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### RESEARCH ON THE REALIZATION PATH OF BUILDING FAMOUS BASKETBALL CITY IN CHENGDU, CHINA

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#### Abstract

To fit the development of Chengdu international city orientation, give full play to the Chengdu in western China's economic, social and cultural development of special status, Chengdu sports bureau introduced in December 2018, "Chengdu to create international sports city research and target planning", the "planning" got the affirmation and strong support of Chengdu and Sichuan province. In order to further enhance the popularity of the city, to build a famous basketball city, this paper through the sorting and analysis of the network and book literature review, listen to the opinions and suggestions of experts, combined with the actual visit survey, using the literature data method, expert interview method, questionnaire survey method, mathematical statistics method and logical analysis method. The results show that Chengdu basketball history development time is not long but relatively rapid development, in competitive basketball, Chengdu has professional basketball teammates and excellent coach, in school basketball, students contact basketball time is more, and have more basketball games, in the mass basketball, Chengdu has a good social base and high level of experience. However, there are also the following problems: insufficient training of local players, no good promotion system, insufficient talent exploration and training of young talents, insufficient attention of school leaders, insufficient venue resources, poor market operation, and poor main industry. In view of the existing problems, this paper gives the following realization path: vigorously develop local players, build efficient echelon system, improve the youth talent exploration and training system, make corresponding requirements for schools, standardize the use of basketball court, operate the market in diversified ways, and the government as the leading position. I hope to provide a reference basis for all sports workers.

#### Keywords:

*Chengdu city, a famous basketball city, competitive basketball, school basketball, mass basketball*



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### Introduction

The 13th Five-Year Plan period is a key period for China to build a moderately prosperous society in an all-round way, an important period for realizing the Chinese dream of the great rejuvenation of the Chinese nation, and an opportunity period for sports to realize their strategic development. Chengdu, as a national central city, is constantly moving forward to become a sustainable world city. Chengdu has rich real estate resources and cultural characteristics, attracting the attention of domestic and foreign investors. In terms of the field of sports, from 2018 to 2022, Chengdu will hold more than 100 international sports events, and the scale of the sports industry is expected to exceed 70 billion yuan, among which the Universiade postponed to 2023 has attracted wide attention from people all around the world. To better promote the construction of strong sports city, further build city brand, expand urban influence, in December 2017, Chengdu city people's government formulated the sports development "much starker choices-and graver consequences-in plan" (this article plan), the plan made clear the existing foundation and problems, put forward the guiding ideology and development goals, formulated the main task, gives the safeguard measures, to promote building sports city laid a solid foundation, and basketball as participants, wide coverage and world people love sports project is especially important. In this context, this paper combines the development status of Chengdu basketball project, analyzes the problems faced by the construction of Chengdu basketball city, gives the corresponding realization path, and makes a contribution to the construction of Chengdu basketball city.

As of September 8,2022, In the CNKI China Journal Full Text Database (2009- -2022), With "Chengdu basketball" as the "article name" search item for the search, A total of 8 records exist, Among them, 2 studies on basketball reserve talents, Basketball industry research article 2, Three studies on basketball-related injuries and one study on basketball game, Further search with "Chengdu Basketball City Construction" as the "name" search item, There are always 0 records available, In the full text data of CNKI (2009-2022), With "Chengdu basketball" as the "title" retrieval item for the search, There are 3 records available, Among them, a study on the basketball game is 1, Two studies on student intervention in Chengdu University of Physical Education, Further with "Chengdu Basketball City Construction" as the "title" search, The result is still 0 records. To sum up, there are few related studies on the construction of a famous basketball city in Chengdu, and there are also few reference materials, which has the significance and value of research.

### Methods

#### *Participant*

The participants are fans of the seven main urban areas of Chengdu and some stadiums in Tianfu New Area. In order to further explore the development of social basketball and the fans of each court come from all walks of life, we choose this as



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the participants. In order to make the data more representative, the field of basketball fans were randomly selected for a paper questionnaire survey.

The interview participants were Mr.Zhou, a famous sports teacher of Chengdu, Mr.Li, a basketball professor of Chengdu University of Physical Education, and Mr.Le, deputy secretary general of Chengdu Basketball Association. The three leaders are persuasive in their respective fields and have been engaged in this field, so the three leaders were selected as the interviewees.

### Population & Sample

After the prediction and revision of the questionnaire, in order to obtain more and more accurate statistical data, the paper-based formal questionnaire survey was specially carried out. The survey was among enthusiasts in the seven main urban areas of Chengdu and some stadiums in Tianfu New Area. After a week of issuance and filling in, 280 questionnaires were collected, three invalid questionnaires were removed, and a total of 277 valid questionnaires were obtained, with an efficiency of 98.9%. In order to ensure the representativeness and reliability of the data, 40 questionnaires were placed in each of the seven districts, and each of the 40 questionnaires came from basketball fans in more than 3 stadiums.

### Instrument

Literature method, this paper from the Chinese journal full text database and Chinese master's doctoral dissertation full text database of collecting a large number of related resources about basketball city construction and the current situation of Chengdu data collection, and summarize the data collected summary, extract the effective, logical information, lay the foundation for the follow-up research.

Expert interview method, according to the research needs, this paper interviewed the special teachers of Chengdu University of Physical Education and the relevant basketball project leaders of Chengdu Sports Bureau, respectively consulted the current situation of Chengdu campus basketball and Chengdu competitive basketball and other related issues, and according to the needs of this article, put forward relevant questions to solve doubts.

Questionnaire survey method, through the questionnaire method, to obtain the basketball information facing the society, combined with the author's visit survey, design an effective questionnaire, collect reliable information, statistical analysis, to provide the corresponding information for this paper.

Mathematical statistics method. In this paper, the Spss software is used to conduct a statistical analysis of the data collected by the questionnaire, and thus, to provide a reliable basis for the subsequent research.

Logical analysis method, through the arrangement, induction and integration of the interview content and questionnaire survey data and other methods, to explore the current situation of Chengdu basketball construction, to analyze the problems existing in the development of Chengdu basketball, and to give the practical path theory.





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### *Procedure*

The first stage is the preparation stage, the author through a large number of literature, paper structure, through the structure, design the number of competitive basketball players in Chengdu, campus basketball development of Chengdu interviews as preparation, design a weekly basketball enthusiasts basketball time frequency 12 questions such as questionnaire as preparation.

The second stage is the interview stage. The author interviews the three experts through three days, through the prepared interview record.

The third stage is the questionnaire stage. The author conducted a questionnaire survey on the gymnasium enthusiasts in the seven main urban areas of Chengdu and some gymnasium fans in Tianfu New Area within one month.

The fourth stage is the summary stage. The author summarizes the collected interview and questionnaire data to explore the current situation of basketball construction in Chengdu.

The fifth stage is the discussion stage. Through exploring the current situation of basketball construction in Chengdu, the author analyzes the problems existing in the development of basketball in Chengdu, and gives the practical path theory.

### *Data Analysis*

The author used WPS software to summarize the paper questionnaire information, and then analyzed the collected data descriptive through SPSS 26, so as to obtain the subjective expression of basketball fans in Chengdu, and provide data support for the later text.

### *Result*

#### *Historical evolution*

After reading a lot of sports history in Chengdu, combined with the development of Chinese basketball, the author divided the development of Chengdu basketball into the following five periods.

In its early days (1921-1948), basketball was loved by the general people when it was introduced to China in 1898. At the beginning, basketball was only active in the church, but later it became popular in some factories in Chengdu, when various factories and units were also organizing sports teams for basketball, volleyball and other related sports. Gradually, we also began to design the relevant courses in the school, and the school activities were also carried out. However, limited to the form of government at that time, there was not much popularity.

Popularization period (1949-1958) In December 1949, when the Chinese People's Liberation Army approached Chengdu, Chiang Kai-shek fled Chengdu, and Chengdu was fully liberated. Chengdu's sports industry began to develop, and basketball began to be popularized in the society, with more and more participants. The popularity of basketball can be seen in troops, factories and schools. Chengdu



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also began to form basketball teams to set up and corresponding sports organizations.

Glory period (1959-1965) in 1959, with Chengdu as the main Sichuan men's basketball team in the case of not optimistic to win the first national Games champion, in the second quarter of the National Games, which opened the brilliant prelude, during also emerged iconic figures such as Li Yaguang, Chengdu to the glory period.

During the low tide period (1966-2008), the "ten-year" turmoil " that began in 1966 led to the stagnation of Chengdu basketball, and Chengdu basketball encountered an unprecedented development bottleneck period. After the 1998-99 CBA season, he was demoted from the CBA due to transfer violations. After then, he collapsed and failed to return to the CBA.

Peak period (2009-2016) In 2009, Zhou Shiqiang established the Jinjiang Basketball Club, and Chengdu basketball started sail again. The following year, he returned to the CBA in the league as the NBL champion. In the 2015-16 season, Sichuan men's basketball team made a comeback, and then defeated the defending champion Liaoning team 4-1 to win the league championship, and Chengdu men's basketball team returned to the top.

### *The current situation of construction*

To better analyze the present situation of the basketball construction of Chengdu city, the author from competitive basketball, school basketball and the basketball three dimensions, competitive basketball and school basketball need professional knowledge and real and reliable data, so the interview survey method, the masses of basketball is wide, involves more people, so the questionnaire survey method, the following is three dimensions status analysis.

Competitive basketball, since 2009, Chengdu has a CBA professional team, jin strong basketball team has always been a local strong team in Chengdu, from 2010 to 2015 are mediocre, the precipitation accumulation after several seasons, in the 2015-16 season with 4-1 victory over defending champions Liaoning league championship, but after that, due to the main players leave and coach frequent change, lead to late result is not ideal (See Table 1).

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Table 1. 2010-2019 Results of Jinqiang Men's Basketball Team

No	league matches	Time (year)	Ranking (name)
1	NBL	2010	5
2	NBL	2011	4
3	NBL	2012	7
4	NBL	2013	1
5	CBA	2014	Stop the regular season
6	CBA	2015	Stop the regular season
7	CBA	2016	1
8	CBA	2017	7
9	CBA	2018	Stop the regular season
10	CBA	2019	Stop the regular season

In hada di, Harris and other foreign aid have left, jin strong focus on cultivating Sichuan local players, the teacher thinks that Sichuan should cultivate their own local iconic players, so in recent years, ma chao, Yin Kui, Zhu Dong athletes have retired, such as we can see from the table 2, most of the local players are after 95, season, its ability and unable to lead the jin strong basketball team to return to the peak.

Table 2. Table of Jinqiang local players

No	surname and personal name	Date of birth (year)	stature (cm)	position
1	Zhu Dong	1973	203	centre forward
2	Huang Rongqi	1999	190	vanguard
3	Yin Kui	1985	182	rear guard
4	Jing Han a	1999	195	vanguard
5	Zhong Yifan	1995	185	rear guard
6	Li Ke seven	1995	187	rear guard
7	MinQingFei	1995	205	vanguard
8	Left my year	1996	199	vanguard
9	Hu linsen	1999	200	vanguard
10	Chao Ma	1986	196	vanguard





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Chengdu not only has a CBA professional team, in Chengdu basketball association and Chengdu institute of sports cooperation, Chengdu professional coach is quite many, excellent technology, physical coach is continuously input to professional team, give competitive basketball a steady stream of technical support, Chengdu high level running experience is quite rich.

School basketball, since the implementation of the "policy of double reduction" policy, students have had a lot of exercise time. Some parts of Chengdu are carrying out integrated teaching in kindergartens, primary schools and junior middle schools. Students have been exposed to basketball from kindergarten to middle school, and spend more and more time to participate in basketball. In 2022, once again the basketball to a climax, the school follow the principle of a PE class every day, starting from the "practice" integration, requires each student to master 1-2 sports technology, and basketball is the object of most primary and secondary schools, advocate students school an hour a day, an hour of exercise time, fundamentally solve the problem of students have no exercise time. Chengdu has also held a variety of primary and secondary school basketball competitions and leagues at all levels, giving students full special export opportunities, which not only improves the interest of students and schools, but also promotes the cultivation of basketball atmosphere.

Mass basketball, collect 277 questionnaires, through the SPSS software to "usual week to participate in basketball frequency (see table 3)", "usually play atmosphere is hot (see table 4)", "later will always stick to (see table 5)" 12 problems, the results show that the present stage Chengdu government in the field of basketball quite support, community and park are open many courts for the masses to use, Chengdu basketball atmosphere is quite hot, out source park and many other web celebrity court, attract many national profession and enthusiasts to communicate, the social base is quite strong.

Table 3. Statistics of the frequency of regular basketball games in one week

	Frequency (times)	percentage (%)	Valid percentage of (%)	Cumulative percentage of (%)
valid	Below once a week	11	4.0	4.0
	once a week	56	20.2	24.2
	two	95	34.3	58.5
	three times a week	87	31.4	89.9
	More than three times a week	28	10.1	100.0
	amount to	277	100.0	100.0

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Table 4. Whether the frequency of the usual playing atmosphere is hot

	Frequency (times)	percentage (%)	Valid percentage of (%)	Cumulative percentage of (%)
valid	yes	239	86.3	86.3
	deny	38	13.7	100.0
	amount to	277	100.0	100.0

Table 5. Will you always stick to the frequency statistics table in the future

	Frequency (times)	percentage (%)	Valid percentage of (%)	Cumulative percentage of (%)
valid	yes	241	87.0	87.0
	deny	5	1.8	88.8
	NK	31	11.2	100.0
	amount to	277	100.0	100.0

### Discussion

#### *Existing problem*

Through the analysis and discussion of the results, we can see that there are still some problems in the process of building a famous basketball city in Chengdu, which hinder the construction of Chengdu famous basketball city. The author lists the existing problems from the three dimensions of competitive basketball, school basketball and the masses.

Competitive basketball is mainly reflected in the lack of local players. The main force of active players in large departments is by introducing and signing contracts, and the lack of training of local players is not. In the 2015-16 season, the introduction of a large number of foreign players is also one of the factors. The lack of a benign rise system is also one of the problems faced by competitive basketball. The selection of talents is single and limited, resulting in many outstanding social outstanding talents can not enter the professional team, which is a big loss for the professional team.

School basketball is mainly reflected in the lack of the promotion and training system for teenagers. The league of major departments cannot be selected into professional teams. As a result, excellent student-athletes and united teams reach the top end at the school team, which cannot be further improved. School leaders attention is not enough, most school leaders do not pay attention to the generation of sports performance, pay more attention to the cultural achievements,





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practice sports concept or implanted in the concept of the older generation, even if school leaders value sports, but often be football, martial arts and table tennis and other same popular special scattered, also inhibit the development of campus basketball.

Mass basketball is mainly reflected in the poor market operation and the single form of publicity, which leads to the insufficient dissemination of basketball culture. Even if large-scale events and events are held, it does not achieve a good publicity and market operation. Chengdu is short of venue resources. As a large population city, as of November 1,2020, the permanent resident population of Chengdu is 20.9378 million, while Chengdu has only 7,765 basic basketball blocks, with a per capita ratio of 2,696:1, compared with the small per capita share of venues. The development of the main industry is slow. As a strong economic city, Chengdu is nationally famous from electronic information to medical and health care, but the development of the basketball industry is too slow.

### *Achieve the path*

In order to better solve the construction of Chengdu basketball city, give full play to the subjective advantages of Chengdu city, combined with the development situation of Chengdu basketball industry, in view of the existing problems, the author gives the following realization path.

Competitive basketball, vigorously develop local players, take the initiative to build local players team, the development of one team and two training mode, focuses on the cultivation of local players. Building a perfect and effective echelon construction is not only divided according to the level, but also according to the age group, so as to retain talents as much as possible.

School basketball, improve the youth talent exploration and training mechanism, adopt the "talent scout" and other ways to explore talents in all levels and various types of competitions, and implement the campus training mechanism that can be implemented. The Education Bureau and other relevant departments have formulated relevant regulations and suggestions, and taken the opportunity of the 2023 Chengdu Universiade to put forward requirements and suggestions to the school to promote the promotion of school basketball related fields.

Mass basketball, increase diversified market operation, use we media and other information technology, expand the publicity and influence of Chengdu basketball. Standardize the use of basketball courts, to ensure that the masses can carry out basketball sports without obstruction, with the help of parks, communities and other places, combined with the population distribution, xing to build basketball courts, for the free use of the masses. With the government as the leading role, it will drive the development of the main basketball industry and expand the scale of the main basketball industry, so as to drive the overall development of Chengdu basketball and build the foundation for the construction of a famous basketball city.



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### Conclusion

Through this study, we can get the historical deduction of the current Chengdu basketball development, the development status of Chengdu basketball, the problems faced by the construction of Chengdu basketball city, and the realization path of the construction of Chengdu basketball city. The specific conclusions are as follows.

#### *Historical evolution*

It is divided into five periods: the initial period (1921-1948), the popularization period (1949-1958), the glory period (1959-1965), the low tide period (1966-2008), and the peak period (2009-2016).

#### *State-of-the-art*

It is divided into three aspects: competitive basketball: a professional CBA football team, high-level game-running experience, and high-quality coaching resources. School basketball: students have contacted basketball for a long time and have many basketball related games. Mass basketball: the government has many policy support for basketball, and the social mass foundation is strong.

#### *Existing problem*

It is divided into three aspects, respectively, competitive basketball: local players are not trained enough, green, there is no good rise system. School basketball: the promotion of teenagers and training system, the school leaders do not pay enough attention to. Mass basketball: poor market operation, single publicity, lack of venue resources, the main industry development is not good.

#### *Achieve the path*

It is divided into three aspects: competitive basketball: vigorously develop local players and build a perfect and effective echelon construction. School basketball: improve the youth talent exploration and training mechanism, education Bureau and other relevant departments to formulate relevant regulations and suggestions. Mass basketball: increase the diversified market operation, standardize the use of basketball courts, build basketball courts, take the government as the leading role, and drive the development of the main basketball industry.

### Acknowledgment

First of all, I would like to thank my most beloved tutor, who gave me great help and careful guidance in the process of paper writing. From the initial conception of the paper to the repeated deletion and modification of the first draft, to the final revision before the final draft, my tutor has been patiently giving me patient and detailed guidance. My mentor taught me knowledge, taught me skills, taught me thought people. Smile can can, vividly; inculcate, engraved in the heart. One-day teacher, a lifelong father. Professor's kindness to remember, cultivate the love in the heart.



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At the same time, I thank all the experts and basketball fans for their help and provide data support for this paper. Thanks to all the leaders and teachers of our school, in this period of time for the training and support, the profound friendship under the time background, will be remembered forever.

Finally, I would like to thank my family who have been supporting me behind me. Your support has become the biggest force for me to move forward, making me walk more steadily step by step, and step forward towards my goals and dreams.

It is you who make me feel the temperature of this city and makes me feel full of warmth in the process of creation. Let us carry forward the tradition of the Chinese nation together, walk hand in hand, send out our strongest energy, to improve the physical quality of the whole people and efforts!

Write, not the heart Thanksgiving; close the computer, say the heart do not give up, thank meet, Thanksgiving help. The future is long, talk again!

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