



Guideline for Promote Basketball Club in Shaanxi China

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Received 03/04/2024

Revised 18/04/2024

Accepted 17/05/2024

Abstract

Background and Aims: To further enrich the learning life of students and cultivate talents with all-round development in ethics, intellect, physicality, social skills, and aesthetics, the State issued the Opinions on Further Reducing the Burden of Homework on Students in Compulsory Education and the Burden of Out-of-School Training. The "double reduction" directly restricts the size of subject-based out-of-school training organizations and reduces the number of hours they conduct extracurricular training, which can greatly impact out-of-school training organizations. Based on the development of extracurricular training institutions in Xi'an, Shaanxi Province, this study examines the strength of the correlation between the policy context and the development of local sports training institutions. The "Double Reduction" policy refers to the state's efforts to reduce the extracurricular burden on students and the economic pressure on parents while promoting the all-round development of students. As the sports environment improves and schools pay more attention to physical education, the development of basketball training institutions in the policy context is also worth studying. Understanding the development of youth basketball training institutions in Xi'an, Shaanxi under the double reduction policy can provide reference and guidance for cultivating excellent basketball reserves in Xi'an and promote improving China's basketball level. Youth basketball training institutions are an important base for cultivating excellent basketball reserve talents, and understanding their development in the context of the double-reduced policy can help assess the effect of the existing training model on talent cultivation and put forward suggestions for improvement.

Methodology: This paper focuses on the youth basketball training institutions in Xi'an, Shaanxi Province, and adopts the questionnaire survey method and interview method to conduct research. Using the 4M theory and POLC theory, 270 samples, including 20 managers, 50 coaches, and 100 students and parents each, were selected and studied by questionnaire survey method. Summarize the development status and give specific development measures. Finally, the results of the study were given to nine experts for evaluation to obtain a high-quality, scientific management guide for the sustainable development of basketball training organizations in Xi'an, Shaanxi Province.

Results: The measures were screened and finally six specific management guidelines were identified after expert evaluation and recommendations, which were accepted by the experts after validation, and the feasibility of the specific measures was verified.

Conclusion: The study finds that the release of policies has a significant impact on the development of organizations. The release of policies may trigger changes in the competitive landscape of the basketball training organization industry, and the changes in the market prompt basketball training organizations to improve their strengths to adapt to the new rules of competition. However, it can also provide guidance and direction for the development direction and focus of basketball training organizations, prompting them to transform and upgrade to grasp new development opportunities. Stricter regulatory standards and requirements have prompted basketball training institutions to strengthen compliance management and improve service quality and standardization.

Keywords: Youth; Basketball; Training Organizations; Policies

Introduction

To further enrich the learning life of students and cultivate talents with all-round development in ethics, intellect, physique, social skills, and aesthetics, the State issued the Opinions on Further Reducing the Burden of Homework on Students in Compulsory Education and the Burden of Out-of-School Training. The "Double Reduction" directly limits the size of subject-based out-of-school training organizations and reduces the number of hours they conduct extracurricular training, which can have a great impact on out-of-school training organizations. Based on the development of extracurricular training institutions in Xi'an, Shaanxi Province, this study examines the strength of the correlation between the policy context and the development of local sports training institutions. The "Double Reduction" policy refers to the state's efforts to reduce the extracurricular burden on students



and the economic pressure on parents while promoting the all-round development of students. As the sports environment improves and schools pay more attention to physical education, the development of basketball training institutions in the context of the policy is also worth studying. Understanding the development of youth basketball training institutions in Xi'an, Shaanxi Province in the context of double reduction and the related significance is of great practical significance. As an important part of China's sports industry, youth basketball training institutions face new opportunities and challenges under the double reduction policy. By studying the development of youth basketball training organizations in Xi'an, Shaanxi Province, under the double-reduced policy, it is possible to comprehensively understand the operation mode, reform initiatives, and results achieved in this field, and explore the path of reasonable and sustainable development, to provide a reference basis for the government to formulate relevant policies and promote the development of youth basketball.

As China's sports development enters a new stage, there are more and more relevant sports policies, and the promulgation and operation of policies will have different impacts on the development of the policy sports market. Based on the management theory level it can be seen that the policy changes in the management environment, organizational structure, human resource management strategic management, and other aspects of the impact. Based on Steele's theory of managerial environment, the results of management are influenced by the internal and external environment. The outcomes of management are influenced by the internal and external environment. Policy change can be regarded as a change in the external environment, which will prompt basketball training institutions to adjust their development strategies and internal management programs according to the policy's goal orientation, and continuously improve their management efficiency to adapt to the opportunities and challenges brought about by policy change. From the viewpoint of Weber's organizational theory, organizational structure, and management mode are the products of adapting to the external environment. Government policies will affect the choice of the business model of training institutions, such as different training institutions according to different groups of people also have non-profit and for-profit divisions, training institutions need to adjust the internal management model according to market changes. The operation of training institutions involves more aspects, from the perspective of human resource management, based on Herzberg's (Herzberg) two-factor theory, the motivation of employees and the improvement of the working environment for the performance of the organization has an important role. A reasonable talent incentive mechanism will enhance the training organization's faculty, which plays an important role in enhancing the influence of the organization. The continuous marketization of training institutions also requires that training institutions themselves need to adjust their competitive strategies according to market changes. Porter's (Porter) theory of competitive strategy, the organization needs to develop a differentiation strategy or low-cost strategy to gain a competitive advantage. The "Double Reduction" policy and the national requirements for the comprehensive development of young people's moral, intellectual, physical, social, aesthetic, and labor force also make the training institutions more and more oriented to the length of time, which also means that the increase in competitive pressure, training institutions need to adjust the competitive strategy according to the changes in the environment, and flexibly adjust their market positioning and products and services, to adapt to the new policy environment. The

China's basketball business is in a period of rapid development. Understanding the development of youth basketball training institutions in Xi'an, Shaanxi Province, under the double-decrease policy can provide reference and guidance for Xi'an to cultivate excellent basketball reserves and promote the improvement of China's basketball level. Youth basketball training institutions are important bases for cultivating excellent basketball reserve talents, and understanding their development under the double-reduced context can help assess the effect of the existing training model on talent cultivation and suggest improvements.

Objectives

The purpose of this research is to find out as follows:

Main objective

To Construct the Guideline for Promote Basketball Club in Shaanxi China.

Subsidiary objectives

1. To Investigate the current situation of the development of basketball training institutions in Xi'an, Shaanxi Province, and the existing problems.
2. To draft the Guideline for Promote Basketball Club in Shaanxi China.
3. To confirm the Guidelines for Promoting the Basketball Club in Shaanxi China.



Literature Review

The development background of Shaanxi Xi'an basketball training institutions under the background "double reduction" policy

In 2021, the General Administration of Sport of China, the Cyberspace Administration of the CPC Central Committee, and other departments jointly issued the Opinions on Strengthening the Management of Off-campus Training Institutions for Youth, aiming to regulate the development of off-campus training institutions and reduce students' excessive schoolwork burden. This policy is also known as the "double reduction" policy, that is, to reduce the extracurricular burden of students and reduce the size of training institutions.

In recent years, basketball has become more and more popular among young people in China and has become a popular sport. This boom is not only influenced by the NBA but also benefited from the development of domestic basketball leagues and the country's support for basketball. As a result, basketball training institutions have sprung up in cities like Xi'an. With the popularity of basketball and young people's love for basketball, more and more families want to provide professional basketball training for their children. They hope that through professional coaches and scientific training methods provided by training institutions, they can improve their children's basketball level and lay a solid foundation for their future participation in campus or professional basketball. Some schools are also starting to partner with basketball training institutions to provide more basketball training opportunities. The school recognizes the positive impact of basketball on the physical and mental development of students and hopes to cultivate more outstanding basketball talents by introducing professional basketball training resources.

To meet the market demand, basketball training institutions in Xi'an have gradually developed into professionalism. They employ senior basketball coaches and provide systematic training courses, including basic technical training, tactical training, physical training, and so on. At the same time, some institutions also cooperate with well-known basketball clubs or colleges at home and abroad to introduce advanced training concepts and methods. Therefore, the development background of basketball training institutions in Xi'an also includes factors contributing to the expansion of the basketball talent pool. These institutions, through the selection and training of outstanding basketball youth, inject new vitality into the basketball cause of Xi'an and even the whole Shaanxi region.

Li (2017) pointed out in the Market Research on Children's Basketball Training in Hebei Province that with the continuous development of the economy and the continuous improvement of people's cognitive level, people's attention to the sports and culture industry is gradually deepening. However, due to the large differences in regional development levels, there are also huge differences in the development market of the sports and culture industry.

Li & Hu (2017) pointed out in the Analysis of the Current Situation and Promotion Strategy of the Sanya Youth Basketball Training Market that there are many existing problems in training institutions, such as the lack of strict supervision of ball training institutions, the lack of professional and strong skills of coaches, and the gender imbalance of trainees participating in training.

Guo (2018) pointed out in the "Research on Youth Basketball Training" that in 2014, the "Several Opinions of The State Council on Accelerating the Development of Sports Industry and Promoting Sports Consumption" was promulgated, and people's attention to sports is also rising, and the development of sports and sports industry has gradually become one of the key contents of market development. In this process, the government has also introduced relevant policies to encourage social forces to participate in sports, and the intervention of social forces has also activated the atmosphere of the sports market, providing more development opportunities for the sports training industry and many new opportunities. Due to the continuous improvement of residents' living standards, the physical fitness of teenagers has generally declined, and the introduction of the "Healthy China 2030" strategy has increased people's attention to the physical health of teenagers.

Ye (2018) pointed out in "Xiamen Youth Basketball Training Market Development Status and Countermeasures Research" that with the arrival of the national fitness era, people's understanding of sports has gradually increased, and the continuous improvement of the sports market has encouraged more and more social forces to join, and basketball, as one of the three big balls, is also one of the key contents of sports development. Through investigation, it is found that the existing basketball training institutions have unclear training goals for students, and the teaching content is too traditional; And there is no special management department, the market order is disordered; The business model lacks innovation; In the face of such a situation, the training institutions themselves should constantly improve their development level and enhance the professional ability of managers; Government



departments should also strengthen supervision, standardize the market order, and make the development of the basketball training market more scientific and standardized.

Liu (2020) pointed out in "The Purpose and Problems of Children's Basketball Training" that in the development process of basketball training institutions in the first stage, there are still problems such as unstable teachers and large emotional fluctuations in children. However, with the improvement of parents' requirements for the physical health of teenagers and children, physical exercise has become a way for parents to choose. With the rapid development of sports in the context of powerful sports countries, training institutions must investigate and study the existing problems from different levels such as management, coaches, and students themselves to ensure that they conform to the law of market development.

Conceptual Framework

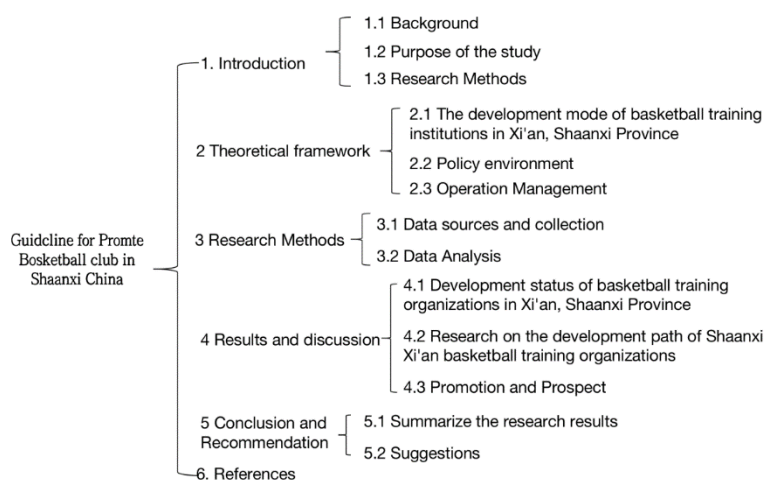


Figure 1 Conceptual Framework

Methodology

1. Research methodology

1.1 Population and sample: According to the size and distribution of basketball training organizations in Shaanxi Xi'an, the number of basketball training organizations involved in the study and the sample size were determined. According to the current development status in Xi'an, Shaanxi, a sample survey was conducted, selecting 20 managers, 50 coaches as well as as 100 students and parents each.

1.2 Research Means: This paper uses the interview form, questionnaire survey, and other tools to collect the number of basketball training institutions in Shaanxi Xi'an, the number of training people, training satisfaction, and other related data. According to the data to sort out the development status quo of basketball training institutions in Shaanxi Xi'an, according to the existing market development situation, sort out the existing problems and propose solutions.

- (1) Questionnaire survey
- (2) Interview method
- (3) Expert validation

3. Data collection

3.1 China Knowledge Network: Using academic databases such as China Knowledge Network (CNN), we collected literature related to the development path of basketball training organizations under the "double reduction" policy.

3.2 CiteSpace: Use CiteSpace and other scientific visualization tools to analyze and organize the literature, and extract keywords and themes.

4. Data analysis

Data analysis and presentation of results were performed using statistical software applications such as Excel. Descriptive statistics were used to analyze the collected data, calculate the mean and percentage, and **visualize** the development of basketball training institutions under the influence of



policies from the data. Then the analysis results will be visualized and presented using charts and graphs to more intuitively show the development of basketball training institutions and trend changes, and then analyze the development of basketball institutions before and after the impact of the policy according to the time series method.

Results

1. Conduct focus group discussions to conclude:

The double-decrease policy has had an impact on the development of basketball training institutions in Xi'an, but the degree of impact varies from institution to institution. The impact of the policy on different institutions varies because different institutions reflect differently on the research on the policy as well as on the coping mechanisms and programs. Some larger training organizations may face restrictions and adjustments, but relatively smaller training organizations may be less affected. As larger institutions are more focused and have greater social influence, and as the policy is the basis for the survival and development of large training institutions, the introduction of policy has a direct impact on the expansion of the business of the organization, and the relevant programs, courses, and development methods need to be adjusted according to the existing market conditions. Small and medium-sized training institutions are relatively affected by the focus and large training institutions are different, small basketball training institutions' business adjustment is relatively flexible, but the risk-bearing capacity is also relatively weak may also appear most small training institutions to change profession, closure and other issues. Improve the quality of teaching and providing quality service will become one of the key factors in the development of training institutions, due to changes in market demand, as well as the number of training institutions to reduce the number of customers for the training organization's requirements will also be raised accordingly, the quality of teaching and quality of service will become an important indicator of the level of the training organization. To accurately grasp the needs of service recipients.

2. Finalization of six management guidelines through expert opinion:

(1) Online publicity and promotion: Advertising and promotional activities are conducted through online channels, such as social media advertising and search engine marketing. Precise target audience positioning and attractive content creation can be used to attract more parents and students to pay attention to and learn about the institution's programs and advantages.

(2) Partnership with schools: Establishing partnerships with schools can be done by working with school sports departments to organize basketball training courses and tournament activities within the school. This will not only provide more convenient services but also enhance the organization's visibility and credibility with the school's resources and reputation.

(3) Cultivate brand influence: Strengthen brand publicity and image building, focusing on cultivating the professional image and reputation of the institution. Establish and maintain a positive brand image, including providing high-quality teaching and training services, organizing regular basketball competitions and activities, and building up success stories of trainees, to enhance the competitiveness and attractiveness of the institution in the market.

(4) Preferential policies and incentive mechanisms: Develop appropriate preferential policies and incentive mechanisms, such as providing tuition fee waivers, scholarships, and special training for outstanding students, to attract more parents to choose the institution's training services. These policies and mechanisms can increase the attractiveness of the institution and motivate students and parents to maintain a long-term relationship.

(5) Local partnerships: Establish partnerships with local sports organizations, community basketball clubs, etc. to jointly organize basketball training programs and activities. Through the resources and channels of the partners, the influence and market coverage of the organization can be expanded and more potential students and parents can be attracted to the program.

(6) Word-of-mouth marketing and recommendation mechanism: By cultivating word-of-mouth among high-quality students and parents, we guide them to conduct positive word-of-mouth publicity in social media, circles of friends, and other channels. At the same time, a customer recommendation mechanism is established to give existing students and parents certain incentives or discounts to encourage them to actively recommend the organization to other families, forming a good word-of-mouth dissemination effect.

3. Summarizing the findings of the study

(1) Most of the samples have a positive attitude toward the development of basketball training institutions and are satisfied with the existing development policies, methods, and service



quality of basketball training institutions, and in the future, the sample group will pay more attention to the dimension of service quality, as well as the professionalism of the teachers and the reasonableness of the curriculum arrangement are the key concerns of the samples.

- (2) Management of guidelines including planning, organizing, leading, and controlling
- (3) Confirmation of the management of guidelines has been accepted by experts and stakeholders.

Discussion

The study finds that the release of policies has an important impact on the development of organizations. The release of policies may trigger changes in the competitive landscape of the basketball training organization industry, and the changes in the market prompt basketball training organizations to improve their strengths to adapt to the new rules of competition. However, it can also provide guidance and direction for the development direction and focus of basketball training organizations, prompting them to transform and upgrade to grasp new development opportunities. Stricter regulatory standards and requirements will encourage basketball training institutions to strengthen their compliance management and improve their service quality and standardization.

Wang Tian and Bean Wang, in their article "Opportunities, Dilemmas and Paths of the Symbiotic Development of School Sports and Extramural Sports Institutions in the Context of the "Double Reduction" Policy", argue that the promulgation of the "Double Reduction" policy has brought impetus to the development of school sports, but there are also challenges, and that the emergence of new curricular pressures requires that extramural training institutions come to the school. The emergence of new curricular pressures requires extracurricular training institutions to share the pressure of the school and balance the teaching load of the school. Sports development is not only a need for the development of school sports work, but also an inherent requirement for the healthy growth of the majority of young students in the new era (Wang, 2023) mentioned in "Research on the Development of Social Sports Organizations and Institutions Participating in the Linkage of Campus Sports under the Double Reduction Policy" that under the "double reduction" policy, sports social organizations have become an important way to improve students' health, and that the entry of sports social organizations into campus is an important way to deepen the integration of sports and education and to improve the development of students' physical fitness and health level (Jia, 2023) in his article "Review of the Dilemma of Participation of Out-of-School Forces in Primary and Secondary Schools' Physical Education After-School Services and Strategies for Relief," points out that in order to solve the shortage of teachers in primary and secondary schools' after-school services, the entry of out-of-school sports forces into school campuses has become a good solution to the problem, which can help to deepen the high-quality development of after-school services (Yu & Chen, 2023) pointed out in "Opportunities, Difficulties and Promotion Strategies for the Development of Youth Sports Clubs in China under the Background of the "Double Reduction" Policy" that the changes in national policies, the transformation of education concepts, and the development of society are both opportunities and challenges for youth sports clubs, and the lack of home-school linkage and the influence of policies on market development are all problems in the development process problems in the development process (Yang, 2020) In "Opportunities, Challenges, and Paths for the Development of Out-of-School Sports Training Institutions in the Context of "Double Reduction", " Huang, Open, Yang, Jinxing, and Guo, Yueyue, and Gao, Qingyong pointed out that the introduction of the "Double Reduction" policy creates a favorable environment for the market-oriented operation of China's out-of-school sports training industry, which effectively promotes the continuous market demand. The introduction of the "Double Reduction" policy has created a favorable development environment for the market-oriented operation of China's out-of-school sports training industry, effectively promoted the continuous growth of market demand, promoted the transformation and upgrading of the out-of-school sports training industry, and accelerated the integration of the out-of-school sports training institutions and school sports. Of course, China's out-of-school sports training industry is also faced with problems such as disordered market order, low training access threshold, and poor teacher certification (Shi et al, 2023) mentioned in "The Relationship between out-of-school sports training, Core Literacy of Physical Education Disciplines and Junior High School Students' Physical Education Classroom Learning under the policy of "double-decrease" that although the sports industry has ushered in a development dividend, there are many problems in the sports training market at the same time, and the internal management problems, model problems, and external regulatory problems are all problems that need



to be solved in the development process of sports training institutions. training organizations need to be solved in the development process.

Academics believe that the development of training institutions and sports in the context of the "double-decrease" policy has both opportunities and challenges, most of which are the results of the impact of the policy to be studied, this paper gives the results of a specific survey of stakeholders, according to the results of the survey can be by the matching of the market demand for the promotion of the health of Xi'an, Shaanxi Province, the sustainable development of the basketball training institutions. Basketball is a collective ball game. Basketball is a collective ball game, through which the whole body can participate, comprehensively exercise all body parts, and improve physical quality and coordination. For young people, basketball is a teamwork sport, which can cultivate young people's sense of teamwork, communication skills, and spirit of collaboration, and learn to cooperate and work with others. Basketball requires athletes to have the qualities of perseverance and persistence, through continuous efforts and training, it can develop the youth's perseverance, endurance, and perseverance. In the process of learning and participation will also gain more things, basketball is a collective interactive sport, through participation in basketball, young people can make new friends, expand their social circle, enhance their ability to communicate with others, promote the development of physical and mental health, cultivate a sense of teamwork, exercise perseverance and perseverance, and provide opportunities for socialization and communication.

The impact of market changes on basketball training organizations is uncertain, so basketball training organizations should make reasonable development plans to cope with the changes.

(1) Curriculum content and teaching methods: According to the requirements of the double-reduced policy, the content of competition can be appropriately reduced, and the educational content of health, overall development, and teamwork can be increased. In terms of teaching methods, emphasis can be placed on cultivating young people's interest and enjoyment, and more game-based teaching and personalized tutoring can be used to improve the training effect.

(2) Teacher construction: Strengthen the cultivation and development of the teacher team and improve the professional level and teaching ability of the coaches. Training institutions can continuously improve the overall quality of the coaching team by organizing teacher training, recruiting excellent coaches, and cooperating in exchanges.

(3) Safety management and safeguarding: Strengthen the safety management and safeguarding of young people, focus on the safety facilities and conditions of training venues, and ensure the safety of the training process. At the same time, it is necessary to establish a sound parental supervision system, maintain good communication and cooperation with parents, and pay joint attention to the physical and mental health of young people.

(4) Brand building and market promotion: Increase brand awareness and influence by actively promoting the market. Traditional media and new media platforms can be utilized for advertising, online and offline activities, etc., to attract the attention and participation of more students and parents.

(5) School philosophy and social responsibility: Clearly define the school philosophy and actively fulfill social responsibility. In youth basketball training, focus on quality education, pay attention to the overall development of young people, advocate people-oriented, education-oriented schooling ideas, and guide trainees to establish the correct concept of competition and values.

Recommendation

1. Application to this study

(1) Formulate a reasonable training program: Through the understanding of the research results of this paper, we can understand the impact of the double-decrease policy on the Xi'an youth basketball training institutions, and play a directional role in guiding the institutions to develop a reasonable training program. Training institutions can also make adjustments according to the policy requirements, to focus on the cultivation of the all-round development of basketball players, including technology, physical fitness, mental quality, and other aspects of training.

(2) Strengthen teacher training: The research results can provide suggestions on the cultivation of teachers for youth basketball training. Institutions can designate different bill station strategies according to the direction of development of the institution itself based on the guidance provided by the research results, strengthen the training and professionalism of coaches, and improve the quality of training and teaching effect.



(3) Promote the popularization of basketball culture: Through the research results, some suggestions can be provided to promote the popularization of basketball culture. Basketball training institutions can organize basketball competitions, training camps, and other activities to attract more young people to participate in basketball and cultivate more basketball talents.

2. Research Prospects

(1) In-depth research on the impact of policies: The current research results mainly focus on the impact of the double-decrease policy on Xi'an's youth basketball training institutions, but further research can be conducted on the specific implementation process and effect of the policy, as well as the long-term impact of the policy on basketball training institutions.

(2) Collect more empirical data: Future research can collect more empirical data to support the inference of the conclusion, through the data more clearly to understand the development of basketball training institutions, such as investigating the participation of youth basketball training, the actual effect of the development of the institution, to make more targeted recommendations.

(3) Explore innovative training methods: Innovative training methods can be explored, such as the introduction of technological means, online training, etc. Through the enhancement of technology, the quality of service can be continuously improved, and the effectiveness and efficiency of training can be improved to meet the development needs of the new era.

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