



Muay Thai: A Suitable Creative Economic Development Model

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Abstract:

The research of this paper is based on Muay Thai and it provides value-added and suitable model research for the development of Muay Thai through the principles of creative economics. Therefore, after defining the research scope of Muay Thai, we must clarify the basic theories related to creative economy, the content that it covers, and the internal and external concepts serving it. In the study of the text, we will concretely consider and study the following theoretical system: the theory of creative economy. UNESCO's concept of creative economy combines creative production and commercialization with intangible cultural connotations to create content-intensive industrial activities. Form and the content is protected by copyright, basically is the product material and non-material services. On the basis of the above-mentioned, the text of the culture and value-added research of Muay Thai adopt the concept of combining culture, creativity and high-tech in creative economy, as well as related intellectual property rights protection, to study the current situation of Muay Thai. Especially in the COVID-19 epidemic, Muay Thai became the beneficiary of creative economy.

Key Words: Muay Thai; creative economy; Cultural appreciation;

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7915

1.The Origin of the Research

1.1 Inspiration of Lumpinee Stadium's Close

There is a piece of news In the process of collecting information on Muay Thai:

February 5th, 2021, after

experienced ups and downs for 64 years ,the world famous Lumpinee Stadium located in Bangkok claimed that it would cease operation and officially withdrew from the history stage ,which shocked and regretted countless Muay Thai fans.





(This picture is from:

<https://baijiahao.baidu.com/s?id=1691014916615411713&wfr=spider&for=pc>)

The COVID-19 epidemic unpredictably brought disastrous consequences for the world economy that are still going on today, even the Lumpinee Stadium, the most influential Muay Thai's arena could not afford. Although it is the holy land for Muay Thai's competition, to some extents, the base for protecting Thailand's culture, even the international cultural promotion and dissemination organization that makes Muay Thai become an international sport, it still faded in the time of COVID-19. Another famous arena called Rajadamnern Stadium in Thailand has been seeking the cooperation with media and sponsor, closed for a long time due to the epidemic and are now struggling to find a way out of the harsh situation. Does these circumstances indicate that the development of Muay Thai is about to re-integrate, and have new possibilities?

As creative economy's mode, shall we predict a new way for Muay Thai's development? Based on this our research is creative and hopeful. Muay Thai does not only support Thailand's culture mission, but

also as a sign of it could be surveyed by the newest way combined with culture, creativity and high technology called creative economy.

2. Purposes of Research

Analysis the factors of how Muay Thai become the special commodity through of the creative economy mode.

The high value-added income that culture value brought has made Muay Thai developed faster and stronger after the baptism of COVID-19. The creative economic mode has brought new pattern of income by promoting economic development. Embodied in the following three aspects:

2.1 To propose a better creative economic model which is helpful to the development of the community and economic income on a larger scale on the basis of the original Muay Thai operation model by the help of modern high-tech means, taking the form of Muay Thai competitive arena as the starting point, creative and innovative methods were used to explore its cultural factors and values.



2.2 Through sorting out the traditional ancient Muay Thai that is relatively less popular to analyze those neglected aspects such as culture, customs, inheritance and faith, and so on, Muay Thai's value (such as the influence of Hanuman and Buddhist factors) was reevaluated.

2.3 Through the comparison of the related parts of the system of mindfulness practice of Thai Buddhism and the system of Muay Thai (physical training and meditation and prayer), the important information such as the culture they carry and their extended beliefs, rituals and objects will be discovered. Attach Muay Thai regimen meditation system, a separate point, to the Muay Thai system and then become independent (referring to the development mode of Shaolin kungfu, Shaolin Zen and Shaolin medicine) More suitable methods for the development of Muay Thai requires the comparing and referring to the successful cases of Shaolin Temple on the basis of the creative economic model.

3. Research Methodology

3.1 Sample Selection and Data Collection Procedure

The text research try to establish a creative economic model in order to achieve the maximum value added, so as to benefit the development of the community. The acquisition and collection of sample data mainly include the following ways:

Literature Review Method

Through the database (Google, Mahasarakham University Library), the network resources, the library, the Chinese and English database of Chinese papers, as well as the information of the economic department in government and the Muay

Thai's administration department to obtain the first-hand information text.

Survey method

Field survey of the biggest boxing gym in Thailand, collect data of its operation mode and competitive situation. With the help of Muay Thai's master, conduct field interviews with the inheritors of modern and ancient Muay Thai, make in-depth investigation. According to the principles of creative economy, the author made a field survey of the Shaolin Zen Ceremony in China to understand the creative content, marketing methods and benefits of its products, and obtained first-hand data.

Mathematical statistics method

Through the detailed management data of two or more Muay Thai gymnasiums, the statistical summary can provide detailed basis for the creation of Muay Thai creative economic appreciation.

Comparison method

Through the comparative study of operation mode between Shaolin Temple Zen Music Ceremony and Thailand Muay Thai , find the development space of creative economy in Muay Thai and establish a complete model that can be promoted.

3.2 Basic Theory

Principles of Creative Economics: It Includes the basic theories of the creative economy, as well as the process of generating the creative economy under the combination of creativity, culture and modern high technology, and at last achieving the huge value-added research process.

4. The Current Situation Of Muay Thai

Muay Thai, as Thailand's traditional boxing, has its own continuity and inheritance, which well-developed by all kinds of booming ways in different



countries. Although it was very popular in the world, the Thailand's culture, inheritance, religion, skills and business mold in Muay Thai has been remained its own characteristic.

All the times, Muay Thai was famous for its artistic image of fierce combat. Researchers always focus on its violent aesthetics on the arena and boxers' skill training. But relatively research on how to make this fantastic combat skill more continuous and how to welldevelop it all over the world are less. In fact, many sponsors would not discuss the competitive cooperation later on. As Muay Thai's amateur from foreign countries, most of them get the training information on the Internet or the media and then go to the boxing hall.

One of China's most popular TV fighting program named Wulinfeng said, when introducing a French Muay Thai fighter during the 2019 Global Tournament, that this competitor was trained in Thailand. After trained for one month, when he heard that there are many other more characteristic boxing halls, he changed to other places. And he changed for 4 boxing halls in half a year. At the same time, he traveled to scenic spots near the boxing halls as well. Xue Zhigang--China's military and police combat expert, longed for learning knee and elbow skills of Muay Thai when he attended the combat training held by American in Bangkok on February 2010. But he failed to find an ideal boxing hall in half a month and finally get back to China helplessly. This phenomenon indicates that the information about what the Muay Thai's learner want to know and the Muay Thai can prove are not coordinate.

Research Question

Considering that culture, creativity and
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high-tech are the three core supports of the creative economy, our research text starts from the existing operational problems of Muay Thai boxing in reality and the urgent survival problems after the outbreak of COVID-19. From the logical sequence of creativity -- creative economy -- rules of the occurrence of creative economy -- culture, appreciation -- the creative economy of Muay Thai, we carry out a series of in-depth studies, from problem raising to problem solving, settlement to the formation of community service mode, we carry out the following studies:

(1) What is the creative economy?

Creative economy is also called creative industry, innovation economy. It is based on the original industrial production capacity products, through the excavation of additional cultural value, reflecting the infinite amplification of human creativity as the core, modern high-tech means as tools to achieve a new economic model of huge wealth appreciation. Its theme is creativity. The core is the appreciation of culture.

(2) What is the way to realize the creative economy?

The realization of the creative economy requires a cycle of creativity and two leaps in the creative economy. Because the creative economy is different from the ordinary economy. In the creative cycle, the core element of the creative economy is people-the creative class. They also run through the entire creative economy process and exist as subjects. The formation of the industrial chain can be simply divided into several links such as original ideas, creative products, commercialization of creative products, and market transactions. The becoming of creativity is an important stage in the formation of the creative economy, but creativity must be productized and



commercialized before it can form the creative economy. (Bu Yanfang "Introduction to Creative Economy p22")

(3) What are the areas where the creative economy of Muay Thai can be realized?

According to the concept of creative economy, there are many methods and sectors for the realization of Muay Thai. Based on the texts of the survey, the data collected, and the reality of the COVID-19 epidemic, in the context of culture, there are the culture of Muay Thai competition arena, the folk culture of traditional Muay Thai, and the belief culture that influences Muay Thai. Through the becoming of creative themes, its related products and commodities are promoted through new technological means such as VR, Douyin,

Facebook, WeChat and other new media.

(4) What are the impacts of the implementation of the creative economy model on Muay Thai?

The original monotonous Muay Thai revenue model is changed through creative development. For example, in the past, Muay Thai fighters lived on their income after the competition and teaching Muay Thai techniques, while the boxing gym relied on tickets, drinks, and gambling. If you use real-life virtual reality sparring in VR, the teaching mode of Muay Thai can break through the geographical and spatial constraints. And then related products with Muay Thai cultural symbols such as tattoos, T-shirts, and even toothpaste will be developed to a greater extent.



(Figure:Muay Thai T-shirts, Buakaw Banchamek's toothpaste, Buakaw Banchamek clothes)

5. The assumptions of Muay Thai's creative economy take example by Shaolin Temple's success

In Chinese martial arts,the system of Shaolin kungfu is a great successful case.Zen Shaolin Music Ceremony is a relatively successful model of creative economy, as well as a model of huge appreciation of cultural creativity.Shaolin Temple built a music theater for live - action

performances near the temple.In addition to the interpretation of Shaolin Kungfu, the play also involved Shaolin's Zen culture, clothing, and practice are also presented thoroughly.The scene includes elements of Shaolin Temple martial arts and Zen culture. The classical, traditional Chinese medicine thought, poetry, painting, calligraphy, music that it embodies are all expressed in the form of performance, showing the Shaolin



Kungfu 's strength and grace,Zen masters meditation, soul washing music.

The performance displayed the essence of Shaolin traditional culture and the traditional sports culture of the central plains to people, which breaks through the propaganda with the simple theme of Shaolin Kungfu, and makes the appreciation of culture far greater than the impart and teaching of Shaolin Kungfu.

Under the condition of market economy, how to transform simple Shaolin Kungfu products into commodities by cultural creativity has found the successful point of the combination of culture and market.

Let's look specifically at a set of numbers. The Shaolin Zen Music Ceremony has a total investment of 350 million yuan, and the first phase of the performance project was invested 115 million yuan. The gross floor area is 22354 square meters and the performance area is 3000 square meters, which can accommodate 2,700 audience. It was constructed in September 2006 and began to put into use for performance in October. Almost every performance had a full house and caused a huge sensation. Under a series of successful creative operations, huge market benefits

have been obtained. The price of a single ticket is as high as 980 RMB and the lowest is 168 RMB. The income from tickets for a performance reaches 100,000 RMB. According to statistics, there were 240 performances in 2009, receiving 230,000 tourists and earning 25 millionRMB. It has received more than 10,000 foreign tourists from more than a dozen countries including Thailand, the United States, South Korea, Japan, Malaysia, Canada, Australia, and New Zealand, as well as Public figures and leaders in China. (Official website of Shaolin Temple)

In addition to using Shaolin Kungfu as the main element, it also hired the influential Chinese composer Tan Dun as the composer, the famous scholar Yi Zhongtian as the consultant, the artistic director of the Shanghai Song and Dance Troupe Huang Doudou as the choreographer, and the abbot of Shaolin Temple Forever Trust Religious Advisor , Leading more than 70 martial arts schools in Dengfeng, more than 50,000 students and local people to perform repertoires which became a performance with distinctive regional and cultural characteristics.

7920



(Figure:Shaolin Zen Music Festival is a creative combination of modern technology and traditional elements)

In fact, the Shaolin Temple Zen Music Ceremony is a fusion of technology and

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culture. Because it is a real-life performance,from the whole mountain top



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to the real lighting stage, It gives a particularly shocking high-tech sound and light system comprehensive display. There are more than 500 digital control speakers in a venue of more than 20,000 square meters, forming a panoramic stereo production and a flowing stereo sound effect surrounded by mountains and forests. In lighting design, a beam of lights composed of more than 2,000 lights precisely controlled by computers has a concentrated color impact. The artistic effect of the full-view earthquake is automatically transmitted with the transformation from season to season, making the 56 Buddha lights erratic and agile.

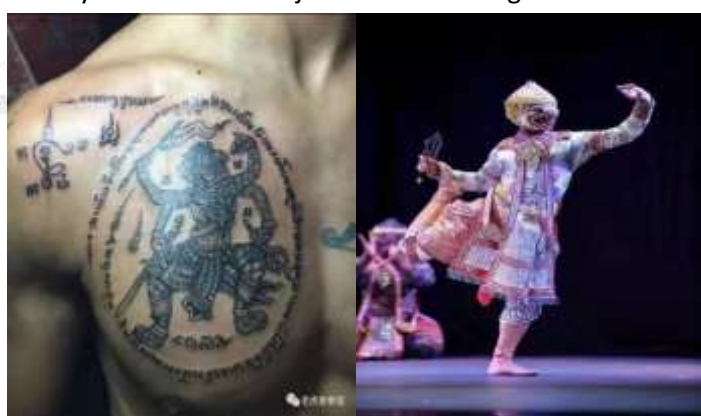
Based on communication of consumers' psychology and interaction behavior, with advanced high-tech conforms to modern people's consumption concept, the participation of technology and culture, a successful case of the development of Shaolin Kungfu, really achieved the effect which combines culture, value and scientific and technological means together. This is an important topic which we are going to study in this article.

Similar to that, Muay Thai is born in the Buddhist country as well. Muay Thai has been widely promoted and accepted by the world. However, as for Muay Thai's

culture, the consumer market is relatively weak, far less than the cultural appreciation of Shaolin Kungfu. From this perspective, we can also study on its culture and even the Thai boxing experience, apart from the technology of the boxing arena and the tickets, and even the Thai bar. Add culture to creative ideas so as to achieve the purpose of appreciation.

Thailand's Luminee Stadium and another Rajadamnern Stadium also exhibit the characteristics of the creative economy. However, in terms of cultural enrichment and related extended ancillary products, there is still much space for development compared with Shaolin Temple, which can be developed at a greater and deeper level.

Khon drama in Thailand, although it has involved the form and content of Muay Thai, it gives a feeling that Khon drama and Thai boxing competition are two completely different existence, without good combinations. Through the research of the creative economy module, for example, whether the Khon drama can be displayed in the Thai boxing competition arena is not only a match between the traditional music of Thai boxing and the arena, but also in other aspects, other areas and other situations? Will it attract more people to come to Thailand to learn Muay Thai? It is a subject worth thinking about.



**(Figure: God monkey Hanuman in Muay Thai, Muay Thai fighter having Hanuman tattooed ,
Kong Opera Hanuman Muay Thai pose)**

6. Results and Discussion

So far, Muay Thai has formed a craze in Thailand, while is rarely seen in other countries such as Europe and the United States, China, and developing countries with such enthusiasm and big scene competition scenes, which also leaves room for our creative research on Muay Thai.

Talents and enterprises in different fields are also constantly joining the creative sports army. Whether it is the Olympic Games or other sports and arts, more and more people are participating in it.

6.1 The creative economy produced under the precondition of the sustainable development of human exploration, breakthrough in the world economy under the requirements of cultural ideas. Its three cores highlighted are culture, creativity and the latest high-tech. And the exploration of the creative economy in sports has been very successful in the west. However, Muay Thai, similar to the Chinese martial arts, whether does it could be more successful in the creative economy mode, it need deeper research.

6.2 Scientific culture and humanistic culture reflect human's different pursuit goals and ways. The relationship between the two cultures is an important philosophical perspective to examine the creative economy of Muay Thai. It is easier to gain more achieve more in the category of cultural appreciation.

6.3 Creating a new creative economic model through the investigation of the Muay Thai gym's business model. The discussion of creative economic models is mainly based on practical predictions. For the test of a model, it can only be used as a

preset. And whether the established creative economy model is adaptable or universal for cultural value-added, one thing must be paid attention to when having a discussion.

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