

Research on the Development of the Chinese Basketball Industry

Fan Ding^{1,a,*}

¹*Northeastern University 360 Huntington Ave, Boston, MA(Massachusetts) 02115 The United States
ding.fan@northeastern.edu*

**corresponding author*

Abstract: Professional basketball and the youth basketball development system are two main fields for improving the situation of Chinese basketball. By comparing the Basketball Professional League and youth basketball development systems between China and the United States, we discovered that the Chinese basketball system needs to be combined with education, the Chinese training model is outdated and incomplete, and the nationwide system has hampered the development of professional and youth basketball. Moreover, we found that China has a large number of basketball fans; national policies can help the development of the basketball industry; and China has rapid economic development. Eventually, Chinese basketball needs to focus on combining sports and education, absorbing advanced training systems, and establishing a sound management system.

Keywords: basketball industry, youth basketball development system, sports industry

1. Introduction

Driven by the Chinese promulgation of the document "Several Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption," the development of basketball has gradually become more important. Vigorously developing the sports industry, improving the industrial layout, and filling in the blanks are the primary tasks of Chinese sports work. As a collective sport, basketball has a strong history of development and popularization, a high degree of public attention, and a large market development space. Its status in the sports industry cannot be ignored. It is necessary to strengthen the publicity of sports events, take the competition and performance industry as an important development target, vigorously develop a variety of sports events, and promote the rapid development of professional events.

The rest of the paper proceeds as follows: Section 2 compares the Chinese and American Basketball Professional Leagues and the youth basketball development system. Problems existing in the Chinese basketball industry are presented in Section 3. The advantages and potential of the Chinese basketball industry are presented in Section 4. Finally, Section 5 concludes the paper.

2. Basketball Industry Between China and America

2.1. Comparison of Chinese and American Youth Basketball Development Systems

Since the founding of New China, the Chinese sports system has begun to imitate the former Soviet Union in the sports system, drawing lessons from the training model of the former Soviet Union and also conducting selection and training of sports talents in the way of the "nation-run sports system" [1]. A relatively mature and perfect model and system of reserve talent training and development has been developed in American basketball, which gives the United States a long-term hegemonic position in the world of basketball [1]. Different from China, the cultivation of youth basketball in the United States does not rely on government policies but mainly relies on two forms of club institutions (school and society).

2.1.1. Cultivating Models of Chinese and American Youth Basketball

There are two kinds of path selection for cultivating models of Chinese youth basketball. Yu Shen, & Yunhai Chen concludes that the basketball cultivating model in China is based on the national sports culture and a school education teaching system complemented with training, but for the development of Chinese basketball reserves, the national sports training system still plays a major role [2].

The cultivating mode of "combination of sports and education" represents the level of competitive sports in the United States. According to Zhao, Y., & Tian, F, with a population of 300 million, the total number of athletes in secondary schools and universities in the United States can reach 800,000 [3].

2.1.2. Training Models of Chinese and American Youth Basketball

All sports resources have been allocated by the nation since the beginning of the People's Republic of China [3]. At the same time, the selection and training of athletes are also coordinated by the nation. Outstanding basketball talents are selected for amateur sports training teams, physical sports schools, provincial sports teams, and even national teams. However, by attaching too much importance to the game results and neglecting the imparting of personal skills, the training mode is monotonous and boring, and too much emphasis is placed on the intensity of training.

The United States has a complete training system. Since the age of six, American children have been playing basketball [4]. Middle and primary schools have become critical stages in students' basic skill development. During the holidays, students will also plan basketball summer camps led by professional coaches and outstanding players to help them improve their fundamental skills. Moreover, their main task in high school was to learn cultural knowledge and technical tactics. Because of the characteristics of the constitution and the development of American teenagers, they attach importance to comprehensiveness in training and require them to improve comprehensively in basketball skills and tactics [1].

2.1.3. Organization Systems of Chinese and American Youth Basketball

The sports management system in China is made up of a government-dominated sports bureau system and a social sports management system. Moreover, under the social sports management system, there are two molecular systems, namely, the social specialized sports management organization and the social non-sports specialized management organization [5]. The relationship between superiors and subordinates in this system is simple and clear.

The American youth basketball training system is organized and managed by the American Amateur Athletic Union (AAU) [1]. Associations from above to below include the National League of State High School Associations, state athletic associations, regional school athletic associations, and intra-school societies and basketball clubs. The advantage of this organizational system is that the broad masses and social organizations can also participate in it. The federal government does not invest much money, which mainly comes from the donations of enterprises, social groups, and individuals.

2.2. Comparison of the Chinese Basketball Association and the National Basketball Association

After 27 years of development, the CBA has become the most famous professional sports event in China today. An, X. research indicates that China established the Chinese Men's Basketball League A in 1995 [6], and in 2005 it was officially renamed the Chinese Men's Basketball Professional League (CBA). The National Basketball Association (NBA), after more than 70 years of ups and downs, has grown from a little-known minor league to the world's highest-level basketball competition with 30 teams today. The NBA's operational model has become a benchmark for professional sports league development models in other countries in the world as it is among the most successful in the world's sports industry.

2.2.1. Organization Systems of the Chinese Basketball Association and the National Basketball Association

At present, there are two forms of ownership of CBA teams in China. The first is the joint club between the provincial and municipal sports committees and the enterprise. The sports committee provides coaches, athletes, and training halls, and the enterprise provides funds. This kind of joint club belongs to the sports committee and the enterprise. The vast majority of teams in the CBA are formed in this way. The second is the sole proprietorship of the enterprise to run the club, and the ownership of the club belongs to the enterprise [7].

The organization model of the American professional basketball industry is composed of both clubs and leagues [7]. From a legal point of view, each club in the American professional basketball industry is a for-profit commercial company with an independent legal person, and the team owner has all the rights of the team. Furthermore, the board of directors of the professional basketball industry in the United States is the highest executive authority. It is composed of the owners of 30 teams or representatives designated by the owners.

2.2.2. Talent Cultivation Chinese Basketball Association and National Basketball Association

The selection criteria for CBA are divided into two methods. Firstly, each team has its own youth system, and this is the CBA's main selection method. Secondly, since the CBA draft began in 2015, the enthusiasm of Chinese CUBA (Chinese University Basketball Association) college students to participate has not been very high, and 19 teams abstained in the first year [8].

The basketball education and training received by reserve talents are relatively systematic in the United States. Elementary school students are working hard in their spare time because more than 1,400 universities continue to absorb outstanding basketball talents with high scholarships, providing the best basketball talents for NBA clubs through college leagues every year [2].

3. Problems Existing in the Chinese Basketball Industry

While Chinese basketball has experienced significant growth in recent years, some problems still persist that are preventing the industry from developing as rapidly as other countries.

3.1. Sports and Education Cannot Combine Well

According to Gao Zhi, "sports" and "education" have not been well combined in the training of Chinese youth basketball talents. Therefore [9], at the social level, there will be a lack of attention to campus basketball and a lack of corresponding resource guarantees. At the school level, they will increase the enrollment rate of primary and secondary schools, so they ignore the value factors of basketball on campus. Under the background of today's social development, Chinese exam-oriented education is still dominated by society [9]. In the teenage years, if an athlete wants to focus on developing basketball skills, he will go to physical school and have little chance of further academic development. As a result, the separation of the sports system from the education system, the overemphasis on sports training, and the neglect of cultural courses have prevented athletes from developing comprehensively.

3.2. The Training Method is Solitary and Obsolete

The training of basketball players in China is relatively singular, and the cultural quality is relatively weak. Unlike the United States, most Chinese youth basketball teams have only one coach, and the training methods are more traditional and lack advanced scientific methods. For example, many big young Chinese players are not allowed to dribble in games, and coaches do not set up training for dribbling in practice. However, dribbling is a fundamental skill for the training system in the US. In recent years, China has started to try out new ways to train, like combining sports with education, socialization, and professionalism. However, these methods are still in their early stages.

3.3. Centralized Management of Government

The government occupied an absolute dominant position in the Chinese youth basketball training system. These include the training of athletes, the participation of athletes and coaches in competitions, the funding of competitions, and the placement and responsibility of related matters [3]. This system results in not all youth athletes being given equal opportunities because sports bureaus focus on getting better results. Furthermore, the property rights of the clubs are not clear, and the co-organizers of co-organized clubs cannot achieve unity of power and the same goals when the interests and development directions of the two parties are different [7]. Therefore, most clubs in the Chinese Basketball Association need to follow the leadership of the basketball associations and sports bureaus, and they do not even have the discretion to appoint players and coaches.

4. The Advantages and Potential of the Chinese Basketball Industry

4.1. A Large Number of Chinese Basketball Fans

In China, the developing sports industry and its 1.3 billion prospective customers have captured significant attention from professional sports leagues all around the globe [10]. There are approximately 300 million basketball fans in China, and the country has over 0.65 million basketball courts [11]. This huge number of basketball fans can attract a lot of attention for professional basketball leagues and youth basketball development in China. The huge number of basketball fans means China has a larger basketball population, and more teenagers are involved in the development

of youth basketball. If more Chinese young people take part in basketball, China has opportunities to create more basketball talents in the future.

4.2. National Policies Help the Development of the Basketball Industry

The leaders of the Chinese government attach great importance to and care about sports development. Besides, General Secretary Xi Jinping has made important instructions on youth sports many times [9]. Sports make people healthy and strong-willed, which is an important guarantee for the long-term vitality of the country and the nation. Therefore, this requires functional government departments at all levels to effectively strengthen the implementation and maintenance of the system, establish an effective supervision mechanism, and effectively implement responsibilities in each school.

4.3. Chinese Rapid Economic Development

According to the National Bureau of Statistics of China, the Chinese GDP was 471.564 billion yuan in 2011. GDP had reached 14.6 trillion yuan by 2020, accounting for 17.5% of global GDP [12]. After America, second place. There is a high correlation between the sports industry and economic development. The sports industry should be based on a certain level of economic development. At the same time, the development of domestic demand, economic development and growth, and the construction of a socialist spiritual civilization all play important roles in the sports industry. Hence, rapid Chinese economic development can promote the development of the basketball industry.

5. Conclusions

Professional basketball represents the highest basketball level in a country. Furthermore, the youth basketball development system is constantly providing new blood for professional basketball. These two areas play a crucial role in the development of basketball in China. We discovered that the Chinese basketball system needs to be combined with education, the Chinese training model is outdated and incomplete, and the nationwide system has hampered the development of professional and youth basketball by comparing the Basketball Professional League and youth basketball development systems between China and the United States. Furthermore, China's large number of basketball fans means that the Chinese basketball industry has enough potential. National policies can help the development of the basketball industry. At the same time, China's rapid economic development fuels the basketball industry. Eventually, Chinese basketball needs to focus on combining sports and education, absorbing advanced training systems, and establishing a sound management system.

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