

Management, Commercial, Marketing and Event Factors, impact on the Hunan Provincial College Basketball League

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Abstract

The purpose of this study is to examine the impact of managerial, commercial, marketing and tournament factors on college basketball leagues in Hunan Province. The aim of the study is to gain insights into how these factors shape the operation and development of the league in order to provide recommendations for optimisation. The study population consisted of coaches, players and referees in the Hunan Provincial College Basketball League. A mixed research methodology was used, combining qualitative and quantitative analyses to gain a comprehensive understanding of the interplay of the factors through questionnaires, interviews and match data analysis. The research sample included coaches, players and referees to ensure the comprehensiveness and reliability of the findings. By synthesising the findings, this study aims to provide practical management and marketing strategies for the sustainable development of the Hunan Provincial College Basketball League.

Conclude: The organisational structure of the Hunan Provincial College Basketball League is relatively homogeneous, and there is a lack of promotional methods, but the age composition of players, coaches and referees is reasonable. The pyramid shape of the referees' grade composition helps to cultivate the sanctioning level of young referees, so that the league can develop in the direction of more fairness and justice.

Keywords: Management; Commercial; Marketing; Event Factors; Hunan Provincial College Basketball League

Introduction

Young people's physical and mental health, strong physique, determination and vigour are the embodiment of a nation's vitality, a sign of the progress of social civilization and an important aspect of a country's comprehensive strength. Over the years, the CPC Central Committee and the State Council have attached great importance to the healthy growth of young people, and General Secretary Xi Jinping has attached great importance to and cared for young people, and has repeatedly given important instructions on youth sports and school football. Premier Li Keqiang asked to vigorously develop youth culture and create a favourable environment for the overall development of youth physical health. (Smith, J& Wang, L, 2022, pp. 36-37) Physical exercise is an effective way to enhance the physical fitness of students, and has an irreplaceable role in the formation of young people's ideology and morality, intellectual development, aesthetic literacy, and healthy lifestyles. Strengthening physical education in schools is an important way to implement quality education and promote the all-round development of students, and it is of great significance to promoting the modernisation of education, building a healthy China and a strong human resources country, and realising the Chinese dream of the great rejuvenation of the Chinese nation. In recent years, the State has

introduced a series of relevant policies aimed at promoting young people's participation in physical education through the following means.

The report of the 18th CPC National Congress has put forward a new requirement for national quality, "to carry out extensive national fitness campaigns and promote the comprehensive development of mass sports and competitive sports". The national fitness movement has risen to the height of national policy. Colleges and universities, as the cradle of training the next generation of successors, are the most concentrated places full of vigour and representing the future of the motherland, and colleges and universities take the cultivation of high-quality talents with all-round development as their highest goal. From the perspective of the current social and economic development, just mastering good knowledge and professional skills can no longer meet the needs of the times for the development of talents, good physical quality is also an important embodiment of high-quality talents. (Chen, H& Li, Q, 2021 : 31) The development of competitive sports can not only enhance the physical quality of students, but also an important means to improve the overall quality of students. (Zhang, Y& Liu, W, 2023 : 45-48) For the country, competitive sports is a mirror for the world to know China, and since the Beijing Olympic Games, competitive sports is a good business card for our country to show to the world; for the society, the development of competitive sports is conducive to improving the awareness of national fitness, which contributes to the national physical and mental health. Due to the limitation of sports ground, sports equipment and sports way, basketball is undoubtedly the sport with the highest popularity rate in colleges and universities, and basketball is of vital significance to the development of colleges and universities' competitive sports as well as the development of national competitive sports.

On the whole, the Hunan Provincial College League is developing towards a positive and healthy trend. Since the reform, the Hunan Provincial College League has improved substantially in terms of fund-raising, tournament system innovation, introduction and use of foreign aid as well as rewards and punishments compared with the pre-reform period. Chinese basketball brings unprecedented challenges and opportunities. At present, there is still a considerable gap between the Hunan Provincial College League and the CBA League, which is a more professional league in China, in terms of both the level of competition and the level of organisation and management (Wang, S& Zhou, 2020 : 86), and it still needs to be improved and developed, for example, the organisation and management of the league, the professionalisation of the referees, the sponsorship, and the construction of basketball culture. In order to make the Hunan Provincial College League a first-class tournament, in the context of the new era of comprehensively deepening sports reform, this thesis takes the perspective of modernisation of the national governance system and governance capacity as the point of opportunity to explore the problems in the operation of the Hunan Provincial College League, and to put forward new ideas and methods for the operation and governance reform of the Hunan Provincial College League, as well as to push forward the construction of the governance system of the Hunan Provincial College League and the change of governance.

Basketball, as one of the favourite sports of college students, has a high popularity and is the main project of after-school sports activities for school students. The reform of the system of the grassroots tournament has solved the problems of the previous accidental, low ornamental, and few exercise opportunities for the referees of the education system and college students' referees, and has improved the overall level of competitiveness, improved the ornamental, and has increased the understanding of college students about basketball,

popularised basketball on campus and It makes college students more fond of basketball, (Liu, X& Chen, Z, 2021 : 78) promotes the development of college students' sportsmanship, cultivates the spirit of college students' love of sports and the purpose of lifelong sports, enhances the school's popularity, demonstrates the spirit of sports culture in colleges and universities, and has a far-reaching impact on the development of colleges and universities.

On the whole, the Hunan Provincial College League is developing towards a positive and healthy trend. Since the reform, the Hunan Provincial College League has improved substantially in terms of fund-raising, tournament system innovation, introduction and use of foreign aid as well as rewards and punishments compared with the pre-reform period. Chinese basketball brings unprecedented challenges and opportunities. At present, there is still a considerable gap between the Hunan College League and the CBA League, which is a more professional league in China, in terms of both the competitive level and the organisation and management level, and there is still a need for improvement and development, such as the organisation and management of the league, the professionalisation of the referees, the sponsors, and the construction of the basketball culture.

In order to make the Hunan College League a first-class event, in the context of the new era of comprehensively deepening sports reform, this thesis takes the perspective of modernisation of the national governance system and governance capacity as the point of opportunity to explore the problems in the operation of the Hunan College League, and to put forward new ideas and methods for the operation and governance reform of the Hunan College League, as well as to push forward the construction of the governance system of the Hunan College League and the change of governance.

Research Objective

1 To understand the current situation and development objectives of college basketball league in Hunan Province

2 To analyse the situation affecting the participants of college basketball league in Hunan Province

Research Target

The research subjects of this study participated in 28 colleges and universities in the 25th Hunan Provincial College Basketball League with 332 players, 28 coaches and 46 referees.

study

1. Analysis of the Development Goals of College Basketball League in Hunan Province

As shown in Table 1, the goals of the 28 teams in the Hunan College Basketball League are to enrich the sports culture on campus 28 times, ranking the first; to promote the development of school sports 25 times, ranking the second; to enhance the visibility of the school 24 times, ranking the third; to respond to the sports-related policies 21 times, ranking the fourth; to create the school's sports brand 6 times, ranking the fifth; and to cultivate the basketball reserve talent The school was selected 3 times and ranked sixth. Enriching school sports culture, promoting school sports development, enhancing school popularity, and responding to sports-related policies are not contradictory to each other, but on the contrary, they are also mutually reinforcing. the CUBA secondary league was initially founded with the

main purpose of developing school students' campus culture, and then on the basis of that, it promotes the development of school sports, enhances the popularity of the school, and responds to the sports-related policies.

Table 1 Participation targets of teams in Hunan Provincial College Basketball League (N=28)

options	frequency	rankings
Enriching sports culture	28	1
Promoting school sport	25	2
Visibility of the school	24	3
Responding to sports policies	21	4
Creating school sport brands	6	5
Cultivation of reserves	3	6

The development goals of Hunan College Basketball League in the interviews of many officials of the tournament organising committee are collated as follows:

①Through the league, more college students can experience the charm of basketball, refine their will quality and cultivate the ability of unity and cooperation.

②Promote more college students in Hunan Province to develop good habits of physical exercise and enjoy the joy of basketball.

③Enrich the campus sports culture in Hunan Province, build a platform through the basketball competition, and promote positive exchanges among colleges and universities.

④Enhance the overall competitive level of the teams in Hunan, so that the men's and women's teams representing Hunan can get better results in the national tournament.

Eventually, the Hunan College Basketball League will be developed into a high-quality tournament with high quality, high attention, high competitive level, and a wide range of beneficiary groups.

2. Organisational analysis of college basketball league in Hunan Province

The organisational structure is the basic formal framework that reflects the division of labour within the organisation, and the organisational structure reflects the structural form in which the elements are integrated, i.e. the clear division of labour and hierarchy of functions. elements of the structural form of mutual integration, that is, a clear division of labour and hierarchical division of various functions.

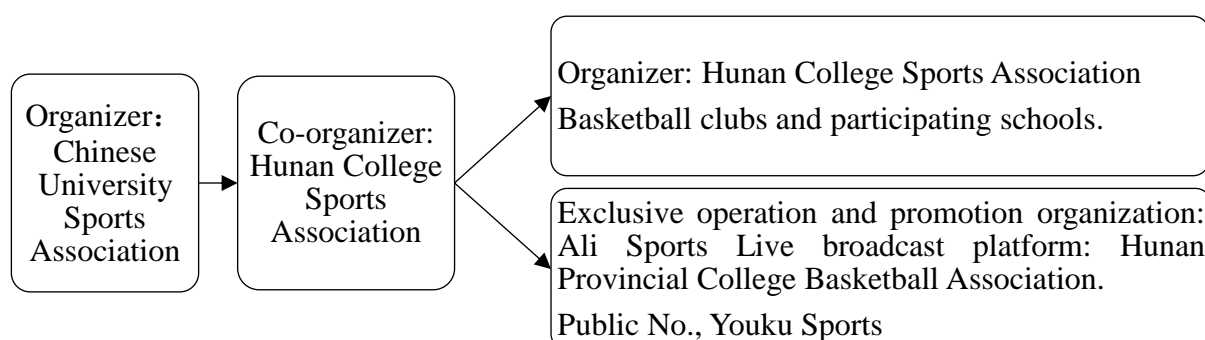


Figure 1 Organisation Chart of Hunan Provincial College Basketball League
Source: From the author

Analysis of participants in the Hunan Provincial College Basketball League

Table 2 Distribution of coaches by age group (N=28)

options	Under 30 years	31-40 years	41-50 years	Over 50 years old
sports coach	7	13	6	2
percentage	25%	46.4%	21.4%	7.2%

The age structure of coaches in each team of Hunan College Basketball League is shown in Table 2, which shows that there are 7 coaches under 30 years old, accounting for 25%; 13 coaches between 31-40 years old, accounting for 46.4%; 6 coaches between 41-50 years old, accounting for 21.4%; and 2 coaches above 50 years old, accounting for 7.2%. It can be seen that the age of the coaches of the basketball teams of Hunan College Basketball League mainly focuses on 31-40 years old, and the coaches in this age group are in the stage of work upgrading and usually have better energy and attention, as well as stronger creativity and ability to accept new things.

The age of coaches of basketball teams in the Hunan Provincial College Basketball League is mainly concentrated between 31-40 years old, (Brown, A& Jones, M, 2022 : 63-66) this age group of coaches is in the rising stage of their work usually has better energy and concentration, and at the same time has stronger creativity and ability to accept new things. As a whole, the coaches of basketball teams in the Hunan Provincial College Basketball League include young coaches under 30 years old, "mainstay" coaches between 31-40 years old, experienced coaches between 41-50 years old and above 50 years old (Li, J& Wu, H, 2021 : 32-35). From the age distribution, the age structure of the coaches in Hunan College Basketball League shows the structure of "old-middle-youth", which is relatively reasonable.

Table 3 Distribution of athletes by grade level (N=332)

options	freshman	sophomore	junior	senior	grade1	grade2	grade3
number of people	46	83	93	37	33	27	13
percentage	13.9%	25%	28%	11.1%	10%	8.1%	3.9%

The athletes in the Hunan Provincial College Basketball League are shown in Table 3, there are 46 players in the first year of college, accounting for 13.9%; 83 players in the second year of college, accounting for 25%; 93 players in the third year of college, accounting for 28%; 37 players in the fourth year of college, accounting for 11.1%; 33 players in the first year of research, accounting for 10%; 27 players in the second year of research, accounting for 8.1%; 13 players in the third year of research, accounting for 3.9%; (Wang, L& Zhang, H, 2022 : 88) From the perspective of undergraduate students, the number of freshmen players is relatively small due to their youthfulness and inexperience, while sophomores and juniors gradually become the mainstay of the team with the growth of their age and skills and have the largest number, and the number of juniors is relatively small due to the fact that they are busy with graduation and graduate school and other planning for their future.

From an undergraduate perspective, the number of freshmen players is relatively small because they are young and inexperienced, while sophomores and juniors gradually become the backbone of the team as their age and skills grow, with the largest number of players (Chen, Y & Liu, Q, 2023 : 69). The number of senior students is relatively small because they are busy planning for their future due to graduation and graduation examinations.

From the perspective of postgraduate students, since there are no postgraduate students in some universities in Hunan Region, the number of postgraduate students participating in the competition is relatively small compared to that of undergraduate students. Some of the first and second year students participate in the competition due to relatively little pressure on their academic work, and the number of participants from the third year students, who are busy with their own personal matters, is relatively small (Zhao, X& Li, W, 2022 : 77). To sum up, undergraduates in Hunan participated in 78% and postgraduates in 22%, undergraduates have better physical quality and postgraduates have more experience, so it can be seen that the distribution structure of athletes' grades is conducive to the development of the Hunan Provincial College Basketball League.

Table 4 Age structure of referees (N=46)

options	Under 20 years	20-30years	31-40years	41-50years	Over 50 years old
referee	5	22	11	6	2
percentage	10.9%	47.8%	23.9%	13.1%	4.3%

The referees in the Hunan Provincial College Basketball League are shown in Table 3, with 5 referees under the age of 20, accounting for 10.9 per cent of the total number of referees.

There are 5 referees under 20 years old, accounting for 10.9%, and most of them are freshmen and sophomores.

There are 22 referees aged 20-30 years old, accounting for 47.8%; 11 referees aged 31-40 years old, accounting for 23.9%; 6 referees aged 41-50 years old, accounting for 13.1%; and 2 referees aged over 50 years old, accounting for 4.3%.

There were 2 referees over 50 years old, accounting for 4.3 per cent.

Table 5 Grade structure of referees (N=46)

options	Level 3	Level 2	Level 1	National Level	International Level
referee	5	7	26	6	0
percentage	10.9%	17.4%	56.5%	13.1%	0%

The referees of the Hunan College Basketball League consist of 5 Grade 3 referees, accounting for 10.9% of the total number of referees. These referees are mostly freshmen and sophomores, (Chang, M& Guo, Y, 2021 : 36) and they are mainly responsible for simple work at the recording desk, which is a must for every referee to be proficient in; Grade 2 referees are mostly juniors and seniors, accounting for 17.4% of the total number of referees, and their main task is also the work at the recording desk. (Wu, J& Liang, C, 2021 : 45) For some matches of teams with big difference in level, the referee will arrange referees of Grade 1 and above to take them to referee; there are 26 Grade 1 referees, accounting for 56.5%, accounting for almost half of the referees, who are the main force in refereeing the matches, and the level of Grade 1 referees is enough to serve the CUBA Grade 2 League; there are 6 national-level referees, accounting for 13.1%, and the level of Grade 1 referees is enough to serve the CUBA Grade 2 League. There are 6 national referees, accounting for 13.1%, some of them also referee professional leagues such as WCBA and NBL, and there is also a young national A-level referee, accounting for only 2.1%, which is the highest level of the game, the CBA active referee, and it is the refereeing standard of Hunan Provincial College Basketball League. On the whole, the main force of the referees in the CUBA Second Level League in Hunan is Level 1; (Xu, Y & Huang, L : 66) Level 3 and Level 2 mainly work as the record desk; and the national level plays a leading role, mainly responsible for the key games in the more intense columns.

Conclude

The main development goals of Hunan Provincial College Basketball League are to enrich campus sports culture, promote school sports development, enhance the visibility of schools and respond to sports-related policies. The organisational structure is under the leadership of the China University Sports Association (CUSA), hosted by the basketball branch of Hunan University Sports Association (HUSA) and participating schools, and operated by Ali Sports. The organisational structure of the Hunan College Basketball League is relatively single, and there is a relative lack of publicity methods.

The age structure of the coaches of Hunan College Basketball League is relatively reasonable, showing the structure of "old-middle-youth". Athletes are mainly sophomores and juniors, and the distribution of athletes' grades is conducive to the development of Hunan College Basketball League. The referees are mostly between 20-30 years old, and they are rich and strong, with experience, reaction and physical strength, and the referees are led by the national referees who are experienced first-level referees in high-level matches. The composition of the referee team is in the shape of a pyramid, which is helpful to cultivate referees of a higher level, and thus to improve the fairness, professionalism and quality of the matches.

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