

Research on the Innovative Countermeasures for the Development of Campus Football

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Abstract: China is a world sports power, however, the football sport is a weak point. Vigorously developing campus football has become a strategic measure of our country, and it is also one of the important goals to realize the Chinese dream and build a sports power. At present, although the development of campus football in China has been advancing steadily, some problems have been exposed in the process of development. On the whole, there are still many problems in the development of campus football in China, and the current situation is not optimistic. The author combined with their own experience, through consulting all kinds of references, carefully analyzed the current situation of the development of college campus football, and analyzed all kinds of influencing factors, and then put forward a series of innovative countermeasures from multiple angles, to build a new model in line with the requirements of the development of University campus football, hoping to benefit the development of college campus football.

1. Introduction

Football is the world's largest sports event, with a strong popularity. However, China as a world sports power, all sports are in the world's leading level, only football is a weak point. In recent years, China has paid more and more attention to the football activities of teenagers on campus. In 2009, the State General Administration of sports and the Ministry of Education jointly organized the “national youth campus football activities”, which attracted young people to actively participate in football. In 2014, the Ministry of education continued to actively promote youth campus football, and carried out careful planning and research. At present, the development of campus football in China has been advancing steadily. It can be said that it is of great significance to develop college football. First of all, we popularized football knowledge and football skills to college students, which played a good role in strengthening physical fitness. Secondly, it enriches the construction of campus culture, which is an important means of moral education. Thirdly, campus football is an important way to cultivate Football Reserve Talents in China.

2. The Current Situation of Campus Football Development

Vigorously developing campus football has become a strategic measure of our country, and it is also one of the important goals to realize the Chinese dream and build a sports power. Therefore, many universities actively respond to the call of the state and vigorously carry out campus football activities. However, on the whole, there are still many problems in the development of campus football in China, and the current situation is not optimistic.

First of all, although the university sports managers and teachers attach great importance to the development of campus football, many universities lack of relevant policy support for campus football activities. They do not have a deep understanding of the national campus football development strategy, and do not do enough in the aspects of publicity and promotion, which is not conducive to the development of campus football.

Secondly, at present, many universities continue to increase the investment in campus football, but there are still defects in software and hardware. For example, the lack of professional training equipment, college football facilities need to be further improved. At the same time, the

professional level of college football teachers is uneven, which greatly affects the development of campus football.

Third, football is one of the contents of college physical education. Therefore, the development of campus football activities mainly depends on college physical education teaching, and the actual number of participants is not large. In the teaching process of public physical education teachers often ignore the cultivation of sports ability, sports habits and sports interest, which hinders students' learning enthusiasm and initiative. Although each university has set up its own football team, many universities have no regular league system; the single form of campus football competition also hinders the rapid development of campus football.

3. Analysis on the Influencing Factors of Football Development on Campus

In view of the current situation of the development of college football in China, the author makes an in-depth analysis and research, trying to summarize the key factors affecting the development of university football, mainly including the following aspects.

First, there is a lack of basic hardware conditions for campus football. Although many universities have special football fields on campus, most of the football fields are small in scale and the utilization rate is low, or the maintenance of the field is not in place, which leads to serious damage to the field, which is not conducive to the effective development of university campus football.

Second, the lack of university football teachers and coaches, professional level is not high. Football is a teaching content of college public physical education, but it is not the only one. There are also basketball, volleyball and so on. Therefore, most of the physical education teachers recruited by the school are not professional football teachers, and the football literacy of teachers is certainly deficient. Although the theoretical knowledge of teachers is rich, but the lack of practicality, it is bound to affect the improvement of football teaching. In addition, university physical education teachers are very easy to be ignored in the whole university teaching staff, and they will be treated unfairly in all kinds of evaluation, which seriously hits the teaching enthusiasm of physical education teachers, and makes them unable to devote themselves to physical education, let alone develop football.

Third, campus football has not yet formed a good football culture. Football is not only a sport, but also contains rich sports culture. It can be said that football is a unique human sports culture. Throughout the world football powers, they all have their own football culture with their own characteristics. Therefore, it is very important for university campus football to form a distinctive football culture.

4. Innovative Countermeasures for the Development of College Football

Through the in-depth analysis of the development status and hard factors of college football, as well as the study of various references related to school football in recent years, the author thinks that the current college football must take the road of innovation and establish a certain development mode to achieve sustainable development. Taking the national football development strategy as the criterion, based on the actual development of colleges and universities, it is necessary to provide strong guarantee in terms of software and hardware conditions, establish and improve the development plan of campus football, provide intelligence and policy support, and ensure the formation of a systematic development mode of university campus football. Specifically, it can be divided into the following five parts.

First, it is necessary to innovate the management mode of campus football. Colleges and universities can set up a special campus football management organization, which is subordinate to a special department according to the actual situation of the school, so as to realize the organic combination of macro management and micro management of campus football. According to the development situation of campus football, the short-term and long-term development plan and scheme of campus football are formulated, and the innovation and perfection of rules and

regulations are constantly strengthened. To achieve good communication with all relevant departments of the school, to play the enthusiasm and initiative of teachers and students, to organize and carry out football teaching, training and football match activities, so as to promote the sustainable development of campus football.

Second, actively integrate the human resources of football on campus to form a team of teachers with rich football theory, excellent training skills and strong management ability. The development of campus football is inseparable from school administrators, football teachers and football coaches. Therefore, the school should actively integrate the existing football talents, and continuously improve the professional ability of the three types of personnel through various football training and exchanges. On the one hand, it should not only go out and learn more from others' strengths, but also invite in a group of high-quality football talents to enrich the campus football human resources, which is also the basis for the sustainable development of university campus football Motivation and key.

Third, multi pronged approach, and constantly increase the investment in campus football. At present, the development of campus football is mainly faced with the difficulty of lack of field infrastructure. However, the funds of each university are limited after all, and the construction of the school needs to spend. In this regard, the school can encourage the society, enterprises or individuals to invest in the development of campus football, socialize the development of campus football, solve the problem of fund shortage, adjust measures to local conditions, and match all kinds of football infrastructure to ensure the sustainable development of campus football.

Fourth, to realize the effective integration of campus football application and college football teaching. Taking college physical education as the carrier, we should give full play to the radiation of classroom teaching and spread football culture and football skills. In the first year of college students' enrollment, we can cultivate a batch of reserve football talents according to their physical and mental development and football skill level, so as to constantly enrich the campus football talent team.

Fifthly, to promote campus football in various forms and effectively promote football culture. To establish and improve the school football league system, promote the continuous development of campus football competition. Combining with the campus football competition, we can carry out some colorful and various forms of sports related sports activities, such as campus football photography competition, design competition, cheerleading competition, essay competition, etc., so as to effectively promote the campus football culture and greatly enhance the interest of teenagers in football.

5. Conclusion

The sustainable development of campus football needs a long-term process, is a systematic project, and needs the joint efforts of many aspects. Through the integration of all kinds of human, financial and material resources, gradually build a set of effective development model suitable for the development of university campus football, to promote the development of college campus football, improve the physical quality of teenagers is bound to produce a good effect.

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