

АНАЛИЗ ТЕКУЩЕГО СОСТОЯНИЯ УСТОЙЧИВОСТИ УНИВЕРСИТЕТСКИХ БАСКЕТБОЛЬНЫХ СПОРТИВНЫХ МЕРОПРИЯТИЙ В КИТАЕ

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Аннотация. Данное исследование посвящено университетским баскетбольным спортивным мероприятиям в высших учебных заведениях Пекина. Анализируется текущее состояние, существующие проблемы и основные причины. На основе этого анализа рассматриваются целенаправленные стратегии развития, что приводит к выводам, призванным служить ориентиром для содействия здоровому развитию университетских баскетбольных соревнований.

Ключевые слова: спортивно-массовые мероприятия, университетский баскетбол, спорт.

ANALYSIS OF THE CURRENT SUSTAINABILITY STATUS OF UNIVERSITY BASKETBALL SPORTS IN CHINA

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Abstract. This study examines university basketball events at Beijing universities. It analyzes the current status, existing problems, and underlying causes. Based on this analysis, targeted development strategies are explored, leading to conclusions intended to serve as a guide for promoting the healthy development of university basketball competitions.

Keywords: mass sports events, university basketball, sports. students, table tennis, physical training.

Introduction. Wang Jiahong, Chen Xin, Yu Zhenfeng, and Wang Zhongqing note that the evolution of basketball in Chinese academic institutions has been marked by many twists and turns. Originating in China in 1895, basketball has flourished for over a century. Thanks to its unique health benefits, excitement, and educational value, it has gradually become one of the most popular sports among students. The development of high school sports has influenced the growth of collegiate basketball. Promoting collegiate basketball not only enriches campus life and improves the overall quality of life for students, but also contributes to the popularization of basketball in China, playing a significant role in accelerating its development. The evolution of high school basketball has gone through three distinct stages: an initial stage of popularization and

development, a period of stagnation followed by a revival, and the current stage of development and renewal.

In his research, Li Xiangqian identifies a number of limitations: low institutional priority, insufficient professional coaching, inadequate and primitive facilities, predominantly recreational participation, largely self-organized activities, and extremely limited competitive opportunities. These factors collectively hinder the smooth development of youth basketball. This requires active measures by relevant authorities to promote extracurricular basketball among youth.

Overall, although research on youth sports and university basketball in China is relatively abundant, few studies integrate this into the context of Beijing's integration. Therefore, research on university basketball competitions in the context of Beijing's integration strategy is highly relevant. Exploring ways to integrate this strategy with university basketball, the regionalization of initiatives in this area, and their subsequent promotion and implementation nationwide has important practical implications.

The purpose of this study is to assess the current state of sustainability of university basketball sports events in Beijing.

Methods and organization of the study. To systematically investigate the current development status and existing issues of university campus basketball events, this study employs questionnaire surveys as the core empirical data collection method. Based on the research questions, a stratified random sampling approach was adopted within the higher education system in the Beijing area, selecting multiple provincial (municipal) key demonstration universities as survey subjects ($n=542$) to ensure the representativeness and typicality of the sample. The questionnaire comprises multiple structured sections, primarily covering participants' basic information, frequency and motivations for event participation, evaluations of event organization and management (e.g., competition format, promotion, logistical support), perceived event cultural atmosphere, and personal gains, among other aspects. The item types predominantly consist of Likert scales, supplemented by necessary multiple-choice questions and open-ended inquiries.

Research Methods: analysis of scientific and methodological literature, semi-structured interviews and questionnaires.

Research results and their discussion. According to the analysis, it was found that out of 10 intra-university basketball events in higher education institutions in Beijing, four are held once a semester, four are held two to three times a semester, and only a fifth of the competitions are held more than three times a semester.

It should also be noted that of the 10 intercollegiate basketball competitions, four are held 3-5 times or more than 5 times per semester and two are held less than three times per semester.

Interviews with relevant authorities, physical education teachers, and experts revealed divergent views on the primary goal of developing university basketball competitions: educational administrative bodies believe the goal is to revitalize sports culture within the university; sports administrative bodies view it as a means of developing

China's basketball talent pool; while university leadership sees it as a means of developing sports culture within the university and enhancing the institution's prestige through athletic achievements.

Meanwhile, it was revealed that basketball competitions at Beijing's universities remain primarily organized by the state. Grassroots tournaments are primarily organized jointly by educational and sports departments, with limited public participation. The lack of interregional exchange and cooperation leads to uneven development of competitions. It is also noted that key challenges in developing university basketball tournaments at leading provincial (municipal) universities in Beijing include regional differences in socioeconomic development, uneven distribution of educational resources, and divergent views among leadership at different levels regarding the goals of such events.

It should also be noted that respondents note the need to develop a strategy to optimize basketball tournaments at key universities in Beijing's provinces (municipalities). This strategy includes, first and foremost, strengthening government support, prioritizing university basketball development among leadership, increasing funding, promoting an active sports culture on campuses, and emphasizing faculty development.

Conclusions. Thus, the conducted assessment of the sustainability of university basketball programs in the post-Olympic era in China revealed that basketball competitions at Beijing's universities remain predominantly state-sponsored. The need to develop a strategy to optimize the organization of basketball tournaments at key universities in Beijing's provinces (municipalities) is noted. An uneven distribution of educational resources and divergent views among leadership at different levels regarding the goals of such events are revealed. Based on this analysis, targeted development strategies are proposed, leading to conclusions intended to serve as a guide for promoting the healthy development of university basketball competitions.

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