

# Research on the Training of College Football Professionals under the Background of Rural Revitalization Strategy

Jianqun An <sup>1,2</sup>, Lei Ma<sup>3</sup>, Yongfeng Zhao<sup>1,2</sup>

1. School of Sports Science, Lingnan Normal University, Guangdong Zhanjiang 524048

2. Guangdong Coastal Economic Belt Development Research Center, Guangdong Zhanjiang 524048

3. Yeungnam University, Korea North Gyeongsang 38541

---

**Abstract:** The rural revitalization strategy is an important deployment made by the Party Central Committee to improve the rural economic and social outlook, which provides a new opportunity for the development of rural football in China. In this paper, based on the professional college football talent cultivation in China, through the important significance of football development in rural areas and rural talent demand situation, college football talent cultivation research status and existing problems, finally, professional college football talent cultivation in China were also suggested. The research results are hoped to provide a useful reference for the training of football professionals in colleges and universities under the background of China's rural revitalization strategy, and then provide excellent talents for the development of rural football in China.

**Keywords:** universities, rural revitalization, country football, talent development

---

## Introduction

The core <sup>[1]</sup> of rural revitalization is “industrial prosperity, ecological livability, rural civilization, effective governance and rich life”. The implementation of the rural revitalization strategy has also provided a new opportunity for the development of rural sports, especially rural football. Rural football refers to the development of all matters related to football in the countryside, which is an important part of rural culture and rural sports. Rural football is of great significance to enrich the cultural life and entertainment life of farmers and improve the physical and mental quality of farmers. The relationship between rural revitalization and rural football is a positive promotion of coordinated development and mutual benefit.

### 1. The significance of the development of rural football

First of all, we should vigorously promote the rural revitalization strategy in response to national policies. In recent years, many ministries and commissions of the central government of China have successively issued a number of policies on the development of mass sports, folk sports and rural sports. These policy documents have pointed out the direction for the development of rural football in China. Secondly, the development of rural football can improve the physical fitness of the participants. The key to rural revitalization is not only the development of agriculture and rural areas, but also the development of

people. To achieve rural revitalization of need to give full play to the will of the farmers to actively participate in, and the good physical quality is an important prerequisite for farmers to actively participate in the country revitalization. Third, the development of country football conform to the peasant masses yearning for a better life. The extensive development of rural football has enriched the cultural life and entertainment life of farmers at the micro level, and improved the physical quality of farmers. On the macro level, it has promoted the development of mass sports in China and promoted the realization of the goal of “Healthy China”. It conforms to the yearning of the broad rural masses for a better life.

## **2. The status quo of rural football development and the demand for football talents**

In recent years, with the rapid development of China’s economy and the continuous improvement of people’s living standards, rural football has made great progress. For example, the Guizhou Village Super, which was popular on the whole network in 2023, is the presentation of the “millennium change” development results of Guizhou’s material and spiritual levels shared by the people, and it is also the intuitive portrayal of the people of Guizhou in the pursuit of a better life on the road of promoting rural revitalization in an all-round way. In 2015, the General Plan for the Reform of Chinese Football pointed out that all localities should carry out colorful football activities, popularize and develop social football.....<sup>[2]</sup>. However, in China also appeared many problems in the process of football activities. At the macro level, the people have misunderstandings about football, and the number of villagers participating in the sport is relatively small; The financial pressure at all levels is great, and the special funds for the development of rural sports are extremely low. The maintenance of stadium facilities lags behind, resulting in venues that cannot meet the actual needs of rural people; The publicity of the competition is not in place, and the influence is weak. At the micro level, the thought of quick success and quick benefit was serious, the organization and management system was backward, the supervision was lack, and the team's skills and tactics were low. These common problems seriously affect the healthy development of rural football in China, and are also the common problems in the demand for rural football talents in China.

## **3. The current situation of football personnel training in colleges and universities**

At present, football talent cultivation in colleges and universities in China mainly comes from three majors, namely, physical education, social sports and sports training. From the analysis of professional years, the scale of teachers, the proportion of enrollment and other aspects, football graduates of physical education major are undoubtedly the main source of rural football personnel training.<sup>[3]</sup> Football talent cultivation in colleges and universities in China.

There are mainly sports education professional, the professional soccer course points, repair and choosing two levels. The general football course is basically one semester, and the total class hours are different in each school according to the actual situation, most schools are 54 hours; The teaching content mainly includes football basic technology, football basic theory, football referee knowledge and so on. The basic skills of football are the main part of the teaching content, mainly including bouncing the ball, dribbling, passing and shooting over the pole, etc. With a few runs football training professional school, most of the physical education class professional school will open 3~4 semester of soccer elective courses, teaching content and compared in the common course for the football, technological learning more demanding, and theory about football, football training, basic knowledge of tactics and the referee a certain amount of training. Most of the football students in local colleges and universities can obtain the

third-level referee qualification certificate, E-level campus football coach qualification certificate and football social instructor certificate in the school. Obviously, there is still a certain gap between the current situation of football talent cultivation in colleges and universities in China and the actual talent demand of rural grass-roots.<sup>[4]</sup> Therefore, colleges and universities in China should respond to national policies and make bold attempts and innovations in the training of football teachers, so as to train a group of outstanding football graduates to serve the rural communities.

#### **4. Problems in the training of football talents in physical education in colleges and universities**

The social demand for soccer talents is the baton for colleges and universities to cultivate talents, and cultivating applied soccer talents that meet the social needs is the goal of school development. Colleges and universities should appropriately adjust the direction of training talents, respond to the national rural revitalization strategy, improve students' football skills, and then improve the employment rate. In the university sports education professional personnel training mainly the following problems.

##### **4.1 The goal of talent training involves the lack of serving grass-roots football**

The training objective is the action plan formulated by the football personnel training program, which is mainly reflected in that the training program should be consistent with the training objectives, the training objectives should be consistent with the social needs, the development of students, and the training objectives should be consistent with the training quality. From the perspective of talent training objectives, the major of physical education in China mainly aims at the teaching, training and competition organization of campus football, and is engaged in the scientific research of school sports and the management of school sports, so as to meet the applied talents needed by school sports.

##### **4.2 Curriculum content tend to football technique teaching**

Football and soccer elective courses of teaching generally consists of three parts, namely, theoretical part, practice and other part. In the practical part, the teaching of skills and tactics accounts for more than 80% of the total teaching hours. This kind of skills and tactics oriented curriculum content and evaluation method does not get away from the traditional narrow category of "physical education", and can not cultivate the various qualities and abilities that the special talents who serve the grass-roots rural football should have. Rural football talents require graduates to master basic knowledge and basic methods, have strong football practical ability, good social practice ability, and can be engaged in football teaching, training, scientific research, referee, competition and management and other applied talents.

##### **4.3 Fewer hours for football lessons.**

At present, most colleges and universities do not pay enough attention to football courses, and the number of football lessons is very limited, which cannot meet the requirements of improving students' comprehensive ability of football. Affected by different specialties, most students majoring in physical education have a poor football foundation and need a lot of time to practice and improve their skills and tactics.

##### **4.4 Fewer opportunities for practice**

Off-campus practice allows students to consolidate what they have learned, absorb new knowledge, combine theory with practice, so as to improve students' practical ability and thinking ability, and enrich their vision. The practice outside school can also cultivate students' teamwork spirit, develop good interpersonal communication skills, improve students' innovation ability, and exercise students'

self-restraint. Students in colleges and universities study is given priority to with individual basic skills, practice part contact more is grouped in class. Limited by the relevant security policies of the school, many schools are afraid to put a large number of football students into social practice such as ruling, organizing and training in regional amateur leagues and other competitions. In the end, students' theory and practice are out of line, and students' practical ability is poor.

#### **4.5 Students' understanding of service at the grass-roots level and poor preparation**

At present, the concept of employment in universities is not reasonable. There are phenomena such as seeking stability, too utility-based and hierarchical professional standards, and too much emphasis on major matching. The traditional concept of applying for a job is deeply rooted. Students majoring in physical education usually take primary and secondary school physical education teachers as their future employment goals. However, due to the reality of the intense employment environment, students find that the reality of employment is not as good as what they thought in college. When the reality and ideal are different, it is easy to appear "high not, low not" phenomenon.

### **5. Suggestions on the training of football professionals in colleges and universities**

#### **5.1 Perfecting the talents training target, training meet the demand of local "country football" jobs of football talent**

The goal of talent training is the core content of the talent training program, which points out the direction for talent training. The formulation of personnel training objectives should not only closely focus on the general requirements of the state on personnel training, but also adapt to local needs, reflecting the school's own philosophy and characteristics. The football talents cultivated by colleges and universities can not only undertake the task of football teaching in primary and secondary schools, but also be competent for the needs of rural football positions. We should not only see the common "practical needs" and the same ability and quality requirements, but also see the professional differences between students. In such aspects as training target, training specifications need to be both.

#### **5.2 Increasing financial investment, match and optimizing football teaching resources**

Football teaching in colleges and universities needs the support of professional and complete football teaching resources guarantee system. At present, there are many problems in colleges and universities, such as lack of professional football venues, training equipment, logistics support and limited opening hours of venues, which seriously affect the quality of college students' football teaching and the opportunity to participate in extracurricular football sports. Due to the serious decline in recent years China soccer movement level, the descent of the campus atmosphere of football, football teaching can not get the attention and leadership of football teaching training and competition aspects of the budget is very limited, lack of teaching resources, affecting the high quality of football teaching in colleges.

#### **5.3 Updating the college football teaching concept and strengthening the football teaching reform**

The backward teaching concept and teaching model can hardly stimulate students' interest and

enthusiasm in learning, which affects the cultivation of students' football habits. So, first of all, university leaders and football teachers should improve the importance of football teaching, mining college education resource advantages, actively change and update their own football teaching concept, establish university football course reform. Secondly, teachers should enrich football teaching methods, actively use information technology, situational teaching methods, etc., to create a vivid and lively classroom atmosphere, meet students' individual differences and diversified football learning needs, and create a relaxed and happy teaching environment for students. Third, guide students to actively join college football associations, optimize and improve the campus football competition system, and carry out football competition full of fun, popularity and knowledge and technology.

#### **5.4 Increasing the teaching hours of football courses to improve students' practical ability**

Football is a team sport with complex basic skills and tactics, which requires a long time of practice to master the basic skills and tactics. At present, the football foundation of students majoring in physical education is generally poor, and the existing teaching hours are limited, which limits the students' mastery of basic techniques and tactics. Long class hours are the necessary guarantee to improve students' professional skills. In particular, in the class hours of the special selection stage, on the premise of ensuring the appropriate amount of classroom teaching, the number of practice class hours is increased, and football students are encouraged to participate in a variety of football social practice, learning in social practice, and practicing in learning.

#### **5.5 Improving the football competition system and improve the training efficiency**

First of all, we should effectively set up football-specific competition funds to ensure the normal operation of the competition system. Second, further strengthening the construction of college football culture, by conducting a variety of football activities expand coverage for members of the football, which has influence the campus culture of community, forming a high level of football teams. Third, establish a "class-department level-college level" football competition mode within colleges and universities, create a three-dimensional football competition platform between colleges and universities, make colleges and universities football competition normalization, ensure that students do not affect the daily study of cultural classes at the same time to carry out regular football matches at all levels, through actual combat to improve the technical and tactical level and accumulate game experience, maximize the development of football talent.

#### **5.6 Carrying out relevant certificate training for coaches, referees and social instructors for students**

Referee ability, coaching level, venue management and maintenance, event organization, emergency rescue and so on are the basic knowledge necessary for rural football practitioners, and these knowledge have the corresponding qualification assessment. Therefore, from the setting of curriculum teaching content to the introduction of football association and other social institutions to cooperate in two channels. Teachers teach basic training methods and theoretical knowledge in the classroom, and social institutions are responsible for carrying out all kinds of training for students to systematically improve students' practical ability. Like the football sports training of physical education students training mechanism, provide students with all levels of all kinds of training opportunities, let more students get all kinds of

football in front of the undergraduate course graduation certificates.

### **5.7 Strengthening grassroots football association relationship, don't send students social practice work regularly**

Lack of practical experience is a common problem in college employment. Practice should choose corresponding to their own professional jobs, and students into full play so as to maximize the potential, to increase the weight of profession. Through the targeted post practice, not only further mastered the textbook knowledge, but also learned a lot of knowledge outside the textbook from practice. The understanding of the professional field far exceeded the narrow understanding of the school, so that their professional ability has been improved. The school should be prepared for this policy, the relevant person in charge should take the initiative to contact the local grass-roots football association or rural relevant departments, so that students in these units with the team practice, coaching, referee or event organization work, so that students in the case of teacher guidance more easily familiar with the daily work of the football project, special training and referee. After the completion of social practice, the results of calculation, need to provide relevant work summary, proof, etc., the results into social practice credits.

### **5.8 Expanding international cooperation routes and cooperating with excellent foreign football youth training organizations**

Modern football after 100 years of development, the western football have a whole set of training system, the referee training, the organization, venue maintenance and development, the propaganda of the event, etc. Successful experience. In particular, the development of grass-roots football in football power is in full flow, which provides a lot of ready experience for the development of rural football in China. In recent years, with the vigorous development of football in China, many foreign professional institutions have found the business opportunities. At present, Germany, Brazil, Italy and other foreign excellent youth training organizations and companies have reached cooperation intentions and agreements with universities in China.

## **6. Conclusion**

At present, although the reform of football teaching in colleges and universities has achieved certain results, there are still some shortcomings, which affect the high-quality development of football teaching in colleges and universities. In order to promote the cultivation of football talents in colleges and universities and provide excellent talent reserves for the development of rural football in China, the leaders and football teachers of physical education major in colleges and universities should take the initiative to open up their minds, strengthen cooperation with foreign countries, and provide more practical opportunities and training opportunities for students on the basis of grasping the technical and theoretical study. So as to make due contributions to the comprehensive realization of our rural revitalization strategy.

### **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

### **References**

- [1] The State Council. Guidance of The State Council on promoting the revitalization of Rural Industry [R]. Guofa [2019] 12, 2019,6,28.
- [2] General Office of the State Council. Notice on the Issuance of the General Plan for the Reform and Development of Chinese Football [S]. 2015.
- [3] Xu Yanli, Liu Chunyan. Curriculum development experience, dilemma and Countermeasures of

physical education major in Chinese universities [J]. Sports Culture Guide. 2022; (8): 8-13.

[4] Lan Hanlin. Logic Analysis of multiple systems in the transformation and development of local colleges and universities [J]. Higher Education Exploration. 2017; (1): 5-10.

**Project Funding:**

2022 Education and Teaching Reform Project of Lingnan Normal University: Project name: Research on the connection between college football special talent training and rural football development needs