

**Innovation Category**  
**eLMS eLearning Management System**  
**Wushu Culture Resource**  
(hereinafter referred to as “e 武館”)

**The launch of “e 武館”**

Incidental to the cultural and creative industry being identified as one of the six advantageous industries in Hong Kong economy, Tiglion Consultancy Company Limited (hereinafter referred to as “TCCL”) created an innovative project named “Wushu Culture Resource” in 2009. It followed that authentic martial arts masters from different schools and sects joined up and fostered the growth of this innovation. The next step forward occurred on 9 April 2011 when TCCL announced the launch of a creative “e 武館 & World Organization of Wushu Kung Fu Masters” Learning Management System at the Hong Kong Cultural Centre. TCCL revealed its strategic partnership with the World Organization of Wushu Kung Fu Masters and introduced the first-of-its-kind e-learning system that enables learning of the well-recognized Chinese cultural heritage, martial arts. Hung Yun Yuen, the Project Manager, detailed the initiatives that gave rise to a new model of cultural preservation and the promotion of martial arts, contributing to Hong Kong’s growing cultural and creative industries.

Guest speakers from various professions and sectors showed their support in the event. There were the martial arts masters from Hong Kong, China Mainland and overseas countries, HKSAR government officials, representative of the “Territory-wide Survey of Intangible Cultural Heritage in Hong Kong” commissioned by the HKSAR authorities, officer from higher education institution, and professionals from the information technology, legal, and medical industries.

**The new initiative “e 武館”**

Hung Yun Yuen, who initiated “e 武館”, is the Chief Technology Officer of TCCL. TCCL started an 'Internet Service Provider' business as early as 1995, and continue to be a holder of Services-Based Operator (SBO) Class III License, as renamed by OFTA in June 2010. Having been in the information technology industry for 17 years, TCCL built up its own system infrastructure and technological know-how in the development and enhancement of e-business platforms, which include:

- [www.intellecets.org](http://www.intellecets.org)
- [www.e 武館.com](http://www.e 武館.com)
- [www.武術文化.com](http://www.武術文化.com) / [www.武文化.com](http://www.武文化.com)
- [www.e 达人.com](http://www.e 达人.com)
- [www.travel.com.hk](http://www.travel.com.hk)
- [www.insurance.com.hk](http://www.insurance.com.hk)
- [www.insurance.net.hk](http://www.insurance.net.hk)

**About the “e 武館” Learning Management System**

“e 武館” Learning Management System ([www.intellecets.org](http://www.intellecets.org) / [www.e 武館.com](http://www.e 武館.com)) is a martial arts learning system that connects learner members with authentic martial arts masters who provide certified and interactive martial arts training programs, anytime, anywhere. “e 武館” differentiates itself by its program offerings and the quality masters. Members will get certification from “e 武館” and become eligible to apply for the internationally recognized World Organization of Wushu Kung Fu Masters ranking(s) upon successful completion of the respective programs, which also give significant emphasis on the learner’s morality. “e 武館” is truly first-of-its-kind learning management system dedicated to cultural heritage preservation and promotion across borders.

**Repositioning martial arts as cultural heritage**

After 3 years of participation in all three stages of the West Kowloon Cultural District Authority's Public Engagement Exercises, the West Kowloon Cultural District Authority eventually acknowledged TCCL’s opinions which were endorsed by the Executive Summary of the Report on the Analysis of Views for the Stage 3 Public Engagement Exercise. West Kowloon Cultural District Authority confirms that martial arts will be an integral part of the West Kowloon Cultural District given it is an intangible cultural heritage in China. This affirmation suggests that martial arts is recognized as a form of culture and will benefit from the development opportunities opened up by Hong Kong’s growing cultural and creative industries. Besides, this positioning is in line with the key target of encouraging cultural industries contained in China Twelfth Five-Year Plan.

### **Changes in learning behavior and spirit**

Due to time and space constraints and changes in society, the preservation of traditional Chinese martial arts is one of the greatest challenges today. Martial arts used to be taught in person, with masters giving oral instructions and personal demonstrating skills in front of the students. Besides, the learning process is counted in terms of years. However, this kind of learning pattern is no longer realistic today. Apple Daily wrote a story in September 2010 about the renowned Mizong Quan and 香港精武會 under a hardly encouraging title “The decline of Mizong Quan”. To the contrary, 9 months later in June 2011, another newspaper, Sing Tao Daily, wrote an article about “e 武館” with the title “The rejuvenation of Mizong Quan at e 武館”. “e 武館” learning management system is the first-of-its-kind aiming at cultural heritage preservation and promotion, that can cope with the changing world and living pace. By the innovative use of media and ICTs, it allows not only the preservation of the cultural expressions itself, but also enables the transmission of the wealth of knowledge and skills across borders and from one generation to the next.

### **International markets of “e 武館”**

In 2011, Malaysia made it known to become the first nation in the world to include martial arts into the school syllabus of her primary and secondary schools. To gain better access to international markets, “e 武館” endeavours to offer a premium, one-stop destination for the veritable experience and appreciation of martial arts. “e 武館” respects diversity in its content offerings and explores innovative use of media and ICTs for effective promotions and interactions with 192 global markets other than China. The globalization of such kind of exchanges and new technologies opens up exciting new prospects for martial arts to play a role in Hong Kong’s economic development, which will also raise awareness and recognition within the youngsters and teenagers’ communities worldwide.

### **Local markets of “e 武館”**

To strengthen the bond with the local markets, “e 武館” jointly organizes certified martial arts classes with district councilors’ office. “e 武館” also emphasizes education within the youngsters and teenagers’ community, and is a course provider recognized by the Hong Kong Education Bureau. Under the liberal studies framework, the course, “Martial Arts – from understanding to appreciation”, is designed to revisit the intellectual, cultural and artistic properties of martial arts. It is listed in the relevant databanks of the Hong Kong Education Bureau and is made available to the students of 533 secondary schools and 572 primary schools. “e 武館” believes these efforts can lead to a more fulfilling intellectual, collaborative and moral life of the youngsters and teenagers; they are also conducive to dialogue among the general public, building respect and mutual understanding between classes and communities.

### **Platform evolution of “e 武館”**

For the best control of intellectual properties and security, all system infrastructure and databases developed for “e 武館” are built, maintained and hosted in-house. All databases and transaction platforms including online transaction processing applications are created and designed by TCCL in-house staff, backed up by open source LINUX servers in the main.

Hung Yun Yuen, Project Manager of “e 武館”, got over 30 years of experience in database applications development. Back in 1982, he worked for the Hong Kong Government and developed databases for “New Territories Indigenous Villages” and “Street Naming in Hong Kong, Kowloon, New Territories” using dbase II and dbase III respectively.

### **“e 武館” reinvents traditional Chinese martial arts**

One could be surprised to find out from Chinese traditions as illustrated by the Chinese character “martial” indeed suggests “to stop fighting”, and its intrinsic value is “to behave as an upright human being”. The perception of martial arts used to be about fighting, sports and competition, but now new forms and manifestations of this cultural heritage are emerging. In 2012 the Shanghai University of Sport launched the martial arts performance as a new major subject for their performance arts degree. This multi-disciplinary degree equipped students with additional martial arts training to meet the increasing demand in their performance arts profession to come. West Kowloon Cultural District Authority also acknowledged that martial arts performances will be included and shown in their theaters and performance venues.

TCCL believes in the prospects of “e 武館” in view of the trends and developments that come by. On one hand, “e 武館” will be a good starting point to train youngsters and teenagers who wish to become performing artists; on the other hand, it extends the reach of martial arts masters to grow their client base as well as their revenue. The potential lies in the two-sided network model adopted by “e 武館”, its client base can easily multiply as it serves both sides, service providers and consumers. To the benefits of the general public in Hong Kong, the hand-picked cultural and creative industry should guarantee a positive outlook to cater for the social effects of “e 武館” in the preservation and promotion of Chinese cultural heritage in furtherance to economic growth.