

Analysis of the current situation of Heze City Youth Basketball Club

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Abstract. At present, basketball in China has been rapidly popularized. Heze city is a prefecture-level city, an economic and cultural center, and has many basketball clubs, but some problems have been gradually exposed in its rapid development process. Therefore, the research and analysis of Heze Youth Basketball Club is the original intention of this paper. This paper investigates more than 10 youth basketball clubs in Heze city, and draws the following conclusions and countermeasures: most of Heze youth basketball clubs are founded by individuals, and there are great differences in the number of students, the size of the company and the ratio of men and women. Most of the Heze youth clubs in the urban areas and the suburbs are relatively few, more rented university or school space is mainly indoor. The youth basketball club should appropriately increase the contact with the school, hold more regular basketball games, strengthen the publicity of the club, attract more social forces, pay attention to the basic skills practice of the students, and improve the management mechanism.

Keywords: Heze; Youngsters; Basketball Club; Actuality.

1. Introduction

1.1 Preface

Basketball has been introduced into China for more than 100 years since the invention of Dr. Smith, and has gradually become a popular sport among young people and the broad masses. At any time, China's economic strength and comprehensive national strength develop rapidly, so that people have spare time to participate in sports.

Since 2012, China's economy has developed rapidly, its overall national strength has steadily improved, and its economic aggregate ranks second in the world. People's living standards have improved significantly, but during some period of time, the physical quality of young people has decreased slightly. This makes the society gradually pay attention to the youth fitness movement. Heze city, as the transportation hub of the prefecture-level city in Shandong Province, makes Heze city has a good basketball culture. After 2012, Heze Youth Club developed like a spring. Because the youth basketball club cannot only meet the cultivation of teenagers' interests and hobbies in basketball, but also meet the needs of improving the physical quality of teenagers, it is widely welcomed by teenagers and parents. At the same time, China also vigorously advocates national fitness, the focus of work has slowly shifted from the national gold to the national fitness. This provides an opportunity and soil for the emergence and development of youth basketball clubs in Heze City.

This paper will investigate and study the basic situation, training situation, competition situation, management and operation situation of Heze Youth Club, find out the existing problems and discuss the relevant countermeasures, and strive to provide some theoretical support and help for the healthy and sustainable and rapid development of Heze Youth Club.

1.2 This paper has the following implications

Heze city has a large population and a strong basketball culture, and has the unique conditions to develop basketball. The economic level of Heze city has made obvious progress and has a certain history of basketball, which is of great significance to the study of Heze Youth basketball Club. It

can reflect the current situation of youth basketball development and the situation of youth basketball club from many angles.

1.3 Definition of the concept of adolescents

Adolescent, it is a period of human development, somewhere between childhood and adulthood. During this period, humans experience a period of adolescence, the process of sexual maturity. Adolescent, it is a period of human development, somewhere between childhood and adulthood. During this period, humans experience a period of adolescence, the process of sexual maturity. The youth basketball club mainly faces grade 3 from primary school to junior middle school, so this paper defines teenagers as a group between 9 and 16 years old.

Youth basketball club is a kind of a variety of sports club, the youth club is one of a variety of clubs, this paper refers to the youth basketball club refers to the private companies and sports unit joint venture or wholly owned by youth training and competition as the main business, to develop the basketball market benefits of economic entities.

1.4 Studies on the type of sports clubs

The "Research on the Management System of Sports Clubs in China" is compiled by the State General Administration of Sport of China. The "Research" classifies the sports clubs in detail, based on the detailed division according to the different founders and the founding units. It is divided into: institutions, private non-enterprise, enterprise, community, unit internal type.

In the article "Research Review on Youth Sports Clubs since the New Century", Teacher He Jing believes that the functions of sports clubs should be divided into three categories: fitness sports club, recreational sports club and competitive sports club.

Wang Xingyu, Lu Wenyun in the Chengdu youth basketball club present situation and development countermeasures research, points out that the development of the club should be good at finding good rely on the development of sports, colleges and universities and some middle schools usually have relatively rich resources of venues and facilities, excellent teaching resources should be good at using social quality resources, relying on or cooperate with its founded youth basketball club in the pursuit of theoretical interest at the same time make up for the sports level and the lack of professional knowledge. Provide talents for provincial or higher level clubs.

Wang Sian, li Yang in "about the research and thinking of promoting the development of Chinese youth sports club" the article points out that the current youth basketball club facilities are generally poor, coaches business level is generally low, should improve the sports facilities and sports talent standards as the focus to multiple channels at the same time.

1.5 Studies on youth clubs abroad

In the United States, sports clubs are divided into adult clubs and youth clubs according to the different participants. In Japan, clubs are divided into: school club, county member club, folk member club, unit club, and other France, Britain are different and different.

2. Investigation on the status quo of Heze Youth Club

2.1 The number of students in Heze Youth Club

By October 2022, there are 11 registered basketball clubs in Heze city, covering most areas of Jinan city, among which Mudan District has the most basketball clubs. Peony District is the hot area of the development of Heze City youth basketball Club. As a prefecture-level city in Shandong Province, Heze is a city integrating culture, economy and entertainment and has a leading position in the youth basketball club industry. This of selected four selected as survey respondents, The overall situation is as shown in Table Table 1

Table 1. Current situation of Heze Youth Basketball Club.

Club name	Founding time	Number of students
Heze City Rock Basketball Club	2016	1100
Heze City Feifan Basketball Club	2019	650
Heze City Campus Basketball Club	2015	300
Heze City Xingyao Basketball Club	2018	620

According to the data from Table 1, the establishment time is concentrated in the 7 years of 2015 and 2022, which is relatively short but develops rapidly. Although the development time and operation time are not necessarily related to the actual teaching level, there are some positive correlation between the two.

In terms of the number of students enrolled, the most popular one is 1,100 people, followed by Feifan Basketball Club. The least for the campus basketball club and rock basketball club students differ by about 800 people compared with the former investment in more business mode is more in line with the requirements of consumers. Has been a large number of basketball students and parents trust.

2.2 Business status of Heze youth basketball Club

At present, the club's own operation mainly includes training, competition, and publicity. The main income of youth basketball clubs comes from student fees, which is crucial for for-profit clubs. According to the investigation, some of the problems in the club include: the old equipment at present, most of the clubs rented by the school stadiums are mainly university, and many facilities are relatively old because of the long time. In addition, the lack of field equipment is the most serious problem at present. Many primary and secondary school stadiums are not open to the public or rented out, making the problem of large classes is particularly obvious, and this situation is especially during the summer vacation. Sometimes even a basketball court with 50 people training at the same time, so needless to organize basketball games, even the basic training content cannot be guaranteed. Through the investigation and research in the past two years, the old factory or shopping mall to transform or build the basketball court is to alleviate the shortage of basketball court. However, it is far from solving the needs of the current market, so the site problem needs to be solved urgently.

2.3 Publicity status of Heze Youth Basketball Club

Self-publicity is the key for youth basketball clubs to improve their influence, popularity and expand the market. In today's basketball club, under the condition of fierce market competition, can through self-propaganda to recommend their own product course to the public, let more basketball fans and parents, students, and sports related personnel involved, these are directly related to the club's operating ability and economic benefits and the ability of lasting management. As shown in Table 2 below, online publicity, electronic marketing, and distribution of leaflets are the main ways of publicity. Among them, the school gate, the center of the business district, squares and supermarkets are the main places to distribute leaflets. Network publicity mainly relies on TikTok or wechat as the main way, but the short term effect is better or leaflets and telephone sales.

Table 2. Proportion of different publicity methods.

Propaganda way	Leaflet	Telephone	Network	Television	Other
Percent (%)	60	30	5	2	3

2.4 The venue and facilities of the club

Heze city youth basketball club general field for rental school indoor venues, outdoor venues are less. The site is relatively fixed. In addition, Heze youth basketball clubs have their own basketball hall through the survey only the basketball planning company and Heze Xingyao basketball club have

their own basketball hall, but the proportion of the total number of stadiums in the company is very small, facilities: basketball, logo bucket, rope ladder and other complete. However, in some arena activities, more intermittent classes, the continuity of the course training is not guaranteed (the building arena) or the arena is aging. Outdoor basketball court in rainy days or winter and summer vacation extreme weather cannot train or affect the training, which restricts the development of the club and the training level of students.

Table 3. Club venues.

The number of site	Covered court	Outdoor venue
Heze City Rock Basketball Club	4	1
Heze City Feifan Basketball Club	2	1
Heze City Campus Basketball Club	1	0
Heze City Xingyao Basketball Club	2	0

2.5 Age distribution status and sex ratio of club students

According to the data obtained from the questionnaire, the age distribution of the club students was obtained. In this paper, students are studied in three stages. The first stage is 9-11 years in age, 11-13 in the second stage and 13-15 in the third stage. It can be seen that 47% are 9-11, almost half of the main students, while 33% are 11-13 accounted for 33%, while 13-15 accounted for 20%. According to the data, the number of participants is obviously related to the age of the students. Primary school students participate more while junior high school students participate less. Boys account for more than 90%, while girls account for only about 10% and are relatively small.

2.6 Class size, training time and class division during the club training

Due to the different age differences and physical development of the students, the first kind of Heze Youth basketball Club is divided into classes according to the level of sports, and the different levels of students are divided into basic class, improved class and actual combat class. The second is according to the age of the students generally divided into small class, middle class and large class. The class size is generally about 15 students on weekends, while the average peak period of summer vacation is more than 30 students per class, which seriously exceeds the site load. Students usually attend the training on Friday night, Saturday and Sunday, summer and winter holidays. One training session is between 90 and 120 minutes, and the training intensity was moderate intensity.

2.7 The motivation for the club trainees to join the club

Motivation is the internal motivation that promotes something. The motivation of trainees is an important reason to promote trainees to participate in training, and whether active is the key to the quality of training. Therefore, it is very important for us to understand the motivation of the trainees for the study of this paper.

Table 4. Motivation of the participants.

Motivation for training	Reduce weight	Hobbies and interests	Improve basketball skills	Take an examination of learning	Be a basketball player
Percent (%)	20	65	10	3	2

Table 4 shows the motivation of the students to participate in the training. Through visiting and issuing a questionnaire survey, the results show that the motivation ratio to participate in the training because of the interest is 65% and the main part. The second is 20%. The motivation of studying and becoming a basketball player is relatively small. It can be seen from the picture that teenagers are mainly interested and hobbies are not mixed with too many other factors.

2.8 Family support of the training participants

Family is the second school for students, so parents are crucial for students. After all, teenagers are younger, and the parents' opinions are particularly important. The study of the family support situation of the participants is also more important.

Table 5. Parents' attitudes towards training participation.

Support the situation	Very supportive	support	It depends on the students	nonsupport
Percent (%)	40	30	20	10

Through the questionnaire survey of students and parents to understand the degree of support for their participation, very support 40% accounted for the main part, and non-support accounted for the minority. It can be seen that most parents support students' participation in basketball, while only a small part may be opposed to the economic situation and concerns about the impact of sports meetings on their study.

3. Summary

Heze city youth club is all the individual founded sports departments did not participate in, the club school level scale, charging situation difference is not clear standard requirements.

Heze city youth basketball clubs are mostly in the city center and relatively prosperous local suburbs are relatively few.

The problems that affect and restrict the development of Heze youth basketball Club: the management of the club department is not standardized, the club staff turnover is large, the professional degree of coaches is low, the field equipment is not guaranteed, the club teaching theory and practice level is insufficient, the students participate less, and the social influence is insufficient.

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