

# Research on the Development Path of Youth Campus Football from the Perspective of “Sports and Education Integration”

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**Abstract:** The development of youth campus football is an important strategic deployment made by the Party Central Committee and The State Council. The reform and development of campus football is an important measure to deepen the education reform and build a healthy China, a strong country in sports and a strong country in human resources. The development of youth campus football is a basic project to improve the popularity of football in China, and an exploration project to comprehensively promote the comprehensive reform of school sports and the in-depth development of sports and education integration. The integration development of sports and education has become an important logical starting point to promote the development of campus football in the new era.

**Keywords:** Sports and education integration; Campus football; Development path

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## Preface

The youth campus football activity is a strategic activity jointly launched by the sports system and the education system for a single sport project. It is the product of the deep combination of sports and education. It is a comprehensive promotion of youth football by integrating the professional and technical resources of the sports system and the educational resources of the education system. One is to promote a wide range of teenagers to participate in football and enhance their physical health, so as to realize the educational function of “football affects people”; Secondly, on the basis of expanding the population of youth football, we find and train excellent “seedling” of youth campus football, improve the level of football, and realize the functional value of “people influence football”. It is a win-win situation for the sports system and the education system. However, due to institutional barriers and obstacles, the ideological cognition and development goals of the two systems are not unified in the promotion of youth campus football, resulting in poor communication and ineffective cooperation between sports and education departments. In practice, the outstanding performance is: one side “weak resources”, while the other side “idle resources” and so on the imbalance state, can not really gather strength, promote development together.

## 1. The connotation interpretation of the integration of sports and education

In recent years, sports and education departments in competitive sports reserve personnel training, the respect such as youth sports activities to carry out a series of dialogue and cooperation, and achieved initial results, but the two sides in the practical level still lack the depth of the unified target tasks, work move together enough, failed to fully share limited resources. In 2020, the General Administration of Sport of China and the Ministry of Education issued the Opinions on Deepening the Integration of Sports and Education to Promote the Healthy Development of Teenagers, which contains the requirements of “high-quality development” of the integration of sports and education. On development idea “about deepening teaching fused opinion” to promote the development of adolescent health explicitly pointed out that the development of teaching fused to wen “” people and” education “concept as the instruction, the sports and education to fully mix and form a resultant force, encourage education function and the value of the sports show stronger, realize the school sports and competitive sports on the concept and the idea of change. In the mode of development, not only on the macro requires national level of sports and education departments coordination, also requires a medium of the department of the party and government institutions should break the closed thinking, abandon department position, to strengthen the competitive sports reserve talent cultivation and promote the healthy development of the teenagers as the guidance, but also for micro school, family and personal path optimization design and related social organizations, We will intensify reform and promote integrated development. In terms of specific measures, it is required that the two main bodies of physical education and education departments should realize multi-dimensional integration such as integration of ideas, integration of goals, integration of resources and integration of measures. Adjustment and improvement should be made from the aspects of improving ideological understanding, updating

training model and reforming evaluation mechanism, emphasizing detailed measures and division of labor, actively connecting with society and market, promoting more social forces to help teenagers grow up healthily and maximizing the coordination of sports and education integration<sup>[1]</sup>. In the presentation of results, it is required that high-level sports reserve talents trained by schools at all levels continue to emerge efficiently, and the effect and value of comprehensive education of school sports can be fully demonstrated.

## **2. The advantages of the integration of youth campus football teaching**

The biggest advantage of sports and education integration is the advantage of resource integration, which is popularly said to “concentrate the forces of both sides to work together” to achieve the optimal effect. The development of the “integration of sports and education” of youth campus football means that the sports and education departments reach a consensus on the integration of development, and fully share and integrate the superior resources of their respective systems, so as to jointly affect the development of youth campus football. The integration of sports and education has diversified forms, rich sharing resources and rich integration content. Specific organizational units including: provincial, municipal federation and body WeiYi place province department of education, the city bureau of education body WeiYi, resultant force is formed between the four organizational units, condensing resources, common for xi ‘an youth campus football “teach fused” to promote work power, this is youth campus football “teaching fusion, in the development of the biggest advantage.<sup>[2]</sup>

## **3. Disadvantages of the integration of football teaching in campus for teenagers**

The connotation of the return of competitive football to campus is to popularize football through a wide range of young students, so as to realize the improvement of football level. The two should be “joint grasp” or “progressive” relationship. Therefore, the integration of sports and education in the development of youth campus football should be the same. However, in the current promotion of the integration of youth campus football teaching, there is a trend of “inverted triangle”, that is, the integration of sports system and education system is more full, more standardized and more active in the cultivation of “elite crowd”. But for the youth campus football popularization level is “sprinkle sesame salt” fusion state, the center of gravity is serious. The reasons are as follows: the essential goal of the sports system is to train “advanced, elite and advanced” reserve talents, which mainly serves “elite groups” and conforms to the nature and positioning of the system.<sup>[3]</sup> The concept of “exam-oriented education” and “enrollment rate” is still prominent in the education system, so it is relatively positive to cultivate a few elite youth players, not only to win glory for the school but also to improve the enrollment rate (channel for students with special talent). The education system lacks professional resources in the “improvement” level of youth campus football, so it collaborates with the sports system; However, the popularization level has the intention of “setting up another portal”, so the enthusiasm is not high. In this way, it leads to the phenomenon that the focus of the integration of the two systems of campus football is biased, and then the two systems should focus on the popularization of campus football.

## **4. The development strategy of the integration of football teaching in youth campus**

### **4.1 The access mechanism of the establishment and promotion institutions**

The Ministry of Education and the General Administration of Sports should jointly formulate the policies and systems of “access standards” for social sports clubs and other institutions to enter the campus. The school shall independently select cooperative clubs, and at the same time implement policies and incentives such as supervision during and after the event and relevant tax and venue, to stimulate the vitality of the market mechanism, and support social sports organizations to provide guidance for school sports teaching and competition training; If conditions permit, local governments can purchase sports services from social sports organizations to alleviate the shortage of physical education teachers in primary and secondary schools. For the current campus football development, first of all, with the rise of youth football, the current social youth football clubs organized teaching, competition and training market development has begun to take shape, become an effective complementary mechanism for off-campus football, the two complement each other and the flexible development of students’ personality. The general Administration of Sports and Football Association should further actively regulate and improve the orderly access and quality supervision of social training institutions, and implement relevant tax, site construction and other aspects of incentive policies and systems to support. Secondly, it is suggested that the Ministry of Education and the General Administration of Sports jointly formulate the “admission standard” for social sports clubs to enter the campus, and that schools with conditions can independently choose high-quality social resources to enter the campus services, or purchase services by education government departments to alleviate the problem of campus football teachers.<sup>[4]</sup> At the same time, it is necessary for multiple departments to strengthen the construction of supervision system for the service process, fully stimulate the vitality and potential of resource competition and quality development of the social youth football market, and comprehensively optimize the environment for the integration of sports and education of youth football. Finally, the problem of campus football field resources in densely populated areas of big cities can be alleviated by using nearby social football club organization, community and public football field facilities resources.

### **4.2 Improve the campus football reward mechanism**

Revitalizing Chinese football is a long-term project that requires the continuous efforts of several generations. Campus football is an important map for the revitalization of Chinese football and the foundation for the export of excellent football reserve talents. The rapid development of campus football requires the participation and dedication of a lot of young children who are interested in football and dream of football professionals, as well as a large number of football teachers and coaches with patience and high professional quality. Therefore, schools and educational administrative departments should establish perfect incentive mechanisms for campus football, such as “through-train” promotion mechanism for football students with special talents, intensive training for students and guidance mechanism for cultural courses during competitions, recruitment and training mechanism for high-level football teams in colleges and universities, and directional training mechanism for football teachers. Teachers (coaches) promotion, access, reward

and evaluation mechanism.<sup>[5]</sup>The establishment and implementation of these incentive mechanisms will play a very positive role in promoting the work enthusiasm of students and teachers (coaches).

### **4.3 Open development promotes integration of sports and education**

Carrying out the concept of “open” development can maximize the development of physical education and education resources, and solve the problem of inadequate interaction between physical education and education. To develop the integration of sports and education with the concept of open development, one is to promote the opening of resources within a teaching system, restore the important position and key role of sports in the school, and improve the effect of sports education through the linkage of intramural sports and education resources; The second is to promote the resource coordination between different teaching systems in the same region, especially between traditional sports schools and ordinary schools, there is complementarity and coordination between teaching resources; The third is to promote the mutual opening of teaching resources between urban and rural areas. Through mutual opening, it can promote the transfer of urban physical education resources to rural areas and optimize the physical education resources of rural education system. Fourth, the opening and cooperation between different levels of education systems and training units, such as primary schools, middle schools and universities, especially the establishment of a unified training system and path to higher education, and the effective establishment of a link mechanism for the integration of physical education and education, can improve the training path and outlet of sports talents.

### **4.4 Long-term planning to improve the depth of football teaching integration in youth colleges**

In terms of the transformation from the concept of “combination of sports and education” to the concept of “integration of sports and education” in campus football, the main body demands of the integration development of campus football and the bottlenecks and problems faced in the implementation methods and paths are compared with the successful development of the integration of youth campus football and education in South Korea. At present, the development of Campus football in China is faced with such practical difficulties as the lack of overall regional policy development, the lack of scientific training system, the imperfect guarantee mechanism of reserve talent training, and the disunity of the “integration” development path of youth training of professional clubs and campus football. Campus football needs scientific comprehensive design and long-term planning in the construction of the path system and the guarantee of the cooperative mechanism of the path.<sup>[6]</sup>

### **4.5 Establish a supervision mechanism to ensure the integrated development of campus football sports and education**

Strengthening supervision and management is an important means to ensure executive power. Especially, the integrated development of youth campus football and education involves two departments, so it is necessary to establish a perfect supervision system to supervise the behavior norms of the two departments in the process of cooperative practice. Therefore, it is imperative to establish a supervision system for the integration of youth campus football and education. The word “supervision” has been interpreted by scholars in the academic world as “a series of administrative management and supervision behaviors that a relatively independent government agency or authorized social organization with legal status intervenes in the market allocation mechanism or the supply and demand decisions of enterprises and consumers according to certain legal norms”. In the new era, the government can set up a special supervision and coordination agency through administrative intervention and authorization, such as the “Supervision Committee”, which has higher authority than the sports and education functional departments. As a higher level of organization to supervise the sports department and education department in the promotion of youth campus football integration and behavior. After the establishment of the “supervision committee”, it is necessary to rely on this organization to establish a sound supervision system. “Supervision committee” should establish high-quality supervision team, the establishment of the supervision team should be elected by the government or open and fair election, honest and honest, supervise the sports department and education functional department reasonable division of labor, layer upon layer implementation; The “supervision committee” should clarify the contents and standards of supervision and assessment, which should be led by the government and jointly agreed by the senior managers of sports and education departments, so as to ensure the scientific, reasonable and operable supervision work; The “Supervision Committee” should establish a feedback mechanism. First of all, it should give feedback to the government as an important basis for macro-control and evaluation of sports and education integration. In addition, it should give feedback to the sports department and education department, which are the two main bodies, to help them find the shortcomings in their cooperation and make improvements.

## **5. Conclusion**

The reform and development of Chinese football overall plan “proposed” the revitalization of football is the development of sports, the construction of sports power “of the important tasks, and the campus football as one of the important content, learning from football, football popularization education, culture, and promote each other, youth football skills acquisition football talent development, teacher team construction and so on several aspects to make the macro design and deployment. Subsequently, the Ministry of Education and other six departments issued the Implementation Opinions on Accelerating the Development of Youth Campus Football, under the leadership of the Ministry of Education to organize, implement and guide the campus football activities in the new era, defined the work objectives and specific tasks, put forward safeguards, and emphasized the organization and leadership. After years of efforts, campus football in the new era has made great progress in the level of “quantity”, but there are concerns in the level of “quality”, we should accurately study and judge, establish the awareness of the problem, to provide the basis for solving the problem.

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