

Present situation and countermeasure of Zhuhai youth amateur basketball club

Wu Zhuohong

Author(s) Zhuohong Wu	
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<p>Abstract</p> <p>As an important sport in PE lessons of primary and secondary schools and universities in China, basketball has, with its strong competitive and spectacular characteristics, won the enthusiasm of many teenagers, and the number of teenagers learning basketball is becoming greater. Influenced by the teaching time of PE lessons, professionalism of teachers in the schools and colleges and other factors, the teaching status of basketball among teenagers is not satisfactory yet, which provides opportunities for the development of youth basketball clubs. With the booming of the number of youth basketball clubs, the number of students had also boosted. However, many problems happened during the teaching and operation of these basketball clubs, which have affected the long-term development of these basketball clubs.</p> <p>Taking the youth basketball clubs in Zhuhai as the research objects and by using the methods of literature review, field investigation and questionnaire, the paper has investigated the number and operation condition of these basketball clubs, put forward factors the restrict the development of these youth basketball clubs in Zhuhai, and the paper has also explored the development mode that fits local youth basketball clubs. In addition, the paper has put forward strategies for the basketball clubs to optimize the basketball learning environment of teenagers, so as to cultivate more excellent youth basketball talents for Zhuhai, as well as for the country.</p> <p>Through the analysis of problems faced by the youth basketball clubs in Zhuhai during their development, the paper has carried out analysis from the aspects of club, coach and student, and has put forward practical strategies for the operation of these basketball clubs, The conclusion is that these basketball clubs need to seek cooperation with the governments, seek funding support from the governments, improve training facilities in the basketball clubs, introducing outstanding basketball coaches, establish student information management mechanism, and improve the operation system of the basketball clubs. Coaches in the basketball clubs shall proactively learn new training modes, customize programs for students and enhance their teaching and training level at the same time. In addition, these basketball clubs</p>	

shall actively adjust the ratio of male students to female students, reasonably arrange training plans, organize students to take part in a variety of basketball games, and cultivate the hardworking in training, teamwork consciousness and patriotism spirit of the students.

Keywords

Zhuhai; Youth; Amateur basketball club.

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1 Introduction

With the orderly implementation of the “Health China” strategy, China's sports industry has rapidly developed, forming commercial development paths with unique characteristics. Among these industries, basketball has become the outstanding one. CBA league games are being carried out in full swing, and the number of youth basketball clubs is gradually increasing. It was proposed in the No. 46 document of Several Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption issued by The State Council in 2014 that, we should continue to promote the development of sports industry, take sports industry as an important path to the improvement of quality of citizens, and enhance the national cohesiveness. In July 2016, in the 13th Five-year Plan for the Development of Sports Industry officially released by the General Administration of Sport of China, it was predicted that the total size of the sports industry would reach 3 trillion yuan during the 13th Five-year plan, the proportion of which would increase by 1 percent in GDP and 30 percent in GDP of the service industry. The sports industry will realize leapfrog and all-round development, comprehensively promoting the development of sports events, fitness, courts services, sports training, and sports lottery. With the booming of sports industry, all sectors of the society had taken part in the construction of sports undertakings, which had not only promoted the development of sports basketball clubs, but also promoted the development of the sports training industry.

Teenagers are not only important reserved strengths of basketball, but also the future of basketball undertakings in our country. They are in the prime of physical development and they have a strong desire to win the game. In addition, influenced by basketball stars, more teenagers are falling in love with basketball, and they are actively joining in the learning of basketball. As teenagers are still learning culture courses, they are therefore under considerable pressure caused by the courses. Therefore, they can only learn basketball in PE lessons at school, which is not able to satisfy their needs in learning basketball. youth amateur basketball clubs, which are emerging just in time, and can meet the needs of these teenagers, as well as provide more professional and extensive platforms for the teenagers to learn basketball. In this condition, the basketball training market in our country is embracing a unique opportunity. Many youth basketball clubs, which focus on professional sports training, have been established all over the country. Due to the unregulated club market, however, problems still exist in a variety of aspects such as the standardized market management, development of basketball training courses, the training of student, etc. How to break the deadlock of the development of current youth amateur basketball clubs, coordinate the relationship between cultural courses and basketball training of the students, and win the support of parents and schools have become urgent problems that need to be

solved by these basketball clubs. For a further understanding of the development status of youth amateur basketball clubs in Zhuhai, the paper has analyzed the development condition of existing basketball clubs in Zhuhai, clarified the problems existing in a variety of stages of development of these basketball clubs, provided references for the development of youth basketball clubs in our country, so as to promote the sustainable development of youth basketball clubs in our country.

Table 1-1 Study schedule (Wu 2021)

The date	What did I do
2.2021	As the topic of my previous thesis was quite difficult, I changed my thesis topic. Zhuhai youth amateur basketball club was I chosen as the topic.
3.2021	I finished the introduction of my thesis. And started reading literature online. Choose the direction for my future study.
4.2021- 5.2021	I started a field survey of basketball clubs in Zhuhai. I started to design the questionnaire.
6.2021	I handed out questionnaires and collected data. Finished the first draft of the thesis.
9.2021- 11.2021	I started my internship. During my internship, I supplemented my thesis. Conclusions, recommendations, and literature reviews are added.
11.2021	I revised the format and submitted the paper. After receiving the reply, it was revised and added again according to the suggestion.

1.1 Research purpose and significance

1.1.1 Research purpose

The aim of this study is to help Zhuhai youth amateur basketball club by finding problems and providing solutions.

Research questions of this study are as follow, location of various clubs, training ground, training facilities, sex, age, motivation, and frequency of training of club student. age, background, salary and attend training sessions club coach.

The study will also discover common problems existed in the operation and the causes that resulted in the problems, put forward targeted solution and strategy, and provide development plan for the youth amateur basketball clubs in Zhuhai.

1.1.2 Research significance

(1) Theoretical significance

Through the analysis of the current development condition of youth amateur basketball clubs in Zhuhai, the paper has clarified problems existing in the development of basketball clubs in the city, and the development mode combined with the development of basketball industry in Zhuhai. The paper has also enriched the theoretical research results of the basketball clubs, which is the alignment of the development between basketball industry and youth basketball clubs in Zhuhai, thus providing references for the development of basketball industry in our province and contributing to the development of youth basketball clubs in Zhuhai.

(2) Practical significance

Through the analysis of the current development condition of youth amateur basketball clubs in Zhuhai, taking the sustainable development of the basketball clubs as the objective, combined with opinions from sports workers, basketball coaches and operators of youth basketball clubs in Zhuhai, the paper has put forward practical operation strategy for the basketball clubs, which has promoted the industrial development of youth basketball clubs in Zhuhai, provided a better training atmosphere for teenagers and encouraged more teenagers to feel the charm of this sports. The basketball training market in Zhuhai is currently still in the stage of development. All these basketball clubs shall seek for breakthroughs, carry out innovation from government support, training of basketball coaches, enrollment of

male and female students and the development of training courses. In this way, a development mode of youth basketball clubs with Zhuhai characteristics will be sought to contribute to the basketball training and cultivation of youth basketball talents in our province.

1.2 Literature review

1.2.1 Theoretical basis

(1) The concept of "club"

"Club" is a translation of an English word, which has cited the Japanese pronunciation of the word. Club is defined as a place or organization where enthusiasts gather for artistic, social, and recreational activities. Xiao Linpeng has defined club in his *Modern Sports Management* as a group or association that gathered to take part in a particular activity or a commercial organization serving members who have paid their fees. Strictly speaking, it is evolved from a group or place where people sharing the same interests gather to carry out social or cultural entertainment activities. Nowadays, basketball clubs often refer to the entertainment and cultural places which are set up by social groups. (Xiao 2005)

(2) The concept of sports club

There is not an accepted definition of sports club in the academic world, because the definition of sport itself is vague. Yang Wenxuan and Yang Ting defined sports in *An Introduction to Sports* as a cultural activity that uses body movements as basic means to strengthen physical exercise and psychological development. Under association analysis, they defined sports club as a place or group where people used their body movements to take part in cultural activities for coordinated physical and mental development. (Yang & Yang 2005)

(3) The concept of "basketball club"

According to the analysis of features, basketball clubs, based on their natures, can be classified into public basketball clubs and nonpublic basketball clubs; In terms of types, basketball clubs can be categorized into amateur basketball clubs and professional basketball clubs. The study has mainly explored nonpublic amateur basketball clubs. Dong Zhanqiang believed that basketball club is a club that conducts basketball training by using the spare time of its members, the main purpose of the basketball club is in pursuit of profit. Students in the basketball clubs mainly include basketball enthusiasts at school or in society. The club makes their profit by charging fees for training. The content of the training mainly focuses on basketball skills and relevant knowledge. (Dong 2006) Generally, for-profit basketball clubs have the features of the following aspects: fixed training courts, long period of

training and perfect training facilities. These basketball clubs are often located in the downtown or around high schools and colleges, because they need facilitated communication and the aggregation of people. Through integrated literature review, the paper has defined amateur basketball club as a for-profit social organization that provides basketball related training and technical guidance to basketball fans.

1.2.2 Research status

(1) Domestic research status

1) Research on the development process of basketball training basketball clubs in China

Sun Feng pointed out that the rapid development of physical education in China has greatly promoted the development of basketball clubs. Composed of training courts, coaches and students, basketball clubs have the function of providing the support for members in courts, knowledge and skills (Sun 2006). Ling Haijie believed that basketball training had existed since the 1970s. Some sports practitioners, coaches or PE teachers often used their spare time to run basketball training classes in existing courts and they charged their members a certain amount of fees (Ling 2009). Under the policy and guidance of "economic construction as the core" in China after the 1980s, the reform and development in economy had infused new opportunities and vitality into sports education. From the sports department and sports education departments to general civilians, a variety of training classes had been vigorously launched. In this general situation, basketball training classes were born. These classes can satisfy the interests of their students, as well as effectively make profit for themselves. With the rapid development of market economy, China's sports training market has also undergone great changes, which begins to aim at diversified development such as training of skills and knowledge. The scale of basketball clubs has gradually expanded, which is gradually satisfying the needs of basketball training of more and more people.

2) Research on the government's emphasis on basketball clubs

Liu Fangmei believed that the optimum development mode of basketball clubs is a cooperative mode carried out between the government and basketball clubs. In the actual implementation of cooperation, the government shall formulate and perfect policies and regulations for basketball clubs in the practical cooperation, while basketball clubs shall be in less pursuit of profit, and more focus on their public missions, which should operate their businesses under the resources and supporting policies of the government. In this process, the government shall enhance the supervision and evaluation on these basketball clubs, so as

to safeguard their healthy and long-term development (Liu 2011). Jia Xiaoyu pointed out that the commercial operation of basketball clubs in China was not mature enough, and some problems still existed. On this basis, the culture and sports departments in China shall be supportive in the macro guidance of the basketball clubs, helping them to operate more smoothly in material, human, finance and management. Meanwhile, the governmental departments shall grant preferential policies in terms of laws and regulations, tax policies and in other aspects, so as to ensure the orderly and standardized development of basketball clubs (Jia 2016). To make a conclusion, the government plays a pivotal role in the development of basketball clubs, which is mainly because, for a certain area, the number of people who are interested in basketball and who actively take part in the game has direct relationship with the comprehensive development of the basketball clubs in that area. On the contrary, the development of basketball clubs can also promote the development of the sports industry and economy in the area. In this respect, a positive partnership shall be developed among the governments, enterprises and basketball clubs, so that collaborative development will be achieved through good communication and cooperation, and complementary advantages among these entities.

(2) Research status in foreign countries

Russia has very great strengths in basketball, the main reason of which is its national support in basketball industry. Cao Chen put forward in *Comparative Study on Leisure Sports industry Between China and Foreign Countries* that competitive sports and athletic training in Russia have an inseparable relationship with the previous highly centralized planned economy system in the country. Firstly, there were laws and policies in Russia that supported the training costs, faculty and infrastructure for basketball talents in the sports colleges of the country; Secondly, the actual expense of basketball clubs in Russia is undertaken by the basketball clubs, the Basketball Association and the Olympic Committee together (Cao 2005). Sports basketball clubs in Germany can directly take part in the competitions of the Sports Leagues after they have completed the German federal registration. Jiang Tongren and Liuna pointed in *Inspiration and Reflection of German Sports (Part II)* that sports basketball clubs in Germany were divided into different levels when they participate in basketball games. Basketball clubs at the same level would be determined, according to their performance in the game season, to upgrade to a higher level or downgrade to a lower level. This mode of game was called the market operation. This mode was beneficial to attracting more participants, and had effectively improved the game experience of reserved sports talents, which laid foundations for their success (Jiang & Liu 2015).

Combining with practice investigations, it can be seen that South Korea has made significant achievements in competitive sports in these years. Whereas Wei Xuqiang and Li Ling put forward in their *Analysis of Chinese and Western Competitive Sports and Culture* that the South Korean government had adopted the collaborative management of administration and law in sports industry. Meanwhile, it had referred to the management mechanism of socialist countries, such as "national system" or "all people sporting". In terms of sports investment, moreover, the investment was mainly composed of sports funds, and was supplemented by state and social forces. In terms of basketball, the training mode of athletes was mainly based on schools and colleges, so that more excellent talents could be cultivated for the basketball team in the country (Wei & Li 2019)

Based on the above literatures, the paper has discussed the problems and bottlenecks in the development of basketball training basketball clubs in China on a holistic level, as well as the different development modes and advantages of basketball training basketball clubs in some foreign basketball clubs. Many studies have described a variety of problems of domestic for-profit basketball clubs. Based on existing literatures, however, the countermeasures proposed in these studies lack actionability and pertinence. In addition, the time interval of some literatures is large, which reduces the value of the study and can hardly provide forward-looking and advanced references for basketball clubs.

2 Research object and task

2.1 Research objects

The study has been carried out based on youth amateur basketball clubs in Zhuhai. There were five youth amateur basketball clubs in Zhuhai that were randomly selected as the research samples, namely, Future Star Youth Basketball Club, Chinese Youth Basketball Club, Youth Basketball Development League, Beyond Basketball Youth Club, and "Little Basketball" Youth basketball Club. In-depth and comprehensive investigations on the courts, students and coaches in these five basketball clubs have been carried out in the study.

2.2 Research method

2.2.1 Expert interview

Detailed interviews with management staff in these basketball clubs on the usage of courts, employment of coaches and enrollment of members have been carried out in the study. Useful materials and information have been mined based on the interviews with the experts and operators, so as to provide effective basis for the paper.

2.2.2 Field investigation

Due to the particularity of this study, the author has personally visited 15 youth amateur basketball clubs which were randomly selected in Zhuhai, and then selected 5 of these clubs as the final objects for the study. In this process, the author has attempted to build amateur basketball clubs based on the club he used to work in and the operation condition in other 4 basketball clubs. Site location, construction scale, surrounding environment and economic level have all provided favorable conditions for this study.

2.2.3 Literature review

Combining with practical needs, the paper has retrieved key words in CNKI (China National Knowledge Infrastructure), domestic paper database and other databases, such as "business", "basketball club", etc. In addition, the paper has also made effective statistics on words such as "basketball club", "operation and management", etc. Among them, there were as many as 234 journals which were with high degree of relevance, and 45 of the journals were selected for in-depth analysis after a careful screening. After the above literature review was completed, the author has comprehensively understood the situation and

development prospects of basketball clubs in Zhuhai, and has clarified the framework and ideas of the study. Meanwhile, the literatures have also consolidated the theoretical basis of the study.

2.2.4 Questionnaire

The survey used in this study was carried out based on scientific sports attitude and followed the principles of questionnaire, which comprehensively analyzed the investigated subjects. The title of the questionnaire and the method of questionnaire shall be clarified first; Then relevant questions were proposed according to the title of the questionnaire, which generally consisted of closed and open questions; At last, the beginning and end, and instructions of the questionnaire shall be properly filled in.

The questionnaire method adopted in this study adheres to the scientific attitude towards sports, and follows the principle of questionnaire, and makes a comprehensive analysis of the questionnaire objects. Then according to the questionnaire theme to formulate the relevant questions, generally can be divided into two types of closed and open questions; Finally, the beginning and end of the questionnaire and instructions should be filled in appropriately.

The distribution of questionnaire also follows the principle of sampling questionnaire, including 150 questionnaire to the students of 5 basketball clubs in Zhuhai and 31 to the coaches. Club coaches' questionnaires need to be issued and withdrawn in person. As students are younger, parents can help fill in the form. After recycling statistics and effective screening, the specific situation of questionnaire distribution and recycling can be learned. (As can be seen from Table 2-1)

Table 2-1 General situation of the distribution and collection of survey

Respondents	Questionnaires Issued	Questionnaires Collected	Valid	Collect Ratio	Effective Collect Ratio

Students	150	143	143 (N ₁)	95.33%	100%
Coaches	31	31	31 (N ₂)	100%	100%

(Note: The number of clubs investigated henceforth would be expressed by "v =5"; The number of valid questionnaires for club students will be indicated by "N₁=143". The valid number of coaches' questionnaires will be indicated by " N₂=31").

According to the statistical analysis of the distribution and recovery of questionnaires, 150 questionnaires were sent out, of which 143 were recovered, with a recovery ratio of 95.33%. 143 valid questionnaires were collected, and the effective recovery ratio was 100%. 31 questionnaires were issued to coaches, of which 31 were recycled, with a recovery ratio of 100%; 31 were effectively recycled, with an effective recovery ratio of 100.00%.

3 Research results and analysis

3.1 Analysis of Zhuhai youth amateur basketball Club

3.1.1 Number and distribution of clubs

Combined with practical research and data statistics, it can be seen that there are more than 20 youth amateur basketball clubs in Zhuhai. This study selected five representative clubs. The following table shows the distribution of the environment of these five clubs through investigation and visits. (As can be seen from Table 3-1)

Table 3-1 Distribution of basketball courts of Zhuhai Youth Amateur Basketball Club (Wu 2021)

School	Stadium	gym
0	3	2

Based on Table 3-1, it can be found that Zhuhai Youth basketball Club does not cooperate with schools, and three of the stadiums where the clubs are located are operated and managed by government departments. There are two clubs that are set up in fitness gyms, which operate as rental.

3.1.2 Number of club basketball courts

The number of basketball courts in the club gym is a prerequisite for the project training. In basketball training, the number of basketball courts determines the number of students that can be accommodated. According to the field survey of Zhuhai youth training basketball Club, the distribution of basketball courts is shown in the table below. (As can be seen from Table 3-2)

Table 3-2 Number of Basketball Courts of Zhuhai Youth Amateur Basketball Club (Wu 2021)

Club Name	Number of basketball courts
Future Star Youth Basketball Club	1
Chinese Youth Basketball Club	1
Youth Basketball Development League	2
Beyond Basketball Youth Club	2
"Little Basketball" Youth Basketball Club	1

As can be seen from the table above, each of the three clubs has a basketball court. The other two have two basketball courts each. Also combined with field research, we learned that Chinese youth basketball club, future star youth basketball Club, and "Little basketball" youth basketball club have smaller courts, so the number of students can be increased by increasing the number of training. On the other hand, Beyond basketball youth club and Youth basketball development league have two basketball courts. After field investigation, we know that these two clubs have a large scale and a large capacity for students.

3.1.3 Type of club's courts operation

There is a close cooperative relationship between the club and the basketball court, the latter can be an important part of the former, professional basketball court is often the main reason why the youth amateur basketball club is difficult to achieve the qualification, understanding the relationship between the two has a very important role for the development of the club. In this regard, this paper investigates the basketball courts of 5 youth amateur basketball clubs in Zhuhai, and the specific results are as follows:

Table 3-3 type of club's courts operation of Zhuhai Youth Amateur Basketball Club (Wu 2021)

operation types	lease	Club owned
The number of	4	1

According to the survey data analysis, it can be found that at present, the majority of clubs and basketball courts carry out cooperation through leasing, and the number of them reaches 4. The remaining 1 basketball court is owned by itself, Beyond basketball court youth basketball clubs.

3.1.4 The club's way of recruiting students

The students in the club are the key to promote its sustainable development, and the publicity of recruiting students is an important part of the club's operation and an important link to ensure its normal operation. This paper investigated the publicity methods of 5 youth amateur basketball clubs in Zhuhai, and the specific results are as follows:

Table 3-4 Survey on publicity mode of 5 youth amateur basketball clubs in Zhuhai (Wu 2021)

Propaganda way	The number of
network platform	5
telephone promotion	2

Community promotion	4
The advertising company	1

Through the data survey, it is found that 5 youth amateur basketball clubs in Zhuhai have adopted the form of network publicity in their publicity. This data shows that in the current rapid development of Internet technology, the way of publicity through network platform has the advantages of fast transmission speed and low-cost consumption. Two of the clubs have adopted telephone promotion, which shows that they have invested a lot of money in promotion channels. Among them, 4 clubs adopted the form of community promotion, which indicates that the surrounding community construction and housing population of these 4 clubs are relatively perfect. Although this publicity method can attract more students to participate in, it costs a lot of manpower and time. Among them, only 1 club adopted the advertising company's way of publicity, which indicates that the advertising company's way of publicity costs a lot of investment.

This part of the research carried out in the form of questionnaire, which is conducted on 143 students from 5 youth amateur basketball clubs in Zhuhai city.

3.2 Gender structure distribution of club students

Basketball is a physical confrontational sport centered on hands. In sports activities, the overall physical quality of boys of the same age is better than that of girls, leading to the imbalance in the gender structure of actual training activities. At present, with the rapid development of sports, it is of great value to understand the gender structure distribution of students in basketball training programs for the future development of basketball. In this paper, the sex ratio of students in 5 youth amateur basketball clubs in Zhuhai city is statistically analyzed, and the specific results are as follows:

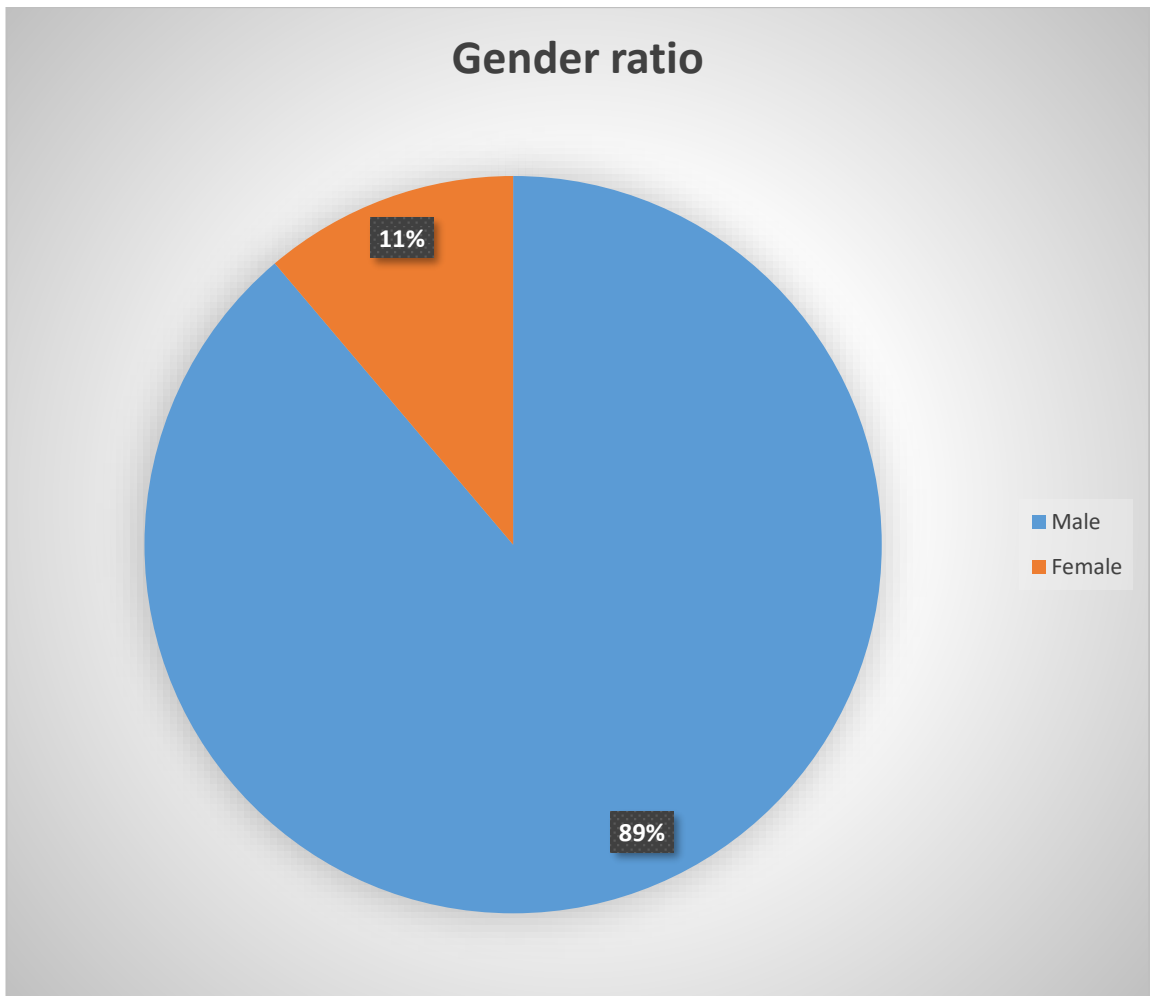


Figure 3-1 Sex ratio of students in 5 youth amateur basketball clubs in Zhuhai (n=143) (Wu 2021)

This survey data comes from 143 students in 5 clubs. Through data statistics, it is found that 89% of boys participate in basketball training, and 11% of girls participate in basketball training. Basketball has a certain impact and intensity, and most girls are not suitable for too intense confrontations, so the number of boys participating in basketball training is more than that of girls. Moreover, when choosing hobbies or professional training, boys will focus more on intense sports such as basketball.

3.2.1 Age distribution of students in the club

Most of the middle school students in the youth amateur basketball club are between 6 and 18 years old, and the club will recruit some older members according to the venue demand and training demand. A clear age distribution of club students is conducive to better publicity and recruitment, development of training programs, implementation of internal training management and other activities. In this regard, the age structure of students is divided into five stages, namely, 6-8 years old, 9-11 years old, 12-14 years old, 15-17

years old, 18 years old and above. Therefore, this paper makes statistics on the data of student age ratio, and the specific results are as follows:

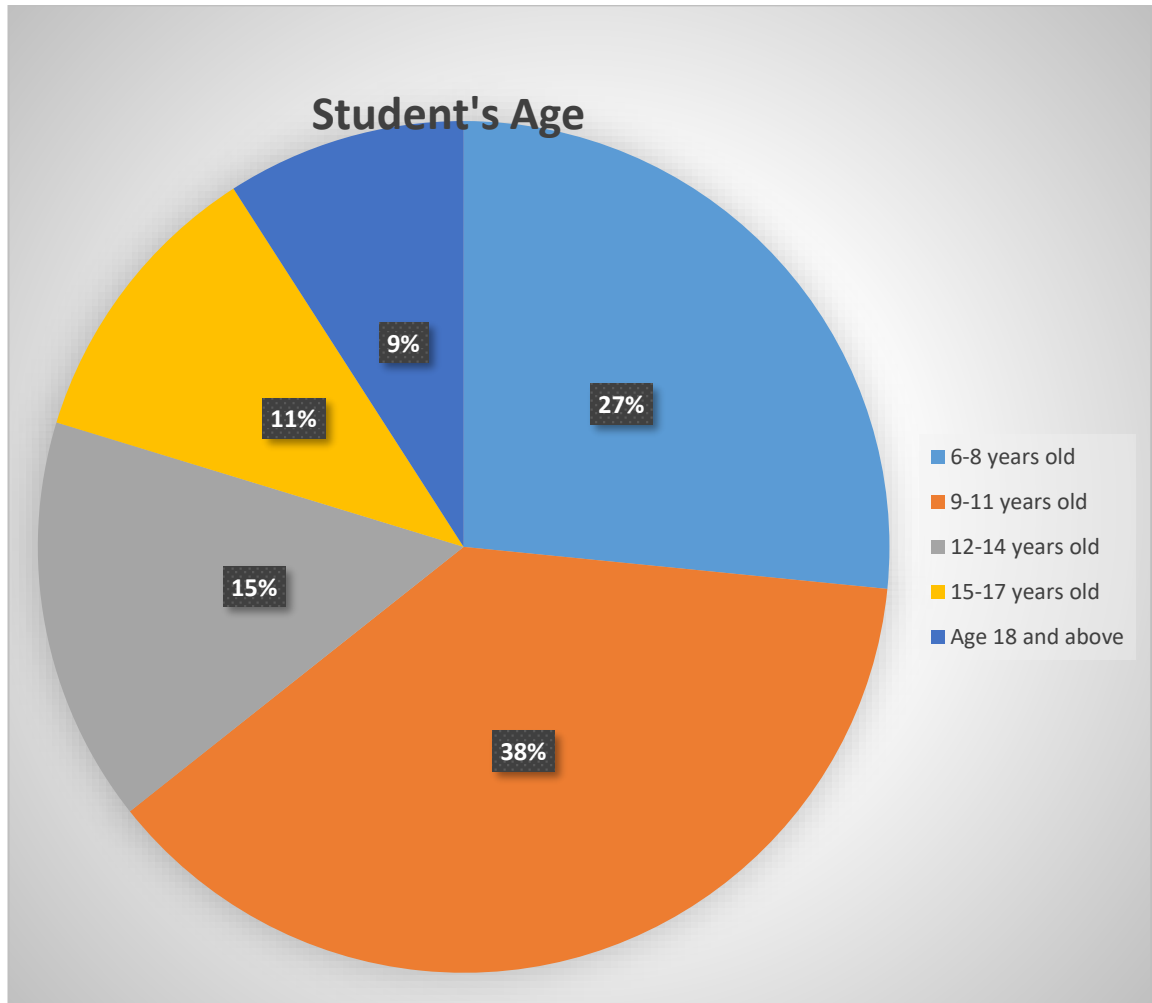


Figure 3-2. Age ratio of students in 5 youth amateur basketball clubs in Zhuhai (n=143) (Wu 2021)

This survey data comes from 143 students in 5 clubs. Through statistics, 38 students aged 6~8 (27%), 54 students aged 9~11 (38%), 22 students aged 12~14 (15%), 16 students aged 15~17 (11%), and 13 students aged 18 and above (9%). Through data analysis, it is found that age increase is negatively correlated with the proportion of students, that is, the older the number of college students is, the less the proportion is. More than half of them are from 6 to 11 years old, which indicates that students at this stage are in the best stage of physical development and basketball skills improvement. They have a strong ability to accept new things, and there may be other curriculum activities in addition to basketball training activities. The learning ability and basketball skills of students aged 12 to 14 are slightly higher than those of the previous stage, and their psychological quality grows with age, and they will gradually form excellent spirits such as courage and struggle in the process of participation. At the age of 15 to 17, students are in the puberty stage. Students participating in basketball training at this stage can improve their physical

quality, but the number of students participating in basketball training decreases compared with the previous two stages because of academic pressure. Most of the students aged 18 and above are in the stage of entering college or just entering college. Affected by the pressure of entering college and learning factors, they maintain their love for basketball activities, but lack the corresponding participation time, resulting in fewer times and hours of participation.

3.2.2 Motivation for students to participate in basketball club training

The motivation of club students to participate in basketball training is abundant, including physical exercise, improving basketball skills, love basketball activities, etc. In this regard, this paper conducted statistics and investigation on the motivation of students in five youth amateur basketball clubs in Zhuhai, and the specific results are as follows:

Table 3-5 Motivation for students to join clubs (Wu 2021)

Motivation	Select frequency	The proportion	ranking
Interest in basketball	140	97.9%	1
exercise	135	94.4%	2
Improve basketball skills	98	68.5%	3
Parents' request	95	66.4%	4
social contact	77	53.8%	5

Activity	49	34.2%	6
The exam training	27	18.8%	7

According to the data survey, 140 students (97.9%) are motivated to join the club because of their interest in basketball. Their inner motivation for participating in basketball activities is their love for basketball. 135 students (94.4%) joined the club for exercise, believing that sports activities are good for their health. Ninety-eight students (68.5%) joined the club to improve their basketball skills, believing that only training can improve their basketball skills. The motivation for 95 students to join the club is their parents' request, and most of these students are guided by their parents' wishes. 77 students were motivated by a need to socialize, suggesting that clubs provide opportunities for students to socialize and make friends. The motivation for 49 students to participate in basketball club activities was extracurricular activities, and their purpose of participating was to develop their interest in basketball. Only 27 students joined the club motivated by exam training. These students are preparing for the high school entrance examination or college entrance examination. Most of them are students majoring in basketball or want to apply for basketball-related majors, so the number of them is much smaller than that of other motivation types.

3.2.3 The number of times a student participates in basketball practice each week

The number of weekly training of a student is positively correlated with the number of weekly classes of the club, so the number of weekly training of students in the semester can reflect the operation status of the club from the side. The diversity of skills and needs will determine the number of sessions per week. As trainees become more skilled, the number of sessions they need each week increases. The following table shows the weekly training times required by students of five youth amateur basketball clubs in Zhuhai:

Table 3-6 Statistics of weekly basketball training times of Students in Zhuhai Youth Amateur Basketball Club (Wu 2021)

Times/week	Number of people	Percentage

1	23	16%
2	96	67.1%
3	17	11.8%
More than three times	7	4.8%

As can be seen from the above table, there are 23 trainees who need to be trained once a week. They have a limited number of hours per week available for training, but their need for exercise is constant. 96 students need to arrange training twice a week, accounting for 67.1% of the total number of students, and the class time of this group is mostly concentrated on Saturday and Sunday. There are 17 students who need to be trained three times a week, and they have certain needs for basketball training. There were seven students who needed more than three training sessions a week, and they usually had to take exams.

3.3 Analysis of coaches of Zhuhai youth amateur basketball club

In this part of the study, 31 coaches from 5 youth amateur basketball clubs in Zhuhai were surveyed by questionnaire.

3.3.1 Age structure of coaches

The experience and ability of coaches are restricted by age. To some extent, the age structure of coaches plays a decisive role in the overall coaching level of football clubs. The distribution of age structure of coaches can reflect the operation and management of the club. This survey uses this data as support and divides it into four structures. Age survey of 31 coaches in 5 youth amateur basketball clubs in Zhuhai

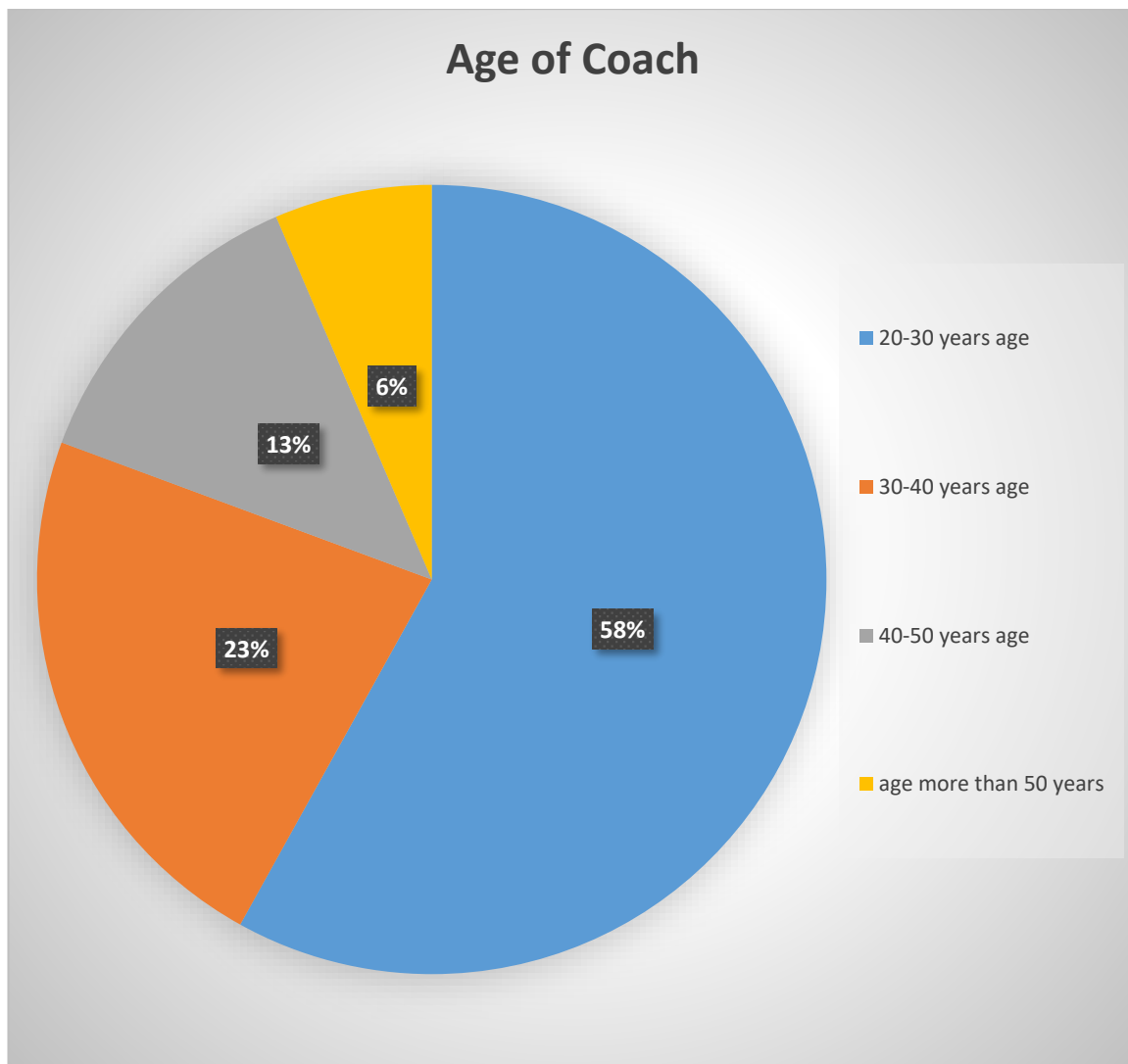


Figure 3-3 Age ratio of coaches in 5 youth amateur basketball clubs in Zhuhai (Wu 2021)

According to the survey, there are 18 coaches in their 20s, accounting for 58 percent of the total coaches. This shows that most of the club's coaching staff are relatively young. Seven coaches are between 30 and 40 years old. Four coaches are in their 40s and 50s. The number of coaches aged 50 or older was the lowest, with only two. The analysis of this data shows that coaches tend to be younger in age. Coaches between the age of 20 and 40 account for more than half of the total number of coaches. They have a positive attitude and are full of enthusiasm for work, which plays a good supporting role in maintaining the good operation of the club.

3.3.2 The professional background of the coach

The popularity and rapid development of youth amateur basketball has promoted the increase of the number of basketball coaches. In order to ensure the professionalism of basketball coaches, their professional background should be strictly checked. Therefore,

clubs should pay attention to the understanding of their professional background when hiring and training coaches. This study investigated the background of coaches of zhuhai youth amateur basketball club, and the situation is as follows:

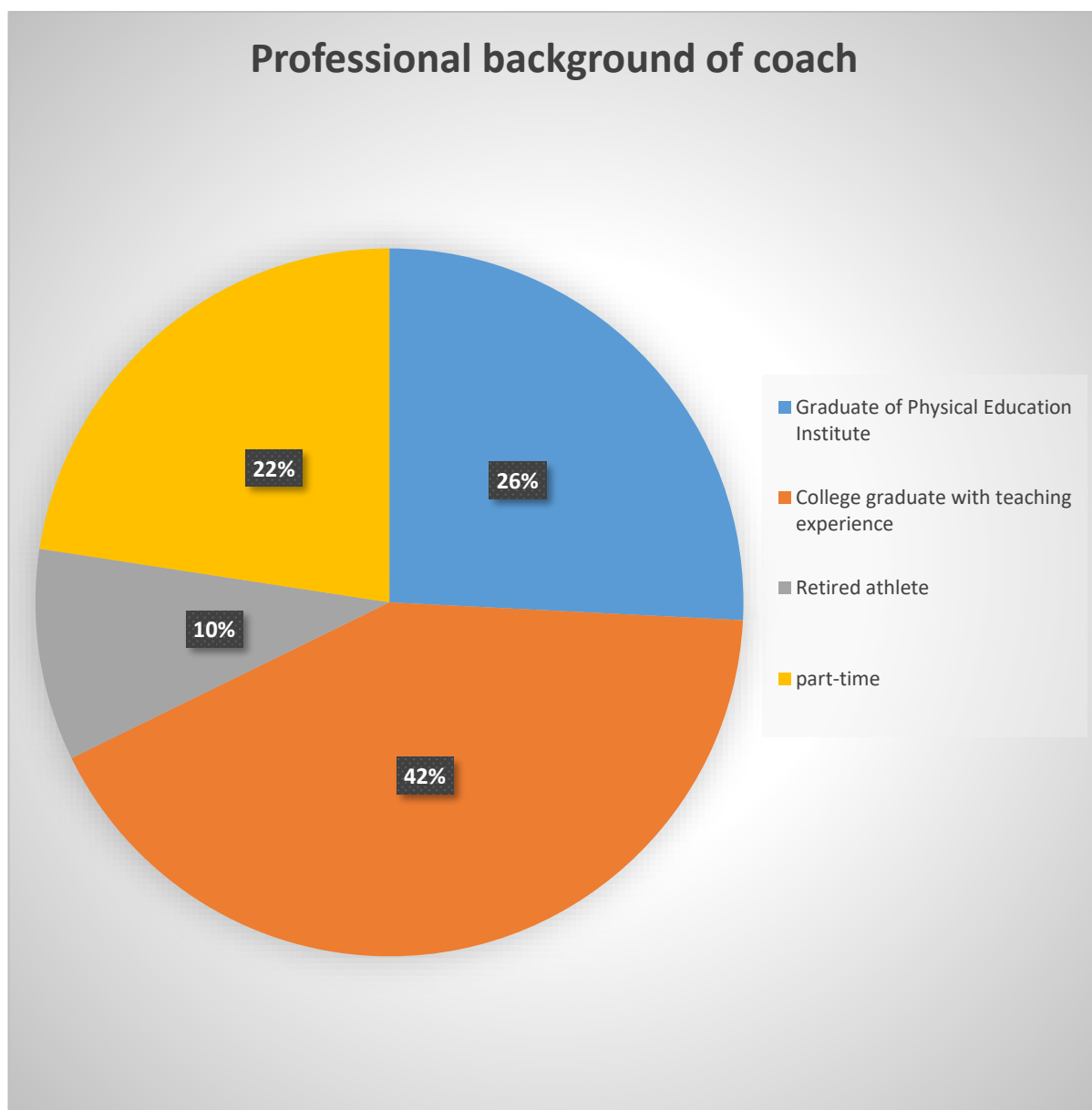


Figure 3-4. Professional coaching background of five youth amateur Basketball clubs in Zhuhai (Wu 2021)

According to the data in the figure above, the coach team of the club is composed of 7 part-time staff, 3 retired athletes, 13 graduates with teaching experience and 8 graduates of sports colleges, accounting for 22%, 10%, 42% and 26% of the total number of coaches respectively. It can be analyzed that the coaches of zhuhai youth amateur basketball club come from complicated sources, but they have certain professionalism.

3.3.3 Coach salary

Salary is an important factor in the formation of coaches' sense of responsibility and enthusiasm. The higher the salary the coach gets, the higher his sense of responsibility and enthusiasm towards work. This survey analyzes the salary of 31 coaches in 5 youth amateur basketball clubs in Zhuhai city.

Table 3-8. Coach's salary per class (Wu 2021)

Salary	The number of	The percentage
50-80 yuan	7	22.5%
81-120 yuan	13	41.9%
121-150 yuan	10	32.2%
More than 150 yuan	1	3.2%

According to the above table, a total of 31 coaches were investigated, among which 7 coaches were paid 50-80 yuan per class, accounting for 22.5% of the total. 13 coaches were paid 81-120 yuan per class, accounting for 41.9% of the total. Ten coaches earned 121-150 per class, accounting for 32.2% of the total; Only one coach earns more than 150 yuan per shift. From this analysis, it can be seen that the overall salary of coaches in Zhuhai youth amateur basketball club is 81-120 yuan, indicating that the group income is balanced and there is no polarization. At the same time, there are also 7 coaches whose salary is less than 100 yuan, which is bad for their sense of responsibility and enthusiasm, and then affects the development of the club.

3.3.4 Coaches attend training sessions

The number of coaches attending training directly reflects the club's emphasis on training, and also reflects the club's development prospects to a large extent. Combined with the survey results of 31 coaches in 5 youth amateur basketball clubs in Zhuhai, the statistical figure is as follows:

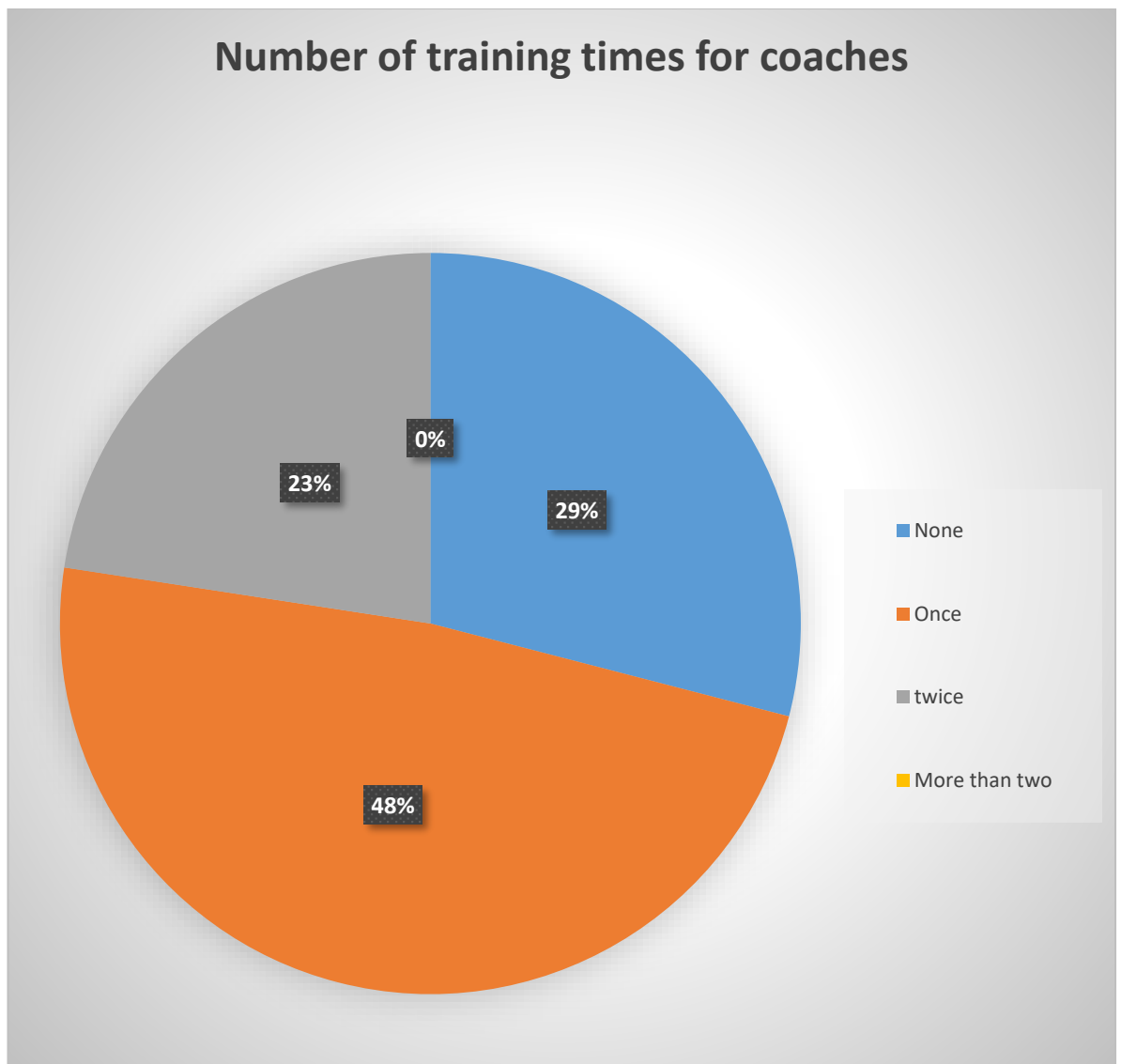


Figure 3-5 Training times of coaches of 5 Youth amateur basketball clubs in Zhuhai in recent one year (Wu 2021)

As can be seen from the figure above, there are 9 coaches who have not participated in any training activities this year, accounting for 29% of the total number of coaches. 15 coaches participated in one training session, accounting for 48% of the total number of

coaches; Nearly half of the coaches attended the training once a year; Seven coaches attended two sessions, accounting for 23%.

According to the above data, more than half of the coaches participated in the study this year, while up to 29% of the coaches have never participated in the study or training, which indicates that their enthusiasm for learning and the improvement of their own level are not high, and the club does not pay enough attention to their study.

3.3.5 The coaching level of the coach

In the differentiation of coaches' teaching level, the level of teaching certificate is the most direct standard and way. According to the relevant regulations of China Basketball Association, basketball coaches are divided into five levels:

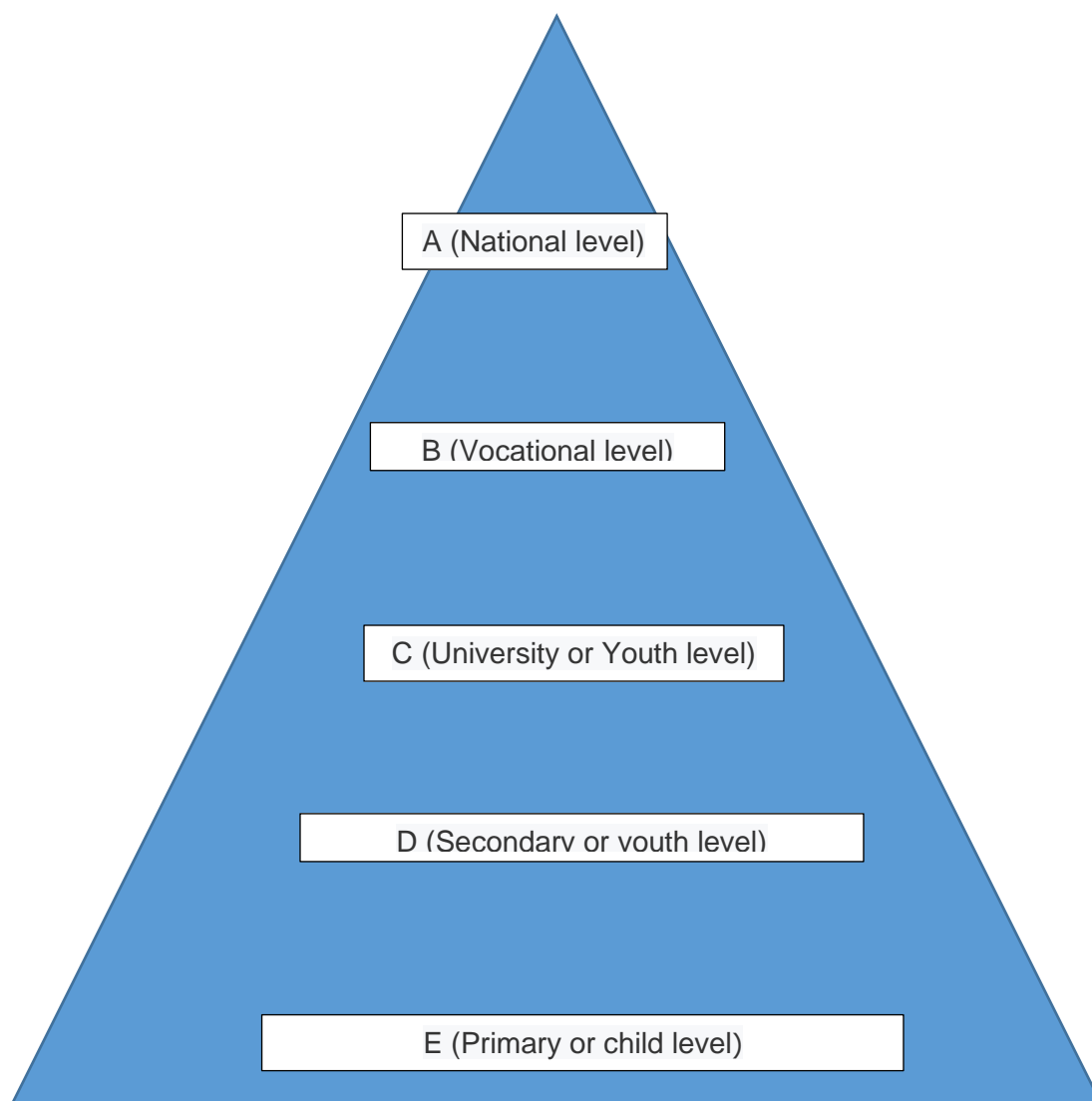


Figure 3-6. Level of Chinese Basketball coaches (Cba)

Combined with the actual research, the coach certificate situation is divided into four parts, which are classified as follows:

Table 3-8 Statistics of coach certificates (Wu 2021)

Certificate of level	The number of	The percentage
No coach certificate	16	51.6%
Level E coach certificate	10	32.2%
Level D coach certificate	3	9.6%
Level D or above	2	6.4%

According to the data in the table above, among the 31 samples participating in the survey, 16 did not obtain any coaching certificate, accounting for 51.6% of the total number of samples. There are 10 people who have obtained the E-level coaching certificate, accounting for 32.2% of the total number of samples; There are 3 people who have obtained D level coaching certificate, accounting for 9.6% of the total number of samples; There are two who have obtained D level or above coaching certificate, accounting for 6.4% of the total sample. According to the analysis of the data, there are few coaches with D level coaching certificate, and more than half of the coaches do not have the certificate. Therefore, the requirements of the coaches of Zhuhai basketball club for the qualification of coaches need to be improved.

3.4 Problems existing in amateur basketball clubs in Zhuhai

3.4.1 Problems of resources of basketball courts in the basketball clubs

A realistic problem is that polarization in Zhuhai is serious, and maybe this is caused by the uneven distribution of the population in the city. If the population in an area is too dense, there will be a variety of schools of all levels such as kindergartens and colleges. Students in these schools and colleges all need physical education lessons and trainings that related to basketball. In this condition, existing sports courts will be in short supply and the average area distributed to each person would be very small, which is not conducive to the basketball training.

Survey data has shown that, for the smooth operation of basketball training, some for-profit basketball clubs had leased their training courts to others, while some basketball clubs had cooperated with schools and colleges. Despite the lease or cooperation with schools, however, the ultimate ownership of the training courts belongs to the schools or the government, which is public. Nevertheless, some basketball clubs had invested and built their own training courts, or they had just bought these training courts.

While field investigation has shown that although the courts in most basketball clubs could meet the needs of usual basketball training of students, the number of students was limited to a certain amount. Because once more students were enrolled, the training courts would be no longer enough for them. It has also been discovered that facilities in some sub-courts were old, which were not able to meet the requirements of basketball training in the new era. On this basis, it is recommended that each club can purchase more advanced auxiliary equipment such as the electronic scoring screen, electronic timer, and video equipment for recording and replaying the movements of the players in the games. In this way, not only more students will be attracted and the enthusiasm of existing students will be enhanced, but also, more importantly, it can ensure that the club is kept pace with the time and their normal basketball training can be carried out. In addition, this will bring to the club greater competitiveness and influence, which will also maximize the efficiency of its operation. At last, if the basketball clubs choose to lease training courts or cooperate with schools to obtain the training courts, their time of training will be restricted. They can only arrange their training courses at weekends or holidays to avoid conflicts with the teaching arrangement in these schools. Therefore, this will seriously affect the training progress and efficiency of

students in these basketball clubs. From what has been discussed above, the shortage in training courts will seriously restrict the operation and development of basketball clubs. If this problem can be fundamentally solved, the sustainable and rapid development of basketball clubs will be achieved.

3.4.2 Issues on students of the club

Students are the main subject of the youth amateur basketball clubs. Analysis of the structure of students and their motivation for training is what a club should carry out. To be successful, the services in the clubs must meet the needs of students. According to a survey, 89 percent of the students are male and 11 percent are female. This gender differentiation has led to the fact that male students have become dominant in the basketball training market, and in this condition, there is still a great potential for the market of female students.

Most students practice their basketball training twice a week, which makes it difficult for them to master the basic skills of basketball. Basketball games are becoming extremely fierce today, thus a game will be lost if players are not skillful enough. Students tend to lose their interest in basketball if they have lost too many games. In this condition, a vicious circle will be formed, which will jeopardize the operation of the basketball club.

Generally, teenagers in China have a common disadvantage, poor physical quality, which is amplified in the competition with foreign students. There is a large gap between Chinese and foreign students, not matter in height, strength, or speed and stamina. While sports can help teenagers build up their body strengths. Therefore, to improve physical qualities of teenagers, basketball clubs shall spend more time in relevant guidance and cultivate their ability both in theory and practice. Moreover, teenagers are fragile in psychology, who tend to escape from difficulties rather than overcoming them. On this basis, teachers should develop more related courses to improve the mental endurance of the students and help them with both physical and mental development.

3.5 Development measures of youth amateur basketball clubs in Zhuhai

3.5.1 Adjust the ratio of male and female students and increase the number of trainings

Basketball clubs shall adjust the recruitment scheme, so as to increase the ratio of female students. Training schemes based on the physical condition of female students shall be scientifically formulated. Meanwhile, attention should be paid to the experience of female students during their learning. In this way, basketball will then become charming in female groups which will cultivate a batch of excellent female basketball players for our country. Basketball clubs shall organize special basketball games for female students, so as to strengthen their basketball awareness, provide a wider space for their development in basketball, thus attract more female students to join the clubs. In this way, basketball will become more popular among females and the basketball clubs will be more influential as well. Basketball clubs shall actively adjust the recruitment policies, emphasize on the cultivation of female students, so that the development of the basketball clubs will be more rapid and healthier.

Basketball clubs shall provide more practicing opportunities to let students practice themselves in games. In this way, students in the clubs will have more chances to consolidate what they have learned in the training courses and exercise their comprehensive abilities in practical practices. Through long-term practices and exercises, the abilities of students in the application of basketball skills and learning abilities of basketball theory will be both be enhanced. Basketball clubs can organize friendly matches, or regional matches with each other. Different basketball clubs can exchange and play games with each other, understand the advantages of other clubs while knowing the disadvantages of themselves. In this way, basketball clubs will develop more healthily and the skills of their students will also be enhanced.

3.5.2 Formulate basketball training courses

There are certain differences in physical and psychological qualities of students of each age group, such as the ability of psychological adjustment and tactical thinking, as well as basketball skills. Basketball clubs shall take "human-orientation" as their concept, focusing on the personal characteristics of their students. Management staff and coaches in the basketball clubs shall be good at analyzing the characteristics of students, designing differentiated management strategy, understanding their ideas and emotions, efficiently improve their

skills, meeting the development needs of students to the greatest extent, and satisfying students and parents.

According to survey, most basketball clubs focus on training of basketball skills, but not professional in basic theories of basketball. This type of training is effective in short time that students can improve their skills rapidly. However, it is not beneficial to their long-term development in basketball fields. With the development of basketball, good basketball qualities are no long limited in only skills, the understanding of basketball, tactical arrangement are becoming more and more important. Basketball clubs need to improve their training programs to satisfy the diversified and integrated needs of students, and enhance the interestingness, entertaining and knowledge of basketball courses. At present, many basketball clubs still use conventional training courses. Thus, the update of courses and innovation will play a key role in their further development. Basketball clubs in some developed cities in China have achieved more in the innovation of training courses, many of which have launched bilingual training and teaching, as well as introduced some advanced foreign concept in the training.

3.5.3 Improve the rating system for coaches

The most important indicator for the evaluation of coaches is the performance of students. Basketball clubs shall develop a system that reflects the learning condition of students, thus accurately evaluate the professional qualities of coaches. When the basketball qualities of students are improved, the training mode and concept of their coaches are recognized, as well as their abilities. Therefore, basketball clubs shall develop a system to evaluate the abilities of coaches according to the assessment of the abilities their students.

Furthermore, parents' understanding of the skills and abilities of students mainly come from coaches, which also reflects the level of coaches through the communication between parents and coaches. Therefore, parents also play an important role in the evaluation of coaches.

The development of basketball clubs highly depends on the abilities of coaches, thus, to build a competitive coach team is an important means to enhance the competitiveness of basketball clubs. To improve the abilities and level of coaches, basketball clubs shall develop an effective coach evaluation system to accurately evaluate the professional qualities

of coaches. The evaluation on coaches includes basketball skills and theories. The personal ability of coaches is the foundation of teaching. Only when the coaches have good professional qualities can they provide scientific training programs for students, accurately find their problems and weakness. Meanwhile, a coach with good professional qualities will also become a model and idol to students, thus increase their interest in basketball. Therefore, higher standards in the evaluation of the professional skills of coaches shall be formulated and implemented. In addition, basketball theory has been playing a pivotal role in basketball teaching. If coaches lack theoretical knowledge, they tend to be at loss in the guidance of training.

3.5.4 Improve the professional level of coaches

Coaches play a pivotal role in the development of teenagers' basketball qualities. In other words, the skills and concepts of coaches themselves are references to their students, who follow what their coaches do. The quality of basketball training and the effectiveness of the training of their students are closely related to the coaches. The skills, tactics and understanding of basketball of coaches have a subtle influence on their students. Coaches are not only organizers but also practitioners, thus, it is necessary to build a coach team with high comprehensive quality and good professional ability.

Aiming at the practical problems existing in the coaches of youth amateur basketball clubs in Zhuhai, the paper has put forward the following strategies for reference. Basketball clubs shall increase investment in classes for training and advanced training, so that coaches will also be trained at work. Meanwhile, coaches can take part in professional qualification and title examinations, so that they will make further progress in this field. Secondly, basketball clubs can invite outstanding foreign coaches to share their experience in the understanding and training of basketball, broadening the horizons of coaches and enriching their understanding in basketball. In addition, basketball clubs can regularly organize practicing activities. Each activity can be planned by different coaches to exercise their organizing ability and innovation ability, so as to improve their personal comprehensive qualities. In this way, basketball clubs and coaches will be more closely connected, helping each other and making progress together, and improving the capability and quality of the whole team.

4 Conclusions and suggestions

4.1 Conclusion 1

Generally, most basketball clubs are located in population-centered places, especially in the downtown of a city and around schools. These basketball clubs are mainly small and medium in size and they are operated in the form of leasing. Basketball clubs mainly serves students from primary and middle schools. The ratio of male students to female is normally large, where female students are rarely seen in the basketball clubs. In fact, for the larger number of male students, they are more self-dependent and active in basketball training. Although they have many things to learn in cultural lessons, which will occupy a lot of time and thus leave not much time for them to train, they can still learn something in the basketball training. The peak business hour of basketball clubs are weekends, when students take part in the training with their parents accompanied with them. This time arrangement of training and not- high expenses of the training can meet the needs of parents.

4.2 Conclusion 2

Coaches in basketball clubs are seldom focusing on the teaching of the basic theories of basketball. It is also difficult for them to guide each student according to the thinking and action of him/her, which results in the deficiencies in the foundation and will of the students. The comprehensive qualities of coaches in basketball clubs are generally normal, which can only meet the needs of primary learners of basketball. In the long run, coaches in the basketball clubs lack learning ability and career planning, the benefit and profit they can bring to the basketball clubs are only short-term. Many coaches rely on online enrollment, who do not pay attention to develop their own customers. In addition, they are casual in the training courses, who cannot guide the students according to their own weakness. Management staff and decision makers in the basketball clubs are most often derived from coaches, who are weak in management consciousness, and who do not reasonably distribute resources. In this condition, threats will be caused to the internal management structure of the basketball clubs.

4.3 Suggestion 1

The government shall take part in the management works, release policies for the operation of sports courts, and use administrative measures to reorganize the resources for

these courts. Sports courts can be open to the society, funds and technical support in the construction of basketball courts can be applied, or the area of the basketball courts can be increased. Basketball clubs can also develop themselves under the cooperation with schools. In addition, basketball clubs shall be operated under laws and regulations, so that mutual benefit will be achieved.

4.4 Suggestion 2

Basketball clubs shall enhance communication and cooperation with each other, organize friendly games, invitation games, so as to enhance sports and culture exchange between them. In this way, students in the basketball clubs will be able to take part in games, and communicate with other students in basketball skills, training experience, etc. Management staff in the basketball clubs can also communicate with each other to discuss with each other on business concepts, business mode, management experience, business innovation, etc., so as to provide students with higher quality of basketball training, and provide coaches with better platform for their personal development.

4.5 Suggestion 3

In terms of coaches, emphasis shall be placed on the evaluation of their professional ability and quality, and professional training shall be provided to them to enhance the comprehensive teaching level of the coach team. In terms of facilities in the basketball clubs, emphasis shall be placed on the update and maintenance of the facilities, so as to safeguard the safety of coaches and students. Meanwhile, more high-tech and high-level training equipment and facilities shall be provided.

5 Discussion

I did some research on Zhuhai youth amateur basketball club, including the number and distribution of the club, club courts operation type, the recruitment of students propaganda way, student gender structure distribution, club students age structure distribution, the motivation of students to join the basketball club training, the number of students take part in the basketball training every week, Zhuhai juvenile amateur basketball club coaches age structure, the coach's professional background, coaches, salary, The coaching level of coaches participating in training and coaches.

In addition, found three main problems: about the club basketball stadium resources, club students, club coaches.

To complete my study, I went on field trips to each club. I conducted a survey of the club's players and coaches. In addition, consulted the relevant literature. It was a long process, and I put a lot of time into collecting data. However, in the questionnaire survey, the work went very smoothly.

My suggestion is that the Zhuhai government should participate in the management work, let the school sports courts in the spare time reasonable use, use administrative means to restructure resources. The school's internal courts should be open to social personnel, and they should apply for financial and technical support for the construction of basketball courts, or increase the area of basketball courts, etc. Youth amateur basketball clubs can also work with schools to help each other and promote the development of the sports industry.

Basketball clubs shall strengthen exchanges and cooperation, interact, exchange and promote each other in basketball skills and training experience.

In terms of coaches, we should pay attention to their professional ability, assess their professional ability, and arrange regular training.

I think I'm doing a good job. Because from August to now, I have a lot of internship tasks. I need time off from work to finish my paper. I could have done better on some of the details in the paper. For example, the imbalance between male and female students is related to the gender of coaches. In addition, the relationship between the operation of the

club and the parents of the students. I have not considered these problems before, so I need to think more comprehensively in the future.

Through the study of Zhuhai youth amateur basketball club, I learned to find problems based on the actual situation, because the problems in each region are different, and the problems encountered in developed cities may not be encountered in Zhuhai. Similarly, Zhuhai's problems are not necessarily the same in other cities. I also learned to look at problems from different angles. What is more important is to improve my own working ability, while working, while learning. Make sure you use your time wisely.

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7 Acknowledgement

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