



On Digital Inheritance of Zhaotong Qingquan in Yunnan

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ABSTRACT

As a distinctive intangible cultural heritage of martial arts in Zhaotong City, Yunnan Province, Zhaotong Qingquan bears the regional cultural characteristics and national spirit of northeast regions of Yunnan Province. From the perspective of digitalization, this study proposes to explore the effective inheritance path based on the excellent intangible content contained in Zhaotong Qingquan from the aspects of content, marketing and communication, double-branding and Marketing Zhaotong Qingquan-Peng Jiaquan and Zou Jiaquan in win-win deal, so as to enhance its branding and realize the "spreading, revitalizing and popularizing" of traditional intangible heritage through the way of "inheritance and promotion through development".

1. Introduction

As a newly added item to the third batch of traditional sports, entertainment and acrobatics in the intangible cultural heritage of Yunnan Province, Zhaotong Qingquan holds the core essence of traditional Chinese martial arts, together with the fine traditional consciousness of the Chinese national community, spiritual power and values: physical fitness, loyalty and devotion to the country, and defending the homeland (Zhang Meifen, el. 2020). Its inheritance and promotion are an urgent priority. Originating in the late Qing Dynasty and early Republican era and flourishing during revolutionary times, Zhaotong Qingquan is a traditional martial art practiced in Zhaotong City, Yunnan Province, and surrounding regions. Its history can be traced back to the Shengmen Martial Arts of Sichuan Province. In 2013, it was included in the Yunnan Provincial Intangible Cultural Heritage Representative List. Comprising two complementary styles—Peng Jiaquan created by Peng Qin and Zou Jiaquan created by Zou Ruoheng—both are recognized as renowned Chinese martial arts styles. With nearly a century of history, Zhaotong Qingquan synthesizes the strengths of various martial arts traditions, pioneering numerous combat-oriented techniques that also possess aesthetic appeal and performance value, earning it great popularity among martial arts enthusiasts. Its representative inheritors include Xu Mingfu, Kang Gewu, and Peng Zhifei. As the

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skills of Zhaotong Qingquan are primarily inherited through oral instruction and personal guidance by representative inheritors, many unique techniques and masterful moves are on the verge of being lost. Traditional fist forms require reorganization, and the artistic principles and spiritual connotations of this boxing style demand further in-depth interpretation. The initiative has been rolled out to schools at all levels in the Zhaotong region, but its impact remains confined to the surrounding areas of southwestern Sichuan, northeastern Yunnan, and central Yunnan. Located at the junction of Yunnan, Guizhou, and Sichuan provinces, this region has long been hailed as the “gateway to southern Yunnan and the strategic pass of western Sichuan.” Historically, it served as a vital corridor where Yunnan local culture and Central mainstream culture converged, providing fertile cultural ground for the development of Zhaotong Qingquan. This unique environment enabled the martial art to absorb external influences while preserving its distinct regional characteristics.

2. Literature Review on Classification and Evolution of Zhaotong Qingquan

Blending the strengths of various martial arts schools, Zhaotong Qingquan has created many original combat-focused moves that boast both aesthetic and performative qualities, and it enjoys a widespread popularity in Zhaotong and its surrounding areas. The Zhaotong Qingquan developed into two major schools: Peng Jiaquan and Zou Jiaquan.

2.1 Peng Jiaquan

Peng Jiaquan was created by Peng Qin. This martial art features concise forms and a rigorous structure where movements flow naturally and each set has a clear beginning and end. It empowers practitioners to face opponents from all four sides and strike in eight directions, excelling in all-round positional combat with fierce, highly variable moves. This martial art encompasses martial arts routines and skills including the Twelve Serial Hands, Twelve Serial fists, Eight Core Palm Powers and the Six-Character Powers. Its hand techniques feature biao, gao, pan, gua, zai, duo, pao, chong, fengbi and qinna, among others. For leg techniques, it includes Sweeping Kick, Leg-Snap Boxing and more. Its footwork is centered on the Dingba stance.

2.2 Zou Jiaquan

Zou Jiaquan was created by Zou Ruoheng, and it is thus named after its founder by later generations. A concise and powerful martial art with an extremely fierce fighting style, it prioritizes practical combat techniques. Renowned for being easy to learn and highly effective, it is deeply loved by martial arts enthusiasts and is also listed as one of the renowned styles of Chinese martial arts. It is characterized by vigorous and powerful postures, sonorous force emission, stable stances rooted firmly to the ground, and bold, imposing techniques. The bare-hand forms include Huwei Bian (Tiger-Tail Whip), Shuangshi Jiedai (Two Lions Untie the Belt), Liuchu Qisan (Six Exits and Seven Throws), Simen Fan-gua (Four Gates Reverse Hang), Niusi Po Simen (Twisted Silk Breaks Four Gates), Nanguan Chui (South-Penetrating Hammer), Tie Shan Wufeng (Iron Gate Five Seals), Liuhe Lianhuan (Six Harmonies Linked), Qixing Lianbu (Seven-Star Step Practice), Qixing Gan Yue (Seven-Stars Chasing the Moon), Jiumen Tie Shan (Nine-Gate Iron Gate), and Shimian Maifu (Ten-Sided Ambush). The weapons used include single sword, short staff, bench, and broad sword. The internal practices include Huling Gong (Tiger Spirit Skill), Tongzhi Nenggong (Intelligence-Activating Skill), Jingang Jingong (Vajra Strength Skill), and Pa-da-gong (Striking and Conditioning Skill). (Yang Jiayi, el. 2024)

2.3 Summary

Beyond being a traditional martial art, Zhaotong Qingquan embodies profound philosophical thoughts and moral values, and reflects the core values of traditional Chinese culture. Its philosophical level focuses on cultivating both inner and outer aspects, upholding the unity of intention and spirit and the combination of form and spirit, which perfectly accords with the "unity of man and nature" in traditional Chinese philosophy.

At the same time, its training practices such as the Eight Core Palm Powers and the Six-Character Power Training also reflect the concepts of yin-yang balance and the mutual generation and restriction of the five elements, demonstrating the respect for and adherence to the laws of nature inherent in traditional Chinese culture. Zhaotong Qingquan emphasizes the cultivation of martial arts in terms of moral concepts, and advocates that practitioners should take 'benevolence, righteousness, propriety, wisdom and faith' as the code of conduct, which is not only the inheritance of traditional Confucianism, but also the sublimation of martial arts spirit. (Wang Wen, 2014). Especially in modern times, in the face of the impact of strong culture in the trend of globalization, Zhaotong Qingquan, as a local cultural symbol, has highlighted the significance of its cultural identity and national self-confidence.

By practicing Zhaotong Qingquan, people can not only enhance their physical fitness, but also accept the influence of traditional culture in a subtle way, so as to realize the dual improvement of body and mind. As the two treasures of Zhaotong Qingquan, Peng Jiaquan and Zou Jiaquan exert a positive effect on the physical and mental development of practitioners. On the one hand, through systematic skill training, these two martial arts can effectively enhance practitioners' physical fitness, boost muscle strength and joint flexibility, thus achieving the goal of keeping fit and attaining a light and agile physical state. On the other hand, Peng Jiaquan and Zou Jiaquan attach great importance to the cultivation of both inner self and outer skills: through such training methods as regulating breath and calming the mind, they help practitioners adjust their mental state, relieve stress, cultivate concentration and endurance, and effectively assist the younger generation of today in overcoming the problem of difficulty in maintaining sustained attention. Furthermore, the philosophical thoughts and moral values embodied in Peng Jiaquan and Zou Jiaquan help shape the moral character of practitioners to a certain extent and promote the elevation of their moral attainments. The education of martial ethics and the inculcation of positive values not only contribute to the perfection of individual personality, but also lay a solid individual foundation for social harmony. Zhaotong Qingquan has distinct and unique features in action design, move application and combat methods: First of all, in terms of action design, it emphasizes the fluency and practicality of movements. Its boxing techniques have a rigorous structure and are full of changes, which are not only suitable for individual practice, but also for confrontational drills. In move application, Zhaotong Qingquan integrates the essence of Eight-Diagram Boxing and Taijiquan, and transforms them to form a unique move system. Zhaotong Qingquan has distinct and unique features in action design, move application and combat methods: First of all, in terms of action design, it emphasizes the fluency and practicality of movements. Its routines have a rigorous structure and are full of changes, which are not only suitable for individual practice, but also for confrontational drills. In move application, Zhaotong Qingquan integrates the essence of Eight-Diagram Boxing and Taijiquan, and transforms them to form a unique move system. Its empty-hand routines include many skills of overcoming hardness with softness and stopping movement with stillness, while its weapon routines are represented by the Panlong Cudgel Method, which incorporates bayonet fighting techniques. In terms of combat methods, it emphasizes the principle of equal emphasis on speed, flexibility and strength. The "Three and a Half Knives" technique is

particularly prominent, famous for its concise and neat movements and strong attack power. These characteristics not only reflect the high maturity of Zhaotong Qingquan at the technical level, but also reflect its practical adaptability in actual combat application. (Yang Xiangquan, el. 2023)

However, the inheritance of Zhaotong Qingquan is currently facing several challenges: a decreasing number of inheritors, traditional and single transmission channels, the loss of techniques, and insufficient social communication power and public awareness. In particular, there is a considerable practical gap between its current status and the cognitive orientation brought by Yunnan which was listed among global top 52 destinations in 2026 by New York Times. (China Daily. 2026)

3. Digital Inheritance of Traditional Martial Arts

3.1 Digital inheritance

As an emerging approach to cultural preservation and dissemination, digital inheritance refers to the process of collecting, organizing, storing and disseminating cultural heritage through digital technological means. As a new way of cultural protection and dissemination, digital inheritance refers to the process of collecting, sorting, storing and disseminating cultural heritage through digital technology (Wang Ziyang, el. 2026). Its core principle is to use modern scientific and technological means to transform traditional cultural resources into digital assets that can be permanently preserved and widely disseminated, so as to achieve the efficiency and sustainability of cultural inheritance. In the field of traditional martial arts, the importance of digital inheritance is self-evident in the Internet age. Through three-dimensional scanning and motion capture technology, the movement details of the inheritors can be accurately recorded and saved in digital form, which not only helps to protect the endangered martial arts skills, but also provides detailed data support for follow-up research (Jiang Huabei, el. 2024). In addition, digital inheritance can also break through the time and space limitations of traditional inheritance methods, and realize cultural communication on a global scale through the Internet platform, thus attracting a wider audience. From a theoretical point of view, digital inheritance conforms to the core principles of intangible cultural heritage protection, that is, “living protection” and “extensive dissemination”, which provides a reference for the modern inheritance of traditional martial arts.

Numerous successful cases have set a valuable example for the digital inheritance and promotion of traditional martial arts both at home and abroad. In China, for instance, the Chinese Martial Spirit omni-media project has successfully brought traditional martial arts culture to a much wider audience by integrating digital resources, social media promotion and virtual reality technology, demonstrating the unique influence of digital means in cultural communication. At the same time, the digital inheritance of Tai Chi culture has also achieved remarkable results: the in-depth integration of traditional culture and modern technology has been realized through the development of IP images, cross-border cooperation and online education platforms. On the international front, the experience of South Korea in the digital promotion of Taekwondo stands out in particular. By building a global digital education network and a multimedia communication platform, South Korea has made Taekwondo a sport with international influence.

Nevertheless, while these cases have demonstrated the enormous potential of digital inheritance, there are still some shortcomings to address. For example, the digital content of some projects lacks in-depth cultural connotations and over depends on technical expressions, resulting in the failure to fully reflect the core values of traditional culture. In addition, the digital promotion

of traditional martial arts at home and abroad is also confronted with such problems as a single communication channel and a limited audience group, which urgently need to be solved through more systematic strategies.

3.2 Digitalization of Peng Jiaquan and Zou Jiaquan

The development of digital resources constitutes the foundational work for the digital inheritance of Zhaotong Qingquan, whose core lies in the systematic collection, organization and preservation of the movements, routines and relevant cultural materials of PengJiaquan and ZouJiaquan by means of modern technology, thereby establishing a comprehensive and easily accessible digital resource repository.

3.2.1 Establish the Zhaotong Qingquan Database

3D scanning and modeling technology and motion capture technology can accurately record the detailed movements of inheritors of Zhaotong Qingquan in digital collection, including body postures, movement trajectories, force application methods and dynamic demonstrations. The relevant data can not only be used for long-term preservation, but also retain high-quality materials for subsequent research and dissemination. In addition, high-definition video recording and audio collection can fully preserve the orally and experientially passed-down content in traditional martial arts, avoiding the cultural discontinuity caused by the aging or loss of inheritors. In the link of sorting and storage, it is necessary to establish a scientific information classification system, systematically file the historical documents, technical materials, cultural background, development context and other contents of Zhaotong Qingquan, and realize efficient management and retrieval by virtue of database technology. This not only helps protect the cultural heritage value of Zhaotong Qingquan, but also lays a solid foundation for future academic research and educational promotion.

3.2.2 Establish the Zhaotong Qingquan Database

For the younger generation, especially Generation Z who have grown up with the internet, digital application and dissemination offer distinct advantages in fostering an interest in traditional martial arts. First and foremost, the digital resources of Zhaotong Qingquan can be multimodally integrated into the physical education curricula of local schools. By showcasing the technical essentials and cultural connotations of Zhaotong Qingquan to students through multimedia courseware, virtual reality technology and other means, this approach not only enhances intuitive comprehension but also facilitates repeated learning and practice. For instance, digital technology can be used to decompose complex movements, helping students gain a more intuitive understanding of the logical connections between various moves; at the same time, explanations combined with cultural context can strengthen students' cognition of and identification with traditional martial arts.

Secondly, developing online interest courses that highlight local cultural and rural characteristics can provide a broader communication platform for the popularization of Zhaotong Qingquan. Building online learning platforms and producing a series of teaching videos can not only reach student groups in more regions but also meet the needs of learners at different levels. In addition, the application of artificial intelligence technology can further improve educational effectiveness—for example, by analyzing students' learning data in real time to provide personalized learning suggestions and feedback. This not only helps break the temporal and spatial constraints of traditional master-apprentice inheritance but also effectively stimulates the interest and participation enthusiasm of the younger generation in Zhaotong Qingquan. (Li Danyang, el. 2025)

3.2.3 IP Protection Mechanism for Zhaotong Qingquan

It is a rare national phenomenon for two major schools of Zhaotong Qingquan to have emerged and coexisted in the same region without conflict; instead, they are non-exclusive and form a mutually beneficial complementary relationship. In line with historical development and inheritance practices, PengJiaquan and ZouJiaquan can well be developed into the "twin pillars" of the competitive and collaborative dual-IP brand of Zhaotong Qingquan. The core of this endeavor lies in the establishment of a digital protection mechanism covering copyright protection and data security, thereby ensuring the security and sustainable utilization of Zhaotong Qingquan's digital resources.

In terms of copyright protection, it is necessary to formulate clear local laws and regulations to standardize the use and dissemination of digital resources and prevent unauthorized reproduction and commercialization. For instance, digital watermarking and access permission management applied to digital resources can effectively trace the sources of illegal dissemination, thus safeguarding the legitimate rights and interests of creators and inheritors. Meanwhile, efforts should be made to strengthen training on digital technical capabilities for inheritors and raise their awareness of copyright protection, enabling them to better safeguard their own rights and interests in the digitalization process.

In terms of data security, multi-level technical measures need to be adopted to ensure the integrity and reliability of digital resources. For example, encryption technology can be used to prevent data leakage, and a distributed storage system and backup mechanism can be established to mitigate risks arising from accidents and technical failures. In addition, regular data backup and updating are also important measures to ensure the long-term preservation of resources.

The construction of a sound digital protection mechanism can not only provide a solid guarantee for the digital inheritance of Zhaotong Qingquan, but also create favorable conditions for its communication in the context of globalization to tell the stories of "Yunnan, a land of unique living experiences" and "Magnificent Wumeng, Beautiful Zhaotong".

4. Digital marketing Strategies

The core of intangible cultural heritage communication is human inheritance, including the cultivation of intangible cultural heritage inheritors and the cultivation of audience interest. In essence, it requires accurate digital marketing strategies and means in the promotion process.

4.1 Influencer marketing

The lack of inheritors of Zhaotong Qingquan is particularly prominent, especially in the two branches of Pengjiaquan and Zoujiaquan. At present, Zhaotong City has only seven coaches who have been engaged in local Zou Jiaquan teaching for a long time. This figure fully reflects the weak status of the inheritor team. The deep reason is that the inheritor's boxing path has significant characteristics of the times. In traditional society, martial arts practitioners mostly enter this field because of family inheritance or learning from teachers. In modern society, due to the convenience of real life and career choice, young people are more inclined to choose occupations with higher economic benefits, and it is difficult to focus on the inheritance of traditional martial arts. In addition, the lack of inheritance training mechanism is also the pain point of inheritance. At present, the professional training system for Zhaotong Qingquan inheritors has not been established, and the inheritors lack systematic theoretical knowledge and teaching skills, which further limits their

inheritance ability. Therefore, in the network era, making good use of the digital resources of Zhaotong Qingquan to attract more young people to join the inheritance team and improving their comprehensive quality through scientific training mechanism has become the key to solving the problem of the lack of inheritors. At the same time, young inheritors are more likely to become the influencers of Zhaotong Qingquan, and are well good at digital marketing, which also helps to younger the inheritance team.

4.2 Social media marketing

Social media has become an important platform for the dissemination of digital generation culture, and also provides new possibilities for the promotion of traditional martial arts. The digital promotion of Zhaotong Qingquan can make full use of social media platforms such as Douyin, Kuaishou, Xiaohongshu, Weibo, WeChat, etc., to attract users' attention and interaction by publishing high-quality content, and even have the opportunity to explode and go international (Shen Qing, 2025). Under the favorable policy of continuous visa-free policy for foreigners and the trend of experiencing Chinese life, making exquisite short videos to show the movement skills and cultural connotation of Zhaotong Qingquan can not only attract the attention of young audiences, but also enhance users' awareness and interest in this intangible cultural heritage. In addition, combined with the algorithm recommendation mechanism of social media, accurately positioning the target audience, such as martial arts enthusiasts, cultural inheritors and young students, can effectively improve the promotion effect. At the same time, encouraging online interaction between inheritors and audiences, such as setting up live broadcast courses or answering questions from netizens, can further narrow the distance between Zhaotong Qingquan and the public and form a good communication ecology.

5. Digital promotion and dissemination

Digitalization of Zhaotong Qingquan is convenient to promote and spread to the targeted audiences.

5.1 Virtual Reality and Augmented Reality technology applications

The rapid development of Virtual Reality (VR) and Augmented Reality (AR) technologies has brought an entirely new way of experience to the promotion of traditional martial arts. By leveraging VR technology, users can have an immersive experience of the training scenes of Zhaotong Qingquan, enabling immersive experience and cross-temporal communication of the martial art. AR technology, on the other hand, can overlay the movement demonstrations of Zhaotong Qingquan onto the real environment, providing users with an immersive learning experience and a sense of inheritance glory (Chen Weili, et. 2023). Therefore, developing a Zhaotong Qingquan learning application based on VR/AR technologies has become a key priority. Users can wear dedicated devices to watch high-definition video breakdowns of martial art movements and imitate the practice in real time, thereby lowering the learning threshold and boosting learning interest. In addition, building virtual martial arts competitions and interactive games on this basis can attract more young audiences to participate, further expanding the influence of Zhaotong Qingquan.

5.2 Circle-breaking cooperation promotion

The digital promotion of Zhaotong Qingquan can try to deeply integrate with other fields to form a cross-border cooperative innovation model for the promotion of cultural industry in recent years. For example, cooperate with the e-sports industry to develop a network computer game with

the theme of Zhaotong Qingquan, creatively display its martial arts moves, or integrate Zhaotong Qingquan elements into animation creation, and attract a wider audience through visual and entertaining forms of expression. By selecting typical cases to achieve chain-level communication, take root in the way of breaking the circle.

5.3 Integrating into Zhaotong Cultural Tourism Activities

Zhaotong is the birthplace and development place of Zoujiaquan and Pengjiaquan. It is an effective strategy to integrate Zhaotong Qingquan into local cultural and tourism activities. The promotion of Zhaotong Qingquan should be combined with the cultural tourism industry, and a tourism route with the theme of Qingquan culture should be created in Zhaotong area, and the martial arts of Pengjiaquan and Zoujiaquan should be promoted as a non-genetic inheritance exercise base to attract tourists to experience and experience the charm of Zhaotong Qingquan's intangible cultural heritage. This kind of cross-border cooperation can not only expand the promotion dimension of Zhaotong Qingquan, but also inject new vitality into it and realize the dual promotion of cultural value and economic value. Its marginal utility is worth developing. In addition, we can try to hold the annual "Qingquan Culture Festival" in Zhaotong, invite domestic and foreign martial arts enthusiasts, experts and scholars and tourists to participate in and discuss, and fully demonstrate the unique charm of Zhaotong Qingquan through performances, competitions, forums and other forms. In addition, Qingquan experience area can be set up in Zhaotong's main tourist attractions, so that tourists can feel the cultural connotation and characteristics of Zhaotong Qingquan in the process of tour. At the same time, through the combination of online and offline promotion methods, in addition to enhancing the popularity of Zhaotong Qingquan, it can also inject new cultural elements and immersive experiences into the local tourism industry to achieve the coordinated development of culture and economy.

6. Conclusion and prospect

Cultural heritage is an important part of Chinese excellent traditional culture and a vivid witness of the continuous inheritance of Chinese civilization. It carries the genes and blood of the Chinese nation. The protection and inheritance of cultural heritage is related to national cultural security and sustainable development. Intangible cultural heritage inheritance is a comprehensive project, which requires multi-party cooperation and joint efforts (Wang Wenzhang, el. 2023). This study focuses on the realistic dilemma, from the perspective of living inheritance, by means of content digitization, network social media marketing and multimodal communication, combined with the theory of intangible cultural heritage protection and the needs of local cultural development, discusses the current situation of its inheritance, the difficulties it faces and the solutions to the living inheritance, and provides theoretical support and practical reference for the inheritance and development of the traditional martial arts in combination with the local reality. As a local non-genetic traditional martial arts in Zhaotong City of Yunnan Province, the unique cultural connotation and technical system have not been fully explored and disseminated. The discussion on the digital inheritance and promotion path of Pengjiaquan and Zoujiaquan will outline a feasible framework for the non-genetic inheritance of Zhaotong Qingquan. However, due to the regional distinctiveness and uniqueness of Zhaotong Qingquan, it is necessary for its stakeholders to work together to maximize the application of inheritance and promotion to practice, and to explore the specific implementation path suitable for its digital inheritance and promotion, so as to provide a new perspective and strategy for the protection and development of this intangible cultural heritage.

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