

# Research on the Development of Basketball Sports in Lushan Town under the Background of Village BA

Zirui Miao\*

School of Physical Education, Zunyi Normal University, Zunyi, China

\*Corresponding author: miaozirui2020@163.com

**Abstract:** Basketball is a relatively easy sport to develop in rural areas, and it is a popular activity among rural residents. It plays an important role in rural sports activities and is of great significance in improving the health of farmers and promoting the development of rural sports. Especially with the rapid spread of short videos on the internet, the development of village basketball in southeast of Guizhou has been booming, bringing opportunities for the development of rural basketball. The development of village basketball in southeast of Guizhou is of great significance to the development of rural basketball in Lushan Town. Therefore, this article uses research methods such as literature review and questionnaire survey to investigate and analyse the villagers in Lushan Town, further understand the impact of the development of village basketball in southeast of Guizhou on the current situation of rural basketball development in Lushan Town, identify the problems in the development of rural basketball in Lushan Town, and propose targeted suggestions to promote the development of rural basketball in Lushan Town.

**Keywords:** Village Basketball; Rural Sports; Lushan Town

## 1. Introduction

Many sports have developed and progressed in rural areas, and basketball is no exception. Basketball games have gradually become an important part of rural culture, closely integrated with local customs and traditions, forming a unique phenomenon of rural sports culture. The Village BA, also known as the National Hemei Rural Basketball Competition<sup>[1,2]</sup>, is an annual basketball tournament held in Taipan, Township, Taijiang County, Guizhou Province, China. The development of village BA is not only of great significance in improving villagers' sports literacy and promoting healthy lifestyles, but also has a profound impact on strengthening rural community construction and promoting rural economic and cultural development. With the popularity of Village BA in short videos and online live broadcasts in 2022, it will be upgraded to a national event in 2023. The development of rural basketball in villages of southeast Guizhou has greatly promoted the development of rural basketball. In order to better understand the impact of the development of rural basketball in villages of southeast Guizhou, this article takes Lushan Town as an example to study and analyze the impact of the development of rural basketball in Lushan Town.

## 2. Research Object and Method

### 2.1 Research Object

The research takes the development of BA in villages of southeast of Guizhou Province as the research object.

### 2.2 Research Method

(1) Literature review method. According to the research objectives and the needs of the research content, relevant literature and master's and doctoral theses were searched using important keywords such as "village BA", "rural basketball", and "basketball" in databases such as China National Knowledge Infrastructure and Journal Network. At the same time, information related to the development of rural basketball and village BA was collected in the library of Zunyi Normal University, and all collected materials were organized to provide guidance for preliminary research and theoretical basis for later paper writing<sup>[3]</sup>.

(2) Questionnaire survey method. In order to meet the needs of the research paper, the questionnaire content was designed based on the main principles and requirements of questionnaire design <sup>[4]</sup>, in order to understand the impact of the BA development in villages of southeast of Guizhou on the current development status of rural basketball in Lushan Town. A questionnaire survey was mainly conducted on 180 villagers in Lushan Town.

(3) Mathematical statistics. Using Pandas (Python third-party library) data analysis software to conduct statistical analysis on survey data <sup>[5-7]</sup>, laying a scientific and effective data support for the writing of this paper.

(4) Interview method <sup>[8]</sup>. For the purpose of research, 80 referees of rural basketball in Lushan Town were interviewed to further understand the development of rural basketball in Lushan Town.

### 3. Research Results and Analysis

#### 3.1 Development Status of Rural Basketball in Lushan Town

The Importance of Rural Basketball in Lushan Town. The importance attached to rural basketball directly affects the development of rural basketball, and also has a certain impact on the frequency and funding of rural basketball events.

*Table 1 The Importance of Rural Basketball in Lushan Town (N=80)*

Importance	Quantity	Percentage(%)
Extremely	33	41.25
More	33	41.25
General	14	17.5
Not very	0	0.00

In table 1, it can be seen that 33 relevant rural basketball referees in Lushan Town attach great importance to rural basketball, accounting for 41.25% of the surveyed population. No one believes that rural basketball is not valued, which shows that Lushan Town attaches great importance to rural basketball and is conducive to the development of rural basketball in Lushan Town.

Organizational forms of rural basketball. The organizational form plays an important role in the development of basketball, and the diversified development of organizational forms is more conducive to the comprehensive popularization of basketball, attracting more people to participate in basketball sports.

*Table 2 Organizational Form of Rural Basketball (N=80 Multiple Choice)*

Organizational form	Quantity	Percentage(%)
Spontaneous	80	100.00
Collective	56	70.00
Enterprise	45	56.25
Administrative	32	40.00
others	16	20.00

In table 2, the proportion of spontaneous organizations in the organizational form of rural basketball in Lushan Town is 100%, and 32 people choose administrative department organizations, accounting for 40% of the surveyed population. It can be seen that the organizational form of rural basketball in Lushan Town is mainly spontaneous and village organizations, and the number of related administrative department organizations is relatively small. Therefore, the organizational form of rural basketball is relatively simple, which is not conducive to better expanding the influence of rural basketball and attracting more basketball enthusiasts to participate. It will also have a certain impact on the development of rural basketball in Lushan Town.

Facilities of rural basketball courts. Venue facilities are an important foundation for the development of basketball sports, and improved venue facilities are more conducive to stimulating the enthusiasm of villagers to participate in basketball and expanding the influence of rural basketball.

According to the data in the table 3, the facilities of basketball courts in rural areas of Lushan Town are limited. The number of basketball courts is small, and they are all made of cement. At the same time, there are not many basketball-stands and basketballs. It can be seen that the facilities of basketball courts in rural areas of Lushan Town are not perfect, which is not conducive to better meeting the sports needs

of basketball enthusiasts and will also reduce the enthusiasm of villagers to participate in basketball sports, which has a certain impact on the development of rural basketball in Lushan Town.

*Table 3 Facilities of rural basketball courts*

Court facilities	Lushan	Pingzhai	Dongying
Number of venues	5	3	2
Venue material	Cement material	Cement material	Cement material
Basketball stands	10	7	5
Basketball	8	7	4
Others	Several	Several	Several

Rural basketball competition situation. Rural basketball games can enrich the competition experience of the villagers in Lushan Town, improve basketball skills, and indirectly promote the development of rural basketball.

*Table 4 Rural basketball game situation (N=180)*

Competition times/Year	Quantity	Percentage(%)
1-10	95	52.77
11-15	43	23.88
16-20	27	15.00
More than 20	15	8.33

Through interviews with relevant referees, it was found that the development of BA in villages of southeast of Guizhou has a great promoting effect on the development of rural basketball games in Lushan Town. However, according to the survey of rural basketball games in Lushan Town in Table 4, the majority of villagers in Lushan Town believe that the number of rural basketball games held each year is between 1-10, with 95 people, accounting for 52.77% of the total number of people; The villagers of Lushan Town believe that there are a few people who participate in basketball games more than 20 times a year, with 15 people, accounting for 8.33% of the total number of people; The low frequency of related basketball games indicates that the villagers of Lushan Town lack practical experience in basketball games, and their basketball skills are not mature. Simply put, the villagers of Lushan Town have not found a way to play basketball, resulting in a low frequency of basketball games in rural areas. Therefore, the low frequency of basketball games in rural areas has constrained the development of basketball sports in Lushan Town.

### **3.2 Information of rural basketball villagers in Lushan Town**

The villagers' understanding of basketball sports. This directly affects their enthusiasm for participation, and the way villagers understand basketball directly affects the level of understanding of basketball in the village.

*Table 5 Rural basketball game situation (N=180)*

Methods	Quantity	Percentage(%)
Village promotion	142	78.88
Friend introduction	104	57.78
Periodical or magazine	120	66.66
Television broadcasting	153	85.00
Internet	82	45.56
Match	96	53.33
Others	35	19.44

After analyzing the data in the table 5, it can be seen that 153 villagers in Lushan Town choose television broadcasting as their way of learning about basketball, accounting for 85% of the surveyed population. 53.33% choose competitions to learn about basketball. This shows that there are many ways for villagers in Lushan Town to learn about basketball, which is conducive to deepening their understanding of basketball and improving their enthusiasm for participating in basketball. It will also have a certain promoting effect on the development of rural basketball in Lushan Town.

The time and frequency of villagers' participation in basketball sports. Through visits and investigations, it was found that in terms of participation time in rural basketball, there are more villagers in Lushan Town who indicate that their basketball time is between 30-60 minutes, while there are fewer villagers in Lushan Town who indicate that their basketball time is over 60 minutes. This shows that most

villagers mainly participate in rural basketball between 30-60 minutes. In the weekly basketball participation frequency, there are more people who participate less than 2 times, and fewer people who participate more than 4 times. This is conducive to improving the basketball skills of the villagers in Lushan Town and promoting the development of rural basketball in Lushan Town.

**Motivation for Villagers to Participate in Rural Basketball.** Motivation is the intrinsic driving force for human participation in a certain activity. The more positive the motivation for villagers to participate in rural basketball, the more it can stimulate their enthusiasm and promote the development of rural basketball. After analyzing the survey data, it can be seen that the motivation for villagers in Lushan Town to participate in rural basketball is to enhance their physical fitness, accounting for 94.29% of the surveyed population. Therefore, it can be seen that the main motivation for villagers in Lushan Town to participate in rural basketball is to enhance their physical fitness, interests and hobbies, and improve their basketball skills. This has laid the foundation for the development of rural basketball in Lushan Town and is conducive to its development.

### ***3.3 Problems in the development of rural basketball in Lushan Town***

The organizational form of rural basketball is single. There are various forms of organization that are more conducive to the development of rural basketball. After the launch of BA in Villages of southeast of Guizhou, the organizational form of the rural basketball court in Lushan Town has changed. However, the organizational form of rural basketball in Lushan Town is mostly spontaneous, with fewer administrative departments. This shows that the organizational form of rural basketball is relatively simple. Spontaneous organization of rural basketball is conducive to stimulating the enthusiasm of villagers to participate, but the lack of professionalism in spontaneous organization of rural basketball is not conducive to the long-term development of rural basketball.

**Insufficient basketball court facilities in rural areas.** Venue facilities are an important material foundation for the development of rural basketball and a necessary condition for its long-term development. A perfect venue facility can not only create a good sports environment, but also ensure the personal safety of participating villagers. After the launch of BA in Villages of southeast of Guizhou, the venue facilities of rural basketball in Lushan Town have been greatly improved. However, the number of venues for rural basketball in Lushan Town is still limited, and the materials used are all cement. The number of basketball hoops and basketballs is also not high. It can be seen that the venue facilities for rural basketball in Lushan Town are insufficient, which is not conducive to better promoting the development of rural basketball.

Few rural basketball competitions are held. Competition is an important way to test the basketball level of villagers and expand their influence. After the launch of BA in Villages of southeast of Guizhou, there have been changes in the rural basketball competitions in Lushan Town. However, the frequency of rural basketball competitions in Lushan Town is still not very high, which is not conducive to attracting more villagers to participate and promoting the development of rural basketball in Lushan Town. Through interviews, it was found that the development of rural basketball games in Lushan Town is mainly focused on idle farming, and villagers have ample time to participate.

## **4. Conclusion and Suggestion**

### ***4.1 Conclusion***

The development of BA in Villages of southeast of Guizhou has greatly helped the development of rural basketball in Lushan Town, and the development of BA in Villages of southeast of Guizhou has also brought huge opportunities for the development of rural basketball. The development of BA in Villages of southeast of Guizhou will attract more basketball enthusiasts to watch the game and increase the interest of rural villagers in basketball. The development of BA in Villages of southeast of Guizhou has attracted the attention of the general public. Whether it is video or on-site, it fully demonstrates the new atmosphere of rural basketball games and has profound significance for the development of rural basketball. The development of BA in Villages of southeast of Guizhou has a certain promoting effect on the construction of sports culture in Lushan Town. At the same time, it can enrich the spiritual and cultural life of the villagers in Lushan Town, better promote the improvement of physical fitness in the village, thereby promoting the health level of the villagers, reducing the occurrence of diseases, promoting the implementation of the national fitness plan, and promoting the development of rural basketball. At the same time, village BA is a basketball cultural activity that can inherit and promote local basketball

culture, becoming an important part of local rural culture, better promoting the inheritance and development of basketball culture in Lushan Town, and better promoting the development of rural basketball in Lushan Town. Lushan Town attaches great importance to rural basketball, but the organizational form of rural basketball is still mainly spontaneous, with less organized by administrative departments, and the organizational form of rural basketball is single.

The development of BA in Villages of southeast of Guizhou has greatly improved the basketball court facilities in rural areas of Lushan Town. However, there are still a small number of basketball courts and insufficient supporting facilities, indicating that the basketball court facilities in rural areas of Lushan Town are insufficient.

The refereeing experience of rural basketball referees in Lushan Town is mainly over 3 years, and the number of refereeing matches is mainly between 20-35. This shows that rural basketball referees have rich experience, and the villagers in Lushan Town have many ways to learn about basketball. The participation time and frequency are also reasonable, and the motivation for participation is mostly positive, laying the foundation for the development of rural basketball. However, the number of organized matches for rural basketball in Lushan Town is still not very high.

#### 4.2 Suggestions

(1) Lushan Town should plan the organizational form of rural basketball reasonably, and administrative departments and related enterprises should actively organize relevant basketball activities. At the same time, encourage relevant basketball training institutions to hold basketball competitions or activities irregularly, so that villagers can participate in rural basketball in different ways<sup>[9]</sup>.

(2) Lushan Town should increase cooperation with some enterprises, organize more commercial performances to raise funds, and then increase investment in rural basketball. Firstly, each village should expand a certain number of basketball courts according to its actual situation, actively encourage some schools to open basketball courts appropriately, and also increase some basketball facilities to create a good basketball atmosphere and better promote the development of rural basketball<sup>[10]</sup>.

(3) Lushan Town should continuously encourage villagers and various related organizational units to participate in rural basketball games, such as providing material rewards to villagers who actively participate in the games, in order to stimulate their enthusiasm for participation and better meet their needs for participating in the games. At the same time, the publicity of the games should be continuously increased to better enhance their influence, attract more villagers to participate in basketball sports, and promote the development of rural basketball.

#### Acknowledgements

This paper is supported by the First-class Curriculum Cultivation Project of Zunyi Normal University in 2023, (JKPY2023012), the Exploration and Practice of Yoga Teaching Path from the Perspective of Course Ideology and Politics (KCSZ2024026), Zunyi Normal University, and the Labor Education Curriculum Construction Project of Zunyi Normal University in 2023, (TSKC2023006).

#### References

- [1] Dandan Z, Chen C. What Types of Chinese Rural Sports Attract Attention: Take the Village Basketball Association as an Example[J]. *Frontiers in Sport Research*, 2023, 5(4): 11-15.
- [2] Lu M, Zhang L, Zhang Z. Constructing a New Framework for Sport and Development: Investigating the Media Portrayal of Village Basketball Association in China[J]. *Communication & Sport*, 2024: 21674795241271193.
- [3] Russell J L, McLean B D, Impellizzeri F M, et al. Measuring physical demands in basketball: an explorative systematic review of practices[J]. *Sports Medicine*, 2021, 51: 81-112.
- [4] Ono K, Akasaka K, Otsudo T, et al. Determining a preventive strategy for ankle sprain injury through a questionnaire survey of coaches of junior high school basketball teams[J]. *Journal of Physical Therapy Science*, 2022, 34(1): 26-30.
- [5] Zhu Z. High dimensional sports statistics and machine learning in NBA[J]. *Advances in Engineering Innovation*, 2024, 11: 78-94.
- [6] Chen X, Shi D. Construction of a New Basketball Game Data Analysis Platform Based on Data Analysis[J]. *Revista de Psicologia del Deporte (Journal of Sport Psychology)*, 2024, 33(2): 76-89.

- [7] An N. *Sports competition data analysis and strategy optimization using K-means clustering algorithm*[J]. *Journal of Computational Methods in Sciences and Engineering*, 2024: 14727978251321959.
- [8] Nunes H, Iglesias X, Del Giacco L, et al. *The pick-and-roll in basketball from deep interviews of elite coaches: a mixed method approach from polar coordinate analysis*[J]. *Frontiers in Psychology*, 2022, 13: 801100.
- [9] Zhang H, Qian J. *Branding the 'VBA' (Village Basketball Association) to revitalise a Miao village: Platform ruralism in the making*[J]. *Area*, 2024, 56(3): e12951.
- [10] Huang M. *A Practical Case Study of "Cun BA" Empowering Rural Revitalization in Guizhou Province*[J]. *Academic Journal of Humanities & Social Sciences*, 2024, 7(3): 62-69.