

THE CURRENT SITUATION OF UNIVERSITY BASKETBALL LEAGUE MANAGEMENT IN HUNAN PROVINCE, CHINA

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ABSTRACT

The University basketball league is a new phenomenon in the development of sports in China. It is the earliest university in the country and even the whole society to cultivate basketball talents with high cultural quality and outstanding competitive level. The Chinese University Basketball League has had a noticeable impact. It has enlivened the atmosphere of basketball in Chinese universities and promoted the development of basketball. Hunan Province is a major economic and sports province in central China. As the most influential university sports project in the province, its university basketball league aims to cultivate basketball talents and put people first, adding new colors to Chinese basketball and university sports. It is an obligation and responsibility bestowed upon Hunan by the times. This paper through the study of Hunan university basketball league, aims to strengthen the management of Hunan province university basketball league, to improve the region basketball game continuous improvement and optimization, to promote the comprehensive development of basketball in Hunan province has practical guiding significance, and the implementation of national fitness mode, the inevitable requirement of the construction of sports power.

Keywords: Current situation, University basketball league, Management, Hunan

INTRODUCTION

Hunan Province has actively responded to the call for college student competitions for many years, but many professional problems have gradually been exposed in the league management process. As relevant journalists learned about the situation, some scholars pointed out that there are also many contradictions and problems that need to be solved in its development process, all due to inadequate management. For example, Bai Jiang, a coach of the men's basketball team at Hunan Central South University, mentioned that "before coming to Hunan, I rarely heard about the campus basketball culture here. Liaoning, Hebei, and Shandong are all major basketball provinces, and the basketball management system is scientific, placing Hunan in the first place too much (Hunan Daily, 2017, p.15)", and also mentioned that the men's basketball team of Central South University used to be in the top four of CUBA, approaching the championship trophy infinitely. However, after the retirement of Li and Liu, the team will face a very difficult period: the "post Li Zhanglin era". If the management mode is not changed and the importance of Hunan Province is not emphasized, it will be difficult to attract people. "If the management mode is not changed in the long term and sufficient attention is given to basketball in Hunan universities, the basketball team of Central South University will have no future" (Sohu Sports, 2021, p.21).

Proper management is the foundation of development. The management of university sports events is an important means to ensure the smooth development of events, an effective way to improve the popularity of basketball in Hunan Province's universities, an important measure to promote the transformation of national sports, and one of the means to promote personal development and social beneficial development. According to the continuous guidance of national policies, the development of the management model of basketball in Chinese universities has been upgraded to a national model. The next few years will be a golden period for the development of basketball in universities, which will gradually move China towards the goal of becoming a sports powerhouse.

This article takes the Hunan Provincial College Basketball League as the research object, conduct investigation and research on its current situation, explores and solves the factors that affect the management process, in order to meet the actual needs of the Hunan Provincial College Basketball League and propose relevant suggestions. These suggestions aim to strengthen the management of the Hunan University Basketball League for reference by relevant stakeholders. This method has promoted the continuous improvement and optimization of basketball events in the region and promoted the comprehensive development of basketball in Hunan Province. Not only does it have practical guiding significance for the continuous improvement and optimization of sports events, but it is also an inevitable requirement for implementing the national fitness model and building a sports powerhouse.

OBJECTIVE

By studying the current situation of management in Hunan Province's university basketball leagues and identifying the influencing factors of the development of Hunan Province's university basketball leagues, suggestions are proposed for the university basketball league management in Hunan Province.

RELATED RESEARCH

Zhang (2022) proposed in "Research on the operation mode of university basketball league in China": The management model for sustainable refers to a set of systematic methods and frameworks that provide organization, coordination and management. According to the Sports events management model, it is divided into two types of operation management: single management and mixed management model. This management model aims to ensure the China University university Basketball League through the Sports events management system, leadership attention, event logistics support, funding security, organizational security, social participation, sports association autonomy, media communication, event sponsorship, and ancillary product development, efficient operation[1].

Cui(2021) proposed in "Comparative Research on Athlete Management Models of Chinese and American university Basketball Leagues": The university basketball league management model is constructed under the guidance of the Chinese Basketball Association and the university Sports Association, and consists of management methods, management systems, and management tools. , management behavior architecture composed of management programs. It refers to the basic ideas and methods used in management. It is a complete management system that is formed and can be used in basketball events. Through this system, problems in the management process are discovered and solved, management methods are standardized, management mechanisms are improved, and basketball is realized. The goal of leveling up[2].

Zhou (2021) proposed in "Research on the operation of the AUBA University Basketball League": That the management mode of the university basketball league refers to the process of ensuring the

smooth development of the competition, and the management department planning the competition as a whole, and allocating it reasonably for the development of the competition. The ultimate goal is to achieve economic benefits through operation, with investment mainly related to people, materials, and management, and the main output being the benefits of the competition. In order to achieve benefits, competitive tasks such as organization, publicity, and support are required[3].

Ji (2019) proposed in "Research on university Student Basketball Competition Management": explains that the sports management model of Hunan Province mainly include: government management system, social management system, and government and society combined management system. The article recommends increasing financial investment, establishing a referee training system, strengthening the cognitive level of basketball, strengthening the scientific and standardized nature of the competition, and making the event more transparent and open[4].

Lin (2018) proposed in "Research on the operation and management mode of the final of the World University Three on Three Basketball League": That the management mode of the university basketball league refers to the process in which relevant education departments, governments, and associations promote university sports events to the public through detailed planning, rigorous organization, and reasonable control[5].

In summary, University basketball league management model for sustainable refers to a series of methods and plans adopted in the process of organizing and operating the university basketball league to ensure the smooth progress of the game and improve the quality of the league. This management model aims to ensure the sustainable operation of the University basketball league through the management system of the tournament, Human resources, Marketing management ,Guarantee system.

CURRENT SITUATION

Sub-Section 1 Existing management methods

The student basketball league management mode refers to a series of methods and plans adopted to ensure the smooth progress of the game and improve the quality of the league when organizing and operating the university basketball league. The management methods of Chinese university Basketball League mainly include:

- 1) Online platforms and systems: Specialized online platforms and systems are used for tournament management, including team registration, scheduling, and performance statistics. These platforms can improve management efficiency and realize real-time sharing and updating of information.
- 2) Electronic referee system: Introducing an advanced electronic referee system to improve the accuracy of referee's judgments and ensure the fairness of the matches through technical means.
- 3) Data statistics and analysis tools: Use advanced data statistics and analysis tools to record and analyze game data in detail, providing tactical guidance and player development suggestions for the team.
- 4) Safety Management Measures: Set up comprehensive safety management measures, including venue safety inspection, first aid plan and security measures, to ensure the safety of players and spectators during the matches.
- 5) Online training and communication: Utilize an online training platform to provide training resources for referees, staff and teams, and at the same time enhance communication and collaboration among all parties through online communication tools.
- 6) Social media promotion: Utilize various social media platforms to promote the tournament, release relevant news and team dynamics to increase the visibility of the league and attract more spectators and fans.

7) Financial Management System: Establish a professional financial management system to ensure the transparent use of sponsorship money and standardize the management of all funds.

8) Government cooperation and policy compliance: Cooperate with the government, comply with relevant regulations and policies, and ensure the legal and compliant operation of the league.

Sub-Section 2 Development progress table of Management process

Table 2
China university basketball league development process

No.	Year	Stage	Process
1	1998	Exploration Stage	Adopting A and B league grading system; B league is divided into south and north regions with the Yangtze River as the boundary, each region will first have qualified and divisional matches, and finally the champions of the north and south regions will have the grand final; the champions of the A and B regions will then have a national final match.
2	1999	Exploration Stage	Eliminate the grading system; divide the country into four regions: northeast, southeast, southwest and northwest; the top two teams from each region will enter the national final eight.
3	2000	Exploration Stage	CUBA league competition regulations
4	2003	Stable development stage	Starting from the 6th CUBA held , the divisional tournament was postponed to February-March of the following year; the men's eight-team tournament was changed to a two-round elimination system of home and away matches, and a penalty shootout system was introduced for home and away matches; the women's quarterfinals were expanded to eight-team tournaments, and a group cross-elimination tournament mechanism was adopted, and the finals were still held under the home and away match system.
5	2004	Stable development stage	Specific implementation measures on penalty shot decision system for home and away two-game matches
6	2006	Stable development stage	Introducing the draw system for the regional and final eight matches.
7	2008	Stable development stage	Modification of the regulations of CUBA China university basketball league.
8	2010	Innovative development stage	Adopted the new competition regulations of CUBA.
9	2011	Innovative development stage	Completed the expansion of the league, from the original top two of the regional tournament into the national eight, to the top four of the regional tournaments into the national tournament.
10	2016	Innovative development stage	China university basketball league further expanded, men's and women's basketball teams entered the national tournament from the previous sixteen to twenty-four. At the same time, the league introduced the All-Star game for the first time, bringing the league's star players and fans closer together.
11	2018	Innovative development stage	Ali sports announced that it has invested more than 1 billion yuan to obtain the exclusive right to operate the China university basketball league for the next seven seasons, and has carried out drastic reforms on the tournament system: the expansion of the division tournament from the original 64 teams to 80 teams, the

			return of the men's 8-team tournament to the home-and-away system, which will allow the China university basketball league to enter into more and more competition, and to increase the number of teams.
12	2022	Innovative development stage	Under the normalization of the prevention and control of the epidemic of new crown pneumonia, the men's division of the first level of the league in the south and north of the two brand new regions, a total of 64 teams, respectively, in Haikou City, Hainan Province, Mianyang City, Sichuan Province, assembled to compete for the top 8 seats in the country.
13	2023	Innovative development stage	The official announcement of the Chinese University Basketball League officially changes the English abbreviation of the competition to "CUBAL", The new logo of the competition combines basketball with the millennium cultural symbol of Chinese civilization - Kunpeng, with its wings and head converging towards the five stars, symbolizing the characteristics of the league of daring to pursue dreams and constantly innovating.

Sub-Section 3 Existing management models

1) League Organizing Committee Mode: A special league organizing committee is responsible for the overall planning, organization and execution of the league. Under this model, the organizing committee takes charge of tournament planning, sponsorship development, venue coordination, referee management and other duties to ensure the orderly conduct of the league.

2) Online Platform Operation Mode: Online platforms (websites or apps) are utilized for tournament registration, schedule release, results statistics and other operations. Teams and participants can realize rapid exchange of information and management through these platforms to improve the convenience of participants.

3) School participation mode: The league delegates the responsibility of management to individual universities, with the sports organizations or student unions within the schools being responsible for specific matters such as registration, team formation and venue arrangements. In this model, the scale of the league may be larger, involving synergistic cooperation among multiple schools.

4) Professional company hosting model: A professional sports event company is responsible for the planning, organization and execution of the entire league. Under this model, the company usually has rich experience and resources, and can provide all-round support to ensure the efficient operation of the league.

5) Big Data Analysis Mode: Using big data analysis technology, in-depth analysis of game data, player performance, etc. is conducted. In this mode, the competitive level of the league is enhanced through a data-driven approach, providing more scientific guidance and improvement suggestions for teams and players.

6) All-media communication model: The information of the tournament is delivered to a wider audience through a variety of media channels, including TV, webcasts, social media, and so on. This helps to increase the visibility and attractiveness of the league.

Sub-Section 4 Management Organization

Table3

China university basketball league management structure

No.	Management Structure	Managing Organization
1	Organizers	The organizer of China university basketball league is China university sports association (FUSC).
2	Empower	According to the "Exclusive Operating Service Provider Authorization Letter for the Chinese University Basketball League (CUBA)", starting from November 13, 2018, General Association and its affiliated company Kangpasi (Beijing) Sports Management Co., Ltd. (referred to as Kangpasi) hereby authorize Alibaba Sports Co., Ltd. (now Orange Lion Sports) to exclusively develop, promote and operate the commercial rights of the CUBAL league within the scope of the authorization agreement, and fully exercise the right to operate the CUBAL league, This includes the organization, management, and implementation of leagues (including grassroots, regional, national, and all-star themed events).
3	Co-organizers	The co organizers of the CUBAL league are the Basketball Branch of the China University Sports Association (hereinafter referred to as the Basketball Branch) and Kangpasi (Beijing) Sports Management Co., Ltd.
4	Undertaking machine	The organizer of the CUBAL league is the student sports associations of relevant provinces (autonomous regions or municipalities directly under the central government), as well as various organizing units.
5	Operating Organization	The exclusive operating agency of the CUBAL league is Orange Lion Sports Limited (hereinafter referred to as Orange Lion Sports).
6	Organizing Committee	The organizing committee of the China university basketball league is the highest leading body of the league, which is composed of representatives of all aspects of the league under the leadership of the organizer and is responsible for organizing the overall work of the league.
7	Related Organizations	The organizing committee consists of the disciplinary supervision committee, the office, the competition department, the business promotion department, the news and publicity department, the league's expert advisory group, the league's campus culture construction committee, the competition supervision committee, the referee committee, the match data and technical statistics department, the sponsor sales and service department, the market development and cooperation department, the public signal production and broadcasting department, and the league's news and media committee.

Sub-Section 5 Organization and management of province University Basketball League in Hunan province

In Hunan University Basketball League, the effective management mode is the key to ensure the fairness and order of the game. At present, the management mode for college basketball league has been initially established, but it needs to be more perfect and standardized.

1) Organizational structure: The Hunan Provincial University Student Basketball League has a special organizational body responsible for managing and organizing competitions. It is sponsored by the Hunan Provincial Department of Education and hosted by the Hunan Provincial university Student Basketball Association. The League Organizing Committee is the highest leadership body of the league. Under the leadership of the organizer, it is composed of representatives from all aspects of the league and is responsible for organizing the overall work of this league. Its office is located in the Hunan University university Basketball Association.

2) Event planning: The league organizers will formulate event plans in advance, including competition time, location, participating teams, etc., and publish relevant information on the official

website or other media channels so that participating teams and audiences can obtain information in a timely manner. The Competition Department is responsible for formulating competition rules, arranging competition routines, reviewing participation qualifications, accepting applications and other documents, printing and issuing league notices (letters), organizing the selection of league awards, and handling daily competition affairs of the league.

3) Registration review and discipline: Participating teams need to register within the prescribed time and submit relevant registration materials, such as team member list, identity certificate, etc. The organizer will review the qualifications of the registered teams to ensure that the participating teams meet relevant regulations. The league has established a League Disciplinary Supervision and Management Committee, which is responsible for inspecting, supervising and punishing the qualifications of participating teams and players, as well as violations of regulations and disciplines, and reporting to the League Supervision and Management Committee for final decision.

4) Referee management and training: The league organizer will entrust the Basketball Association Referee Committee to be responsible for the training, assessment, selection, evaluation, rewards and punishments of league technical representatives and referees, etc.

5) Development of the league, fully utilize and mobilize media resources such as television, newspapers, and websites, unite and coordinate various news media, and make it timely, fair, transparent, true, objective, professional, orderly and promote the league in a targeted manner. At the same time, he is responsible for the league record desk and technical statistics, responsible for collecting and summarizing relevant data and uploading data; responsible for statistical research during the league, including sports teams, competitions, schools, referees, etc., and writing league technical research reports and special reports.

6) Market development and cooperation: Responsible for the positioning, planning and implementation of the league's overall marketing cooperation plan. Develop relevant marketing partners, conduct joint marketing and interactive promotion with market partners, and regularly organize market public relations, advertising and other activities to increase the cross-border influence of the brand.

7) Security: The members of the security work office are composed of functional department personnel from the league security work leading group members. Under their leadership, they are responsible for formulating various rules and regulations for the CUBA league security work (including league security work plans and host school evaluations). Security measures, standards and details, etc.), review the security work plans of each competition area, organize league security work meetings and security work training, etc., supervise and inspect the development of security work in the competition area.

8) Reward mechanism: The league sets up awards to reward teams and individuals for outstanding performance. Champions of competitions at all levels will represent Hunan in the national competition to stimulate the enthusiasm and competitiveness of participating teams.

CONCLUSION AND FUTURE WORK

By studying the Current Situation of University Basketball League Management in Hunan Province, we can explore how to effectively promote the development of sports. This study helps to analyze the successful experiences and shortcomings of league management models, and provides valuable experience and inspiration for university basketball leagues in Hunan Province and other regions. We can explore and propose sustainable management models. This management model will ensure the sustainable development and stability of the league by ensuring the rational utilization of

resources, sufficient investment in human and material resources, and improving operational efficiency. We can explore the positive impact of the league on society. Students participating in university basketball leagues can achieve comprehensive development through competitions, such as exercising their bodies, improving teamwork spirit, and developing leadership abilities.

There may be limitations in data collection during the study, as some data may not be available or the collected data may be inaccurate or incomplete. This will affect the reliability and comprehensiveness of the research.

The management status of Hunan College Basketball League needs to be improved comprehensively. By strengthening the organizational ability, improving the referee training and selection mechanism, optimizing the competition rules and competition system, and strengthening the publicity and promotion work, we believe that the league can further develop and improve the influence and competitive level of basketball among college students in Hunan Province.

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