



Influencing Factors of the Development of Village Basketball Association on Hometown Improvement of Sense of Belonging in Guizhou

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Abstract: Participation in sports plays a vital role in enhancing the social identity of cities in China. This enhancement's mechanisms can differ based on social mentalities and identity conditions. Therefore, it is imperative to bolster the impact of sports participation on residents' social identity in the contemporary era. A productive starting point for this initiative involves enriching the ideological content of physical education curricula. Such an approach can significantly enhance the effectiveness of sports participation in fostering social identity among residents with diverse backgrounds, ultimately contributing to a heightened sense of belonging, particularly in regions such as Guizhou. This study, conducted through an online questionnaire distributed to 373 participants in Guizhou, delves into the correlation between the Village Basketball Association and the hometown improvement of the sense of improvement. The findings underscore that community participation, cultural identity and pride, and sustainable development positively correlate with the hometown's sense of belonging in Guizhou.

Keywords: Village Basketball Association, Hometown Improvement, Sense of Belonging

1. INTRODUCTION

The development of the Village Basketball Association (CunBA) in Guizhou plays a crucial role in enhancing the sense of belonging among locals by fostering community spirit, driving economic growth, and supporting national revitalization efforts. The CunBA creates a strong community cohesion and identity framework by combining cultural pride with economic opportunity (Ji et al., 2024). It has emerged as a pivotal cultural institution in villages such as Taipan, where basketball has long been a cherished tradition, particularly following harvest seasons. Recently, the popularity of this association has surged, mainly due to exposure on social media platforms, transforming local tournaments into significant events that attract large audiences and cultivate community spirit (Peng, 2012). The dynamic atmosphere during games is characterized by enthusiastic local support, traditional performances, and communal festivities, all of which enhance residents' pride in their cultural identity and reinforce their connection to their communities. The economic implications of the CunBA are noteworthy. The association has catalyzed local economic development, generating considerable tourism revenue and creating business opportunities. For instance, the influx of visitors during tournaments has increased patronage of local businesses, including restaurants and markets, thereby bolstering the local economy (Qiu et al., 2018). This economic revitalization fosters a greater sense of belonging among residents, who can observe tangible improvements in their community's prosperity and infrastructure. Furthermore, the CunBA is aligned with broader national policies aimed at rural revitalization. The Chinese government has invested in sports

and cultural initiatives to promote rural development, thereby underscoring the significance of local sports events like the CunBA. This alignment enhances the visibility of rural areas and cultivates a sense of pride among residents as their community gains recognition at both national and international levels (Sun & Zheng, 2017).

Research Objectives

This study explores the hometown improvement of the sense of belonging in Guizhou for the Village Basketball Association with the following objectives:

1. To examine the influencing mechanisms of improving the Guizhou hometown's sense of belonging based on community participation, cultural identity and pride, and sustainable development.
2. To offer suggestions for the Village Basket Association on improving the sense of belonging of Guizhou hometown improvement by enhancing their identity through new local culture and social value.

2. THEORETICAL FOUNDATION

Definition of Social Identity Theory

Social Identity Theory, developed by Henri Tajfel and John Turner in 1979, offers a significant framework for analyzing the sense of belonging experienced by participants and supporters of the Guizhou Village Basketball Association (CunBA). This theory posits that individuals derive a portion of their self-concept from their affiliation with social groups, which can profoundly affect their feelings of belonging and community. Within the context of CunBA, players and fans strongly identify with their respective villages and teams, cultivating a sense of pride and communal belonging. The tournaments held in Guizhou not only draw local participants but also attract spectators from various regions, fostering a shared identity among team supporters. This collective experience enhances interpersonal connections and unity as individuals unite to cheer for their teams, often transcending personal differences and diverse backgrounds.

Definition of Community Development Theory

Community Development Theory focuses on empowering individuals and communities to shape their environments and actively improve their quality of life (Tan, 2009). It emphasizes the importance of collective action, community engagement, and participatory decision-making. Community Development Theory provides a valuable lens through which to examine the sense of belonging fostered by Guizhou's Village Basketball Association (CunBA). This theory emphasizes the importance of community engagement, empowerment, and collective action in enhancing social cohesion and a sense of belonging among residents. In Guizhou, the

CunBA has emerged as a grassroots initiative that promotes sports and revitalizes local culture and community spirit. The tournaments are a focal point for community gatherings, where individuals from various backgrounds come together to support their teams. This collective participation helps to strengthen social ties and fosters a sense of belonging among residents, as they share in the excitement and pride of representing their villages.

Definition of Terms

1. The sense of belonging refers to the emotional experience of being accepted and valued within a community or social group. It encompasses feelings of connection, inclusion, and identity, which are crucial for individuals to flourish in their hometowns. When residents possess a robust sense of belonging, they are more inclined to participate in community activities, contribute to local initiatives, and cultivate relationships with their neighbors. This emotional bond can significantly impact the well-being of individuals and the community. Enhancing the sense of belonging can result in heightened civic participation, increased collaboration, and a shared commitment to advancing community development, particularly in hometown improvement (Allen et al., 2022).
2. Community participation, within the framework of enhancing a sense of belonging and improving local environments, pertains to the active engagement of residents in decision-making processes and activities that shape their communities. Such participation cultivates a sense of ownership and connection among community members as they collaborate to address local challenges, enhance public spaces, and foster social cohesion. Through involvement in community initiatives, individuals establish stronger relationships with their neighbors and develop a more profound attachment to their hometown, thereby contributing to an overall sense of belonging. Engaging in community activities, including local events, volunteer opportunities, and planning meetings, provides residents with a platform to articulate their needs and aspirations, which, in turn, reinforces their identity within the community (Michalski et al., 2020).
3. Cultural identity encompasses belonging to a distinct cultural group shaped by collective values, beliefs, traditions, and experiences. It serves a vital function in how individuals understand themselves and their relationship with their community. When individuals actively embrace their cultural identity, they frequently experience a strong sense of pride in their heritage, which substantially enhances their feeling of belonging within their local environment. This pride cultivates a deeper emotional connection to the community, motivating individuals to engage in regional initiatives and celebrate cultural traditions. The interaction between cultural identity and pride can create a more dynamic community atmosphere as residents participate in activities reflecting their shared heritage (Ferguson

et al., 2017).

4. Sustainable development, within the framework of enhancing community identity and improving local areas, pertains to advancing community growth while addressing current residents' needs without undermining future generations' capacity to satisfy their requirements. This concept underscores the necessity of establishing inclusive, resilient, and environmentally sustainable communities where individuals cultivate profound connections with their local surroundings and one another. When implemented effectively, sustainable development bolsters residents' sense of belonging by facilitating their participation in local decision-making processes and fostering greater community engagement (Wei et al., 2023).

Conceptual Framework

The conceptual framework encompassing community participation, cultural identity and pride, and sustainable development is fundamentally interconnected with the sense of belonging in the context of hometown improvement, particularly in Guizhou. Community participation is a foundational element that empowers residents to engage actively in local development initiatives. Such engagement cultivates a sense of ownership and connection to the community, enhancing individuals' emotional ties to their hometown (Fong & Lo, 2015). Cultural identity and pride are also significant components of this framework. In Guizhou, where a multitude of ethnic groups coexist, it is crucial to recognize and celebrate cultural heritage as a means of fostering community cohesion. When individuals take pride in their cultural identity, they are more likely to engage in activities that promote and preserve local traditions (He et al., 2019). Sustainable development constitutes another essential aspect of this framework, highlighting the necessity for responsible stewardship of local resources while addressing community needs (Ma, 2015). In Guizhou, sustainable practices can enhance residents' quality of life, fostering a deeper connection to their environment. When community members collaborate on sustainable objectives, such as environmental conservation and economic development, they cultivate a collective identity that reinforces their sense of belonging.

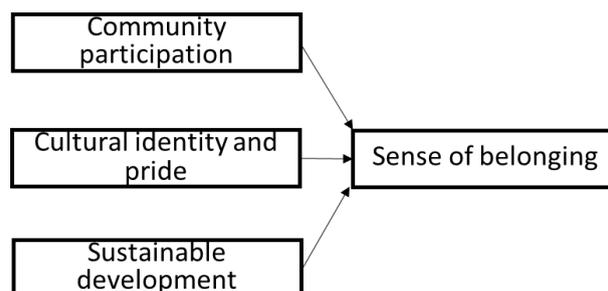


Figure 1. The Conceptual Framework

Research Restriction

The development of the Village Basketball Association in Guizhou encounters several significant challenges that impede the enhancement of community belonging and local improvement. A primary obstacle is the insufficient funding and resources available, which restrict the ability to establish and maintain facilities, organize events, and provide training for participants. In the absence of adequate financial support, the association may experience difficulties in attracting participants and fostering engagement within the community. Additionally, cultural factors play a critical role in the association's evolution. In specific communities, traditional values may prioritize alternative forms of engagement over sports, resulting in diminished interest in basketball. This cultural dynamic may constrain the association's ability to effectively promote a sense of belonging among residents.

3. RESEARCH HYPOTHESIS

The Correlation between Community Participation and Sense of Belonging

The hypothesis regarding the correlation between community participation and a sense of belonging within the context of the Village Basketball Association (CunBA) and its impact on local development in Guizhou can be articulated as follows: Increased participation in the Village Basketball Association correlates with an enhanced sense of belonging among residents, which consequently contributes to the overall improvement of their community. This hypothesis is founded on the premise that active engagement in community sports initiatives, such as the Village Basketball Association, cultivates social connections and fosters collective identity among participants. Through basketball activities, individuals acquire skills, enjoy the sport, and establish relationships with fellow community members. Such interactions augment their emotional investment in the community, reinforcing their sense of belonging (Haim-Litevsky et al., 2023).

H1 There is no positive correlation between community participation and a sense of belonging in Guizhou's hometown improvement.

The Correlation between Cultural Identity and Pride and Sense of Belonging

The hypothesis concerning the correlation between cultural identity, pride, and the sense of belonging in the context of the development of the Village Basketball Association (CunBA) and its contributions to hometown improvement in Guizhou can be articulated as follows: A robust cultural identity and a sense of pride among residents positively impact their sense of belonging, which subsequently enhances their participation in the Village Basketball Association, thereby facilitating the overall enhancement of their hometown. This hypothesis posits that when individuals in Guizhou actively embrace their cultural heritage and derive

pride from their local traditions, they are more inclined to establish a profound emotional connection with their community. This connection is instrumental in fostering a sense of belonging and encouraging involvement in regional initiatives such as the Village Basketball Association. Furthermore, as residents partake in basketball activities that honor their cultural identity, they fortify their social connections and collective identity, ultimately enriching their overall sense of belonging (Tang & Wang, 2017).

H2 There is no positive correlation between cultural identity and pride and a sense of belonging in Guizhou's hometown improvement.

The Correlation between Sustainable Development and Sense of Belonging

The hypothesis regarding the association between sustainable development and a sense of belonging within the Village Basketball Association (CunBA) and the enhancement of hometown conditions in Guizhou proposes that integrating sustainable development practices within the association will improve residents' sense of belonging. This improvement, in turn, contributes to the overall advancement of their hometown. It is suggested that community members are more likely to establish a connection with both the association and their hometown when the Village Basketball Association emphasizes sustainability. This includes promoting environmentally responsible practices, supporting local economies, and fostering social equity. As residents engage in sustainable initiatives—such as organizing environmentally friendly events or championing local businesses through basketball activities—they cultivate a sense of pride and ownership in their community (Xu et al., 2019)

H3 There is no positive correlation between sustainable development and a sense of belonging in Guizhou's hometown improvement.

4. RESEARCH METHODS

Population and Sample

This research population comprises Guizhou, China, and participation in developing the Village Basketball Association for Hometown Improvement of Sense of Belonging. A sample of 373 was collected for this study's analysis in December 2024 through the WeChat Survey Platform.

This study's minimum research sample size is based on the study of Kadam Bhalerao (2010)

1. The margin of error (confidence interval) – 95%

2. Standard deviation 0.5

3. 95% - Z Score = 1.96

4. Sample size formula = $(Z\text{-score})^2 * Std\ Dev * (1 - StdDev) / (\text{margin of error})^2$

5. $(1.96)^2 \times 0.5(0.5) / (0.05)^2$

6. $(3.8416 \times 0.25) / 0.0025$

7. $0.9604 / 0.0025 = 384$

8. 384 respondents would be needed for this study based on a confidence level of 95%

5. RESEARCH MODEL

Correlation Analysis

Correlation analysis is widely used to measure the degree of association between different variables. The Pearson correlation coefficient is commonly used to test the correlation. The value of the correlation coefficient (r) indicates the strength of the correlation between variables, while the significance level of the correlation is shown in the P-value.

Correlation coefficient r	Degree of relevance
$ r = 1$	<u>Totally</u> correlated
$0.70 \leq r < 0.99$	<u>Highly</u> correlated
$0.40 \leq r < 0.69$	<u>Moderately</u> correlated
$0.10 \leq r < 0.39$	Low correlation
$ r < 0.10$	Weak or unrelated

Table 1. Correlation Coefficient Classification

Correlation Analysis of Community Participation and Sense of Belonging

The correlation coefficient r between community participation and a sense of belonging is 0.788, and P=0.000 is less than 0.01. Thus, community participation significantly correlates with a sense of belonging.

	Community Participation
	1
Sense of Belonging	
Sig. (1-tailed)	.788**
Community Participation	(.000)
Sig. (2-tailed)	

Table 2. Correlation analysis results between community participation and a sense of belonging

Correlation Analysis of Cultural Identity and Pride and Tourism Participation

The correlation coefficient r between cultural identity and pride and a sense of belonging is 0.769, and P=0.000 is less than 0.01. Thus, organizational innovation significantly correlates with a sense of belonging.

Cultural Identity and Pride	
	1
Sense of Belonging	
Sig. (1-tailed)	.769**
Cultural Identity and Pride	(.000)
Sig. (2-tailed)	

Table 3. Correlation analysis results between cultural identity and pride and a sense of belonging

Correlation Analysis of Sustainable Development and Sense of Belonging

The correlation coefficient r between sustainable development and a sense of belonging is 0.805, and $P=0.000$ is less than 0.01. Thus, sustainable development significantly correlates with a sense of belonging.

Sustainable Development	
Sense of Belonging	1
Sig. (1-tailed)	
Sustainable Development	.805**
Sig. (2-tailed)	(.000)

Table 4. Correlation analysis results between sustainable development and a sense of belonging

6. CONCLUSIONS

Research Results

The findings from the research indicate a positive correlation between community participation, cultural identity and pride, and sustainable development with the sense of belonging fostered by the Village Basketball Association (CunBA) in Guizhou. The CunBA has emerged as a pivotal platform for local engagement, facilitating the participation of residents in basketball tournaments that not only highlight athletic skills but also celebrate the rich cultural heritage of the Miao and Dong ethnic groups. This active involvement in community events enhances social cohesion and strengthens interpersonal relationships among villagers, thereby contributing to a collective identity and pride in their cultural heritage (Purnomo et al., 2020). Cultural identity is fundamentally intertwined with the activities of the CunBA, as the league incorporates traditional elements such as local dances and attire into its events. By integrating cultural practices into the sporting context, the CunBA reinforces the community's connection to its heritage, fostering a sense of pride and belonging among participants and spectators. The visibility of local culture during these events affirms the community's unique identity, enabling residents to feel a deeper connection to their roots and one another (Ferguson et al., 2017). Moreover, the economic benefits generated by the CunBA

contribute significantly to sustainable development in the region. The league has produced substantial tourism revenue, which has been reinvested in local infrastructure and community projects, ultimately enhancing residents' overall quality of life (Khalid et al., 2019). This economic revitalization aligns with broader rural development objectives by creating job opportunities and enhancing local resources, further solidifying the community's sense of belonging and pride in their hometown.

H1 There is a positive correlation between community participation and a sense of belonging in Guizhou's hometown improvement.

H2 There is a positive correlation between cultural identity and pride and a sense of belonging in Guizhou's hometown improvement.

H3 There is a positive correlation between sustainable development and a sense of belonging in Guizhou's hometown improvement.

Managerial Implications:

The implications for management regarding the influence of social integration and hometown identity on the life satisfaction of individuals in China, specifically in Guizhou, underscore the critical importance of cultivating a sense of belonging within communities. Evidence suggests that social integration positively affects life satisfaction; individuals who perceive themselves as connected to their environment and community generally report higher levels of well-being (Kwok et al., 2013). Accordingly, managers and policymakers must prioritize initiatives that strengthen social networks and enhance community engagement, particularly for migrants who may encounter challenges assimilating into urban settings. Furthermore, the notion of hometown identity is pivotal in influencing life satisfaction. Individuals with a profound connection to their hometown may experience difficulties adjusting to new environments, which can detrimentally affect their overall well-being. Consequently, managers must develop programs that acknowledge and celebrate local cultures and traditions, thereby assisting individuals in preserving their hometown identity while facilitating their integration into the host community. Moreover, a sense of belonging is a mediating factor in these dynamics. A robust sense of belonging can alleviate the adverse effects of a diminished hometown identity and augment the positive outcomes of social integration on life satisfaction. Therefore, focus on creating community-building activities that promote inclusivity and belonging, such as cultural festivals, sporting events, and social gatherings. Such initiatives can bridge the divide between newcomers and long-standing residents, fostering a more cohesive community atmosphere.

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