

# Development and SWOT Analysis of Guangzhou Basketball in NBL League

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<p>Abstract</p> <p>The purpose of this study is to investigate and analyze the development phenomenon of basketball in Guangzhou, to study the current situation of the development of basketball in Guangzhou, and to provide guidance for the future development of basketball in Guangzhou.</p> <p>This study used literature research method, data analysis method, logical analysis method, and SWOT analysis method. I collected the literature and data used in the study through the Baidu search engine during the study.</p> <p>According to the conclusion of the data and literature analysis, basketball development in Guangzhou has become better in recent years, but there are still many areas that can be improved.</p> <p>The study shows that basketball is very popular in Guangzhou and has a wide basketball market. But there are no significant achievements in competitive basketball. The main reasons why students do not participate in basketball are lack of time, lack of professional coaches and economic reasons. There is a lack of professional basketball teachers on campus and a lack of talent in sports management. The study also shows that professional basketball in Guangzhou needs to use the NBL league to develop more management talents. Policies need to be fully implemented for better basketball development in Guangzhou.</p>	
<b>Keywords</b> Guangzhou Basketball; NBL League; Development; Current situation	

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# 1 Introduction

I am one of the watchers of the development of sports in Guangzhou. It is a city with a strong sports atmosphere. Guangzhou Evergrande Football Club represents Guangzhou soccer to achieve very good results in Asia. But Guangzhou basketball hasn't had a bright result yet.

Chinese fans would like to see the new generation of players once again achieve or even surpass the success of the previous generation. However, because of the imperfect and unreasonable management of the Chinese youth basketball system, there is a gap in the Chinese basketball talent.

As basketball continues to grow in popularity in China, the sport is also growing in Guangzhou. According to the Guangzhou Municipal Bureau of Sports, Guangzhou has hosted 110 major international and domestic tournaments since 1987.

From 2001 to 2008, Guangzhou hosted a number of world and national sports competitions, including the China-US-Pakistan Basketball Tournament, the 3rd Stankovic Intercontinental Cup, the NBA China-2008 Guangzhou Tournament, the 2010 Guangzhou Asian Games, and the CBA league tournament. This shows that Guangzhou City has made certain achievements in mass basketball, school basketball, competitive basketball and reserve talent development, and gradually formed a set of management mode and development ideas with its own characteristics. This has a profound significance to the social, economic and cultural development of Guangzhou city, and has contributed to the development of basketball in Guangzhou, so Guangzhou city has the economic strength to develop basketball and expand the basketball population.

Although Guangzhou has an obvious economic advantage, it does not have the same excellent amount of basketball talent resources as its economic strength. Therefore, I will understand the development of basketball in Guangzhou through multiple perspectives and discuss the related results.

In this thesis I will combine the history of basketball development in Guangzhou city and the SWOT analysis of the Chinese NBL league. I will make corresponding suggestions for the development of basketball in Guangzhou city and the market positioning of NBL league. I think this is not only helpful to Guangzhou basketball, but also to the future of Chinese basketball.

This thesis is based on the following research questions.

There are three main research questions in this thesis.

- 1.What is the history of basketball in Guangzhou?
- 2.What is the development of basketball in Guangzhou in recent years?
- 3.How to develop Guangzhou basketball in the future (in NBL) ?

This thesis is constructed according to the following structure.

The first part includes the introduction to the thesis,the research questions,the purpose of the research and why I decided to write about this topic.I also wrote the definitions of the abbreviations that will be used in the thesis.This one section is meant to give the reader an idea of what my research intentions are and what the structure of the thesis is.

The second part lists the relevant literature and arguments on the internet about the development of basketball in Guangzhou and makes an integration of some of the ideas from the literature.The purpose of the listed literature is to give the reader an idea of what the current arguments are regarding the development of basketball in China and internationally.Also included are the definitions and effects of using the SWOT analysis,which will be used at the end of this study to analyze the development of basketball in Guangzhou.

The third part mentions the argumentation methods used in this study.It contains the literature research method,data analysis method,logical analysis method and SWOT analysis method.The process of collecting information was done mainly by relying on the internet search engine Baidu.

The fourth part collects information and makes analysis around the 3 basic questions of the thesis.The description analyzes the history of the development of basketball in Guangzhou and the development of basketball in Guangzhou in recent years.The strengths,weaknesses,opportunities,and threats of Guangzhou basketball in the future development are analyzed.

The fifth part integrates the collected information and results and discusses them.Three basic questions of this thesis are answered.Understanding the process of the development of basketball in Guangzhou and making suggestions for the future development of basketball in Guangzhou.

The last part is a summary of my own work in this study.

## **1.1 Research schedule**

The study begins in mid-June 2021 and ends in November 2021.

The purpose of the study and the research questions were determined on June 25,2021.

In October,I systematically learned about the development history of basketball in Guangzhou.

On October 5,the research method was determined,and then the literature review method,data analysis method and SWOT analysis were used to find materials suitable for the research topic by collecting data and finding information.

On October 12,I screened and organized these materials.

Starting from October 20,I researched the current situation of basketball in Guangzhou and investigated the motivation of Guangzhou residents to participate in basketball.

On November 10,I searched the government's support and investment in basketball in Guangzhou,the current development of campus basketball,and information about the NBL.on November 15,I made a table of the collected information and put it into my thesis.

On November 15,I analyzed the development of Guangzhou basketball in the NBL using the SWOT analysis.

On November 20,I summarized and analyzed the research results and made suggestions for the future development of basketball in Guangzhou.

## **1.2 Background of study**

In today's society,internet technology is constantly improving and evolving.The means of broadcasting matches are becoming more and more available.The number of fans of sports events is also increasing.Guangzhou is one of the developed cities in China.The tertiary industry in Guangzhou is developing rapidly,so Guangzhou has a huge sports consumption market.Among the basketball series in China,CBA league is by far the highest competitive basketball league in China.China's NBL league is very little known in China.Even if you are a basketball lover you may not be aware of its name.



The CBA league is the most popular and professional basketball league in China,so there are relatively more articles on CBA league research,and the situation is increasing every year.However,the attention and research on the whole NBL league is relatively small,and there is no professional degree thesis from the information available so far.The NBL league is expanding its influence and becoming the second largest basketball tournament in China,and with the development of the basketball market in Guangzhou,it will definitely provide a good opportunity for the league to develop.However,in order to get the continuous development of NBL league,we must solve the various problems encountered in the process of development,and we also need to discuss and study the development of NBL league in depth from the theoretical point of view to face the new situation of the future development of the league.

With Guangzhou hosting a series of international and domestic large-scale basketball games such as NBA preseason games,with Chinese players Wang Zhizhi,Bateer,Yao Ming and Yi Jianlian joining the NBA one after another,with the increasing number of games broadcasted by CCTV on NBA,with the end of the Olympic Games of China and the United States basketball rivalry,with the success of the 2010 Asian Games in Guangzhou,basketball will now and for some time in the future Basketball will undoubtedly become a hot topic for Guangzhou people now and in the future.Guangzhou has always had a good basketball atmosphere and a solid mass base,with statistics The highest ticket price for the NBA China-2008 Guangzhou game was 10,000 RMB,which is unprecedented in the national sports competition and performance industry.The youth in Guangzhou are very fond of basketball,especially three-person basketball is very popular among the youth,and now 6-8 three-person basketball tournaments are held every year,and the number of three-person basketball teams has increased to more than 1600 teams.

The huge basketball market in Guangzhou and the good basketball atmosphere have led the Guangzhou government and sports administration to provide diversified products and services in recent years,such as the Guangzhou Staff Basketball Tournament and the Youth Trio Basketball Tournament.This has met the needs of the Guangzhou people and supported the continued development of basketball in Guangzhou.

Nowadays,the NBL league is getting less and less exposure,and its popularity is decreasing,facing the problem of closure.So through the in-depth understanding and analysis of the inside and outside part of the league.Combine with the development of basketball in Guangzhou city to find the development direction of NBL league.

### **1.3 Meaning and Purpose of study**

Although Guangzhou athletes have achieved their best ever results at the Olympic Games, Asian Games, China National Games, China City Games and Guangdong Games. However, Guangzhou, the third largest city in China, is lagging behind Shanghai, Beijing and some other small and medium-sized cities in basketball. This is not in line with Guangzhou's economic development status.

The purpose of this study is to understand the history and development of basketball in Guangzhou and to help the future development of basketball and the NBL in Guangzhou.

### **1.4 Definition of related abbreviations**

NBA: The National Basketball Association, or NBA for short, is a men's professional basketball league consisting of 30 professional teams in North America, and is one of the four major professional sports leagues in the United States.

CBA: The Chinese Basketball Association, or CBA, is an inter-year home-and-home basketball league sponsored by the Chinese Basketball Association, the highest level basketball league in China.

CBL: It is the fourth national league after soccer, basketball and volleyball, and is organized by the Handball and Baseball Management Center of the State General Administration of Sports, the China Baseball Association and the Hengda United Sports Development (Beijing) Co. It is organized by the Handball and Baseball Management Center of the State General Administration of Sport, the China Baseball Association, and Hengda United Sports Development (Beijing) Co.

NBL: NBL is the abbreviation of National Basketball League, another professional basketball league after CBA, which was called China Basketball League (CBL) before 2005, and was renamed NBL in 2005 because of the same abbreviation as China Baseball League.

CUBA: "The Chinese University Basketball Association is organized by the China University Sports Association and operated exclusively by Ali Sports.

NCAA: National Collegiate Athletic Association is an association of more than 1,000 colleges and universities in the United States and Canada. Its main activities are the

annual leagues of various sports, the most popular of which are the basketball league in the first half of the year and the football league in the second half of the year.

ESC: Eastern Star is a subsidiary of Beijing Eastern Star Sports Culture Development Co. The company is a comprehensive basketball education service provider integrating youth basketball training, youth fitness training, tournament operation, camp education, coach training, player agent, sports study abroad, business school, and sports equipment.

CUBS: China University Basketball Super League, is the highest level of college basketball tournament in China. The league takes famous universities and high-level basketball leagues in China as the platform, and with the help of media platform-CTV5, it is determined to become a brand event of domestic basketball from the beginning.

Hupu: Tiger Puff is a professional straight culture community website focusing on sports events and daily life, focusing on NBA live, NBA video, NBA schedule, NBA regular season, NBA playoffs, NBA finals, NBA news, English Premier League, La Liga, Serie A, Ligue 1, German Bundesliga, Chinese Super League, UEFA Champions League, AFC Champions League, games e-sports, League of Legends and other all basketball soccer e-sports volleyball events, with Walking Street as the representative of the professional forum as of May 2020, Tiger Puff has more than 100 million users, with 80 million active users, of which more than 90% are male users.

## **2 Literature References**

### **2.1 SWOT Analysis**

SWOT analysis is a strategic analysis method, which was first proposed by Steiner, a professor of management at the University of San Francisco. Before that, as early as the 1960s, some people proposed the internal strengths, weaknesses, external opportunities and threats involved in SWOT analysis, but they only analyzed these influencing factors in isolation. In SWOT analysis, S stands for strength, W stands for weakness, O stands for strength, O stands for weakness, O stands for weakness. W stands for weakness, O stands for opportunity and T stands for threat, where S and W are internal factors, O and T are external factors. This analysis method is based on the existing internal conditions of the enterprise, to find out the internal strengths, weaknesses and core competencies of the enterprise. At the same time, according to the opportunities and challenges of external development, a strategic plan for the future development of the company is formulated. The

important contribution of SWOT method is to match these seemingly independent factors with each other in a systematic way, and then conduct a comprehensive analysis to draw a series of corresponding conclusions, so that the formulation of the enterprise strategic plan is more scientific and comprehensive. (Baiké 2021a)

After collecting the literature it was found that there is very little literature on the development of basketball in Guangzhou, some of which was collected through sports website reviews and in Guangzhou sports magazines. For the basketball market in China, there is still a lot of room for development. The level of professionalism in China's professional basketball leagues is not high. It is also a signal that Guangzhou basketball has a lot of opportunities to improve the basketball game in the future NBL league. Therefore, this thesis will use SWOT method to analyze the NBL league with Guangzhou's policy factors, government input factors and youth factors. It will give valuable opinions for the development of basketball in Guangzhou.

### **3 Research Methods**

#### **3.1 Literature research method**

The data was found through Baidu search engine to find the development of basketball in Guangzhou and check the relevant information released by the official website of CBA and Guangzhou Basketball Association.

#### **3.2 Data analysis method**

This study integrated the data collected and made an analysis. From this, we can understand the basketball situation of Guangzhou residents.

#### **3.3 Logical analysis method**

In the process of analyzing the collected data and writing the thesis, we used logical knowledge and inductively reasoned through the literature system by induction and analogy. A logical analysis of the current situation of basketball in Guangzhou was carried out.



## 4 Research Results

### 4.1 Guangzhou Overview

Guangzhou, Guangdong Province. It is also known as the Flower City and the Goat City. It is a national central city, a mega-city, the core city of Guangzhou metropolitan area, an important central city, an international trade center and a comprehensive transportation hub in China. Bordering the South China Sea and near the Hong Kong and Macau Special Administrative Regions, Guangzhou is China's southern gateway to the world and the economic, political and cultural center of South China. (Baiké 2021b)

Guangzhou is a famous cultural city with a long history of more than 2200 years, with many cultural relics and rich tourism resources. Guangzhou is located in the tropical and subtropical monsoon climate, warm and humid all year round, with an average annual temperature of 22.6°C. It has the right location and weather conditions to play basketball. (Baiké 2021b)

According to the results of the China Guangdong GDP survey, Guangzhou's GDP in 2020 was RMB 2,501.911 billion, (year-on-year growth rate, same below) up 2.7% year-on-year. Among them, the added value of primary industry is 28.808 billion yuan, up 9.8% year-on-year; the added value of secondary industry is 659.039 billion yuan, up 3.3% year-on-year; the added value of tertiary industry is 1,814.064 billion yuan, up 2.3% year-on-year. As of 2019, there are 11 districts in the city, with a total area of 7434.40 km<sup>2</sup>. 2020 Guangzhou has a resident population of 18,676,605. (Baiké 2021b)

Guangzhou has 82 colleges and universities, with a total of 1,139,600 college students, the highest number in China; Guangzhou gathers 97% of the province's national key disciplines and 80% of colleges and universities, making it one of the most developed cities for higher education in China and the most densely populated city for colleges and universities in southern China, the scientific and educational center of South China.

In 2019, 39,500 students registered for postgraduate education, 112,400 students enrolled in research and 26,700 graduates for the year. The enrollment of general higher education undergraduates is 361,600, with 1,153,000 students enrolled and 290,000 graduates. Technical schools enrollment of 86,600 people, 244,100 students, graduates of 73,600 people. Secondary vocational schools enrollment of 63,500 students, 180,100 students, graduating 58,200 people. General secondary school enrollment of 184,700 students, 526,200 students, graduates of 164,000. General elementary school enrollment 210,900 people, 1,104,700 students, graduates 147,700. Kindergarten children in the

school 527,600. The number of elementary school students exceeds that of Beijing and Shanghai. (Baiké 2021b)

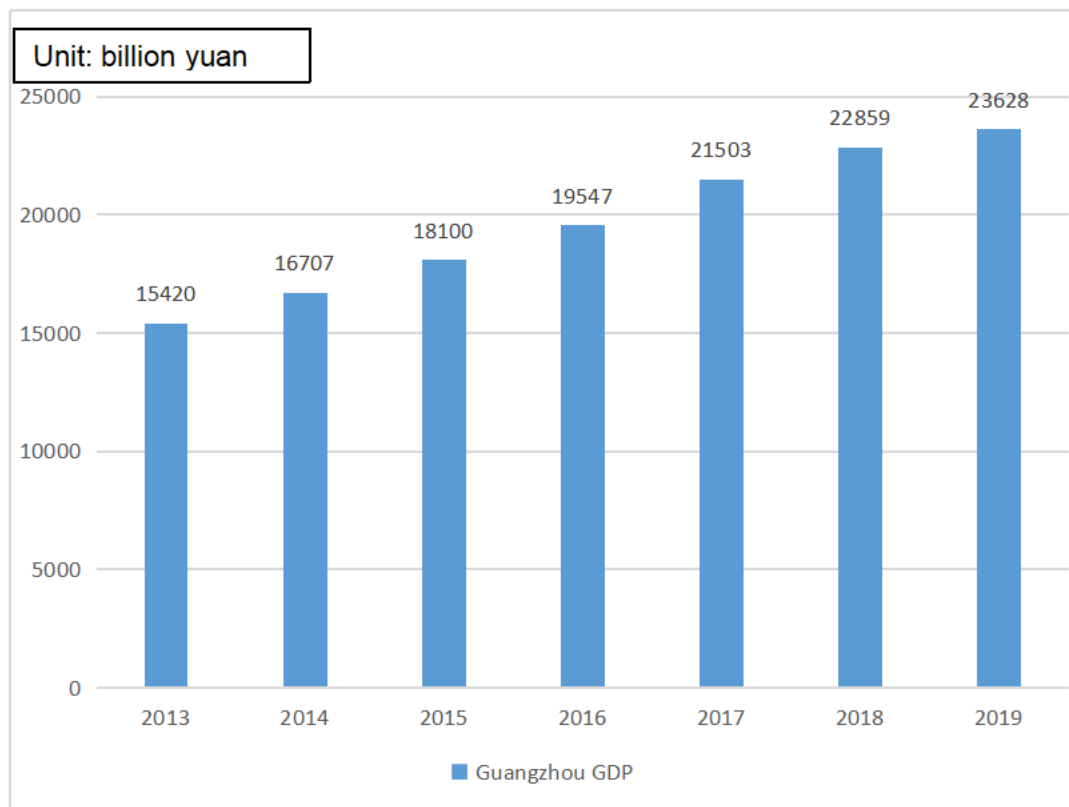


Figure 1. Guangzhou GDP Growth Trend 2013-2019 (Guangzhou Statistical Information Network 2021)

The Figure shows the change in GDP of Guangzhou city in China. The economy of Guangzhou grew at a rapid rate from 2010-2018. The rate declined from 2018-2019. It is related to the Covid-19 that happened in 2019.

In 2020, Guangzhou will have 1,307,100 Bachelor's degree and Junior college students in school, ranking first in China.

The data provided shows that Guangzhou City demonstrates the strength of an excellent economic level.

#### 4.2 The development of basketball in Guangzhou in modern times

After the Guangzhou YMCA (Young Men's Christian Association) was founded in 1909, basketball was systematically introduced to Guangdong, and in 1915, a gymnasium

with a basketball court was built in the YMCA. Jones, who was the director general of the YMCA's sports department at the time, was an outstanding American basketball player who taught basketball rules and coached basketball activities at the YMCA, and organized the Chinese and Western officers basketball team, which once held the first place in the Guangzhou basketball world. The YMCA held basketball tournaments every year, which played a role in promoting the development of basketball in Guangzhou society at that time. In the early twentieth century, the church schools in Guangzhou, such as the True Light College, Peiying College, Pei Zheng College, and Gezhi College, introduced modern sports and basketball, followed by Guangfu High School, Nanwu High School, and Guangdong Higher Normal School.

In 1923, there were basketball teams in each school, and there were also YMCA teams and alumni teams in the society, and there were often friendly matches. In 1924, the first "Guangzhou Basketball Tournament" was held in Guangzhou, and seven teams participated in the tournament, and the Pei Zheng team won the championship.

In October 1950, the first sports meeting in Guangzhou featured a basketball tournament, with more than 50 teams competing. In 1951, the Soviet men's basketball team visited Guangzhou for the first time and played four games in Yuexiu Mountain Stadium, winning all of them. The first group of representatives of Guangzhou City participated in the friendly basketball tournament between China and the Soviet Union with 9 representatives, and won the third place. In 1952, Guangzhou and Huiyang held basketball tournaments to donate planes for the anti-American war effort, and the courts were filled with patriotic slogans such as "exercise and defend the motherland". The basketball game connected the masses with patriotic sentiment.

In May 1976, the Guangzhou Sports Committee organized a basketball tournament for intellectual youths from Guangzhou to the countryside, in which about 60 teams participated. By 1987, the Guangzhou Sports Committee had organized several basketball tournaments for farmers in Guangzhou, for ethnic minorities in Guangzhou, for workers in Guangzhou, and for the deaf and dumb in Guangzhou, and the "Collaboration Cup" basketball tournament in Guangzhou, which allowed the masses to develop basketball quickly.

Guangzhou has produced many outstanding basketball talents, and the Guangzhou Polytechnic Of Sports College, known as the "cradle of champions", has produced two main players of the Chinese national team, Wang Shipeng and Chen Jianghua.

In 2009,Guangzhou City established its own professional basketball teams for the first time-Guangzhou Freeman Men's Professional Basketball Club and Guangzhou Liusui Professional Basketball Team.This ended the history of no professional basketball club in Guangzhou.The history of Guangzhou City without a professional basketball club was ended.

In September 2010,Nanhai Nengxing Holding Group completed the equity acquisition of Shaanxi Liyuan Power Sports Club and changed its name to LOONG LIONS Basketball Club,which has more than 70 players and is divided into three teams:adult team,youth team and junior team.

### **4.3 Guangzhou Basketball Development**

#### **4.3.1 Guangzhou Government Policy Support**

The main tasks mentioned in the document"Implementation Opinions of Guangzhou Municipal People's Government on Accelerating the Development of Sports Industry and Promoting Sports Consumption" (Guangzhou Government 2016) issued by the Guangzhou Municipal Government in 2016 are(1)creating a favorable market environment(2)optimizing the industrial structure.(3)Improving the spatial layout of the industry.(4)Promote the development of industrial integration.(5)cultivate the fitness consumption market.

Broaden the development channels of professional sports.Encourage the professionalization of soccer,basketball,badminton,table tennis and other sports,support the professional development of coaches and athletes,and actively develop professional leagues.Support the development and growth of the Guangzhou Polytechnic of Sports school,focus on cultivating high-quality athletes,and give birth to more Guangzhou star athletes and champion athletes in international sports competitions,so as to create a"star effect" in watching sports competitions.Improve the corporate governance structure of professional sports clubs,speed up the construction of modern enterprise system,give full play to the market main role of clubs,and support the development and growth of professional clubs with strength and professionalism.Support the development of social organizations in the field of sports,accelerate the construction of sports industry associations,give full play to the role of industry associations,guide the development of sports services,sports goods,sports venues construction and operation industries.Encourage sports industry associations,organizations and leading enterprises to hold exhibitions of sports goods,sports culture and sports tourism in Guangzhou to



further enhance the competitiveness and influence of the city's sports industry. (Baidu 2017a)

Strengthen the construction of sports brands. Actively implement the branding strategy for sports services and products, and create a number of branded sports events, clubs and demonstration venues. Strengthen the construction of brand projects in the competition and performance industry, and turn the Guangzhou professional soccer league, basketball league and volleyball league into influential brands of urban sports events. Promote the upgrading of "Made in China 2025" Guangzhou sports version. (Baidu 2017a)

Innovative sports stadium construction and operation mechanism. Actively explore and promote the reform of the construction and management system of large sports venues and innovation of the operation mechanism, encourage the use of large sports venues construction-operation-transfer (BOT), construction-ownership-operation (BOO), entrusted operation (O&M) and other market-oriented models. Develop the cooperation between the government and social capital. In the new and rebuilt stadiums, the implementation of stadium design, construction, operation and management of the integrated model, the functional needs of the event and the post-event integrated use of organic combination. Gradually establish a modern enterprise system, the use of information technology, intelligent management tools to stimulate the vitality of the venue. Encourage support for the Guangzhou Tianhe Sports Center, Guangzhou Sports Center, Guangzhou International Sports Performance Center and other venues operation and management entities through brand export, management export, capital export and other forms to achieve large-scale, professional operation. Strengthen the ability of large sports venues to operate in combination, improve the operation and management of Guangzhou University City Sports Center, Guangzhou Asian Games City venues and sports venues in various districts, expand service areas, extend supporting services, and achieve the best operational efficiency. (Baidu 2017a)

Further improve sports facilities. Coordinate the planning of sports facilities construction, the construction of a clear hierarchy, reasonable layout, functional public sports facilities networked service system, focusing on the construction of a number of small and medium-sized sports venues for the benefit of the people, public fitness centers, outdoor multi-purpose courts, fitness trails and other venues and facilities. Revitalize the stock of resources, renovate old factories, warehouses, old commercial facilities, etc. for sports and fitness, public sports facilities service coverage rate of 100%, the formation of urban "10-minute sports circle" and rural "10 miles of sports circle".

Continue to promote the open use of venues and facilities. Actively build the city's sports center as the core, the district sports center as the focus, the streets, community fitness venues and clubs as the basis of the city's public sports network. Continue to promote the various types of public sports facilities at all levels free or low cost to the community. Strengthen efforts to promote the purchase of public services of social sports venues. Accelerate the promotion of enterprises and institutions and other sports facilities open to the community. Qualified school sports venues after school hours to open to students and the community, and take strong measures to enhance safety. Development of rural sports market, improve the use of sports and fitness facilities for farmers, to enrich the sports and cultural life of the majority of farmers. (Baidu 2017a)

Actively cultivate and introduce sports product research and development talents and sports industry management, creative design, scientific research, intermediary and other professional talents. Guide and support institutions of higher learning to set up sports industry-related professions or courses to cultivate sports industry specialists in a planned manner. Encourage multiple inputs to develop various types of vocational education and training, strengthen cooperation between schools and enterprises, cultivate compound sports industry talents through multiple channels, and support retired athletes to receive re-employment training. Include qualified sports industry talents in the city's policy system to accelerate the gathering of modern industrial talents to be rewarded and funded. Actively bring in overseas senior sports industry talents and implement relevant policies in line with the measures to encourage overseas senior talents to start and work in Guangzhou. Strengthen international exchanges and cooperation in the cultivation of sports industry talents, organize training visits to developed countries and regions for sports industry management personnel in a planned manner, and strengthen exchanges and cooperation with overseas counterparts. Strengthen theoretical research on the sports industry and establish a sports industry research think tank. Strengthen the vocational skills training for practitioners in the sports service industry to improve the quality of practitioners in the sports service industry. Improve the multi-level sports talent incentive system complemented by the government, employers and society, and provide incentives and subsidies for talents in creative design, independent research and development, and business management. Encourage streets and communities to hire sports talents to engage in mass fitness guidance. (Baidu 2017a)

It can be seen from the documents released by the Guangzhou Municipal Government. The Guangzhou Municipal Government is encouraging the development of Guangzhou's sports industry. With the accelerated economic development of Guangzhou

city. The government has also adopted relevant policies to improve the quality of life and physical health needs of residents.

### 4.3.2 Equipment Input

In the "Guangzhou 2010 Asian Games City Action Plan-Community Sports Facilities Construction Special Plan", it is proposed that 220 new basketball courts will be built each year from 2008 to 2010, according to the combination of government funds, departmental funds and social funds. According to the combination of government funds, departmental funds and social funds, the total funds for the construction of sports facilities in the period of 2008-2010 are estimated to be 120 million, with a financial allocation of 0.6 billion and an allocation of 0.6 billion for the subject matter, and it is planned to invest 20 million yuan each year for the construction of community sports facilities. (Baidu 2010b)

The basketball facilities are put in as shown.

Table 1. Guangzhou government input (Guangzhou government 2010)

	In 2006	In 2007	In 2008	In 2009
Total government input	20 million RMB	20 million RMB	20 million RMB	20 million RMB
Lead funds	50 million RMB	80 million RMB	80 million RMB	85 million RMB
Number of additional basketball courts	200 basketball courts	279 basketball courts	200 basketball courts	213 basketball courts

## 4.4 Residents of Guangzhou

### 4.4.1 Motivation to participate in basketball

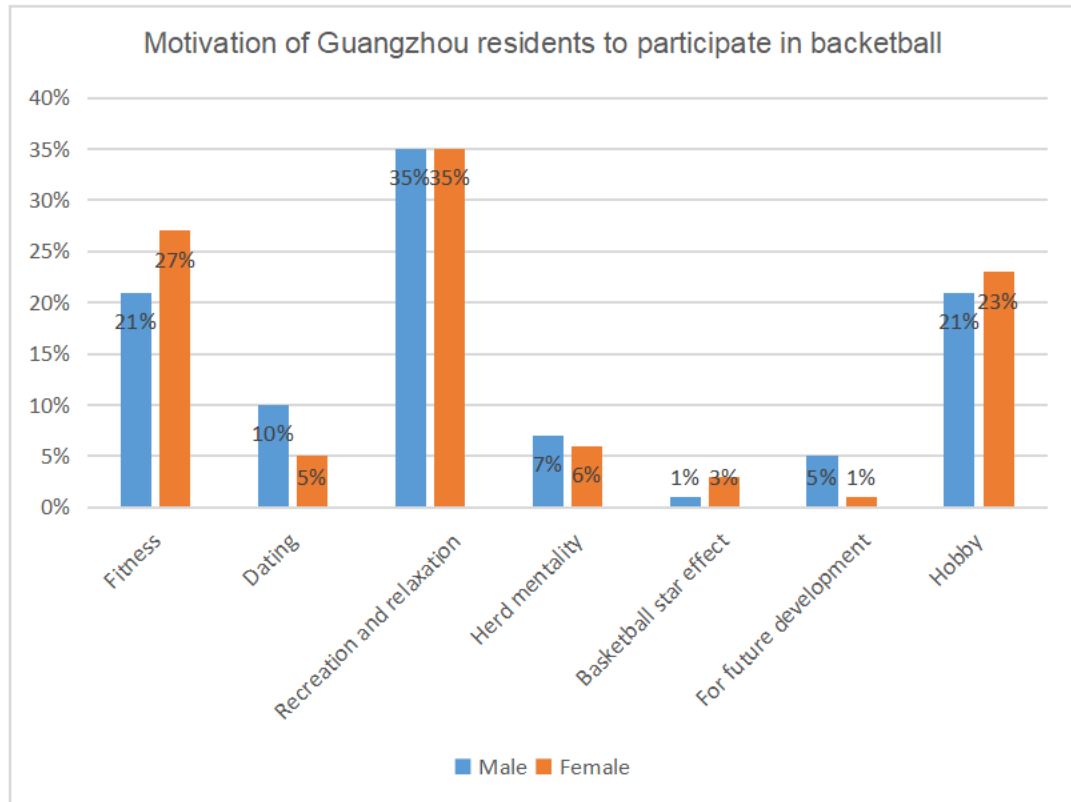


Figure 2. Motivation of Guangzhou residents to participate in basketball (Guangzhou Basketball Association Research Center 2020a)

As you can see from the Figure 2, there are three main motivations. The main city to achieve entertainment and to relax by means of basketball, then fitness and hobby respectively. Basketball has recreational and fitness functions. Secondly, men are more aware of basketball than women, and women emphasize fitness first. The first thing that women emphasize is fitness. Men put their hobbies in second place, while women put their hobbies in third place. Thirdly, there is a clear difference between male and female residents in terms of making friends through basketball, the percentage of men agreeing is twice as high as that of women. Thirdly, there is a clear difference between men and women in terms of making friends through basketball, with men agreeing twice as much as women, 10.1% compared to 5.4% for women. It shows that Guangzhou residents maintain a positive and optimistic attitude towards basketball.

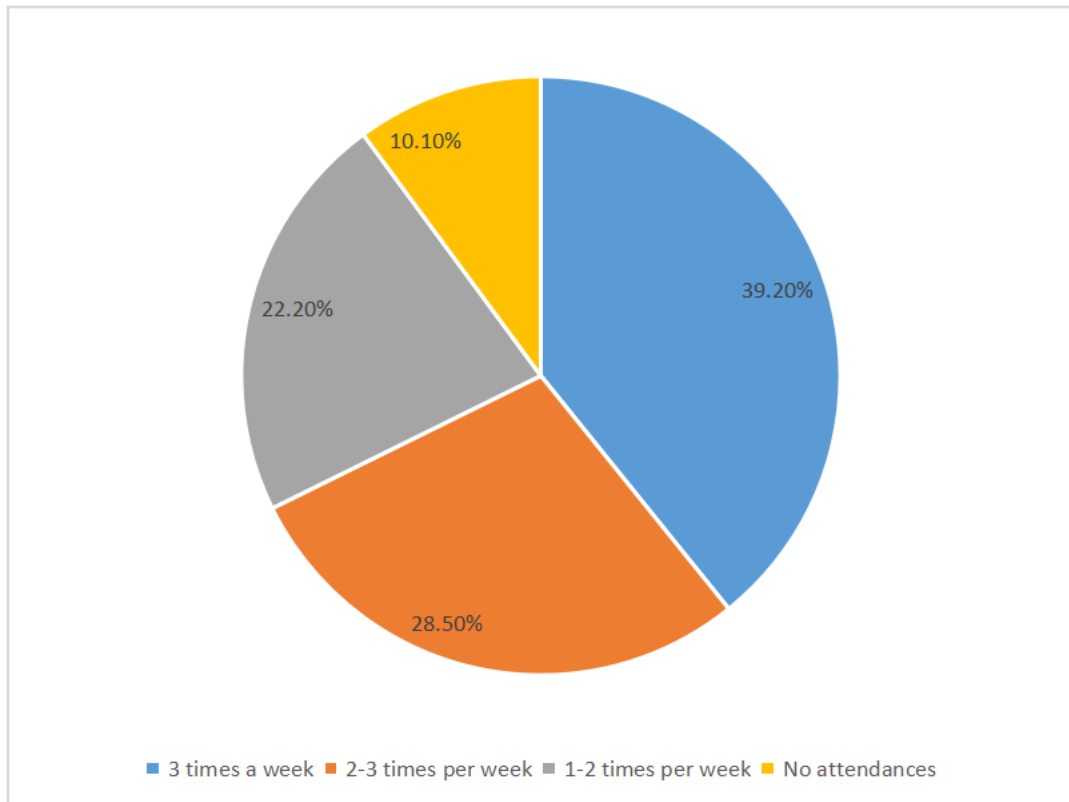


Figure 3. Survey table on the number of times the public participates in basketball each week in Guangzhou (Guangzhou Basketball Association Research Center 2020a)

Figure 3 shows the number of basketball games played by Guangzhou residents per week, with 39.2% of the total population playing basketball 3 times a week or more, 28.5% playing 2-3 times a week, 22.2% playing 1-2 times a week, and 10.1% not playing. This shows that 39.2% of the population has reached the standard of the sports population in Guangzhou in terms of the number of sports played. Of course, this number may be less than the percentage of the total sports population announced by the government, and this may be due to the fact that some people choose to participate in other sports and therefore have conflicting exercise time between the two, making the data appear to be less than the data announced by the Guangzhou government.

#### 4.4.2 Intention to watch the sports game

In Guangzhou, residents spend their weekends playing a variety of sports.



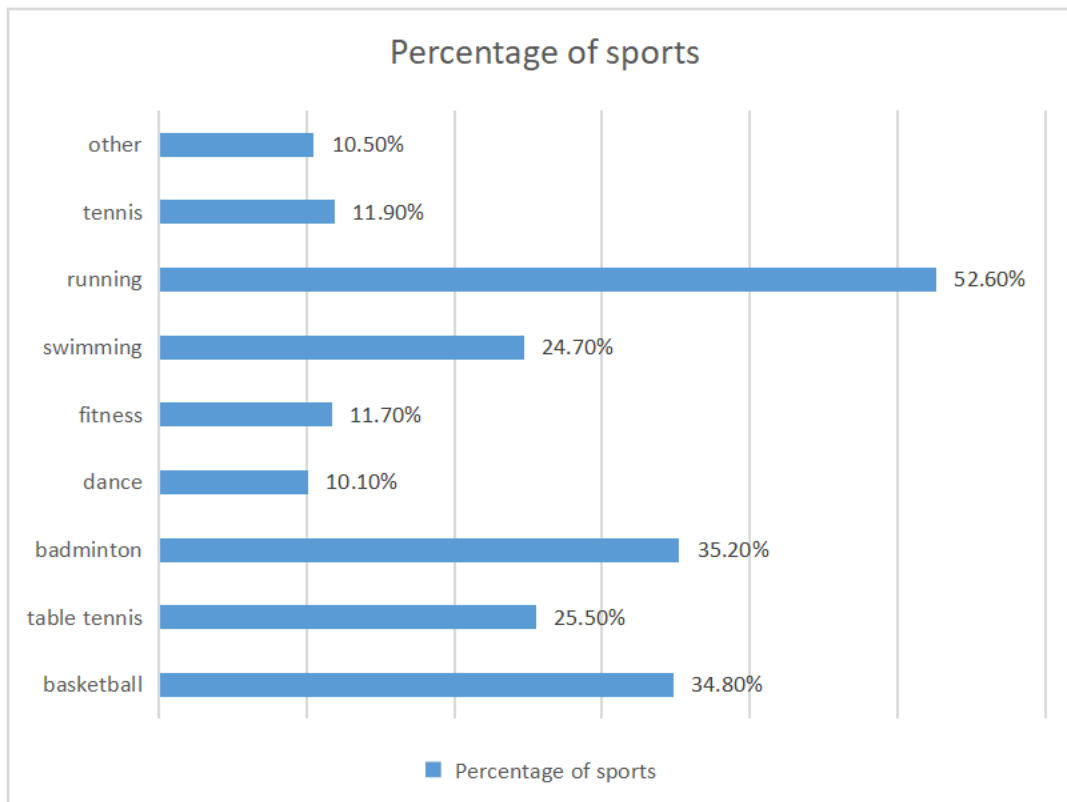


Figure 4. Survey of Guangzhou residents' interest in sports participation (Guangzhou Bureau of Statistics 2020a)

Figure 4 shows that basketball is one of the main choices for the public to participate in sports in Guangzhou. Basketball is one of the main choices of sports activities in Guangzhou, accounting for 34.8% of the total number of people.

According to the statistics of the Guangzhou Basketball Association, in 2009 alone, the city held more than 20 mass tournaments such as the Guangzhou Secondary School Boys and Girls Basketball Tournament, the Municipal Primary School Students (Traditional) Basketball Tournament, the Guangzhou Workers Basketball Tournament, the 2nd Guangdong Sports Conference, the Guangzhou Deaf Basketball Tournament, the Bao Min Li Three-person Basketball Tournament, the Guangzhou Public Security System Basketball Tournament, the National Sports Festival Basketball Tournament, the Guangzhou Migrant Workers Basketball Tournament, the KFC National Three-person Basketball Tournament, and the Guangzhou Three-ball Tournament. There are more than 20 mass tournaments such as the Second Sports Conference of Guangdong Province, Guangzhou Deaf Basketball Tournament, Bao Min Li Basketball Tournament, Guangzhou Public Security System Basketball Tournament, National Sports Festival Basketball Tournament, Guangzhou Migrant Workers Basketball Tournament, KFC National Basketball Tournament, Guangzhou Big Three Tournament, etc. The number of

participants reached several hundred. The number of participants reached nearly 8,000, and the number of people watching the games reached nearly 10,000. The "Mayor's Cup" series of tournaments in Guangzhou, etc.

#### **4.5 Guangzhou Youth Basketball Development**

Youth basketball is the foundation for the development of basketball in China, and schools are the most concentrated place for youth activities. Only by expanding the popularity of youth basketball and improving the technical level of youth basketball can China's basketball move to a new level. (Liu 2010)

Since the founding of New China, China has taken many measures to develop basketball, and although the level of basketball has improved to a certain extent, it has not been able to occupy the high point of the world basketball world. On the contrary, in the advanced countries in the world, to cultivate high-level basketball talents, we must go through three stages: the basic training stage in childhood, the improvement stage in adolescence, and the becoming stage in youth. Only when these three stages are carried out one by one, it is possible to reach the highest level of sports technology. The highest level of sports technology, the emergence of many stars in the NBA is based on the combined use of these three stages. The relevant literature and the current stage of China's basketball performance at the international level show that to improve basketball performance there must be an abundance of reserve talent, i.e. a good youth basketball group. So youth basketball development is very important, in the future time they will make up the gap of Chinese basketball reserve talents. And become the main basketball group in China in the future.

On July 24, 2021, the General Office of the CPC Central Committee and the General Office of the State Council issued the "Opinions on Further Reducing the Burden of Homework and Off-Campus Training for Students in Compulsory Education". (Baiké 2021c)

In the newly promulgated policy, it is clearly pointed out, that parents should reasonably arrange the time for study, rest, recreation and physical exercise for minors to avoid increasing their study burden and prevent minors from being addicted to the Internet.

#### 4.5.1 Campus Basketball

There are 1035 elementary school in Guangzhou with 862,900 students. There are 465 general secondary schools with 582,100 students. There are 465 general middle schools with 582,100 students in attendance, including 173,800 students in general high schools. There are 101 secondary vocational schools with 244,100 students. 244,100 students are enrolled. There are 89 technical schools, with 196,200 students enrolled. There are 16 private colleges and universities in the city. There are 16 private colleges and universities with 182,000 students; 148 private general secondary schools with 88,000 students; 161 private primary schools with 161 students. There are 148 private general secondary schools with 80,000 students and 161 private elementary school with 245,400 students. In 2009, there were 63 general colleges and universities in the city. In 2009, there were 63 general colleges and universities in the city, enrolling 225,200 students in general undergraduate and specialized courses, an increase of 6.1%; 726,800 students were enrolled, an increase of 5.8%. There are more than 3,000 physical education teachers. (Baiké 2021b)

Chinese teenagers usually have only one physical education teacher when they attend physical education classes at school. This one PE teacher needs to be in charge of the entire sports program, which means that the lack of school PE teachers may be one of the factors affecting the development of basketball.

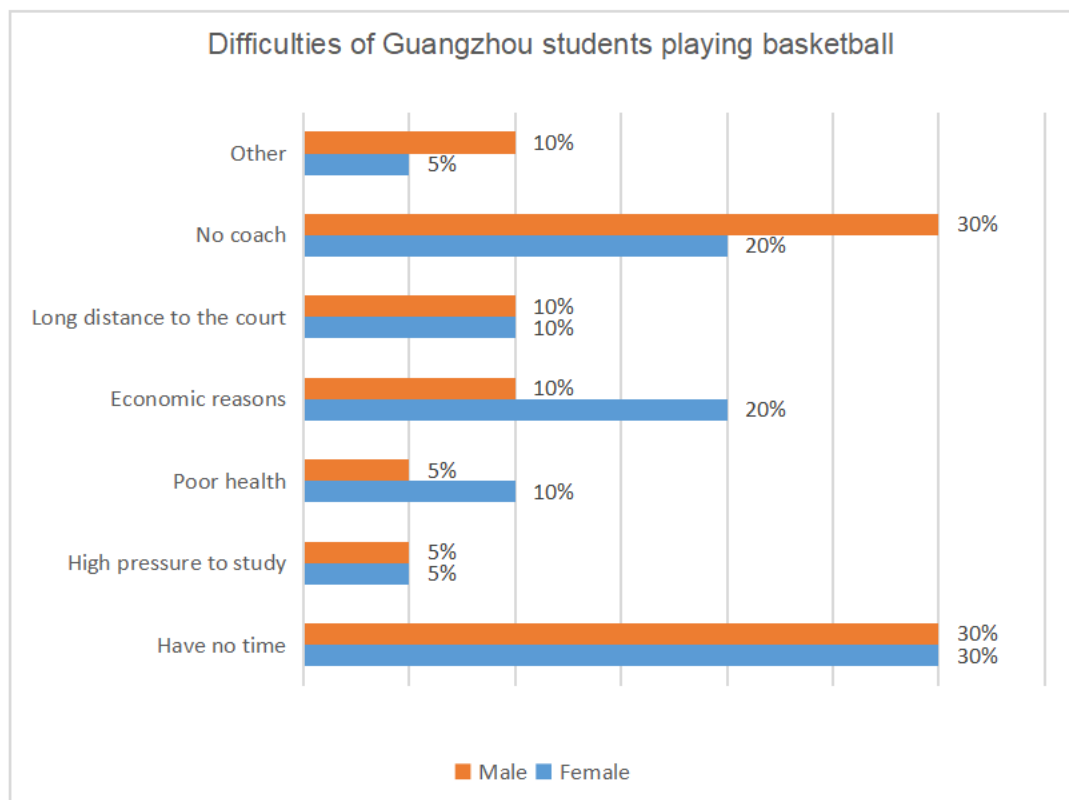




Figure 5. Difficulties of Guangzhou students playing basketball

Figure 5 shows,we can see that the difficulties of students'participation in basketball are mainly focused on the lack of time,lack of coaching,and lack of economic reasons.The main task of students in primary and secondary schools is to study,and basketball is not only regarded as optional by teachers and parents,but also the awareness of students to participate in basketball is low.Basketball is not only regarded as optional by teachers and parents,but also the awareness of basketball is low in students'consciousness.In addition,schools generally compress time for students to study,resulting in a lack of time for students to play suitable sports.

Currently,basketball activities for children and adolescents are not widely available in Guangzhou schools,especially in the form of basketball activities suitable for the physiological and psychological characteristics of children and adolescents.The basketball activities for elementary school students,whether in school or out of school,are mostly done in an adult way,with adult standards for court coverage,ball weight and size,and height of the basketball boards and rims.In this"adult"basketball activity,it is not conducive to developing children's confidence and interest in basketball,and it requires the physiological load of adults,which can easily lead to incorrect technical movements and sports injuries.

The influence of traditional Chinese culture makes it difficult to develop a competitive sport like basketball to begin with.The Chinese have the idea that"peace is precious",which is contrary to competitive sports.Traditional thought also mentions that women should take care of the household while men need to go out to work. (Chinese and American Basketball Culture 2016,5)

This is the reason for the unbalanced ratio of men to women in school basketball in Guangzhou.In addition,the lack of professional basketball teachers and referees also contributes to the imbalance in the ratio of male to female in school basketball.The lack of professional basketball teachers and referees also affects the improvement of basketball technical and tactical level.

#### **4.5.2 Off-campus youth basketball training courses(ESC in Guangzhou)**

In this section there is limited data collection for Guangzhou training organization so I use ESC in Guangzhou as an example for analysis.

Eastern Star Basketball Camp is part of Beijing Eastern Star Sports Culture Development Co. Established in 2009, it is the fastest growing, largest and most professional youth basketball training and education organization in China. It is committed to youth basketball education, basketball tournaments, youth basketball talent development, overseas training, transportation and other multi-faceted services. (Baiké 2021d)

They serve youngsters aged 4-16 years old. And they have divided the program into 3 parts: Early Childhood Classes for 4-7 years old; Beginner Classes for children 8-12 years old; and Advanced Classes for teenagers 13-16 years old.

At the same time, the number of their students has increased at an alarming rate every year.

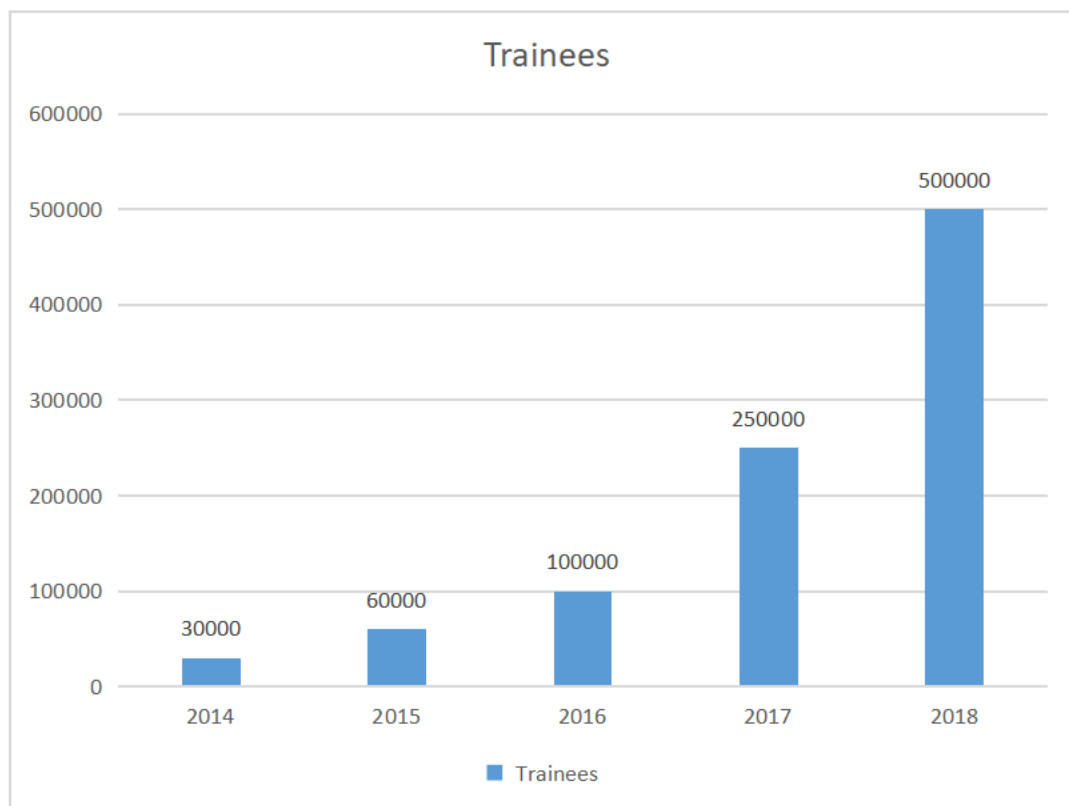


Figure 6. Number of trainees attending ESC in China (Baidu 2020c)

As seen in Figure 6, the youth are very happy to be in the ESC academy. In 2017-2018 the number of trainees has seen a huge boost. This is a side reflection of the expanding market demand for basketball in China. The need for basketball talent is also expanding.



## **4.6 NBL League Analysis**

### **4.6.1 NBL League History**

The full name of the NBL, in English, is the National Basketball League. Since it first appeared in the United States in 1898, there have been 11 relatively large basketball tournaments around the world, some of which have disappeared and some of which are still in operation, including the second league for men's basketball in China.

NBL is the abbreviation of National Men's Basketball League, which is the second professional basketball league after CBA. NBL is another professional basketball league after CBA, which was called China Basketball League (CBL) before 2005. The league was formed by merging the former China Men's Basketball A-B League and B-League. The top-ranked teams may be promoted to the CBA after passing the entrance inspection by the Chinese Basketball Association. In order to let the NBL league develop smoothly, the National Basketball Management Center announced in 2004 that the CBA league would be abolished and the entry system would be implemented. After the implementation of the entry system in CBA, so far only five teams, namely Yunnan Honghe, Dongguan New Century, Zhejiang Guangsha, Tianjin Ronggang and Qingdao Shuangxing, have passed the entry system. After the implementation of the entry system in the CBA, only five teams, Yunnan Honghe, Dongguan New Century, Zhejiang Guangsha, Tianjin Ronggang and Qingdao Shuangxing, have been promoted to the CBA through the entry system. (Baiké 2021e)

The 2016-2019 National Men's Basketball League (NBL) Business Operation Signing Ceremony was held at the Media Center in Beijing. In order to increase the entertainment element of the NBL league brand, Chi Mei Sports has been devoting itself to creating an all-NBL star weekend since 2016, incorporating more entertainment elements and grassroots basketball elements. It is expected that the number of NBL participating clubs will increase to 18 in the next four years, and the system will be home and away system with three games a week. (Baiké 2021e)

### **4.6.2 Guangzhou Basketball NBL History**

In 2009, Guangzhou City established for the first time two professional basketball teams of its own--Guangzhou Free Men's Professional Basketball Club and Liu Sui Men's Professional Basketball Team, ending the history of Guangzhou City without a professional basketball club. This ended the history of no professional basketball club in Guangzhou, and turned a new page in the history of basketball in Guangzhou.



Table 2. Guangzhou Men's Professional Basketball Team Results (Baiké 2021f&Baiké 2021g)

	Date of founding	Number of players	Average height	Win/Lose	Age	2009 Achievements
Free man	22.5.2009	13	1.94	11/3	28.5	2nd
Liu sui	2009	15	2.02	5/9	27.4	7th

#### 4.6.3 Guangzhou Freeman Men's Professional Basketball Club

The Guangzhou Freeman Men's Professional Basketball Club was officially inaugurated on May 22, 2009 at the Gymnasium of Guangdong University of Technology, a milestone in the history of basketball in Guangzhou. At the time of establishment, Guangzhou Freeman Men's Professional Basketball Team had 13 players, 6 of whom had played in the CBA league. The team was led by Lu Jinqing, a former member of the national team, who was selected for the Chinese national team in 1982 and was the runner-up in the '82 Asian Games, the champion in the '83 Asian Championship and the participant in the Los Angeles Olympics in '84. Head coach Zhang Yong, assistant coach Liu Xiaoqiang. The goal is to reach and maintain the top level in the NBL club in 3 years, to enter the CBA lineup, and to try to become a member of the CBA league. And try to become a strong team in CBA league. Guangzhou Freeman's home arena is located in Guangdong University of Technology Gymnasium, which is situated in University City Campus, Panyu District, Guangzhou City, near the Central West Road, with a total construction area of 14050 square meters. There are 3204 fixed seats, 188 podium seats and 1650 movable seats in the stadium. Head coach Zhang Yong was selected as a member of the National Youth Basketball Team in 1992 and was selected as a CBA All-Star in the 1996-1997 season, and was a starter for the Shanghai team in 1996 when Yao Ming had just joined the national team, which shows his seniority. Since then, he has played for 6 teams in Shanghai, Jiangsu, Zhejiang, Shaanxi, Dongguan and Yunnan. Assistant coach Liu Xiaoqiang won the national youth men's basketball championship. 2009 season Guangzhou Freeman men's basketball team experienced a total of 14 games in the second round, scoring 94.7 points per game, winning 11 games and losing 3 games, a winning percentage of 78.6%, and achieved the second place in the 2009 season men's professional basketball league. 2009 NBL final round, Guangzhou Freeman team defeated the city rival Guangzhou Sixers by 106:98 at home. The Guangzhou Freeman won the final round of the 2009 NBL final with 106:98 against their city rival Guangzhou Liusui, but

before this game,the Guangzhou Freeman and Dongguan Boning both had 10 wins and 3 losses with 23 points,and Dongguan Boning defeated Hangzhou Yongtong on the road that night,and finally Dongguan Boning won the championship by virtue of winning and losing,while the Guangzhou Freeman were the runner-up in the 2009 season.Dissolution announced in 2011. (Baiké 2021f)

Since its establishment,Guangzhou Freeman has participated in four NBL leagues on behalf of Guangzhou region,but in these four seasons,Guangzhou Freeman,who has been hoping to be"stationed"in Guangzhou Tianhe Gymnasium to become the real sons of Guangzhou,has never had a fixed home field to hold the tournament.In 2010,Guangzhou held the Asian Games,the use of all basketball courts in the city was restricted,and the club received a clear message less than a week before the start of the league.After communication with the Chinese Basketball Association,Guangzhou Freeman was forced to adjust its schedule,postponing the first half of the season and starting a"devil's seven-game road trip"schedule to have more time to find a new home venue,after borrowing the home court of the city team Huangpu Six Spikes as a temporary home venue for three games.In 2011,Tianhe Gymnasium was finally available for the Freeman to hold home games,but the Guangzhou Freeman had to use Huadu Gymnasium as the second home due to the inability to guarantee the game venue and daily venue adaptation training according to the schedule date as promised.In 2012,Guangzhou Freeman had to move all the NBL home games to Huadu,forcing them to give up the basketball market in the city,which needs to be cultivated the most.

At the end of 2009,because the training site could not be guaranteed,Guangzhou Freeman first team moved out of the original training base Weilun Gymnasium and moved to Huadu District,from accommodation,food to training venues,even the wooden floor of the training hall,the club searched and bore the cost by itself,and did not receive corresponding attention and support,and the annual operating cost increased dramatically.2011,Guangzhou Freeman youth team also received the notice that they needed to In 2011,Guangzhou Freeman Youth Team also received the notice of withdrawing from Weilun Gymnasium,so that the step team which is in a healthy development is facing the problem of placement,and there is not a suitable solution until now. (Xinlang Sports 2021)

#### **4.6.4 Guangzhou Liusui Professional Basketball Team**

Guangzhou Liusui professional basketball team was established in 2009 and is registered with the China Basketball Association and Guangdong Provincial Sports Bureau.It is a

professional basketball team registered with China Basketball Association and Guangdong Provincial Sports Bureau. The team is coached by Wang Xulin, former national youth women's basketball coach and head coach of Dongguan New Century. The team is coached by former national player and former head coach of Shandong team, Ma Lianmin.

(The team finished seventh in the 2009 National Basketball League(NBL), averaging 93.1 points per game and a 35.7% winning percentage. Guangzhou Liusui, formerly known as Huizhou Fengchi, was founded in early 2008 and finished 11th in the NBL in the 2008 season. The team finished 11th in the NBL in the 2008 season. In April this year, the team moved its home court to Huangpu Gymnasium in Guangzhou and changed its name to Guangzhou Six Spikes. The team is basically composed of young players, most of them are born after 1988. This year, the team introduced the former Dongguan New Century guards Li Gang and Wu Songwei, 2.08m center/forward Zhao Renbin from Xinjiang Guanghui, 2.02m power forward Fu Xueliang from Bayi, and 1.98m forward Wang Dapeng from Liaoning. After the disbandment of Shenzhen New Shengwei, the main player Xiu Tao also joined Guangzhou Liusui. At present, Guangzhou Six Spikes has 15 first-line players, with an average age of 23 years old and an average height of 2.02 meters, of which more than half of the players are from the former Huizhou Fengchi team. Wang Xulin, the former head coach of Guangdong Fenglu, led the team to the NBL championship in the 2008 season. He led the team to the NBL championship in the 2008 season. After leaving Fengalu, Wang joined Huizhou Fengchi in early 2009 and came to Huangpu with the team. (Baiké 2021g)

The team hasn't been heard from since 2013. No information about it can be found on the internet either.

## **4.7 SWOT analysis of NBL League in Guangzhou**

### **4.7.1 Strength**

(1) Have a good economic environment

In an environment where Guangzhou's GDP is growing every year, the tertiary industry in Guangzhou is showing an increasingly obvious trend. In the future, more people will pay attention to Guangzhou basketball, and the youth now will become the main population in the future.

(2) Basketball Talent Development

After years of development, CUBA and CUBS have become important basketball tournaments on college campuses and in the Chinese basketball world. Several

universities in Guangzhou are also participants of these two leagues. Guangzhou University and Guangzhou University of Technology they always get a spot in the CUBA. Both leagues provide a wide field of practice for future young Chinese players. After four years of training in these leagues, the players have gained a lot of experience in the field. At the same time, athletes who have received higher education have improved their cultural level and basketball comprehension, laying the foundation for them to enter the professional basketball league in the future. The two leagues have also produced some excellent players for the CBA professional league, and the two leagues are rapidly becoming an important reserve talent base for the CBA.

However, there are limited spots for participating athletes to enter directly into the CBA, China's highest professional league. After four years of college, most players do not pursue professional basketball but choose other jobs, which to some extent has caused a large loss of basketball talent in Guangzhou. The NBL can bring some promising players into the league and give them more and more professional opportunities to work out in the basketball league. The future development of Chinese basketball cannot be achieved without a perfect basketball tournament system. The NBL league can be used as a springboard for college players to enter the professional league, and the players of NBL league can go to college campuses for further study.

### (3) Passion for sponsors

Compared with CBA, NBL league has not many sponsors and the sponsorship fund is very small, so the sponsorship fund obtained will be cherished more. The NBL league has fewer sponsors than the CBA, and the sponsorship money is also very small, so the sponsorship money will be more cherished, and it is more necessary to promote the sponsors through the league, so that the sponsors and the league can mutual benefit. Through the cooperation of two seasons, the sponsors also feel more and more the care and support of NBL league to them. They can see the league's protection of their own rights and interests. The model of cooperation between NBL and sponsors is worth to be promoted in all leagues of Chinese basketball. It is also a useful attempt in the process of professionalization of Chinese sports.

## **4.7.2 Weakness**

### (1) The match lacked spectacle

The lack of spectacle of the game is one of the reasons that hinder the NBL league, because the NBA league is getting more and more popular in China, and the



audience's demand for spectacle of the game is also increasing. So the game lacks appreciation, no fan participation, and the league is not attractive.

NBL needs to impress consumers with high quality products, and also needs to attract consumers to pay more attention to the league with the fighting and upward game attitude. The league needs to attract consumers' attention to the league. Therefore, while impressing consumers with quality products, the NBL should also build a positive and aggressive atmosphere and the players' hard-working spirit. Therefore, the NBL should impress consumers with the quality of products and create a positive atmosphere and the spirit of players' hard work, so that consumers can be infected by the hard work spirit of NBL players while seeing the high-quality games. It will bring more spiritual inspiration and emotional support to the consumers watching the game, so as to gradually cultivate more loyal fans. The game will gradually cultivate more loyal fans.

## (2) Lack of promotion

The brand logo and slogan are the representatives of the brand image of the league, and the brand image represents the personality characteristics of the enterprise or brand in the market and in the mind of the public, and it reflects the evaluation and cognition of the public, especially the consumers of the brand.

Brand meaning refers to the customer's perception of the dominant position of the brand, it is the first awareness that customers can reflect when mentioning a brand, and it can evoke customers' perception and emotional connection to the symbolic meaning of the brand. (Baiké 2021h)

Insufficient use of media will not form a good media promotion system, so that people who want to pay attention to the league can not find the corresponding channels, and viewers who want to watch the game can not see the live broadcast, which to a certain extent will seriously hinder the promotion of the league and This will, to a certain extent, seriously hinder the promotion and influence of the league.

## (3) Lack of management experience

The development of professional basketball leagues is largely dependent on the management level of the league and basketball club operators, as well as their decision-making and execution abilities. The basketball industry is mostly run by a collection of people in economics, management, and basketball players, but there is a lack of managers who are educated in these areas. "Especially those retired athletes, coaches and other

people without professional knowledge, although familiar with sports or basketball expertise, but lack of understanding of market operation and economic laws, and lack of knowledge of marketing of goods and services, certainly can not operate professional basketball clubs in the form of commercial companies, can not fully adapt to It is not fully adapted to the development path of industrialization and professionalization of basketball clubs". (Hupu 2016) In addition, there are some basketball operators and managers who may have high attainments in operation and management, but have insufficient knowledge of the development rules of basketball and limited understanding of the characteristics of basketball products and basketball market, making it difficult to accurately combine basketball development and market operation.

At present, the construction of marketing management talents of NBL is also very imperfect, both clubs and basketball management centers lack a group of management talents with knowledge of basketball, law, marketing, management and communication. Both the club and the basketball management center lack a group of business management talents with the knowledge of basketball, law, marketing, management and communication. Since the relevant personnel The lack of the necessary theoretical knowledge and innovation ability of the relevant personnel, so in the process of market operation can only copy the NBA's operation mode and experience, not to achieve flexible application, which is This has seriously affected the market cultivation and development of the league.

#### **4.7.3 Opportunity**

##### **(1) Large basketball population**

Guangzhou has a large group of basketball lovers, and among many sports, basketball is very popular among the masses because it is not only easy to practice, but also easy to organize. Because it is not only easy to practice, requires little space, and is easy to organize, but also basketball is fun and fitness This attracts the masses to participate in this sport. The team can be expanded to cities without CBA teams to get more fans.

##### **(2) Social Media Collaboration**

In 2012, the Chinese Basketball Association selected Hupu Sports as the official website operator of the NBL 2012 season, responsible for comprehensive coverage and live webcast of the tournament, Hupu.com, as a professional basketball sports website, gives the public who follow Chinese basketball a broad platform for communication and commentary, and provides scholars who study the league with a source of information to check the details of clubs and players. After Hupu.com took over the league, we can clearly

see the information of each team, and we can know the detailed data of each player, and in the forum of Internet users, many basketball lovers actively explore the measures for the future development of NBL, so that more people start to pay attention to NBL, and NBL is more vividly presented to the public. At the same time, the official website of HuPu.com is aiming at promoting the development of NBL, covering the NBL in depth, and enriching the content and image of the league in all aspects. In order to promote the development of the NBL, the official website of Hupu.com will use various media forms such as news, pictures and videos to show the league, and also use social networks to increase the exposure on all platforms. The NBL league will be presented in various media forms such as news, pictures and videos, and social networks will be used to increase the exposure opportunities in all platforms. NBL league and NBL stars through online and offline interaction. The cooperation with Hupu Sports Network will definitely provide a good opportunity for the development of NBL league.

#### **4.7.4 Threats**

##### **(1) NBA, CBA**

The NBA has 15 partners and nearly 100 employees in China. The NBA has 15 partners and nearly 100 employees in China, as well as 30,000 retailers selling the NBA brand. There are 30,000 retailers selling NBA brands. More importantly, there are a lot of basketball fans here, once played in the NBA Yao Ming, Yi Jianlian and now Lin Shuhao have made it a hot spot for Chinese media and people to report and talk about. NBA The development of NBA in China has been amazing, and it has also caused serious impact and threat to China's basketball league.

Through the continuous professionalization of the league, the normal and reasonable flow of players between clubs has been promoted. Gradually, a balanced development of the strength of each team has been achieved. The overall improvement of the league's player level and the balance of strength among the teams The balance of strength among teams has increased the suspense and excitement of the game. The overall quality of the league has also gradually improved, making the games The overall quality of the league has also gradually improved, making the games more exciting, with more intense offensive and defensive confrontations, and increasing the spectacle value of the games. More and more fans are choosing to watch the games live, and more and more radio stations are broadcasting the games live.

## **5 Conclusions and Suggestions**

### **5.1 Less time for students to participate in basketball**

At the primary and secondary school level, schooling is a major concern for schools, parents and students themselves. The pressure of students' study, heavy study tasks and little time after school, which greatly affects the youth's participation in basketball. The opportunities and time for young people to participate in basketball activities are greatly affected. Students also devote the little spare time and energy they have left to improving their grades. Students also devote their spare time and energy to their studies in order to improve their grades, leaving very little time for physical activity. At the college level, students have relatively but other than basketball classes or professional training, students have very little time to play basketball. In addition to basketball classes or professional training, students can only play on their own initiative on the basketball court after school, without the guidance of professional teachers or coaches. The lack of guidance from professional teachers or coaches means that students are slow to improve their skills and tactics, and their participation in basketball is unstable. In addition, schools do not have a mature team at the primary and secondary levels, so the popularity of basketball in primary and secondary schools is greatly lacking. The popularity of basketball in primary and secondary schools is greatly lacking. The uneven performance of varsity teams at the college level and the uncoordinated ratio of athletes are also. The uneven performance of varsity teams and uncoordinated player ratios at the college level also make it difficult for schools to compete with each other in basketball at the college level.

Promote the construction of a basketball social counselor team, organize a larger group of expert instructors for grassroots and school physical education teachers, professional and amateur training and counseling teams, and conduct multi-level and multi-channel basketball training aids. The expert lecturer group, professional and amateur training, counseling team, to carry out multi-level, multi-channel basketball training assistance. To popularize and improve the basketball service. A team of professional social basketball coaches to encourage more. A team of professional social basketball coaches encourages more youth to participate in basketball and increases interest in the sport.

### **5.2 Guangzhou Professional Basketball**

Steadily explore and run the NBL league, maintain the stable growth of the NBL league, improve the quality of the game, broaden the market channels, and offer spiritual and cultural products to the society. To maintain the stable growth of NBL league, improve the quality of the game, broaden the market channels, and dedicate spiritual and cultural



products to the society,the league should successfully explore a distinctive path of professionalization and enhance the international competitiveness of NBL brand.The league should successfully explore a professional road with characteristics,enhance the international competitiveness of NBL brand,and become the largest NBL league in terms of scale,level and influence in Guangzhou and even Guangdong.The league should be the largest professional basketball league in Guangzhou and even in Guangdong,and actively play the role of professional basketball clubs as a driving force to cultivate high-level basketball talents.To actively play the role of professional basketball clubs to serve the cultivation of high-level basketball talents,to continue to cultivate basketball talents,to cultivate a number of high-level talents under the existing conditions,and to ensure that Guangzhou leads the way.Continue to cultivate basketball talents,cultivate a group of high-level talents under existing conditions,and ensure the foundation of Guangzhou's leading edge.To explore the way for the marketization and professionalization of competitive sports in Guangzhou.To explore the road and set the roadmap for the market and professional operation of competitive sports in Guangzhou.

Strengthen the construction of club basketball talent ladder and establish a new reserve talent training system for the league.Give full play to the club's resource advantage,and use the competition as a lever for multiple second and third tier teams to select outstanding basketball players to participate in higher level competitions.

### **5.3 Guangzhou basketball market has great potential**

Guangzhou has a large basketball population and a large basketball market,and as people's living standards improve,sports consumption has become a necessity in daily life,and the desire to attend games at the venue is getting stronger and stronger.As the direct consumers of the league,the fans are the decisive factor for the survival of the league,without the fans,the league will not be able to carry out,so the satisfaction of the fans to the league,also means the service level of the league.In marketing,the quality of product service is the main basis for consumers to buy goods.To provide high quality services,the league should understand what services the audience needs,and cater to the needs of consumers to the maximum extent,while creating a positive and enterprising atmosphere on the field of play to meet the spiritual needs of consumers,in order to have the best chance of gaining a loyal audience.

### **5.4 Combination of school basketball and off-campus basketball**

Cultivate more professional talents who know basketball,management and management,and strengthen the training and exchange of basketball management talents

in each region,so that the existing basketball management talents can get long-term development.At the same time,we can also actively introduce professional sports intermediary organizations to learn their advanced league operation and management experience,so that the promotion system of NBL league can be more mature.

Strengthen the integration of school basketball and competitive basketball,improve the professionalism of coaches and physical education teachers,emphasize and accelerate the development of school basketball,strengthen the link between the development of basketball activities in school and mass basketball activities outside school,and establish basketball clubs.The sports management should be combined with the education department to integrate professional basketball

The sports administration should work with the education department to combine professional basketball coaches,school venues,and abundant student resources to increase student interest in basketball activities.In the use of school venues and equipment,the process of opening them from unpaid to paid or nominal fees,in order to influence and motivate the residents around the school to participate in basketball activities.The school is the center of a social network for basketball development.The social network of basketball development in the region centered on the school.The team will actively carry out mass basketball competitions,focus on training excellent referees,and vigorously develop the basketball population.The government has been actively carrying out mass basketball competitions,focusing on training good referees,and vigorously developing the basketball population.

## **6 Discussion**

In general,the data in the study are obtained from Baidu,the most advanced search engine in China.The data about the government was collected from the Guangzhou government website and the official website of the Guangzhou Basketball Association.

The literature review resources are those published in the major sports media forums in China.All resources are classic and highly reliable.

It can be seen that the measures mentioned in this study can be easily achieved with the strong support of the government and policies.They are reliable.In recent years,the government has paid more and more attention to students'physical activity.Meanwhile,the average age of basketball population is decreasing.There is no doubt that the basketball atmosphere will be better in the future with the support of the government.

During the progress of this thesis,I have gained a clearer perception of the history and development of basketball in Guangzhou,as well as a deeper understanding of the government's support for the basketball program.In the past,I knew nothing about the existence of the Guangzhou NBL league.Now,I have a systematic and comprehensive understanding of the Guangzhou professional basketball team.

Through the analysis of the"League Analysis"section,the development of basketball in Guangzhou and the operation and management of the NBL league,I have a clear understanding of the development of basketball in Guangzhou and a better understanding of the SWOT analysis method.

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