

Research on the Innovation Strategies of Campus Football Development in Northwest China

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Abstract: Campus football has become a part of the national sports development strategies. While developing football vigorously in our country, combined with the favorable conditions of campus football development in northwest region, this paper is to explore the development mode of campus football in Northwest China. Based on the author's learning and practical experience, this paper first analyzed the cognitive situation of campus football development in Northwest China, and then put forward the innovative development strategies of campus football. This paper adopts the methods of literature, interview, questionnaire and so on, to grasp and understand the development of campus football in Northwest China, as well as the situation of football field and the teaching mode, which provides data support for this study.

1. Introduction

On March 16, 2015, the General Office of the State Council issued the *General Plan for the Development and Reform of Chinese Football*, so football has attracted much attention in China. In conjunction with this, the National Campus Football leading Group of the Ministry of Education issued *Opinions on Accelerating the Development of Youth Campus Football* in July 2015. At the same time, combining with the favorable conditions of the development of campus football in Northwest China, this paper explored the development mode of campus football in accordance with the development of schools in Northwest China. Based on the interviews with many football experts and the experience and summary of coaches and teachers who have participated in the National College Football League for many years, this paper probed into the future of the development of campus football in northwest China and put forward some countermeasures and suggestions on the development of football in colleges and universities.

2. Cognitive Situation of Campus Football Development in Northwest China

2.1 Football teachers' cognition of campus football development.

With the deepening reform of education and the further development of campus football, the problem of restricting the development of campus football is increasingly prominent. Whether the campus can overcome the difficulties, keep pace with the times, create enterprising and make the campus football have a qualitative leap are challenges and tests on campus football. Through investigation, it is found that the top three factors affecting the development of campus football are the training funds, the degree of attention paid by the school leaders and the coordination between the educational system and the training of the players. Through the visit, with the rapid development of higher vocational education, the scale of the school expanded, the number of students increased, and the workload of football teachers increased day by day, on the contrary, the number of football teachers remained the same. Combined with insufficient funds for competition and training, football teachers' enthusiasm and enthusiasm for training and competitions are reduced directly. At the same time, there is a lack of special football teachers in the team of physical education teachers. Leaders and functional departments at all levels should attach importance to the construction of football teachers, increase the investment in football funds, and build an excellent and abundant team of football full-time teachers. It is necessary to recruit, external football teachers

as a team of football teachers, so that the campus football teachers in Northwest China can achieve long-term stable and benign development. Through the survey, the football industry that can attract enterprises to invest in campus, and the first place is the influence of competition, and the proportion is 73%, and the proportion is much higher than the other options, also, the reputation of colleges and universities and the love of the cause of education are both important. So, for the development of campus football, how to improve the influence of campus football competition is an important issue in front of everyone engaged in football on campus.

2.2 An analysis of students' cognition of campus football.

According to the survey, among the students' attitudes towards football matches, the percentage of students like and prefer to football is 69%, so it is not difficult to see that more than 2/3 students prefer football matches. Young people like sports, like hard work, like to win, so we should provide students with more platform and opportunities to participate in the competition, to show their youthful vitality and never lose spirit. The statistical results show that the top three places for students to change the level of football are: too few games, no guidance, learning pressure. The fact that there are too few matches in the top two places and no one to guide them shows that the sports teachers who work in football are still lacking in football work, and have not done enough to guide football matches and training in group activities. Therefore, in the future, we should focus on these two aspects to make students have more games to participate in, so that they will not be confused when learning football, and learn and improve in a targeted way.

3. Innovation of Campus Football Development Strategy in Northwest China

3.3 Institutional mechanism innovation.

First, to establish the system of joint meetings and unite together to promote development. A campus football leading group could be set up by the Northwest China Education Bureau for overall planning and comprehensive management to promote the implementation of campus football. The comprehensive department of the Bureau of Education is responsible for coordinating the work of the departments and doing a good job of logistical support, while the Financial Planning Office is responsible for the support of the funding policy and the supervision of the use of the relevant funds; The Department of basic Education is responsible for the organization and management of football teaching; the Sports Department is responsible for strengthening technical guidance, industry support and related services; The supervision office is responsible for establishing supervision and evaluation methods and including school football work in the school education supervision index system. At the same time, the General Division, the Department of basic Education, the Department of Sports, the Department of Culture, the Department of Planning and Information, the Institute of Educational Sciences, the Sports School, the Information Center, the moral Education Research and guidance Center, and the Dalian Stadium should select a liaison officer for each unit to regularly participate in joint meetings, cohesion of all departments to effectively promote the scientific development of campus football. In 2015, the Northwest China sent teachers to participate in the Ministry of Education to France to study projects and learn foreign advanced football concept and the scientific promotion strategy of campus football; At the end of the year, the Ministry of Education will hire three to five foreign football coaches to teach in our city, effectively activating the team of football teachers in the region.

3.4 Teachers' professional growth.

(1) Continuously integrate and optimize resources to effectively solve the shortage of teachers. First, when recruiting teachers, schools should be encouraged to give priority to professional football teachers; second, the Northwest China Government should allocate special funds for the employment of high-level coaches to attract senior professional coaches to join. The third is to strengthen the existing PE teachers to participate in all levels of training from the Ministry of Education to the provinces and municipalities, and the fourth is to make full use of social resources

to hire outstanding retired athletes to undertake the after-school training of campus football, the referee of matches and the organization of competitions. To cooperate with the Northwest District Sports Institute to set up a "campus football research and training base", to employ football experts, coaches and football professional college students as football social instructors, and to link up with the designated schools of primary and secondary schools, to guide students in football training and matches. (2) Introduce intelligent teaching assistant system to open a new era for big data. Big data gave birth to many sports technologies, especially campus smart products, such as big data Company of Hua-ao Science Sports. The intelligent assistant system of campus football developed by the company has a set of resources of different dimensions such as football teaching, training, evaluation and so on, which are used by the sixth grade students of primary schools developed by the United States Department of Education. Therefore, the Northwest Territories of China can cooperate with such high-tech companies. By installing the system on a mobile terminal, that is, a tablet computer, teachers can use resources arbitrarily in combination with teaching content, and can also carry out accurate teaching evaluation and teaching progress tracking in the classroom, and obtain scientific suggestions for further improvement. So, it is conducive to promote the continuous improvement of teaching results, and it will be more convenient for regional remote management and regulation.

3.5 To improve venues and facilities associated with campus football activities.

The hardware resources such as football field and equipment are not only the basic places for students to participate in sports activities, but also the important material basis for the smooth development of campus football activities and the improvement of football competitive level. In Northwest China, there are some differences in the number, area, quality and practicability of the campus football field. The number and area of the middle school football field is obviously larger than that of the primary school. The quality and practicability of urban school football field is obviously superior to that of town. On the whole: the campus football field in Northwest China is relatively scarce, and the quality and practicability are poor, which can not meet the needs of promoting the sustainable development of campus football. In addition, the associated football facilities and equipment are not reasonable, and almost all primary and secondary schools do not have football practice walls. Therefore, in order to continuously promote the healthy development of campus football in Northwest China, it is imperative to increase and improve the quality of football sites, optimize their allocation and increase the utilization rate. Otherwise, the overall promotion of campus football in Northwest China can only stay in the system planning, and the implementation of campus football development strategy will only be processed in the air.

3.6 To give full play to the function of campus football in the mining and training for competitive talents.

Over the years, the level of Chinese competitive football has been difficult to achieve substantive breakthrough and development. Fundamentally, it is lack of effective mechanism and the soil and environment for the cultivation of football competitive talents. Due to the shortage of high-quality educational resources and the unbalanced development in Northwest China, it is necessary to change the thinking of promoting campus football activities and establish an effective security system. Among these, the most important thing is to formulate a feasible enrollment policy for campus football. The students who have the talent and development potential of football can enjoy the high quality cultural and educational resources, so that campus football can become the training and incubating base of football competitive talents.

4. Summary

The realization of the strategic conception of campus football is a long-term process. The development system, plan, competition system and concept system of campus football still need to be perfected. In the next few years, campus football in northwest China will form a larger scale in network schools, the number of registered schools, leagues at all levels, and so on, but by then

campus football will still be in its infancy. The real goal should be to lay the foundation for long-term sustainable development in the future. Not only in terms of time, venue, teachers, competition, but also in terms of ideas and systems we should pay attention to, so campus football can finish its first step, and this is the long-term plan for the development of football in Northwest China.

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