

Review article

SWOT Analysis of Construction Status and Development Strategy of Basketball Characteristic Middle School in Linfen City, Shanxi Province

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Abstract - In accordance with the "Notice of the General Office of the Ministry of Education on the Selection of Basketball Characteristic Schools for Youth Campus in 2017", 21 primary and secondary schools in Linfen City were included in the list of the first batch of national youth basketball characteristic schools in 2017 on the basis of auditing and recommending by the education departments of pilot provinces and organizing the comprehensive identification of experts. This paper uses the methods of documentation, questionnaire and field investigation to analyze and study the current situation of the construction of Linfen basketball characteristic school; and combines the SWOT analysis method of management with the internal and external environmental factors of Linfen basketball characteristic school, analyses its advantages, disadvantages, opportunities and challenges, and constructs Linfen basketball characteristic school on this basis. Through SWOT matrix analysis, the final conclusions and corresponding strategies are drawn. Conclusion : Advantages of the construction and development of Linfen Basketball Characteristic School (S): Basketball is deeply loved by students and their enthusiasm for participation is high; each characteristic school has sufficient facilities and facilities; equipped with professional basketball teachers; reasonable training and learning arrangements; and strong support from school leaders. The disadvantages (W): imperfect basketball rules and regulations; lack of basketball teaching and research activities; lack of professional basketball extracurricular instructors; insufficient basketball funds. Opportunities (O): Strong support from relevant national policies; the promotion and popularization of basketball activities by schools; the development of basketball cultural activities to attract more students to participate; the development of basketball in Linfen City has a good social environment, the absorption of various basketball events; the support of the city's Basketball Association and schools. Challenges (T): attitudes of students'parents; insufficient number of characteristic schools, resulting in fewer competition

exchanges between schools, competition among schools with different characteristics; academic pressure of students, hindrance of teachers in other disciplines.

Keywords - SWOT Analysis, Basketball Characteristic Middle School , Basketball Characteristic Middle School , Basketball Characteristic Middle School .

I. INTRODUCTION

Basketball class is one of the important physical education courses in primary and secondary schools in China, which plays an important role in the whole healthy development of teenagers' body and mind. Primary and middle school students occupy the main part of teenagers in participating in basketball, so it is also an inevitable requirement to carry out basketball teaching and training in schools. Coupled with the unique attraction of basketball itself, it can attract students to participate actively, which is helpful to cultivate students' good quality and improve their physical and mental health. Therefore, the development of basketball, especially the development and construction of campus basketball, is of great significance to enhance the physical health of teenagers.

With the strong support of relevant national policies, in order to implement the spirit of the Opinions of the General Office of the State Council on Strengthening School Physical Education to Promote the All-round Development of Students' Physical and Mental Health, it was decided to organize the selection of characteristic schools for youth campus basketball in 2017 on the basis of the previous pilot work of campus basketball. According to the Notice of the General Office of the Ministry of Education on Doing a Job in the Selection of Characteristic Schools for Youth Campus Basketball in 2017, in order to continue to promote the pilot work of campus basketball, it is suggested that 130 characteristic schools in the pilot provinces should be mainly



distributed in 2 to 3 cities. There are 130 primary and secondary schools in Shanxi Province selected as basketball characteristic schools, including 21 in Linfen City.

Basketball is easy to develop among the three big balls, and the development of campus basketball is based on the number of students participating, which has a very good development prospect. Basketball, as an "evergreen tree" in sports, is not only to exercise teenagers' bodies, develop sports skills and promote their healthy growth, but also to revitalize campus basketball for the cultivation of national basketball talents, build a perfect reserve talent system and make due contributions to the cultivation of national basketball talents. Therefore, the construction and development of basketball characteristic schools is of great significance to the cultivation of young basketball talents in China, and the construction and development of basketball characteristic schools in Linfen is more conducive to the cultivation of young basketball talents in this city.

Under the background of the first batch of national youth campus basketball characteristic schools. According to the promulgated Notice, combine with that present situation and characteristics of basketball characteristic school construction in Linfen, and investigate and analyze the present situation of basketball in characteristic schools of campus basketball in Linfen. This paper investigates the present situation of campus basketball characteristic schools in Linfen, and analyzes the factors affecting the development of basketball in Linfen campus basketball characteristic schools. Through the SWOT analysis of the present situation of the development of basketball in the characteristic school of campus basketball in Linfen, this paper makes clear the internal advantages and disadvantages and external opportunities and threats of the development of basketball in the characteristic school of campus basketball in Linfen, and puts forward the development strategy of basketball in the characteristic school of campus basketball in Linfen.

Based on the current situation of the development of campus basketball in Linfen, Shanxi Province, this paper explores the cognition and attitude of middle school students in the process of participating in basketball, and provides the basis for the development of campus basketball characteristic schools; Enrich the teaching methods of basketball in middle schools and open up new paths; From the point of view of the healthy development of youth campus basketball characteristic schools, this paper puts forward strategies, and provides experience for the development of basketball characteristic schools in other provinces and cities.

II. PAGE LAYOUT

A. *Research objects and methods*

a) *Subjects of study*

Taking the first batch of national youth campus basketball characteristic middle schools in Linfen announced by the Ministry of Education in 2017 as the research object.

Survey objects and sampling: According to the list of the first batch of national youth campus basketball characteristic schools published by the Ministry of Education in 2017, 11 basketball characteristic middle schools in Linfen, Shanxi Province were selected as the research objects. Among them, each middle school investigated 1 person in charge of physical education, and each school randomly selected 3 physical education teachers and 45 students. A total of 11 expert questionnaires, 33 teachers' questionnaires and 495 students' questionnaires were distributed.

B. *Research Methodology*

a) *Documentation method*

Through the collection of resources such as CNKI, China Periodical Network and Wanfang Database, with the keywords of "Basketball Characteristic School", "Youth Basketball", "Basketball Development in Primary and Secondary Schools" and "SWOT Analysis Applied to Basketball", a total of 108 related literatures were retrieved, and the related books were consulted through the library of Shanxi Normal University, and finally compiled. And by consulting the relevant policy documents issued by the Ministry of Education, it provides theoretical basis for the actual investigation of this study and the writing of this paper.

b) *Questionnaire survey method*

Design of questionnaire The questionnaire in this paper is mainly designed according to the research content to be investigated, By consulting a large number of documents about campus basketball, And listened to the opinions of many experts and instructors, according to different survey objects, after forecasting research on this basis, a total of three questionnaires were designed, which are "SWOT analysis of the current situation and development strategy of basketball characteristic schools", "SWOT analysis of the current situation and development strategy of basketball characteristic schools", "SWOT analysis of the current situation and development strategy of basketball characteristic schools", and "SWOT analysis of the current situation and development strategy of basketball characteristic schools".

C. *Field Trip Method*

Through on-the-spot investigation and inquiry in 11 middle schools of basketball characteristic schools in Linfen, the facilities of basketball field in characteristic schools were investigated, and the school leaders and teachers were asked about the development of basketball and teachers in schools, and detailed records were made.

D. *SWOT analysis*

SWOT analysis, also known as situation analysis, was first proposed by Professor Andrews of Harvard Business School in the early 1960s. The four English letters of SWOT represent Strengths, Weaknesses, Opportunities and Threats. The so-called SWOT analysis is to combine all kinds of factors related to the research object, such as strengths, weaknesses, opportunities and threats, and analyze and

compare all kinds of factors with each other, and formulate corresponding development strategies by using the idea of system analysis.

III. PAGE STYLE

All Research results and analysis

A. Analysis of Internal Advantages of Linfen Basketball Characteristic School Construction and Development (S)

a) Basketball is deeply loved by students, and students are highly motivated to participate

Basketball is quite popular in middle school campus in China. Basketball is a sport with wide audience and deep foundation. And in our middle school campus more basketball should be carried out, because the growth of basketball population is based on teenagers, so the number of middle school students participating in campus basketball is the basis of campus basketball competition.

Through the investigation of students' participation in class basketball activities in Linfen Basketball Characteristic School, it can be seen that 110 students participated in basketball activities held in the class, accounting for 27.1% of the total number of students surveyed; There are 205 students who participate in most basketball activities, accounting for 50.5% of the total number of respondents; Generally, there are 63 students participating, accounting for 15.4% of the total number of students surveyed; The number of students who do not participate in class basketball activities is at least 28, accounting for 7% of the total number of students surveyed. According to the statistical survey data, most students will participate in basketball activities held in class, but only a small number will not participate; Through on-the-spot investigation, it is known that students are the most active and actively participate in basketball activities during basketball classes. Not only in the process of basketball teaching, but also in basketball exchange competitions, students also actively participate and communicate with teachers, which fully shows that basketball is deeply loved by students.

b) Adequate site equipment and facilities

The guarantee of equipment and facilities in middle school basketball field is the material guarantee foundation for a school to carry out basketball teaching and basketball team training. Only by ensuring sufficient venues and equipment can students have space to learn and exercise and experience the joy of basketball, which can attract more students to participate in basketball. According to the basic situation of venues, equipment and facilities in 11 basketball characteristic schools in Linfen, The venues of all schools have reached the basic standard of national youth campus basketball characteristic schools, and some schools are far higher than the basic standard in terms of venues and equipment, which provides a powerful venue and equipment guarantee for students to participate in basketball.

c) Strong support from school leaders

The development of campus basketball can not be separated from the strong support of school leaders. School leaders organize basketball competitions in schools in a unified way, clarify the responsibilities of each post, check at every level, implement every basketball task, and make it clear to people. Basketball teachers are the main person in charge of school basketball competitions, and they are also directly involved. Basketball teachers have an important right to speak. Through the investigation of basketball teachers in middle schools with basketball characteristics in Linfen City, we know the importance of school leaders.

B. Analysis of Internal Disadvantages in the Construction and Development of Basketball Characteristic Schools in Linfen City (W)

a) The rules and regulations of basketball are not perfect

The formulation of campus basketball rules and regulations includes various aspects, The after-school training hard plug system of basketball teams in various basketball characteristic schools, There is also the enrollment system of basketball special students in each characteristic school, which requires each characteristic school to formulate a rules and regulations in line with its own school physical education management based on its own hardware facilities such as teachers, venues and equipment, as well as the realistic conditions such as logistics support of each school.

b) School teachers lack basketball teaching and research activities

Through the investigation of 33 basketball teachers in Linfen Basketball Characteristic School, it can be seen that 14 teachers have not participated in basketball teaching and research activities for an average of one year during their employment, accounting for 42.4% of the total number of teachers surveyed; There are 12 teachers who participate in basketball teaching and research activities once a year on average, accounting for 36.4%; Six teachers participated in basketball teaching and research activities twice a year on average, accounting for 15.1%; Only two teachers participated in basketball teaching and training more than three times a year on average. According to the "National Basic Standards for Campus Basketball Characteristic Schools", schools need to provide special training for basketball teaching more than once a year in terms of condition guarantee. According to the actual investigation, All basketball characteristic schools can't meet the training of teaching and research of every basketball teacher, There is still a certain gap between this and the basic standards, The reason may be that schools lack certain management of physical education teachers' teaching and research, and physical education teachers do not pay enough attention to their academic research accomplishment, which leads to their inactive participation in teaching and research training. Therefore, schools should strengthen the management of

teachers' teaching and research.

c) The school lacks professional basketball extracurricular instructors

To improve the technical level of school basketball, it is not enough to rely solely on classroom teaching. As the first batch of national youth basketball characteristic schools in Linfen in 2017, schools should actively carry out extracurricular basketball activities in actual organization activities, and cooperate with each other in class and after class, so as to effectively popularize and improve extracurricular basketball activities in various schools and attract more students to participate. But the actual situation is not optimistic. There are two main reasons: First, the activities between classes are organized and arranged by the school. Too institutionalized, for example, no matter whether it is middle school or primary school, it is unified to do inter-class exercises or run exercises. There is no other form, the form is single, the activity mode is single, and various other sports are basically not carried out, which is one of the reasons for the poor development of middle school students' inter-class activities; Second, the school lacks professional extracurricular instructors. According to the on-the-spot investigation of schools, most students practice basketball by themselves during extracurricular activities, and school physical education teachers are one of the main personnel responsible for guiding students' joint exercises. However, due to the heavy teaching tasks, they lack time and energy to give students extracurricular guidance.

d) The funds for basketball games are insufficient

Schools can't participate in competitions or hold competitions without the support of school sports funds. A school's sports funds are not sufficient, which directly has a serious impact on school sports achievements. Therefore, the support of funds is particularly important in participating in basketball games. After on-the-spot investigation, it is known that the sports funds of most basketball characteristic schools are managed by the school sports departments themselves, and there is no external source of funds. Individual schools set up their own sports clubs to provide certain financial subsidies for school basketball teachers.

C. Analysis of External Opportunities for the Construction and Development of Basketball Characteristic Schools in Linfen (O)

a) Strong support from relevant national policies

Basketball can be said to be a mass sport in China, with a broad mass base, so basketball is bound to enter the campus, which is also necessary. School is a treasure house of basketball talents and a gathering place of basketball talents, which needs enough games to support the huge demand. Therefore, the state will introduce relevant policies to provide a good social environment for the smooth development of campus basketball. In 2017, In order to implement the spirit of the Opinions of the General Office of

the State Council on Strengthening School Physical Education to Promote the All-round Development of Students' Physical and Mental Health, To promote the comprehensive reform of school physical education, vigorously improve the teaching, training and competition level of campus basketball, and promote the reform and development of campus basketball, it is decided to organize the selection of characteristic schools for youth campus basketball in 2017 on the basis of the previous pilot work of campus basketball. Through the selection and construction of characteristic schools, the development of campus basketball will be further promoted, thus forming a number of typical schools leading the demonstration of campus basketball education and teaching.

b) The popularization of basketball activities in schools and the good development of basketball cultural activities attract more students to participate

Among the students in 11 basketball characteristic schools surveyed, 162 students think that they often organize cultural activities in their schools, accounting for 40.0% of the total number of students surveyed; 158 students think that their schools are generally organized, accounting for 38.9% of the total number; 50 students think that their school is occasionally organized, accounting for 12.3%; There are 36 students who think that their school basically does not organize activities, accounting for 8.7%. According to the investigation, most schools will organize some basketball activities and competitions during extracurricular time or holidays. Through consulting students, we know that there will be some basic basketball competitions, such as dribbling, shooting, passing relay and so on. For all students, they can sign up, which is an opportunity for basketball characteristic schools to grasp in the future construction and development process. By using extracurricular activities and holidays to hold basketball competitions, more students are attracted to participate and a perfect platform is built for more students who like basketball.

c) The development of basketball in Linfen has a good social environment and attracts various basketball events

Basketball has a good mass base in Linfen, and the local people participate in basketball games enthusiastically and actively, which also provides a good market environment for basketball development in Linfen. There are plenty of stadiums and gymnasiums in Linfen, which meet the requirements of physical exercise of various people and provide necessary material guarantee for sports and cultural activities in Linfen. All stadiums and gymnasiums can meet the needs of basketball fans.

d) The support of basketball associations and schools in this city

Teenagers are the cornerstone of Chinese basketball, and Chinese Basketball Association even put forward the slogan of "Basketball makes life better". Expand the youth basketball population and build a bridge to communicate

with the world with basketball culture, so as to enhance the influence of our country. Our city has a good foundation for young people in basketball development. The Basketball Association of our city also responded to the call, actively held and participated in competitions, and got the support and participation of schools in various regions, which provided an important way for the majority of young friends to exercise and train after class. The development of basketball competition in this city provides a better platform for basketball training and competition for primary and secondary school students who love basketball in various schools, Schools should grasp the cooperation with the local Basketball Association, students' participation in the performance of more for the school basketball game results, for the construction and development of basketball characteristic schools to provide a good social environment.

D. Analysis of External Challenges in the Construction and Development of Basketball Characteristic Schools in Linfen(T)

a) Parents' attitude towards students' participation in basketball activities

Students' participation in basketball activities can not be separated from the support of parents. Schools provide students with abundant resources and sufficient space for activities. If students want to participate in basketball better, they need parents' opinions or suggestions. Parents are the first person in charge of children, Of course, some of their wishes or decisions will definitely affect children's choices. As parents, if they fully support their children to do something, they will have a stronger desire to do what they like. Therefore, students who love to participate in basketball need strong support from their parents.

b) The number of characteristic schools is insufficient, which leads to the lack of competition and communication between schools and the competition among characteristic schools

In the list of the first batch of national youth basketball characteristic schools published in 2017, 21 primary and secondary schools in Linfen were shortlisted. Among the 130 "Campus Basketball Characteristic Schools in 2017" identified by Shanxi Province, Linfen has an obvious gap in the number of basketball characteristic schools compared with other cities in Shanxi Province. Basketball Characteristic Schools Linfen in the overall number is relatively small, and in the distribution area above is not reasonable, more in the urban area, less counties and towns, which also leads to less competition exchanges and lack of interaction between characteristic schools. Characteristic schools in the city have more opportunities to participate in competitions, Moreover, compared with the distribution of characteristic schools in other areas, there are relatively more competitions between them in urban areas, and the participation of characteristic schools in counties and towns is only limited to their own areas, which shows that there is a lack of interaction between basketball characteristic schools

in Linfen.

c) Students' academic pressure and obstacles from teachers in other disciplines

It can be seen that students' learning pressure is the most important factor affecting their participation in basketball, and because of the students' learning pressure, most of their time is used to write homework or participate in various extracurricular remedial classes, thus lacking physical exercise, which is also the main reason for students' physical deterioration. According to the on-the-spot investigation of basketball characteristic schools, it can be seen that individual schools, especially the physical education class of Senior Three, are basically not carried out, and physical education class is replaced by indoor classes, or self-study or other cultural courses. Due to the reduction of physical education class, basketball activities are relatively less in contact, which is one of the main problems solved by characteristic schools.

IV. CONCLUSION

A. Overall Construction of Matrix

SWOT Matrix is constructed according to the order of severity or influence degree of various factors obtained from the investigation, and SO, ST, WO and WT strategies are formed. Using the method of system analysis, the arrangement and the consideration of various environmental factors are matched and combined, and a series of alternative countermeasures for the future development of basketball characteristic schools in Linfen City are obtained. According to "give full play to advantages, overcome disadvantages, take advantage of opportunities and resolve challenges; Considering the past, based on the present and focusing on the future".

B. Analysis of the Development Strategy of Basketball Characteristic Schools

a) Advantage-opportunity (SO) strategy: take advantage of opportunities and give full play to advantages This strategy is a strategy to play the internal advantages of basketball characteristic schools in Linfen and take advantage of external opportunities. This strategy is the most ideal, Basketball Characteristic School in Linfen can take full use of environmental opportunities and internal advantages of the bold development strategy. Make use of the promotion and popularization of basketball activities in various basketball characteristic schools in Linfen, and comprehensively enhance the attraction of basketball to students with the help of relevant national policies; Taking advantage of the good social environment of basketball in this city, combined with students' active and enthusiastic participation in basketball, more basketball leagues in primary and secondary schools at prefecture level are carried out in various places according to the actual situation, and reasonable training and learning arrangements are made to give students sufficient time for basketball activities and optimize their time for participating

in basketball.

b) Strength-challenge (ST) strategy: give full play to advantages and overcome challenges. The strategy is to use the internal advantages of Linfen characteristic basketball schools to avoid or reduce the impact of external challenges on characteristic school selection. Basketball characteristic schools in Linfen should give full play to their advantages and actively overcome the challenges they are facing at present. Therefore, all basketball characteristic schools should give full play to their advantages, and with the strong support of leaders, all characteristic schools should provide necessary material conditions for school venues and equipment; Take advantage of students' enthusiasm to participate in inter-school competitions and enhance the competitive strength of our school; Reasonable arrangement of training and study time to reduce students' academic pressure; Each characteristic school should make use of its own advantages such as material resources and teachers, establish an institutional system suitable for the development of its own school, and maintain competition and development under its own advantages.

c) Weakness-Opportunity (WO) strategy: take advantage of opportunities and overcome disadvantages. This strategy is when Basketball Characteristic School in Linfen in the construction and development of disadvantages and opportunities at the same time, which requires characteristic schools committed to change the internal disadvantages, effective use of external opportunities. With the strong support of national policies, all characteristic schools combine relevant policies to formulate basketball rules and regulations suitable for the construction and development of their own schools; Excavate multi-channel sources of funds, make use of the promotion of basketball activities in our school, build basketball clubs, and ensure the source of basketball funds; Seize the opportunity to participate in basketball competitions in this city, improve their own strength in the exchange competitions, so that teachers can get more participation in basketball teaching and research activities, and at the same time enhance their school popularity and attract more professional basketball instructors to serve our school.

d) Weakness-Challenge (WT) strategy: evade challenges and reduce disadvantages. This strategy is to weaken the internal disadvantages and external threats of basketball characteristic schools, and make the schools develop in a better and more stable direction. Schools should increase investment in sports funds to overcome the problem of insufficient funds; Establish a perfect basketball rules and regulations management system; Students' participation in

basketball activities can not be separated from the support of parents, and schools should build a reasonable linkage relationship among family, school and society; Schools should pay attention to the all-round development of students' physical and mental health, and schools with various characteristics should actively exchange competitions so that students can get more opportunities to participate in competitions; Increase the training of basketball teachers' teaching and research, continuously improve teachers' teaching strength, provide better services for students to learn basketball, relieve students' academic pressure, and let students learn and make progress in experiencing the joy of basketball; Schools should keep their own characteristics in constant competition, so that schools can build and develop in a better direction.

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