

Chinese Characteristics Campus Football: Design and Development Path

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ABSTRACT

Presently, the significant of campus football development in China is self-evident. The Chinese football mid- and long-term development plan demonstrates that the foundation for campus football development in the current and future has been laid. The development and progress of Chinese campus football must advance with its own characteristics and combine the national conditions of China to design the organization and management, training and academic system, campus football competition system, funding, sponsorship system, and talent training guarantee mechanism of Chinese campus football. The development of Chinese campus football must closely follow the Chinese football mid- and long-term development plan and solidly promote the implementation of various tasks. The Chinese Football Association and local football associations must play a role in developing and promoting campus football. In addition, the professional team must be enriched with campus football coaches with effective “learning, training, science, medicine” guidance and integration. Moreover, designs and plans at the competitive event level are imperative to improve the participation and competition level of youth football. From small families to large countries, to comprehensive funding of campus football security, the dual-track development model and the multi-directional security mechanism ensure that campus football trains comprehensive talents. Ultimately, it plays a vital role in enlightening the future design, plan, and development of Chinese campus football.

Keywords: campus football; design and development; Chinese characteristics

INTRODUCTION

The mid- and long-term development plan of Chinese football points out that Chinese football is gradually developing, campus football is in the preliminary stage of popularization, the football industry is beginning to form, and international exchanges are increasing. Although the development of Chinese football has made some progress, many problems remain, such as the lagging development concept, the insufficient understanding of football value and development law, and the serious eagerness for rapid success and profit. Fundamentally, the system is backward. No clear distinction exists between government functions and community functions, between managers and executives, and between public institutions and enterprises. The rule of law is low, the behavior is not accurate, the competition order is chaotic, and a lack of effective supervision exists. Moreover, the foundation of football is weak. With the shortages of talents and inadequate facilities, meeting society’s growing football demand is difficult (Wang, 2016). The sustainable development process of China's higher education shows that it is the government's driving force to adapt to the needs of society and the masses (Yang et al., 2021). Chinese football, especially campus football, yearns to develop steadily

and rapidly. Thus, a characteristic development path must be optimized and designed, given that the current period of the mid-term development goal of campus football (2021–2030) is about to start. This special stage must be grasped and establish an effective operating system model for campus football must be established, which will have a multiplier effect on campus football development. The long-term goal lays a solid foundation.

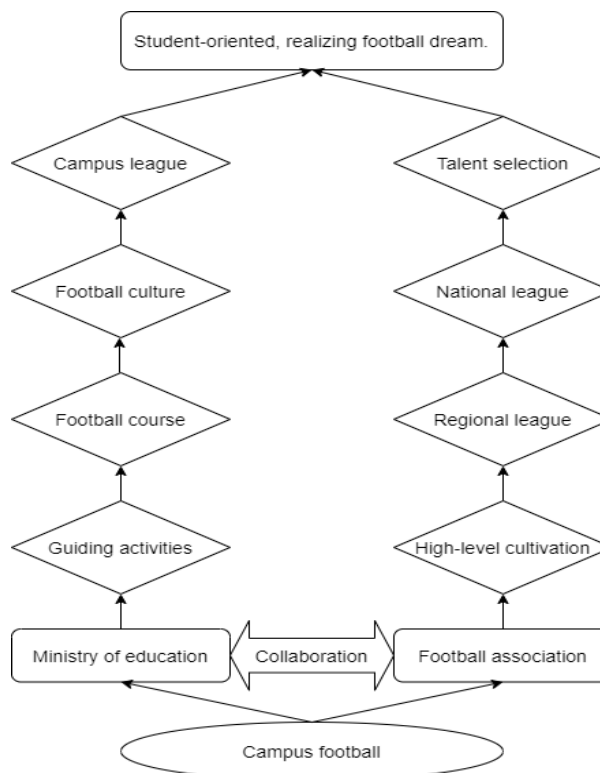
The essence of campus football development must be student oriented, encompassing student-oriented health, strengthening physical fitness, exercising will and quality, and realizing the football dream of students. This is the cornerstone of the development of campus football with Chinese characteristics. Chinese football strives to return as Asia’s top-ranking football and be among the best worldwide. Youth football training, especially campus football, is crucial. Neighboring Japan is performing exceptionally in this regard. Japanese professional players basically start from campus football, and late bloomers enter professional football after graduating from college (Zhang, 2016). Ultimately, campus football plays an important role in national football development.

DESIGN OF CAMPUS FOOTBALL WITH CHINESE CHARACTERISTICS

ORGANIZATION AND MANAGEMENT

Campus football has its special features and must be coordinated and responsible by the Ministry of Education and the Football Association. The education department is responsible for developing and guiding campus football activities, opening football courses, and building campus football cultures, such as community building, club building, and campus football games. The Football Association is responsible for higher-level football talent training, regional and national high-level football leagues, and talent selection. Thus, a real organization and management model that combines the popularization of campus football with the improvement of competitive levels is implemented, as shown in Figure 1.

FIGURE 1. Campus football organization and management model



“LEARNING AND TRAINING” MECHANISM OF CAMPUS FOOTBALL

The existence of campus football must be based on the premise that it does not consume the normal time for students to receive cultural education. Whether football or other sports, its development must be based on students' good cultural qualities or athletes. The reason for this is because neither football nor other sports are simple, single, and mechanical. It requires athletes to use their brains to think, learn, and strengthen to better understand their sport. To accept the coach's professional guidance, such as using skills and tactics in football, players must quickly and profoundly understand it, apply it to the actual game, and maximize their advantages. We often see Chinese professional football players in fierce competition to a certain extent, especially when the score is lagging. Their attention has changed from playing well into their own impatience and deliberate foul behavior against opponents, which largely reflects the players. Their overall quality is not high enough, and the players' personality charm must be further improved. A certain level of education can help athletes address things calmly in extreme situations. Fundamentally, quality education is essential, which is a favorable guarantee for improving students' and athletes' overall quality.

The education system must train high-level athletes. In the past, high-level Chinese football players were mainly trained through the sports system. Due to the lack of cultural education, many athletes have placement problems after retirement. Therefore, the models of “combination of sports and education” and “combination of learning and training” have begun to be explored. The model of training high-level athletes by the education system must be derived from practice. High-level football players' positioning will change, and the education system will become an essential platform for training excellent football players. Such a change will drive the development of physical exercise and sports competition from primary school to university. Excellent college football players also can regularly go to primary and secondary schools for guidance, which is a good exercise and helps improve their technical level. Excellent football players from the campus football system must be trained and selected. The school football system is more complete. From primary school to university, children's education is not disconnected from school, and growth is not separated from family. Consequently, they can receive a good quality education and receive professional skills learning, reasonable training, and regular competition. It is also an essential channel for training outstanding football players for the country.

Take Japanese campus football as an example. In the syllabus of physical education developed by the Sports and Youth Bureau of the Ministry of Education, Culture, Sports, Science and Technology of Japan, football is classified as a “goal-oriented” sport with basketball, handball, and rugby. The teaching goal is to control the ball and pass through which the players can obtain enjoyment in teamwork and while playing football. In general, Japanese school education, the goal is to exercise the physique and cultivate team consciousness rather than to cultivate the professional seedlings of a certain sport (Education Office of the Chinese Embassy in Japan, 2016).

Campus football exists in the form of extracurricular professional training and extracurricular interest activities. The two different forms of existence are based on extracurricular. The first is more professional and higher-level training by professional football coaches to help students improve and achieve certain results. The second is that the students organize themselves, exercise their bodies, and strengthen their will. They can be unguided or guided by students or participate voluntarily by parents who love the sport. The advantage is that while improving students' enthusiasm for participation, they can also transform to higher-level goals and complete their football dreams.

CAMPUS FOOTBALL COMPETITION SYSTEM

The competition will become the core of the campus football system. The campus football competition takes the semester or the year as the competition cycle. The local football association cooperates with the local education department to include students at the primary school, junior high school, high school, and university levels in arranging a competition grading system. The types of competitions must be diverse, wide ranging, and reasonable. The number of students participating in various competitions must be increased, competition's influence and popularity must be enhanced, and a successful campus football competition brand must be constructed, which will upgrade the social attention of campus football. Every year, over 20,000 primary and middle schools in Japan participate in various campus events, with numerous participants, and each young player can play more than 50 official games a year on average (Tan, 2012). The Japanese High School Football League has a century-old history. More than 4,000 high schools participate in the qualifiers, and 48 teams advance to the finals from September to November every year. The Japanese high school football championship attracts nearly 150,000 students every year, and social attention is also extremely high. World-class companies, such as Toyota, Puma, and Coca-Cola, have become the event's main sponsors, and 40 TV stations across the country broadcast the event. In the 2015 finals, 54090 people poured into the Tokyo National Arena to cheer for the two high school teams participating in the final (Sun et al., 2017).

The classification system is to create a campus football league promotion and demotion system comprising local, regional, and national leagues, which is divided into four levels: primary school, junior high school, high school, and university. According to their performance, outstanding campus teams are rewarded, outstanding athletes are awarded grade certificates, students' enthusiasm for participation is ignited, and their competitive participation level is improved. It also provides a talent selection platform for professional football clubs.

CAMPUS FOOTBALL PARTICIPATION SYSTEM

In the past, the participation of campus football students was not ideal. Given that from training to competition, only a small proportion of the students participates, and it has nothing to do with most students. It became a sport for a small group of students, which must be transformed. Campus football should be evolved into a sport for all students. Various forms of participation exist, such as fun football games, football basic skills competitions, various leagues on campus, and so on, divided into boys' and girls' groups, and even add a teacher group through teachers' participation to promote the enthusiasm of students to participate.

Campus football is an integral part of school physical education, and campus football can be regarded as the core of school sports development. The nature of football itself determines that it can be the core of school sports development. Thus, campus football must be integrated with campus culture to create a campus sports culture centered on football. Every student must participate to enhance campus vitality.

FUNDING AND SPONSORSHIP SYSTEM OF CAMPUS FOOTBALL

The state's investment in campus football is huge. Based on incomplete statistics, from 2015 to 2017, the central government has invested 20 billion yuan in various local provinces and cities in the three years.

However, campus football must not only rely on national and local financial support for healthy and long-term development, it must also rely on external social resources, such as capital injection from group companies and enterprises, input from social clubs, and individual payment for training participation. Take neighboring Japan as an example, social clubs are one of the important components of Japanese football development. GRANSCENA football club

has teams of all ages from primary school to adult. Training transpires after school and on weekends, and the scale ranks first in Japan. Club members pay a monthly fee of no less than 12550 yen (Sun et al., 2017). Students are an extensive group, not only the students themselves but also their family groups and the circle of friends of the family groups. The development of campus football must also rely on the power of social organizations by strengthening media promotion and event broadcasting, which can attract more and larger tournament sponsors, contribute to the virtuous circle of campus football development, and form a development model with Chinese characteristics.

CAMPUS FOOTBALL TALENT TRAINING GUARANTEE MECHANISM

EDUCATION GUARANTEE

Education is the fundamental guarantee for the overall development of student quality. The nine-year compulsory education implemented in China ensures that students receive a certain level of education, which is highly reasonable. Similarly, the development concept of campus football must be established on the basis of receiving a comprehensive education. Students' campus life must be enriched through football and promote students' physical and mental health. Then, the students are trained in football, combining "learning and training." Resultantly, it allows students to participate in their favorite football games and ensures that students do not lag in cultural studies.

Football is a good means of obtaining education, unity, cooperation, hard work, and mutual respect for opponents, coaches, referees, spectators, and so on, which will eventually cultivate good moral habits for students. High-level athletes cannot give up education and learning. They must complete education and learning before they can devote themselves to professional training. This is a long-term and effective way of cultivating talents.

PROFESSIONAL GUARANTEE

To achieve a qualitative improvement in the competitive level of campus football, professional protection is vital. The most important part is the provision of professional coaches. Chinese coaches are divided into six levels: S, A, B, C, D, and E. From primary school to college, they are divided and arranged according to the level of coaches. Starting from primary school, students receive professional training to lay a solid foundation—guaranteeing standard training football field, professional training equipment, facilities, and so on. A team of professional scientific researchers must be cultivated and arranged to help team members and coaches receive scientific guidance and analysis and scientifically improve their respective levels. They must also be equipped with a professional medical team with a background in sports medicine to ensure students' health and rapid recovery of injuries during training and competitions.

This process is a long road. It cannot be reached and popularized in a short time. Long-term planning is needed, starting from the points that are easier to achieve, and then gradually progressing.

TALENT EXPORT GUARANTEE

Every kid who plays football has his or her football dream. The goal is to become a professional football player and play for his or her country. However, the pyramidal competition and social survival pressure compel most athletes to give up their dreams and even avoid playing football. Campus football must protect students' studies and retain their hope of entering the profession.

In the football academy established by the Japan Football Association, 90% of the graduates go to universities (Sun et al., 2017). The development of Japanese football strictly

follows a principle: first ensure students' studies and then develop their careers. According to regulations, Japanese college students must graduate before entering professional teams as professional players (Gong, 2011). Given their physical maturity and improved skills, players who graduated from college have an advantage over entering the J-League after graduating from high school. Now the main players in the J-League are extremely large. Among the main players of the J1 League champion Nagoya Whales last year, nearly half of the players are college graduates, which can be regarded as the result of college football's efforts (Xiong & Li, 2011).

Chinese campus football must cooperate with clubs under the Football Association's leadership and serve as a base for professional clubs to transport talents. Excellent athletes enter the professional club directly, and most of the other athletes can continue to learn while playing football. After entering the university, there remains the possibility of entering the professional club and of having broader career choices after university.

DEVELOPMENT PATH OF CAMPUS FOOTBALL WITH CHINESE CHARACTERISTICS

ELITE EDUCATION FOOTBALL SCHOOL

Traditional football schools have been formed and have been prevailing in China to train elite football players and transport them to professional clubs. However, considerable problems remain in the development model of football schools in China. It forces students to devote most of their energy to football training and takes up time that must be allotted for cultural studies, contrary to the correct development model.

The Japan Football Association has successively opened five football academies across the country since 2006, training men and women football players (Sun et al., 2017). The development model of its football academy is to integrate with the teaching and sports of local junior and senior high schools to ensure that students receive regular national education and provide students with systematic football special training throughout the year to cultivate "world-class" elite talents for Japanese football.

Good and successful models must be learned but not imitated. China's characteristic system and current situation must be combined to create its own football talent training model. The key to the elite football school model is education. It can be merged with local high-quality educational resources, and excellent educators can also be hired to create a high-quality educational environment. The goal is to cultivate high-quality, high-cultural, and high-level comprehensive football talents. The second is high-level professional training, including high-level coaching teams, professional training venues and training equipment, scientific research teams, and medical teams for all levels. The other is to provide higher-level competitions, compete with one another, make progress together, and differentiate from ordinary school teams. The channels between elite football schools and ordinary schools are interconnected, forming a healthy competition model.

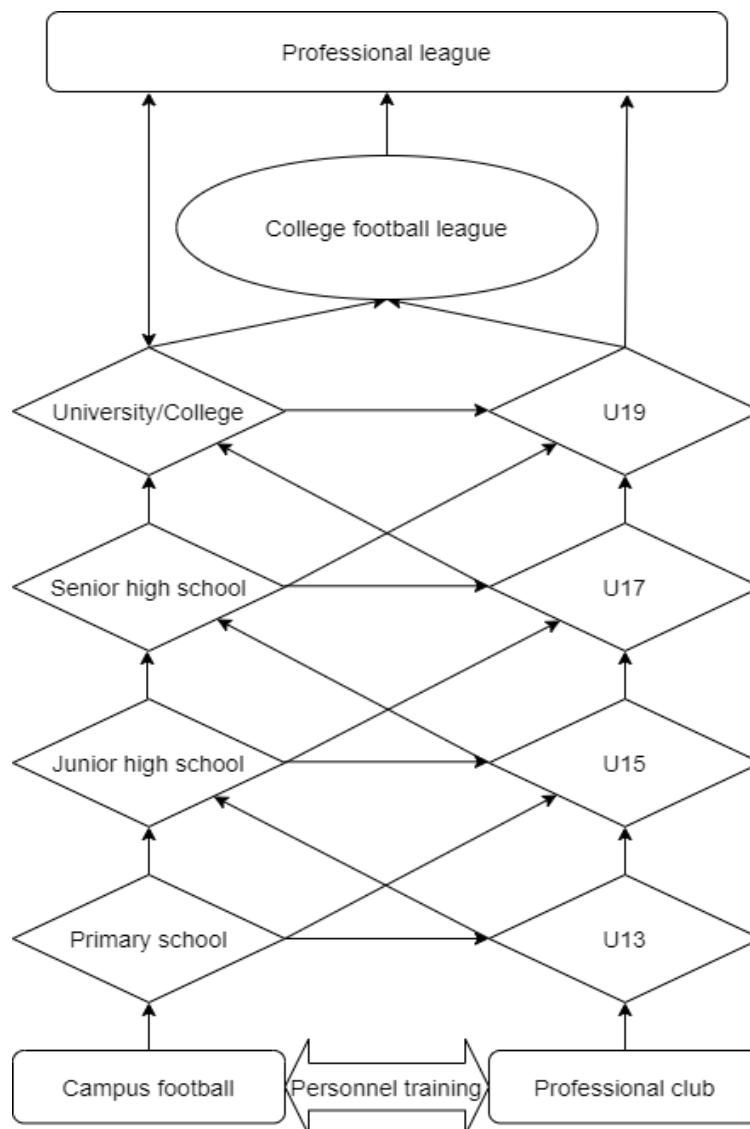
DEVELOPMENT PATH OF DUAL-TRACK MODE

The long-term development of Chinese football cannot only rely on professional clubs. A single development model will not work. The accumulated experience for a long time indicates that development requires diversity. Diversity is not a competition and cannot coexist. Contrarily, it is for Chinese football. The great cause of development is to promote and grow together. The dual-track model is based on the development model of Japanese football, which depends on Chinese football characteristics. Relying only on the club football talent training model is not feasible in the long run. Therefore, the formulation and implementation of the mid- and long-term development plan for Chinese football (2016–2050) is tremendously timely

and necessary. Ultimately, campus football development must be considered in the overall thinking and development goals.

Future talent selection for Chinese football must be carried out on the two tracks of campus football and professional clubs simultaneously. The premise is that the overall level of Chinese campus football must be upgraded, whereby the quality education and professional ability of youth football is improved. The advantage of this is that players who fail to follow the professional club route can continue to receive a good education for future development. Late blooming football players on campus can also obtain the opportunity to enter professional football. Professional athletes can also continue education to obtain corresponding degrees. The development path of the dual-track model is shown in Figure 2.

FIGURE 2. The development path of the dual-track model



CONCLUSION

The development of campus football in China has recently begun. Through this, the education sector can develop school sports and has become imperative in promoting football. The mid-to-long-term development plan of Chinese football has injected strong impetus into the development of campus football. However, campus football development requires a long way

to go. It must face the shortcomings and actively improve its quality. The design and development path of campus football in China must be combined with China's national conditions. Optimal foreign advanced football concepts and mature development models must be selected and must not be imitated. Ultimately, the vigorous development of campus football in China is an essential part of physical education and football progress.

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