

Research on the Current Situation of Zhaoqing Youth Basketball Training Institutions

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Abstract: This article uses the literature method, questionnaire survey method, mathematical statistics method and logical analysis method to investigate and study the current situation of youth basketball training institutions in Zhaoqing City. The research conclusion is that: students have a high degree of love for basketball projects, and most students have a high degree of love for basketball projects every week. Participated in two basketball training sessions, with each session lasting between 60 and 90 minutes. Most students prefer a training model that focuses on ball training and is supplemented by technical and tactical exercises. However, most of the coaches in basketball training institutions are part-time, their recruitment and promotion methods are relatively traditional, and there is a lack of participation in large-scale basketball games in the teaching practice of basketball training institutions. These problems have restricted the development of basketball training institutions. Through the conclusion, the following suggestions are drawn: Basketball training institutions should strengthen the construction of coaching teams, strengthen brand management and promotion, and at the same time strengthen teaching content and service quality, so as to ensure the sustainable development of basketball training institutions.

Keywords: Zhaoqing City; Youth basketball; Basketball training institution

1. Study subjects and methods

1.1 Research object The current situation of 5 youth basketball training institutions in Zhaoqing city is taken as the research object. A total of 25 coaches and 160 trainees were investigated.

1.2 Study Methods

1.2.1 Literature research method

This research was obtained through academic platforms such as CNKI and Wanfang, and in addition, some information was also retrieved from search websites. Enter the key words “youth”, “basketball training institution” and “Zhaoqing City” on the academic platform to search. Then the analytical classification summaries were performed.^[1]

1.2.2 Questionnaire survey method

This study for further understanding of Zhaoqing city youth basketball training institutions to carry out the present situation, after asking the opinions of the relevant professionals to design the questionnaire, and the Zhaoqing five youth basketball training institutions to carry out the questionnaire survey, the survey coach 25 questionnaires, 25, recovery rate 100%, 25 effective, 100% efficient, a total of 170 questionnaires, recycling 160, recovery rate 94.1%, 160 effective, 100% efficient.

1.2.3 Mathematical and statistical method

The data obtained through the survey was entered into the Excel, and data support for the paper writing after statistics and sorting.^[2]

2. Results and analysis

2.1 The current situation of Zhaoqing youth basketball training

The orientation status of youth sports participation in Zhaoqing City

Table 2.1 Survey statistics of student favorite sports (N=160)

option	number of people	proportion (%)
soccer	12	7.50%
Basketball (not participating in Table 3.2 Survey)	116	72.50%
table tennis	11	6.88%
badminton	9	5.62%
volleyball	8	5.00%
other	4	2.50%

According to the survey statistical results of Table 2.1, this statistical data reflects the preference of Zhaoqing youth in sports projects, and basketball is the most popular sports project, indicating that the basketball culture of Zhaoqing city has been deeply rooted in the hearts of the people, and the development of basketball training institutions has a broad prospect. At the same time, 44 students dislike basketball, as shown in Table 2.2.

Table 2.2 Investigation of Reasons for DisParticipation in Basketball Training Course (N=44)

option	number of people	proportion (%)
have no stomach for	14	31.82%
Fear of injury	4	9.09%
The field is insufficient	4	9.09%
Poor technology	7	15.91%
Fear of heat, fear of cold, fear of suffering	7	15.91%
other	8	18.18%

As can be seen from Table 2.2, the 44 trainees who expressed their dislike of basketball training considered five main reasons. First, 14 participants expressed no interest, which may be related to basketball itself not meeting their personal preferences. Secondly, four students expressed fear of injury, which indicates that basketball should pay attention to safety issues in coach training to avoid injury in the learning process. Therefore, training institutions can carry out relevant activities and courses according to different reasons of students to improve the participation of students.

2.2 Problems existing in the development of Zhaoqing youth basketball training institutions

2.2.1 Imperfect teaching staff

At present, most basketball training institutions tend to dominate by part-time coaches, who are usually students or office workers, and work in part-time jobs just to earn extra money. Part-time coaches are part-time, and the reduction of class time, the guarantee of teaching quality and the focus of basketball teaching knowledge are restricted. At the same time, the employment relationship of these part-time coaches is unstable, unable to form a stable teaching staff. Secondly, at present, there is a lack of professional basketball coach vocational training institutions in the market. Most coaches get relevant knowledge obtained through time-consuming self-study or looking for peers or seniors for training. Because the profession of basketball coach is not common, and there is no professional coach certification procedure in the industry, which leads to the uneven teacher level of the coach team of Zhaoqing youth basketball training institutions, and it is difficult to ensure the quality of teaching.

2.2.2 There are fewer teaching practices in large-scale institutional basketball competitions

Teaching practice is one of the most direct and effective educational means in Zhaoqing youth basketball training institutions, which can improve the comprehensive ability and practical skills of students, and can also contribute to establish a good reputation for the institutions in the circle and promote the vigorous development of the industry. However, at present, Zhaoqing youth basketball training has less teaching practices in large institutional basketball games, which will lead to the lack of sufficient competitiveness and practical experience in this field. Secondly, the lack of teaching practice of large-scale basketball games also reflects some difficulties in the internal management and operation of institutions. Large-scale basketball games have strict organizational standards and legal requirements, and institutions need to have high organizational and implementation ability to successfully participate in these games. If the organization itself has problems such as chaotic management and insufficient personnel quality, the risk of participating in large

competitions will be greater, which will affect the development and user experience of the organization. The lack of teaching practice of large-scale basketball games will also affect the long-term development of the institution. Due to the fierce competition in large competitions, it will be difficult for institutions to achieve good results to establish a good reputation and brand image among players and parents. At the same time, the resources and exposure opportunities available in large competitions will be limited, which will be detrimental by the long-term development of the organization^[3]

2.3 Countermeasures for the development of Zhaoqing youth basketball training institutions

2.3.1 Strengthen the management and training of coaches

In the development process of Zhaoqing youth basketball training institutions, the quality of coaches has always been one of the most critical factors. Whether the coaches 'teaching ability and teaching level can stimulate students' interest in learning, and have a far-reaching and long-term impact on students' physical quality, personality, cognition, and even their future achievements. Therefore, strengthening the management and training of the coaches has become one of the development countermeasures of Zhaoqing youth basketball training institutions. The following specific measures may be taken:

First, build a perfect coach management system and strengthen the management of coaches. Zhaoqing youth basketball training institutions should establish and improve the management system of coaches, including the recruitment, training, assessment, promotion, reward and punishment of coaches, so that the construction of coaches and personnel training can be carried out sustainably and standardized. Second, establish a standardized vocational training system for coaches. The basketball training institutions in Zhaoqing city can cooperate with the vocational association to establish the vocational training system for coaches, formulate the appraisal standards, and conduct comprehensive training on the knowledge, skills and psychology of professional coaches.

2.3.2 Actively participate in large-scale basketball matches

Actively participating in large-scale basketball competitions is a key countermeasure of Zhaoqing youth basketball training institutions, which can effectively improve the influence of the institutions, improve the efficiency and establish the brand image. The organization should strengthen the internal management, timely improve the basketball teaching system, and improve the comprehensive quality and basketball skills of the players. At the same time, it is also necessary to establish a perfect competition organization mechanism, formulate standardized registration, review, preparation, competition and other processes, and encourage, standardize and urge players to actively participate in all kinds of large-scale basketball competitions, so as to improve the comprehensive ability and practical skills of students. The ways of cooperation include holding league matches, training and exchange, organizing after-school championships, etc. Through various forms of cooperation, the organization expands the scope of communication and cooperation, and provides convenience for the organization to achieve excellent results in the competitions.

3. Conclusion

Most coaches are part-time workers, indicating that basketball coaches are more mobile and the frequency of vocational training is relatively low, which will lead to their poor innovation in teaching content. In addition, Zhaoqing city youth basketball training institutions in the recruitment of publicity, the most important way is advertising promotion and WeChat circle of friends publicity, and other channels are less used. With the further intensification of market competition, the number of youth basketball training institutions in Zhaoqing city will gradually increase.

Suggestions: Basketball training institutions should pay attention to the improvement of teaching content and service quality, optimize teaching concepts and methods, strictly control teaching quality, and improve user satisfaction. At the same time, the scope of teaching should be appropriately expanded, such as participating in large-scale basketball games, so as to strengthen the practical ability and comprehensive ability of users, and improve the visibility and influence of the organization. In addition, attention should also be paid to training teachers' service awareness and professional ethics, and carry out standardized management process to provide users with better service experience.

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