

Original Research Article

Research on Sustainable Development of Chinese Campus Football Based on SWOT Analysis

Hanming Li¹, Xingquan Chen^{1*}, Song Chen², Kai Yang²

¹College of Physical Education, Sichuan University, Chengdu 610065, Sichuan Province, China. E-mail: 417016709@qq.com

²College of Business, Sichuan University, Chengdu 610065, Sichuan Province, China

Abstract: This article first shows the connotation of Chinese campus football and its significance to the development of sports and education in China, and then using literature research method and field investigation. SWOT analysis is carried out on the sustainable development of Chinese campus football. This article points out the strengths, weaknesses, opportunities and threats of the sustainable development of Chinese campus football, and provides a new research perspective for it.

Keywords: Chinese Campus Football; Leading Sports Country; SWOT Analysis; Sustainable Development

1. Introduction

China has achieved good results in many events such as table tennis, badminton and diving. However, in football, the Chinese men's national football team has been unable to achieve good results. The last time it entered the World Cup was in 2002, and the level of competition of women's national football team is also declining year by year.

Campus football is a general term for football-related activities carried out in the majority of students to improve their physical and mental health and cultivate qualified talents with comprehensive development of morality, intelligence and physicality^[1]. Carrying out campus football activities can start learning football from an early age, ensure the quality of youth training and further increase the scope of football popularization, and lay a solid foundation for the development of Chinese football.

Using SWOT analysis in the research on the sustainable development of campus football in China can better understand the strengths and weaknesses, development opportunities and threats, and gather resources and actions in its development Strengths and opportunities. Therefore, the SWOT analysis model will provide a certain reference basis for its sustainable development.

2. The significance of developing Chinese campus football

2.1 To promote the realization of the development goal of a leading sports country

In 2019, China began to build a leading sports nation. It is impossible for a country to become a leading sports country without a highly developed level of football. The development of Chinese football carries the dream of national prosperity and national rejuvenation. The improvement of the country's overall football level can further enhance the

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international influence of Chinese sports and make sports a landmark cause of the great rejuvenation of the Chinese nation as soon as possible^[2].

The level of youth football in the country determines whether a country can become a leading football country. If China wants to realize the dream of a leading sports country, it must improve the level of youth football^[3]. Therefore, it is necessary to actively carry out campus football activities to promote the early realization of the goal of a leading sports country.

2.2 To promote the integration of sports and traditional education

Physical education is an important part of education. The China Education Conference held in September 2018 proposed that “the education concept of health first should be established, and physical education should be organized to help students have fun in physical exercise, enhance their physical fitness, improve their personality and strengthen their will”^[4]. School physical education courses and campus football activities are also important links in school education. They are key projects to promote the comprehensive reform of school physical education. Through physical exercises that are completely different from learning cultural courses, it is important to carry out moral education for students, cultivate students’ correct values, improve students’ overall quality, and enable students to grow into “comprehensive” talents needed by society.

3. SWOT analysis of the sustainable development of Chinese campus football

3.1 Strengths

3.1.1 Active participation of schools at all levels

As of 2019, 24,126 campus football schools have been selected from the 380,000 primary and secondary schools across the country, 38 campus football reform pilot areas and 135 campus football pilot counties (districts) have been established. There are 47 “Gypsophila” training camps nationwide, and the number of colleges and universities recruiting high-level football players has increased from 77 in 2015 to 181^[5], an increase of 135%.

3.1.2 The construction of the football fields being guaranteed

At present, the number of campus football fields in China and even the football fields used in the society is increasing year by year at a considerable rate. Since 2016, taking advantage of the vigorous development of football, all parts of the country have increased the construction of campus football facilities, providing a basic guarantee for the long-term development of Chinese football industry. As of September 2018, there are a total of 120,960 campus football fields in schools of all levels and types across the country. During the three years from 2015 to 2018, a total of 32,432 campus football fields were newly built, renovated and expanded across the country. And by 2020, it is estimated that 28,545 football fields will be built, renovated and expanded, the total number will exceed 60,000^[5].

In addition, under policy requirements, most provinces in China are currently actively promoting the opening of campus football fields and other sports fields to the society. The increase in football fields is bound to further increase the popularity of football among the general public. As long as these fields and equipment are used reasonably, it will be beneficial to the development of campus football and the overall progress of Chinese football.

3.1.3 The relatively complete competition system

During the university period, the “Chinese University Student Campus Football League” sponsored by Adidas has been successfully operated for many years. It is divided into high-level group, campus group and vocational college group according to different enrollment methods and school types.

During the middle school period, the “Chinese Youth Campus Football League” established by the Ministry of Education in 1999 has developed for 20 years and has achieved full coverage of all provinces, municipalities and autonomous regions across China.

During the primary school period, the primary school campus football leagues were mostly held in the form of cups, organized by districts and cities, to ensure that all children have the opportunity to participate in football.

3.2 Weaknesses

3.2.1 The lack of the infrastructure

Although the government increases funding for the development of campus football every year, and various regions have corresponding supporting funding support, more than 20,000 campus football schools that have been identified cannot even guarantee the purchase of basic football equipment.

In terms of football fields, although the overall construction is in good condition, it is difficult for the school to build up to standard 11-a-side football fields within a limited land area. Most of them are 7-a-side and 5-a-side fields. To a certain extent, it is difficult for students to improve their skills.

3.2.2 The lack of football teachers/coaches

At present, there are not enough teachers available in China to guide students in football activities. Most of the football teachers in China are located in elementary and junior high schools. But in high schools and universities, there are more teachers who focus on other projects other than football. Main reason is that, for now, people who are good at football can't learn well, and people who are good at learning can't play football. It's relatively easy to get a chance to play in junior high school and elementary school, but it's more difficult in high school and college.

Therefore, talents who can both play football and learn well need to be cultivated. While developing campus football, there should be no slack in learning. It is necessary to strengthen the teaching management of cultural courses for football specialty students, improve the admission examination policy, and encourage students to actively participate in football training for a long time^[6], so that football can be developed in a healthy manner on campus.

3.2.3 The lack of construction of football culture

At present, the phenomenon of lack of culture in the development of campus football is quite serious. For example, in the development of campus football, more emphasis is placed on current interests, while ignoring future development. The current focus is more on skill training, while the quality education for players is underestimated.

The construction of campus football culture can make students have a deeper understanding of football, instead of just playing football. This helps to coordinate the sustainable development of Chinese football and has a positive and far-reaching impact on the rise of Chinese football^[7].

3.3 Opportunities

3.3.1 The national policies supporting development

In October 2014, the State Council confirmed that the development of campus football has become part of the "national strategy". In November 2014, with the approval of the State Council, the National Education System Reform Leading Group held the "National Youth Campus Football Work Video and Telephone Conference". This was the first time that such a high-profile and important meeting on the development of Chinese football has been held since the founding of New China^[3]. Therefore, constantly creating conditions to promote the development of campus football is the biggest opportunity in the current external environment.

3.3.2 The high attention from society

As the most famous sport in the world, football has a broad mass base and high social attention in China. It can be seen from the ratings of single sports game on CCTV5 in 2017 that six of the top ten games are football events, and the top four games are all World Cup qualifiers with the participation of Chinese men's national football team^[8]. But the competitive level of Chinese football has always been disappointing. To vigorously develop campus football is not only for the goal of sports performance, but also a task required to complete the goal of a leading sports country.

3.4 Threats

3.4.1 The instant success or cope with errand

The development of campus football in China stems from the government's high attention and comprehensive policy support, so when it is implemented in schools, it is inevitable that there will be ideological concepts to cope with errands. Moreover, the focus of education in China is still entering a higher school, so it is inevitable that there will be instant success in the development of campus football. The school only pursues competition rankings, not to popularize

football to students. These are not the purpose of the country supporting the development of campus football.

3.4.2 The emphasizing literature over sports by society

At present, there are still many difficulties in developing campus football. In Chinese primary and secondary schools, there is still a widespread phenomenon of taking up physical education courses' time to supplement cultural courses, and many educators even think that physical education courses are only delaying students' study time.

The decadent notion of emphasizing literature over sports is still widespread in society. The importance of sports' educating function needs to be clarified to the society, so that everyone knows that sports are not just tools for physical exercise, but also a way to promote all-round development of students.

4. Conclusion

As a pioneer in leading Chinese football reform, campus football not only carries the football dream of 1.4 billion people, but is also an important part of China's goal of becoming a leading sports country. At present, with the support of national policies, campus football in China is developing rapidly, and the number of football characteristic schools and football fields are increasing rapidly, which has laid a good material foundation for the development of campus football. The development of campus football is to allow football and education to complement each other. It requires the support of schools, families, society and other parties to jointly promote the development of campus football. Only in this way can we cultivate excellent football reserve talents and Chinese football can achieve brilliant achievements.

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