

RESEARCH ON THE DEVELOPMENT OF CAMPUS FOOTBALL UNDER THE BACKGROUND OF SPORTS EDUCATION INTEGRATION BASED ON SWOT-AHP ANALYSIS

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Abstract: Against the backdrop of actively promoting the construction of a sports powerhouse in China, as the foundation of Chinese football, the development of campus football has been elevated to the height of national strategy, and its development enthusiasm may continue for a long time. Therefore, the purpose of this study is to use a model combining SWOT and AHP to study the development of campus football in China. The results indicate that the advantages and opportunities of campus football in China's development are more important than weaknesses and threats, and it has a good development prospect.

Keywords: Campus football; Sports powerhouse; SWOT analysis; AHP Analytic Hierarchy Process

Against the backdrop of the China's vigorous development of football, in order to further promote the integration of sports and education, vigorously promoting campus football has become an important task at this stage. Campus football is a general term for football related activities that are comprehensively carried out among students with the goal of improving their physical and mental health and cultivating qualified talents with comprehensive moral, intellectual, and physical development. Carrying out campus football activities can start football skills from childhood, ensure the quality of youth training, and further improve the popularization of football, laying a solid foundation for the development of Chinese football.

The application of SWOT-AHP analysis method in the research of sustainable development of Chinese campus football can better understand the advantages and disadvantages, opportunities and challenges in the current development of Chinese campus football, and formulate appropriate strategic models based on development trends.

1 SWOT ANALYSIS

1.1 Advantages

Firstly, China is developing towards the goal of becoming a sports powerhouse. The release of the 2019 Outline for Building a Sports Strong Country has elevated the development of China's sports industry to a new height. As one of the world-renowned sports, football also holds a high position in sports. Whether or not the level of football in China can be improved affects the achievement of the goal of building a sports powerhouse. Campus football, as the foundation of its development, has also been gradually valued in recent years.

Secondly, the current situation of campus football development is good. As of 2019, 24126 schools with campus football characteristics have been selected from 380000 primary and secondary schools nationwide. The number of universities recruiting high-level football players in China has increased from 77 in 2015 to 181, an increase of 135%.

Thirdly, the construction of the site is also satisfactory. At present, the number of campus football fields and even football fields applied to society in China is increasing at a considerable rate year by year. As of September 2018, there are a total of 120960 campus football fields in schools of all levels and types across the country. In addition, many provinces, cities, and regions are actively promoting the opening of campus football fields and other sports venues to society, which is bound to further improve the popularity of football among the general public.

Finally, the competition system is relatively complete, with independent competition systems from universities to

primary schools. The forms of competition vary among different age groups, and students are encouraged to participate as much as possible, promoting the development of campus football.

1.2 Weaknesses

Although the country is increasing its budget every year, with a huge total amount, there will be very little evenly distributed, and it may even be unable to guarantee the demand for various types of equipment. In terms of venue, it is difficult for schools to build up to standard 11 player football fields within a limited land area.

The phenomenon of cultural deficiency is still quite serious in the development of campus football. For example, when carrying out campus football, more emphasis is placed on improving skills and achieving results in competitive competitions, while neglecting the implantation of ideas and the comprehensive development of students.

The current number of teachers in our country who can guide students to carry out football activities is completely insufficient, and many football teachers are part-time teachers specializing in other projects. This is mainly because in the past few years, football was not highly valued in China, and there were fewer football talents, and people with high football skills generally had poor learning.

1.3 Opportunities

Firstly, the country and local governments provide policy support. In January 2015, the establishment of the National Youth Campus Football Work Leading Group and the release of the Overall Plan for Chinese Football Reform and Development officially announced the important position of campus football in the development of football in China. Subsequently, various departments issued policy proposals such as the "Notice of the Ministry of Education and the Ministry of Finance on Issuing the Interim Measures for the Management of Special Funds for Supporting Youth Campus Football", the "Opinions of the General Office of the Ministry of Finance of the People's Republic of China on Improving the Financial Investment Mechanism for Football Reform and Development", and the "Notice on Organizing Applications for the Recruitment of Foreign Campus Football Teachers to Support Projects", which also provided strong financial support for the development of campus football.

Football has a high level of social attention in our country, and the ratings of football matches have always been among the top in various sports stations. Every day, many people go to the football fields open to the public for free in various universities to participate in football. A good public foundation can promote the development of campus football.

Youth training clubs are gradually developing. At present, the number of non professional youth training clubs in China is rapidly increasing. These clubs mainly focus on cultivating children's interests and exercising, rather than blindly pursuing competitive results. Due to the high fun of its training, more and more parents are willing to send their children to participate in this type of football training, which is also an opportunity for the development of campus football.

1.4 Threats

The development of campus football in our country is driven by national policies, so when it is implemented in schools at all levels, there will inevitably be a phenomenon of dealing with errands, and there is no sincere desire to develop campus football.

In the development of campus football, there may also be a phenomenon of seeking quick success and instant benefits. Schools only pursue competition rankings and athlete levels, rather than promoting football to students. This precisely goes against the true intention of the country to promote the development of campus football.

The focus of school work in our country is still on further education, and the idea of knowledge changing destiny is deeply ingrained in people's hearts. The phenomenon of occupying physical education class time to supplement cultural courses is still common, and many educators even believe that physical education courses are only delaying students' learning time.

2 SWOT-AHP MODEL

2.1 Construction of AHP Hierarchical Structure Diagram and Judgment Matrix

Based on a qualitative SWOT analysis of the development of campus football in China, establish a SWOT element table (Table 1). According to Table 2, the AHP scale was used to compare the elements in the SWOT group, and the specific scores of each group were obtained[1].

Table 1 SWOT Element Table

Advantages	Weaknesses
1. Building a strong sports country	1. Limited funding
2. The development is good	2. Lack of teaching staff
3. Good site construction	3. Cultural deficiency
4. Complete competition system	
Opportunities	Threats
1. Government provides support	1. Dealing with errands
2. Broad mass base	2. Urgent for quick success and instant benefits
3. Rapid development of youth training	3. Emphasize text over body

Table 2 AHP measurement scale

Importance	Definition
1	Compared to element b, element a is equally important
3	Compared to element b, element a is slightly more important than element b
5	Compared to element b, element a is more important than element b
7	Compared to element b, element a is more important than element b
9	Compared to element b, element a is extremely important
2, 4, 6, 8	The importance of two elements, a and b, between the above levels
reciprocal	Compare two elements a and b. If the latter is more important than the former, take the opposite number

2.2 Weight and Consistency Testing

The calculation method is based on the academic papers published by Professor Liu Fenghu and other authors[2,3]. The results are shown in Tables 3 to 6.

Table 3 Weights and Consistency Test of Group S

S	S1	S2	S3	S4	W_i
S1	1	2	3	4	0.4669
S2	1/2	1	2	3	0.2775
S3	1/3	1/2	1	2	0.1603
S4	1/4	1/3	1/2	1	0.0953

Consistency check: $\lambda_{\max} = 4.0310$, $CI = 0.0103$, $CR = 0.0115 < 0.1$, passed consistency test.

Table 4 Weights and Consistency Test of Group W

W	W1	W2	W3	W_i
W1	1	2	1/4	0.2184
W2	1/2	1	1/3	0.1515
W3	4	3	1	0.6301

Consistency check: $\lambda_{\max} = 3.1078$, $CI = 0.0539$, $CR = 0.0929 < 0.1$, passed consistency test.

Table 5 Weights and Consistency Test of Group O

O	O1	O2	O3	W_i
O1	1	4	3	0.6250
O2	1/4	1	1/2	0.1365
O3	1/3	2	1	0.2385

Consistency check: $\lambda_{\max} = 3.0183$, $CI = 0.00915$, $CR = 0.0158 < 0.1$, passed consistency test.

Table 6 Weights and Consistency Test of Group T

T	T1	T2	T3	W_i
T1	1	3	1/4	0.2176
T2	1/3	1	1/6	0.0914
T3	4	6	1	0.6909

Consistency check: $\lambda_{\max} = 3.0536$, $CI = 0.0268$, $CR = 0.0462 < 0.1$, passed consistency test.

2.3 Calculation of the Strength of Various Strategic Factors

The magnitude of the factor's effect is the intensity, and its actual level is the estimated intensity, represented by an intensity score of 0-5. Strength=intensity score x weight. S, O is represented by positive values, W and T are represented by negative values, with higher absolute values indicating greater intensity.

As shown in Table 7: $\sum Si = 4.1160 > \sum Oi = 4.1135 > \sum Ti = -3.5078 > \sum Wi = -3.4786$.

Table 7 Calculation Results of Each Element

Factor	Total strength	Subfactor	W_i	Intensity score	Strength
S	$\sum Si = 4.1160$	S1	0.4669	5	2.3345
		S2	0.2775	4	1.1100
		S3	0.1603	3	0.4809
		S4	0.0953	2	0.1906
W	$\sum Wi = -3.4786$	W1	0.2184	-3	-0.6552
		W2	0.1515	-2	-0.3030
		W3	0.6301	-4	-2.5204
O	$\sum Oi = 4.1135$	O1	0.6250	5	3.1250
		O2	0.1365	2	0.2730
		O3	0.2385	3	0.7155
T	$\sum Ti = -3.5078$	T1	0.2176	-3	-0.6528
		T2	0.0914	-1	-0.0914
		T3	0.6909	-4	-2.7636

3 CONCLUSION

This article uses the SWOT-AHP hybrid model to analyze the development of campus football in China. Firstly, it qualitatively analyzes its internal advantages, disadvantages, as well as external opportunities and threats in its development. After analyzing the SWOT elements using the Analytic Hierarchy Process (AHP), the results show that there are significant opportunities for the development of campus football in China, and its inherent advantages are also evident. Therefore, in the current situation of strong support from the country, active response from various regions, and rapid development of amateur club youth training, campus football should seize external development opportunities and choose the SO development strategy type that combines internal advantages with external opportunities.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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