

A New Approach to Grass-Roots Governance: A Case Study of Mass Basketball Games in Tibetan-Communities in Yunnan, Sichuan, Qinghai and Gansu Provinces of China

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Based on the investigation of the organization, infrastructure and participation of mass basketball games (games played by amateurs) in Tibetan counties in four provinces in Southwest China, this paper summarizes the influence of basketball games in the local society and claims that the development of mass basketball games is conducive to enhancing communication and integration and promoting ethnic unity. It is beneficial for improving social governance and promoting social harmony. It is beneficial to enhancing physical fitness and promoting the well-being of people's livelihood. Taking the local conditions into account, this paper puts forward some suggestions on how to develop mass basketball: to give full play to the role of government and market, to establish diversified investment mechanisms, to accelerate the full coverage of basketball stadiums and increase the use of facilities, to create an active atmosphere for participation and promote the popularization of basketball among the masses, to strengthen the training of professionals, to make up the shortcomings of mass sports, and to take mass basketball as one of the important ways of local social governance.

Key words: Tibetan counties, mass basketball, grass-roots governance

INTRODUCTION

Nationwide fitness program is the basis and guarantee for all the people to improve their physical fitness, and lead a healthy life. Physical health is an important part of the state program to build a moderately prosperous society in all respects, and an important basis for everyone to grow and live a happy life. China's central government has put forward new tasks and requirements for the development of the sports industry. The State Council has set the national fitness as a national strategy, and launched a nationwide fitness program to comprehensively improve the national physical and health level. In the Diqing Tibetan Autonomous Prefecture, Yunnan province (hereinafter referred to as Diqing), Aba Tibetan and Qiang Autonomous Prefecture, Sichuan province (hereinafter referred to as Aba), Gannan Tibetan Autonomous Prefecture (hereinafter referred to as Gannan), Gansu province, and Haixi Tibetan Mongolian Autonomous Prefecture in Qinghai province (hereinafter referred to as Haixi), the basketball sport has certain mass base since the people of all ethnic groups are taking an active part in basketball games. With the proposal of the

national fitness program, basketball with its universal applicability has displayed the prominent charm compared with other mass sports. By observing the organization, infrastructure, and masses participation of mass basketball games in the Tibetan areas in Qinghai, Sichuan and Tibet provinces, this paper discusses the ways to conduct mass basketball games more scientifically and effectively, and the role it plays in the social governance at the grass-roots level.

METHODOLOGY

In May 2017, we conducted a survey in the Diqing Tibetan Autonomous Prefecture in Yunnan province, Aba Tibetan and Qiang Autonomous Prefecture in Sichuan province, Haixi Tibetan Mongolian Autonomous Prefecture in Qinghai province, and Gannan Tibetan Autonomous Prefecture in Gansu province. Based on the survey, we conducted fieldwork to study the basketball sports development in these areas. We visited relevant government departments, organizations, enterprises, basketball teams, and NGOs. We watched basketball training and competition games, and visited various sports venues. Based on a large amount of information gathered during the survey and fieldwork, we found that not only the level of enthusiasm for professional basketball sports is relatively high, but also basketball game is widely accepted by the masses. Amateur competition in which farmers and herdsmen take an active part is increasingly popular. The mass basketball game has greatly enriched the local cultural life, and more importantly, basketball has become one of the effective ways to solve the disputes among farmers, herdsmen and ranchers. This paper attempts to discuss a new paradigm for the development of basketball sports with the theory of neo-functionalism (Yang 2011) to analyze the new value of basketball at the levels of culture and sport, the socialist core values promoted by the government, and the national security, and to explore the practical significance of mass basketball game in process of the diversification, scientization and modernization of the social governance (Yu 2010).

RESEARCH FINDINGS

The Development of Mass Basketball in Tibetan Counties of the Four Provinces

Participation enthusiasm is relatively high. With the thorough implementation of the nationwide fitness program, the number of people who often participate in sports has increased significantly in the Tibetan areas of in Sichuan, Yunnan, Qinghai and Gansu provinces in China. People show ever-growing enthusiasm for participation in basketball games, and demands for participation and watching games are also growing. In addition to the regular tournament in the four counties (Diqing, Aba, Ganna and Haixi), basketball games among the enterprise employees and ordinary people also often attract a large number of people and monks to watch and play. Basketball has gained much more popularity in farmers and herdsmen. In Tibetan areas of the four provinces, basketball has a considerable masses basis. Compared with other sports, the masses have a relatively higher enthusiasm to participate in basketball. Especially in spring, mass basketball games are very frequent. 100 games might be held at the same time just in Diqing. There are flags specially made for certain games. In Aba Prefecture, on average, there are about 20 basketball teams in just one township. During festivals, especially during the Spring Festival and Tibetan New Year, people will organize basketball games spontaneously. The basketball tournament lasts for more than three months, and nearly 300 games are played. The basketball game in Aba has developed to a certain extent in scale. Some smart business farmers and herdsmen would patronize mass basketball games, and sell tickets to the local people. People from other counties are also attracted to come to watch or play, and the games promote business activities at the same time. Thus, we can see that the mass basketball has become more popular, and the social pursuit of a healthy lifestyle is becoming stronger.

Integration of sports is relatively high. Basketball has been integrated into daily life in Tibetan areas in the four provinces. Sports are becoming an indispensable part of the life of more and more local people of all ethnic groups. Their needs for sports are more and more urgent. Especially during major festivals, governments at all levels organize basketball and other sports competitions so that people can have the joy

and happiness brought by sports. Like local traditional sports, the mass basketball game is also an essential project. It has become a popular sports cultural program, which greatly enriches the festival life of the masses. With radio and television coverage extended to every village and every household, people in remote villages in the Tibetan counties in the four provinces in Southwest China can now watch NBA games, which has become one of the major types of entertainment for the local people. Inspired by the NBA basketball babies, they even organized their basketball baby team. Later, simple imitation was not enough. They incorporated elements from Tibetan dance and other local ethnic dances, and made some programs with ethnic characteristics. Diqing made two of its ethnic middle schools (Ding Minzu Middle School and Deqing County Middle School) be provincial model schools for basketball programs on campus, setting up examples to promote the basketball sport among teenagers. Aba focuses on organizing amateur basketball training for teenagers, paving the way for the cultivation of young people interested in basketball, and making the basketball integrated into the students' campus life.

A Comprehensive function is relatively high. In recent years, with the implementation of *The Regulations on Nationwide Fitness Activities*, mass sports in the Tibetan areas of four provinces have become increasingly pluralistic functional. Not only is basketball a common form of the people's fitness activities, but also an effective way to cultivate the personality, from which the physical and mental health also benefit. It promotes the shaping of individual social and moral value. The effect of its grass-roots social management function should not be underestimated. Although the geographical locations of the Tibetan areas in the four provinces are different, the extensive development of basketball sports not only plays a role in strengthening physical health, but also forms a certain degree of resistance to the backward and decadent ideology and culture, and plays the function of physical and psychological regulation. In the mass basketball game of Diqing Prefecture, the basketball game takes the village as the unit to incorporate the village customs, rules and regulations into the game activities, and the basketball game plays a role in regulating the villagers' behavior. In terms of the flexibility of sports facilities, basketball court for the mass basketball activities, at the same time, is also a place for village meetings. In Nishi village, Jiantang town in Diqing, the village basketball court is equipped with a blackboard, serving as the office for the village committee. The stadium and indoor basketball hall of the Shangri-La National Sports Center in Diqing are open to the public for free. Monks from nearby monastic temples often practice and compete in the sports center, which also creates conditions for religion to adapt to the modern life. "Leave the gambling party and go to the stadium. Love trophy more than cups of liquor" has become most people's new lifestyle and new fashion (Wang & Wu 2004).

The Implementation of the Mass Basketball Organization

The surveyed four areas focus on implementing the national fitness strategy, adhering to the goal of improving the people's physical fitness, improving the people health level, enriching people's daily life, meeting the diversified demands of the people for sports fitness, and vigorously promoting the nationwide basketball fitness. The mass basketball has gained the following significant development.

1. Increasing financial input and support. The four Tibetan areas, according to the relative order from the State Council on accelerating the development of sports industry and promoting the sports consumption and other national sports development policy, have increased funding support and guidance on the sports facilities, sports activities, and sports organization. They have improved the enthusiasm of the grass-roots basketball tournament to enhance the health of the masses. Diqing has carried out a fitness program named "colorful Yunnan", taking the grass-root masses as the foothold, focusing on "building facilities for fitness around the masses, organizing relative activities, and improving the organization around the masses". It has taken the sports facilities as key construction projects, with money mainly from central and provincial Sports Lottery Fund. From 2011 to 2014, a total of 57.99 million yuan (about 87 million US\$ today) of public welfare funds from sports lottery was allocated to support the construction of sports facilities and the purchase of basketball stands and other sports equipment. The funds were integrated and combined with the funds of the public library and culture station, and made full use for the maintenance of sports facilities,

supporting sports organizations, and establishing basketball venues to meet the needs of the grass-root masses. The specific distribution of the facilities was decided mainly based on the geographical locations and the passion people showed for sports. In terms of the operation of sports venues, Haixi Prefecture issued regulations to mobilize the enthusiasm of the masses for basketball, and supported daily national fitness activities by proving 3 yuan per capita for the resident population so that large sports venues could be opened to the public free of charge or at low cost. In order to encourage the masses to participate in basketball sports and promote the development of the grass-roots sports industry, Diqing has given a subsidy of 200 yuan to each basketball match the grass-roots villages hold during the spring basketball tournament.

2. Making overall plans to promote the construction of basketball sports facilities. The construction of stadiums and gymnasiums is the premise for the development of basketball at the grassroots level. The government of the four prefectures have worked hard on strengthening infrastructure, promoting the construction of public sports service system, and providing venues and platforms for the masses to participate in basketball. Diqing formed a network of basketball infrastructure containing 4 levels: state, county (city), township and village. Deqing county, Weixi county and the city of Shangri-La in Diqing Prefecture have illuminated basketball courts, and on average, every village with over 30 households has a basketball court. Usually the village basketball court is half indoor, but some of them is surrounded by fences. Around the city of Shangri-La, villages of over 30 families have a total of 1,023 basketball courts, among which 600 are standard. In some villages of better conditions, such the village of Shini in Jiantang town, people volunteered to raise funds for the construction and maintenance of their basketball court. The Shangri-La National Sports Center has been constructed and put into use. It has also become a high altitude sports training base in Diqing and a good infrastructure providing fitness services to the public. Aba tirelessly improves physical infrastructure, with basic basketball court coverage reaching 70%, on average, 30% of the 35 townships have level 3 standard courts. The Prefecture Cultural and Sports Square, the Prefecture Fitness Center, the Prefecture Gymnasium, and the Prefecture Track Field are the four national fitness facilities and were approved to be the “national fitness activities center” by the State Sports Administration of China, getting 500,000 yuan funding. The basketball venues are better equipped with good facilities. The coverage rate of community fitness sites in urban and rural areas in Haixi Prefecture has reached 100% and 66% respectively. By the end of 2015, Gannan Prefecture had more than 1,160 standard sports venues, providing a guaranteed base for the masses to play sports.

3. Extensive development of all kinds of basketball games. Diqing holds a “Three-Player Basketball Tournament on National Fitness Day” once a year. Shangri-La City holds “Xiangba Cup Basketball Game”. Deqin county holds “Taizi Cup Basketball game”, and “Sanjiang Cup Basketball Game”. Each of these events attract about 50,000 local audiences. Various regional and international basketball games such as “Sichuan-Yunnan Friendly Basketball League” and “International Men's Basketball Competitions of China and the United States” were organized and effectively promoted the internationalization of basketball careers in Diqing, and strengthened regional linkage, and promoted national awareness and consciousness of basketball. Aba regularly holds state sports meetings and organizes basketball games among farmers and herdsmen and professional basketball games, especially the “Chamber of Commerce Cup Basketball Game” which is related to targeted poverty alleviation, governmental guidance, and social participation. The cash award is used to aid poor villages, achieving a positive influence among farmers and herdsmen. Haixi holds the “Nationalities Unity Cup”, “Health Cup” and “Work Safety Cup” and other games regularly in the prefecture. It has held three consecutive Tibetan Buddhist Monk Basketball Games. All these games have effectively promoted the popularization and development of basketball games for farmers and herdsmen in Qinghai Province. In 2007, Gannan held a “Harmonious Cup Basketball Game”, in which ten thousand farmers and herdsmen from all around the prefecture participated. Counties and townships in the four prefectures also have their basketball games, such as the “Lazikou Cup” of the township of Diebu, “Darma Cup” of Qiagai Village of Zhuoni Township, which attract farmers from surrounding counties and townships to join in, becoming a regional basketball sports event.

4. Strengthening the guidance of basketball sports for the masses. To meet the needs of the rapid rise of mass sports and enable people to learn scientific methods of exercise, the Tibetan areas of the four

provinces have made further efforts to establish professional sports personnel teams and sports organizations, and have played an important role in the development of mass basketball, thus improving the technical level and professionalism of mass basketball. Diqing Prefecture has encouraged the development of sports organizations. There are now 21 various sports associations and sports clubs. In terms of professional personnel allocation, it has vigorously trained village-level referees to serve at all games at the grassroots level. Aba Prefecture continues to improve the training system for social sports instructors and has cultivated more than 200 social sports instructors at all levels, including basketball instructors. It is the first to introduce a three-referee system and also use monks as referees. In 2016, Haixi held training courses for basketball referees and second-level social sports instructors, and had 165 trainees.

DISCUSSION

The Social Functions of Mass Basketball

Both from theory and practice, the national health quality is the basis of economic development and social harmony. The fundamental objective of the mass basketball movement is to satisfy the demands of the physical fitness of the masses. Besides its health promotion function, it is proved to be effective in politics, economy, education, culture and other fields, and its diversified functions are getting more and more significant. The obvious important functions are promoting interpersonal communication, perfecting the education content, enriching spiritual and cultural life, and improving the social management system. Its roles in these fields are indispensable, and especially its social function is closely connected with national unity and social stability, and it is an important driving force to build a harmonious socialist society. It has far-reaching historical significance and great practical significance for building a harmonious and moderately prosperous society in all respects (Zhang 2018). From the perspective of overall social development, the new functions of basketball games can be divided into three levels: culture and sports, socialist core values, and long-term national peace and stability, which are reflected in the following five aspects:

1. It is conducive to enhancing physical fitness and promoting the well-being of people's livelihood. A healthy human body is the unity of a stable, coordination and balance including physiological balance, good mood and, a smooth state of mind. Popular basketball sports can accelerate metabolism, and comprehensively improve the systematic function of the body. It allows all aspects of the body to gain balanced development by adjusting the depression and other adverse psychological states, keeping the body in a good emotional state, allowing the psychological factors such as cognition, emotion to get healthy development, and promoting the stability and balance of the organisms of the body. The development of mass basketball is beneficial to keep people in good condition physically and mentally and improve the physical constitution and health level of all the people across China.

2. It is conducive to enhancing communication and integration and promoting ethnic unity. Basketball as purposeful and conscious sports provides a platform for communication among people, and even among ethnic groups. In the form of competition, it promotes communication, playing a big role in conducting external exchanges and enhancing friendship. In the form of people-to-people exchanges, it promotes national integration. Through daily basketball matches, training, and coordination, the scope of people socializing is expanded and the needs of people for exchange and cooperation are met during the process. Friendship among people of different nationalities, different languages, and different beliefs is established, and an interpersonal relationship characterized by courtesy, honesty, unity, friendliness, elegant taste, happiness and harmony is achieved. The trust and unity among people are enhanced, and the feelings between nationalities are harmonized and sublimated. Its role as the bridge of communication and the glue of nationality exchanges is fully played.

3. It is conducive to establishing harmonious interpersonal relations and the promotion of social harmony. With more and more people participating in basketball sports, mass basketball has become the lubricant and pressure-reducing valve of the society, and it is an effective way to stimulate the endogenous power of social governance. In a basketball game, participants enhance communication, and fully release

daily pressure. Negative emotions are effectively relieved, and interpersonal and internal relations are harmonized. Factors causing social instability are reduced, and social instability caused by social contradictions is prevented and alleviated. The mass basketball can form a social atmosphere of mutual respect, and mutual trust. Abiding by rules and fair competition, it can cultivate an interpersonal relationship of equality, respect, cooperation and, fraternity, and promote the personality harmony, interpersonal harmony and social harmony, thus forming a situation of systematic harmony, and promoting the social stability, and ensuring lasting peace.

4. It is conducive to social governance by helping to cultivate participants' awareness of rules. Without rules, nothing can be accomplished. Rules are an important part of a modern civilized society, and the awareness of rules has become a symbol of social civilization. The stronger the awareness of rules, the quality of citizens in a society can be higher. The higher the degree of the civilization of the society, the society can have more orderly and lower-cost social operation. Tibetans grow up in the environmentally harsh Qinghai-Tibet Plateau. They are specially adaptive to the difficult environment, with a firm and indomitable, persistent and aggressive character. On the other hand, the rich and strong sunshine and the wide grassland give the Tibetan people a cheerful, forthright and unrestrained character. The traditional ways of production and life make some Tibetans unable to adapt well to the rules of modern society. The development of basketball games can further cultivate their awareness of rules, which is beneficial to the governance of modern society.

5. It is conducive to promoting patriotism and the reunification of China. Modern sports are the important embodiment of human spiritual civilization, and the mass basketball is an important active power in shaping the correct social values of the masses whose state of mind can get sublimated in basketball games. It can help set up the correct view of the state and nationalities, and promote the identity of China, Chinese nation, Chinese culture, and socialism with Chinese characteristics by forming the common ideal faith, condensing the patriotic enthusiasm of the masses, and strengthening the national centripetal force and affinity. The mass basketball games guide social members to be more active and progressive in a more subtle way, clarify their own social responsibilities and missions, accept the socialist core values physically, psychologically and mentally, and truly become a new force to promote social development and progress in action (Sun 2008).

Restrictive Factors in the Practice of Developing Mass Basketball

In recent years, the mass basketball movement in four provinces area has developed and is forming a way of life, but in general, it is still in the initial stage. The mass basketball sports culture has not been formed and there are still shortcomings in the development of infrastructure and professional support, and the diversified functions of basketball sports benefit can't satisfy the need of building a moderately prosperous society in all respects (Fan 2013).

The construction of basketball infrastructure needs to be further strengthened. On the one hand, some local governments focus mainly on economic development, the national fitness program, and mass sports have gained insufficient attention and support, resulting in limited financial investment. The construction of basketball facilities at the grass level has not fully covered all the areas and has not reached the normal standard. More attention on construction overweighs that on the management, which leads to that maintenance fails to keep up, and the mass basketball facilities often cannot be used for a long time. On the other hand, policies and measures to encourage the development of the mass sports have not been implemented at the grass-root level, and there is a lack of effective organization and guidance, which to some extent affects the enthusiasm of some grass-root people to play basketball games. As a result, the utilization rate of basketball courts and other facilities is still very low, and the sports and fitness facilities for farmers and herdsmen have not been used efficiently.

The ability of the public sports utilities to serve the society is weak. Restricted by the relative poor social and economic development of the regions, social sports groups and sports instructors have also not well developed. The interaction between government departments and sports groups is not sufficient, and the number of professional basketball instructors at the grass-roots level is not enough. The ability of grass-

roots governments to purchase public sports services is limited, which affects the improvement of the scientific elements of the mass basketball sports. The management system of social sports instructor training system cannot adapt to the new situation of the development of the mass sports. Most of the instructors are qualified through self-study and short-term training. Their cultural and professional knowledge level is quite low, and cannot provide standard and diversified service. So they are unable to effectively guide the masses to play basketball.

The social consensus of the mass basketball has not been formed. The propaganda of the mass basketball movement is monotonous, and the effect is not ideal. In general, government sports offices just put basketball as a part of the national fitness program to be planned together, and they do not have the specific propaganda for the mass basketball movement. The society as a whole has not profoundly understood the important role that sports play in promoting the economic development, maintaining social stability and strengthening the national unity. Due to the insufficient development of the market, the sports industry is still in its infancy stage, and social organizations and market entities are hollowing. The role of social forces in the mass basketball movement is weak, and basketball games held mainly by the government can't attract people of different age groups to take basketball as a daily fitness program. Compared with relatively developed regions, the number of people who often take part in physical exercise is still significantly lower.

Relevant government offices have not fully recognized the role of basketball in social governance. To fill the space appearing in the course of transformation from traditional society to modern society which is beyond the control of the government, the Chinese central state government has put forward a strategy to create innovative social governance mechanism, and to guide and inspire social organizations to play an important role in social governance, making them an important part in the social construction. Basketball games spontaneously organized by Tibetan people in the four provinces have gradually become an important form of gathering for local farmers and herdsman, and it's also a collective activity favored by the masses, in which they can combine physical training with socializing. However, due to the relatively poor understanding of this new social sports activity by the relevant local government offices and the lack of positive guidance, some extremists take advantage of the absence of the official governance and propagandize and spread opinions hindering national unity (Pan 2003).

CONCLUSION

Functionalism focuses on social and institutional issues along with cultural and social issues with relative autonomy. Neofunctionalism can better reflect some common trends of social development to solve some fundamental problems (Lin 2003). Basketball is not only an important part of competitive sports but also an important part of the mass sports. The top design should be combined with grassroots innovation, and the mass sports should be included in the economic and social development goals. The government should work hard to promote the mass basketball fitness program, improve the public sports service system, cultivate the social atmosphere for the development of the mass basketball movement, focus on the standardization of facilities, form a network of organizations, establish a connection between certain brands and activities and diversification of supply, and try to achieve a situation in which the government makes the overall plans, and the social forces cooperate, major market players support and the masses take an active part in the games. We conclude with the following recommendations on the promotion of the mass basketball:

1. The government and the market both need to play roles in establishing diversified investment mechanisms in the mass basketball. The sports capital construction funds should be included in the economic and social development plans of the governments at all levels, whose financial budget plans should be scientifically formulated. The driving effect of the sports development guiding funds should be fully brought into play. The ways of the mass basketball investment should be diversified, and an effective mechanism for the steady growth of the investment should be formed.

2. Basketball stadiums should expand to cover more areas and improve the utilization level of their facilities. Perfect basketball facilities at the grassroots level are the most important basis for the vigorous

development of the mass basketball sports. The construction of sports infrastructures should be taken into consideration while the government makes overall plans for the construction of urban and rural infrastructure and public service facilities. By constructing more professional basketball courts with proper repair and maintenance, we may make it more convenient for the broad masses of urban and rural residents to participate in basketball. We should establish the rule of the management and maintenance of public basketball facilities by allocating responsibilities and positions, creating public-welfare full-time jobs which should be taken by responsible employees with certain knowledge of maintenance whose salaries come in the form of subsidy from local finance. The service life of the sports facilities needs to be maximized (Zhang 2009).

3. An atmosphere of active participation needs to be created, and the popularization of basketball among the masses needs to be promoted. The development of basketball for the masses is a systematic project, which requires the active participation and joint efforts of all sectors of the society so that we can continuously improve the popularity of basketball among the masses and bring its greater social effects into play. The government needs to play a leading role in creating a widespread atmosphere. We should actively hold friendly basketball games for the masses, and carry out activities of sending “basketball” to the countryside, and invite famous basketball players to act as the image ambassadors of local basketball games for the masses, and promote the improvement of the awareness of basketball games of the masses, and popularize and promote basketball fitness in a larger scope among the masses. We need to improve the network system of amateur training, optimize the layout of amateur training, encourage excellent coaches and athletes to engage in school sports and after-school training, and improve the professional and standardized level of basketball sports services.

4. The training of professionals in mass sports needs to be reinforced. We should give full play to the basic and guiding role of sports professionals in promoting basketball for the masses, and strive to train a team of competence in organization, management, research, health guidance, volunteer services, publicity and promotion that meet the needs of the development of the national fitness program. We need to improve the network of basketball sports social organizations. We should improve the mechanism of training, conveying and encouraging, and training basketball referees for farmers and herdsmen on the basis of sports schools and basketball clubs.

5. The guidance of basketball for the masses should be increased and the role of the mass basketball should be recognized in social governance. The Tibetan areas of the four provinces have a vast area of grassland, which is the most important and the most cherished grazing resource. Because farmers and herdsmen live in scattered areas, they lack communication with each other, and the grassland area is vast and bordering other counties, livestock often cross the boundary. For a long time, grassland disputes caused by livestock transgressions have been common among farmers and herdsmen in Tibetan areas, and fights between villages and households caused by grassland disputes have occurred one after another, which has become a difficult problem for social governance. We found that basketball can effectively solve this problem. By organizing basketball games, the vast number of dispersed farmers and herdsmen can gather together regularly and effectively, increasing the frequency of communication and understanding, promoting the relationship, exercising the body, enhancing the sense of team and the spirit of unity, dedication and sacrifice. Farmers and herdsmen consciously abide by the competition rules, cultivating and strengthening the sense of organization and leadership, forming a good habit of abiding by discipline and law, establishing a healthy life concept, and increasing the fun of life from which village rules and folk contracts are derived. It has become normal for disputes to be solved through friendly consultation first, and for those that cannot be solved through consultation, organizations will coordinate and solve them, avoiding conflicts and easing contradictions. The relevant local government offices should raise the awareness of this new phenomenon of social activities, provide positive guidance, take mass basketball activities as an important support for social governance in the Tibetan area, thus promoting social harmony and stability in the Tibetan area (Li 2013).

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