Once evaluated and approved, the questionnaire was pre-tested to 10 respondents and using Cranach's alpha, the computed reliability coefficient is 0.893 indicating high reliability.

Document analysis and informal interviews were conducted to determine the strategies related to macro and meso-environment.

Data Gathering Procedures

After approval by the panel to conduct the study. The researcher started to gather data. He sought the assistance from Chinese National Kung-Fu association in the administration of questionnaire to the respondents. Some questionnaires were administered on a face-to-face basis while other respondents were administered the questionnaires on line using the WeChat application. The administration of the questionnaire took place from March to July 2021. To safeguard the identity of the respondents, they were given the option to write their

name. The respondents were also assured of the confidentiality of information that they will reveal. After the questionnaires were retrieved from the respondents, the results were collated and tabulated then subjected to statistical analysis.

Treatment of Data

The gathered data were statistically treated using the following:

Mean. This was used to determine the status of the internationalization of Chinese Kung-Fu in terms of its level of SWOT. The level was interpreted using the following scale:

Statistical Limits	Response	Level
3.25 - 4.00	Strongly Agree	Very High
2.50 - 3.24	Agree	High
1.75 - 2.49	Disagree	Low
1.00 - 1.74	Strongly Disagree	Very Low

Quantitative Strategy Planning Model (QSPM). This was used to determine the most effective combination of strategies in the internationalization of Chinese Kung-Fu based on the results of the SWOT analysis.

3. Presentation, Analysis and Interpretation of Data

This chapter presents the analysis and interpretation of findings based on the gathered data.

Level of the Internalization of Kung-Fu

The level of the internalization of Chinese Kung-Fu is presented and discussed along strengths, weaknesses, opportunities and threats.

Strength. **Table 1** shows the level of strength of the internalization of Chinese Kung-Fu based on the computed mean values of the indicators. As shown, the overall mean is 3.21 indicating a “high” level of strength. This means that there is that there is a strong possibility that Chinese Kung-Fu may be globally accepted because of its numerous advantages. The “high” level of strength can be due to the fact that the respondents agreed that Chinese Kung-Fu can be used as a self-defense (2.89) and that it can make the fractioned an international star (2.91) and that the practice of Kung-Fu increases that marketability of Kung-Fu tools and equipment (2.92). Moreover, it was strongly agreed by the respondents that Chinese Kung-Fu has a high reputation all over the world (3.46) and that the practice of Kung-Fu strengthens the body (3.44). Furthermore, the practice of Kung-Fu makes one a master (3.31).

It also enhances communication among people and the sports culture of the community (3.35) as well as it strengthens friendship among people in different countries of the world (3.39).

These findings imply that there is a huge potential for the internalization of Chinese Kung-Fu as it enhances healthy living, brotherhood and understanding among people of the world. The global film industry had an immense impact on the acceptance of Chinese Kung-Fu all over the world. The success of the Kung-

Fu movies of Bruce Lee's in the United States paved to the success of Chinese Kung-Fu have been accepted by the people of the world hence, many people came to like Chinese Kung-Fu. The international development of Kung-Fu is affected by its own strengths as a sports activity and at the same time as a way of self-defence. Practicing Kung-Fu is like practicing taekwondo and fighting techniques, both of which can strengthen the body. Also, Chinese Kung-Fu has a profound cultural foundation and improves fighting skills.

Weakness. **Table 2** indicates the level of weakness of the internationalization of Chinese Kung-Fu based on the computed mean values of the indicators. As revealed, the overall mean is 3.26 indicating that there a "very high" level. This means that the internationalization of Chinese Kung-Fu has a lot of challenges and difficulties that must be overcome.

This very high level of weakness can be due to the fact that the respondents "strongly agreed" that excessive and improper practice of Kung-Fu may be harmful to the physical body (3.34) and that it can be used for criminal activities (3.57). Moreover, learning and practice of Kung-Fu requires patience and persistence (3.41) and that there are few professional Kung-Fu coaches who can

Table 1. Level of Strength of the Internalization of Chinese Kung-Fu.

Indicators	Mean	Extent of Agreement
The world reputation of Chinese Kung-Fu is relatively high.	3.46	Strongly Agree
Chinese Kung-Fu has the function of strengthening the body.	3.44	Strongly Agree
Chinese Kung-Fu is used as self-defense.	2.89	Agree
Knowledge of Chinese Kung-Fu can make the Practitioner an international star.	2.91	Agree
Engaging in Kung-Fu can make the strongly Practitioner a master.	3.31	Agree
The practice of Kung-Fu enhances strongly Communication and sports culture.	3.35	Agree
Practice of Kung-Fu strengthens friendship among people of different countries.	3.39	Strongly Agree
The practice of Kung-Fu promotes the development of Kung-Fu tools and increases international demand in the market.	2.92	Agree
Overall	3.21	High Level

Table 2. Weaknesses of the Internalization of Chinese Kung-Fu.

Indicators	Mean	Extent of Agreement
Improper or excessive practice of Kung-Fu will harm your body.	3.34	Strongly Agree
Someone uses Kung-Fu to commit criminal activities or harm the health of others.	3.57	Strongly Agree
Learning Kung-Fu requires long-term persistence, and success is relatively slow.	3.41	Strongly Agree
There are relatively few international professional Kung-Fu coaches.	3.37	Strongly Agree
Kung-Fu is not an Olympic sports event.	2.94	Agree
There is very little funding for the internationalization of Kung-Fu.	2.92	Agree
Overall	3.26	Very High Level

train practitioners all over the world. Also, the respondents agreed that there is minimal financial support for the internationalization of the sport (2.92) and that its being a non-Olympic sport may lessen the enthusiasm of people around the world to learn and practice Chinese Kung-Fu.

These findings imply that despite its global acceptance, there are still a lot of problems to be addressed so that Chinese Kung-Fu can ignite the full enthusiasm of people around the world.

Practicing Kung-Fu requires attention to method and amount of exercise. Excessive practice will harm a person's health. Moreover, Kung-Fu can improve a person's offensive ability, which may harm others if malpracticed. Also, the internationalization of Kung-Fu inevitably faces competition from Taekwondo and various countries' fighting techniques.

Opportunities. Table 3 presents the level of opportunities of the internationalization of Chinese Kung-Fu. As indicated, the overall mean is 3.25 reflecting a "very high" level. This means that there is a very strong prospect and potential for the success of the internationalization of Chinese Kung fu.

The "very high" level of opportunity can be attributed to the fact that the respondents strongly agreed that Chinese Kung-Fu is loved all over the world (3.37) and that there are many exchanges between China and other countries (3.46).

Also, the popularity of Chinese Kung-Fu has spread not only in Asia but also in western countries such as the United States (3.29). There is also the "One Belt, One Road" strategy of the Chinese government which paved the way for the global awareness and acceptance of the sport (3.29). There is also the possibility that it can become an Olympic sports in the future (3.28).

These findings imply that the prospect of Chinese Kung-Fu to be globally popular is immense. People want to be secure and safe; hence, the practice of Kung-Fu as a means of self-defense is very attractive. This is the reason why it is well appreciated by people all over the globe.

Kung-Fu is popular with the public. The rise of China has allowed more people in the world to come into contact with Chinese Kung-Fu. Moreover,

Table 3. Level of Opportunities of the Internalization of Chinese Kung-Fu.

Indicators	Mean	Extent of Agreement
Kung-Fu has always been loved by people all over the world.	3.37	Strongly Agree
There are more Kung-Fu exchanges between China and other countries in the world.	3.46	Strongly Agree
The spread of Kung-Fu has been spreading in the United States, Southeast Asia and other countries for many years.	3.29	Strongly Agree
Kung-Fu is a sports event in the Asian Games and may become an Olympic event.	2.28	Strongly Agree
China is implementing the "One Belt One Road" strategy.	3.29	Strongly Agree
The State Sports General Administration prepares to provide funds and carry out international coach training projects.	2.92	Agree
Overall Mean	3.25	Very High Level

Kung-Fu has become a competitive event in the Asian Games.

Table 4 shows the level of threat of the internationalization of Chinese Kung-Fu. The computed overall mean of 3.33 indicates a “very high” level of threat. This means that Chinese Kung-Fu has to face and overcome a lot of factors in order to achieve its objective for global acceptance.

The perceived very high level of threat can be attributed to the fact that the respondents strongly agreed that Chinese Kung-Fu is not yet totally accepted as part of a sports culture all over the world (3.45) aside from misunderstandings due to language barriers (3.41). Also, for some people, the philosophy behind the practice of Kung-Fu as well as its mystery is difficult to understand (3.53).

Furthermore, the respondents also agreed that there are limited times and venues for the practice of the sport (3.19) and that its difficulty appear to lessen the enthusiasm of sports fan to learn and practice it (3.08)

These findings imply that the threats to the internationalization of Chinese Kung-Fu stem from its nature as a sports activity itself. Learning Chinese Kung-Fu and practicing it require patience and diligence which some people do not have. Also, it needs a lot of time and effort to fully understanding and appreciate the philosophy behind its practice.

Differences in sports culture and language barriers can prevent the international spread of Chinese Kung-Fu. Other sports activities such as, boxing and taekwondo, as well as the fighting skills of various countries can also hinder the international spread of Kung-Fu.

The aforementioned analysis of the data clearly expounds the specific influencing factors of the four aspects of the internationalization strategy of Chinese Kung-Fu, which together determine the development of its internationalization. Different aspects of the influencing factors have different effects on the international spread of Kung-Fu. Weaknesses and threats hinder the international development of Kung-Fu whereas; its advantages and opportunities will promote its international development.

Selection and Evaluation of Internationalization Strategy

From the perspective of combining qualitative and quantitative analysis, SWOT main element matrix analysis, IFE and EFE matrix analysis, and QSPM

Table 4. Level of Threat of the Internalization of Chinese Kung-Fu.

Indicators	Mean	Extent of Agreement
Sports culture is not accepted.	3.45	Strongly Agree
Barriers to language communication.	3.41	Strongly Agree
Kung-Fu enthusiasts do not have time and venue to learn.	3.19	Agree
The mystery of Kung-Fu is difficult to grasp and understand.	3.53	Strongly Agree
The difficulty of the practice causes fans to lose interest.	3.08	Agree
Overall	3.33	Very High Level

matrix model analysis constitute an interlocking analysis system. Perform strategic game analysis through the results of the practice of international communication of Kung-Fu to verify and evaluate the internationalization strategy.

Matrix Analysis of the Main Elements of SWOT. Presents an analysis of the combinations of the elements of the SWOT model. Based on the main elements of the SWOT mode, the corresponding strategic choices are obtained through element analysis. The advantages of the internationalization of Chinese Kung-Fu A are mainly due to 8 factors (S) while the disadvantages are mainly due to 6 factors (W), and the opportunities are mainly due to 6 factors (O), and the threats are mainly 5 factors (T). Through the mutual combination of the main factors, alternative strategic combinations are obtained, and then the alternative strategies are summarized into the strategic combination matrix. Finally, the strategies can be analyzed and the strategic choices are determined.

4. Conclusion and Recommendations

This chapter presents the conclusions derived from the findings and the recommendations forwarded by the researcher.

Conclusion

In the light on the findings of the study, the following are the conclusions:

- 1) The internationalization of Chinese Kung-Fu is viable given its strengths, weaknesses, opportunities and threats.
- 2) The macro-environmental and meso-environmental factors have profound influence on the internationalization of Chinese Kung-Fu.
- 3) The internal and external environmental situations and needs of the internationalization of Chinese Kung-Fu are in line with the actual requirements for the international strategy.
- 4) The Strength and Opportunities (SO) strategy is the most effective in the internationalization of Chinese Kung-Fu.

The SWOT Analysis model is effective in determining the strengths, weaknesses, opportunities and threats in the internationalization of Chinese Kung-Fu. Macro and Meso-environmental factors influence the feasibility of internationalizing Chinese Kung-Fu. The QSPM model is effective in determining the most viable strategy in the internalization of Chinese Kung-Fu.

Recommendations

Based on the findings and conclusions, the following are recommended:

- 1) There is a need to reform Kung-Fu and strengthen cultural exchanges and publicity. This is so because one of the strengths of the internationalization of Kung-Fu is that it promotes intercultural brotherhood and understanding.
- 2) Fund raising activities may be conducted by Kung-Fu Associations so as to help finance programs intended for the internationalization of Chinese Kung-Fu.
- 3) Include Chinese Kung-Fu in the curriculum of physical education in the elementary and secondary level of education as a subject of study so that the philosophy behind Kung-Fu will be better understood and appreciated and the

mysteries removed.

4) Enhance and use various opportunities for communication and awareness. Strengthen the promotion of Kung-Fu culture through artistic endeavours, exhibition games, competition and organizing Kung-Fu festivals.

5) Strengthen communication and publicity through social media. Creating a website for Chinese Kung-Fu by enthusiasts all over the world will enhance the internalization of Chinese Kung-Fu.

6) Scientific training and improving training efficiency is another important way to realize the sustainable development of among Chinese Kung-Fu practitioners.

Acknowledgements

The Heavenly Father and the Lord Jesus Christ are the source of all treasures of wisdom, knowledge and understanding; to Thee the researcher ascribes the highest praise and thanksgiving. The Holy Spirit has supplied sufficient counsel and steadfast encouragement to finally complete this humble research work. Invaluable gratitude goes to people whom God used to complete this study.

Dr. Nolan Guillao, the Dean of the College of Business Administration of the University of the Cordilleras and my dissertation adviser, Dr. Ireneo T. Hilario, for the meaningful suggestions and invaluable guidance;

Orlina Ursula Regua, Ph.D. and Graduate Program Coordinator (GPC) of the College for her invaluable assistance;

Members of the Panel for oral examination, Josefina M. De Leon, PhD., Frisiana E. Sabado, PhD., Siegfried M. Erorita, PhD., Grace R. Tobias, Ph.D., Adoure Fran V. Mangalus, PhD. for their constructive criticisms and recommendations to improve the study;

The University administrators for accommodating him to pursue his doctorate degree in the university and the faculty members who shared their knowledge and wisdom.

Finally, to all friends whose names were not included here, may God of all goodness reciprocate your contribution.

Thank you very much!

Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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