

# Development Strategy of Chinese Basketball Culture in the Environment of National Fitness

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**Keywords:** National Fitness; Culture; Basketball; Development Strategy

**Abstract:** Nowadays, China is developing constantly, not only in economy, but also in sports. The spirit of sports is more deeply rooted in people's hearts. In order to let Chinese people participate in sports, the national fitness activities came into being. The national fitness activities include many sports, such as running, playing badminton, playing table tennis. This paper studies the development strategy of Chinese basketball culture based on the national fitness environment. First of all, this paper outlines the concept of national fitness and basketball culture. National fitness refers to the participation of Chinese men, women, old and young people in physical exercise, regardless of time and place, while basketball culture refers to the culture created in the material and spiritual production of basketball. Secondly, this paper puts forward the strategy and result of the development of basketball culture. It can be concluded that the development of basketball culture makes the quality level of Chinese people increase 4.5% on average and the economic benefit increase 3.4% on average.

## 1. Introduction

For the whole world, China has been a great power since ancient times, but in the last century, most Chinese were called "sick man of East Asia" by the West because of opium. Nowadays, China is not only developing its economy, but also increasing its sports. The 29th Olympic Games in 2008 was held in Beijing, and the sports spirit "higher, faster and stronger" is deeply rooted in the people's mind.

At present, the national fitness is becoming more and more popular. Every Chinese people realize that to improve their physical fitness, they can only adhere to sports. There are many kinds of sports, including running, badminton, basketball. Many scholars have studied basketball and basketball culture.

In [1], the author evaluated 1295 adults (521 males and 774 females) aged 19-64 who participated in the 2014-2015 National Fitness Award program. Data show that higher dietary quality in Korean adults may have lower depressive symptoms and better quality of life. In [2], under the background of big data, the author analyzes the current situation of consumer demand for fitness and leisure activities, reflects on the existing problems in the current consumer fitness and leisure market, and puts forward specific measures to solve the problems in the consumer fitness and leisure market in China. In [3], the authors estimated the international and national trends of adult cardiopulmonary fitness (CRF) and examined the relationship between the trend of CRF and the trend of health-related, socio-economic and environmental indicators. The results showed that the general reporting format decreased in all countries, and there was a strong negative correlation between the general reporting format trend and obesity trend. In [4], the author's study aims to determine the reliability of anthropometric data collected by physical education teachers in SEGAK assessment. The results show that the anthropometric assessment conducted by PE teachers in SEGAK assessment is reliable and can be used to determine the weight status of school children and adolescents, especially in TARANGANU, Malaysia. In [5], the author used a strict randomized parallel control design to systematically evaluate the impact of jazz dance on College Students' physical and mental health. The results show that proper training intensity and content are essential to improve physical and mental health. In [6], the author aims to estimate the time trend of international and national children's and adolescents' cardiopulmonary fitness, and examine the

relationship between the time trend of children's respiratory fitness and the time trend of national socio-economic and health-related indicators. The results show that the decline of boys is larger than that of girls, and that of children and adolescents is also large. The trends among countries are also different in magnitude and direction, most of which show a downward trend. In [7], the purpose of the author's research is to establish and design talent identification index in basketball field based on sports, psychology, anthropometry and physiological parameters. Through the analysis of the interview results, 10 categories, 30 sub categories and 101 key concepts are extracted. After axial and selective coding of categories, a paradigm model of TID in basketball is proposed. In [8], the author uses the method of policy ability and comprehensive evaluation to determine the actors, stakeholders and institutions of the two university basketball leagues in the Philippines, namely, the University Sports Association of the Philippines and the National University Sports Association, and analyzes the key problems faced by these leagues in the context of University basketball management. In [9], the author puts forward sports as a flexible conceptual tool to establish the relationship among sports management, health promotion, social and cultural development, policy and sustainability. The authors provide practical and theoretical implications and suggest that the model can support and conceptualize other sustainable development initiatives - especially health-related development projects - both within and outside the Pacific region.

In [10], the purpose of the author is to compare who plays basketball and doesn't play basketball in children's upper limbs. The results showed that there was a significant difference between the left and right arm length ( $P = 0.001$ ) and the right and left arm length ( $P = 0.02$ ) of the students who did not participate in sports. Playing basketball increased the arm circumference and forearm circumference of children.

In this paper, based on the national fitness environment, the development strategy of Chinese basketball culture is studied, and the development results are analyzed. The specific results are as follows.

## **2. Overview of National Fitness and Basketball Culture**

### **2.1 National Fitness**

The so-called national fitness, which literally means that the whole Chinese people participate in fitness, and then it means that all people, regardless of men, women, old and young, participate in physical exercise, and through this kind of national physical exercise to improve their physical quality, exercise their perseverance and have a perfect body. There is a big difference between national fitness and organized, purposeful fitness activities. The organizational form of national fitness is diverse and flexible, and the fitness place is also flexible, and the content of fitness is also diverse. You can run, play badminton, swim. These fitness activities are voluntary for participants, and participants have great autonomy to participate in these activities move.

### **2.2 Basketball Culture**

We generally call culture "soft power". It is true that culture reflects the specific value of a material. The content of culture is complex and colorful. It has different composition and very rich connotation. The society is progressing, the times are developing, and the content of culture is constantly enriching and enriching. Take Chinese culture as an example. It has been developing and enriching its connotation.

Basketball culture is no exception. The connotation of basketball is increasingly rich. Therefore, our understanding of basketball culture is not only confined to the manifestation of basketball, but also to the spirit and research of basketball. Based on the above two points, basketball culture can be defined as the culture created in the material and spiritual production of basketball. Basketball is still developing, so basketball culture is still enriching.

### 3. Development strategy of Chinese Basketball Culture

#### 3.1 Vigorously Promote Basketball Culture

In the national fitness environment, basketball is an essential sport. Playing basketball can not only enhance physical fitness, but also leisure and entertainment. Therefore, it is an indispensable process for men, women, old and young people to understand basketball culture. For different groups, there are different means of propaganda. First of all, for young people, we can use network media to intuitively understand basketball culture and the development and characteristics of basketball; for middle-aged people, the community can organize some lectures on basketball, or hold basketball games to understand basketball culture. Basketball is as important as football and table tennis, so we should learn more about basketball culture in our daily study and life.

#### 3.2 Promote the Construction of Basketball Court

The construction of stadiums and gymnasiums is the foundation of national fitness, as is the case for basketball. The construction of basketball venues can promote the development of basketball culture. There are two suggestions for promoting the construction of basketball venues: first, improve the construction of basketball venues in primary and secondary schools and universities, so that every Chinese youth can play basketball and play basketball well; second, improve the construction of community basketball court and provide free notice to the society. Different from schools, communities are not as convenient as schools. Therefore, it is particularly difficult for those who want to play basketball. Therefore, it is urgent to improve the construction of community basketball court. If the construction of basketball court is completed, then the basketball culture will naturally be deeply rooted in people's hearts.

### 4. Development Results

The development of Chinese Basketball Culture in the environment of national fitness can not only enhance the physical quality and physical exercise of Chinese people, but also bring economic benefits. Because the development of basketball is closely related to many things, such as basketball clothing, basketball equipment, basketball court and basketball related souvenirs. Once basketball culture and basketball are developed in China, the economic benefits of these basketball related things will gradually increase. In this paper, the development of basketball culture before national fitness and after national fitness is compared with the level of physical fitness of Chinese people and the economic benefits of Chinese basketball. The results show that the level of physical fitness of Chinese people is increased by 4.5% on average, and the economic benefits are increased by 3.4% on average. The specific results are shown in Figures 1 and 2.



Figure 1 Physical fitness level of Chinese before and after national fitness

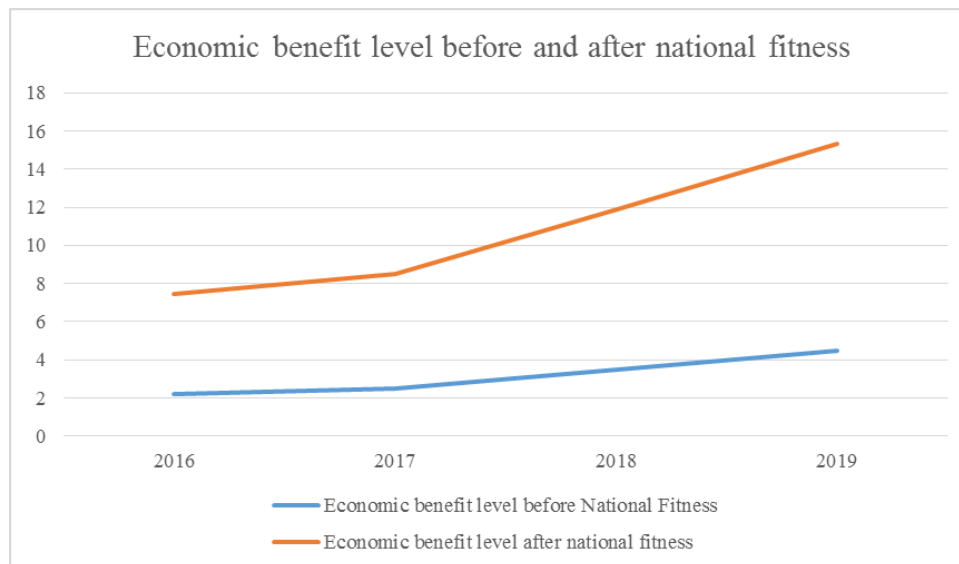


Figure 2 Economic benefit level before and after national fitness

## 5. Conclusion

Based on the national fitness environment, this paper studies the development strategy of Chinese basketball culture. First of all, this paper outlines the concept of national fitness and basketball culture. National fitness refers to that all Chinese men, women, old and young participate in physical exercise, regardless of time and place, while basketball culture refers to the culture created in the material and spiritual production of basketball. Based on the above two concepts, this paper puts forward the strategies and results of developing basketball culture. It can be concluded that the development of basketball culture in the national fitness environment can improve the quality level of Chinese people by 4.5% on average, and the economic benefit by 3.4% on average. There are still many deficiencies in this study, which will be solved slowly in the future research.

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