# Research on the Key Issues in the Development of Chinese Campus Football

## Guanghui Yao<sup>1,2</sup>, Long Zhang<sup>1,2\*</sup>, Gertrude V Corpuz<sup>1</sup>, Ramir S Austria<sup>1</sup>

<sup>1</sup>College of Teacher Education, University of Cordilleras, Baguio 2600, Philippine <sup>2</sup>College of Physical Education, Liupanshui Normal University, Liupanshui 553004, China \*Corresponding author

Abstract: Discuss the key issues of campus football development from three aspects: the implementation of campus football development policy, the reshaping of the understanding of campus football development value, and the construction of the campus football sustainable development project. The research believes that the sustainable development of campus football should be the first based on the achievements, problems, and implementation strategies of the implementation of campus football development policies; secondly, reshape the development value of campus football, that is, the value of education is the foundation, and the students (the subject of value) and campus football (the object of value) are the core of the development of campus football. The "Double Wings" value system finally builds a sustainable development project of campus football composed of the goal layer, the motivation layer, the execution guarantee layer, the service layer and the effect layer, which effectively guides the sustainable development of campus football.

**Keywords:** campus football, policy, value, sustainable development

#### 1. Introduction

The academic community's research on campus football has rapidly heated up, which has gradually shifted the focus of campus football research from the directional problem at the time of the policy to the process problem. The problem in the development of campus football has become increasingly prominent: "Insufficient understanding of the education function" [1], "The role of the development of campus football is misplaced, and radical ideas are prominent" [2], "Campus football is irrational in the distribution of schools, the management system and operating mechanism are not smooth, and the security system is lacking" [3], "The popularization and improvement of campus football are not coordinated, Insufficient policy guarantees"[4], "The relationship between the education and sports functional departments needs to be coordinated, and the campus football training and competition system urgently needs to be improved"[5], "The campus football talent training model is not perfect"[6], etc. These problems exist, not only this arouses people's concerns about the development prospects of campus football (whether there will be a "Great Leap Forward", "bidding", "failure in the middle of the way", "policy and lower countermeasures, etc." of campus football, and it has also caused problems for the masses of people. "Campus football to become a talent", "campus football star dream", "campus football green channel" and other representative words dominate the cognitive illusion under the power of the public.

This research focuses on the problems that arise in the development of campus football, systematically expounds the current implementation of campus football development policies, and builds a systematic project for sustainable development of campus football from the perspective of reshaping the value of campus football development, aiming to let people have a clear understanding of the campus at the same time as the development of football, it has attracted attention to the development of campus football and academic research, promotes the vigorous development of campus football, and realizes China's "soccer dream".

#### 2. Implementation status of campus football development policy

"The effect of policy implementation is an important basis for testing the policy itself and whether the policy implementation is scientific"[7]. Aiming at the current implementation of the campus

football development policy, clarify from three aspects: achievements, existing problems, and implementation strategies.

#### 2.1 Achievements in the implementation of campus football development policy

The achievements made in the development of campus football need to explain the actual investigations, inspections and related news reports of various places. In view of the limited scope of my own ability, I mainly draw on the research results of domestic scholars and the relevant reports of China Education News, and combine the specific conditions of the census review of the youth campus football characteristic school in my own city to sort out the achievements in the implementation of the campus football development policy. Although it cannot be fully reflected, it also reflects the implementation of the campus football development policy to a certain extent.

Professor research report of Mao Z.M pointed out that "the systematic work of grassroots campus football work has been implemented and has achieved initial results; the results of campus football can be described as fruitful, involving curriculum construction, system innovation, organizational management, teaching reform, competition organization, and social cooperation, scientific training, social propaganda, talent transfer, student education, scientific research, combination of sports and education, teacher training, condition guarantee, and introduction of intelligence; covering a wide range and comprehensively promoting; innovative and creative: perfect institutional mechanisms, teaching materials the new regulations for overall compilation and competition training are quite creative"[8].

A reporter from China Education News organized the five topics of top-level design, provincial actions, local experience, existing problems, and development suggestions, and concluded that the achievements of campus football development mainly include the following aspects:

- 1) Top-level design. Established the National Youth Campus Football Work Leading Group [9]; issued a series of documents on campus football development; identified campus football characteristic schools (as of now, the country has comprehensively identified 13381 campus football characteristic schools in two batches) [10]; enlarged campus Football teacher training intensity (from 2015 to 2020, the Ministry of Education, in conjunction with relevant departments, will continue to carry out national-level special training for school football backbone teachers); hold national youth football winter (summer) camps [11].
- 2) Provincial action. At the provincial level, a leading group for youth campus football work has been established; increased investment and improved funding guarantee mechanisms (exploration of funding input mechanisms with local characteristics); the government takes the lead and actively introduces external resources (for example, Shandong has established the Shandong Campus Football Association, Inner Mongolia improved the right to use campus football fields, etc.).
- 3) Local experience. Government-led, increase investment, and consolidate the foundation of campus football (regional representatives are Nangang District, Harbin City, Faku County, Liaoning Province, Hangzhou City, Zhejiang Province, and Xiaoyi City, Shanxi Province); develop school-based teaching materials and incorporate football teaching into the curriculum plan (regional) Representatives are Qiaokou District of Wuhan City, Nanjing City, Qingshan District of Baotou City); cultivate interest and let students enjoy the fun of football (regional representatives are Yuhua District of Changsha City, Xiamen City, Weinan District of Xi'an City); organize campus football leagues, expand the scale of student participation (Chenghua District, Chengdu City, Hefei City, Anhui Province, Shanghai, Nanchang City); create a good campus football cultural atmosphere (regional representatives are Gansu Tianshui City, Taiyuan City, Zhengzhou Jinshui District); starting from the local reality, develop campus football according to local conditions (regional representatives Daxinganling District School, Chongqing Pengshui County, Guangdong Zhongshan City); start from the management system and mechanism, break the bottleneck of campus football development (regional representatives are Qingdao City, Zhengzhou City Jinshui District, Wuhan City Qiaokou District); Open up channels to solve the problem of insufficient football coaches (parts of Hefei, Hedong District, Tianjin, and Yanqing District, Beijing).

In accordance with the Ministry of Education's "Notice on Doing a Good Job in the Review of National Youth Campus Football Featured Schools", through the census review of 29 youth campus football schools declared in 2015 and 2016 in our city, mainly using review self-inspection reports and review materials, field observations, teacher-student interviews, questionnaire surveys and other methods, the main results obtained in the development of campus football in this city are: basically

achieving full participation in football, basically forming a football atmosphere, and basically forming a football competition system.

In summary, authoritative scholars and mainstream media believe that the development of campus football has achieved a series of achievements and achievements, but through their own actual research, they found that the achievements and achievements of campus football development are not optimistic. The reason for the above-mentioned inconsistent views on achievements is that most of the regions investigated by authoritative scholars and mainstream media belong to economically developed regions and national football experimental provinces, cities, and districts, while their own cities belong to economically underdeveloped regions. The inconsistency of the above viewpoints can reflect on the one hand that the development of campus football is still in an unbalanced stage, and the level of regional economic development seriously restricts the development of campus football, which will inevitably hinder the implementation and implementation of campus football development policies; on the other hand, it can reflect the campus football development policy. The achievements of football development and the incomprehensiveness of performance evaluation have resulted in the non-replicability and reference of achievements, results and experience. Therefore, the "third-party evaluation" method in social evaluation should be used to ensure fairness and justice, and comprehensive coverage the area where campus football develops.

#### 2.2 Problems in the implementation of campus football development policies

The development of campus football activities is inseparable from the support of policies, but there are certain problems in the coupling between the formulation of policies and the actual problems of campus football development, which restricts the development of campus football and exposes a series of campus football development problem. By drawing on the main research results of domestic scholars and combining the research results of campus football in their own cities, the main problems in the current implementation of campus football policy are explained from the macro and micro levels.

From a macro perspective, campus football policy implementation has "inconsistent policy formulation and implementation"[12]; "policy implementation system is imperfect"[13]; "policy implementation department authority is vague"[14]; "policy implementation conflict of interest"[15]; "Improper management of policy implementation funds" [16]; "Improper coordination of the implementation mechanism, single form of supervision and evaluation, etc." [17-18].

From a micro level, the implementation of group campus football policy has "organizational system incompleteness" [19]; "formalization of teaching development" [20]; "incomplete competition system" [21]; "insufficient implementation of campus football training" [22]; There is an illusion of the degree, and the way out for talent training is narrow"[23]; "contradictions in learning and training"[24]; "insufficient hardware facilities; lack of training teams; insufficient capital investment, etc."[25].

Through a census and review of 29 campus football schools in my own city, I believe that the main problems in the development of campus football are: policy implementation is superficial, organization is not clear, teachers are very weak; funding support is not enough, and training hours are low; Physical education teachers are not very motivated to participate in football training; sports venues and facilities do not meet the standards, and there are potential safety hazards; campus football training exchanges are almost zero; campus football culture construction is not perfect; football competition system is not sound, and the number of games and levels are completely insufficient; "National Student Physical Health Standard" has a low rate of good students.

To sum up, the academic research results of domestic scholars and their own urban campus football survey results both believe that there are many problems in the implementation of campus football development policies, and the implementation of campus football development policies is not ideal. The main influencing factors include not only insufficient funding, there is a lack of football teachers, parents and principals do not pay attention to and support, students are not very interested, but also include the implementation of the main body and the environment is not coordinated, policy formulation and resources are unreasonable, the target group interests and distribution are not equal, therefore, the implementation of campus football policy and there are very prominent problems in the development process, but it does not mean that it is a denial of the campus football development policy, but should fully understand the problems in the implementation of the policy, and continue to explore the sustainable development of campus football.

#### 2.3 Policy implementation strategy for campus football development

Based on the achievements and problems in the implementation of campus football development policy, domestic scholars have proposed campus football policy implementation strategies from different perspectives, mainly focusing on the macro-level, micro-level, and foreign reference to provide directional guidance for the sustainable development of campus football.

At the macro level. "Improve the policy implementation mechanism, establish a coordinated campus football policy system; build a training model that combines sports and education; expand the cross-interest range of target groups and optimize target group behavior; broaden policy implementation resources and optimize policy implementation environment" [18], "Campus Football Normalized development under institutional guarantee" [26], "fundamentally improve the efficiency of the implementation of our country's campus football policy, through the combined execution of human resources, financial resources, information, authority, and institutional entropy flow [27]."

At the micro level. The development of campus football should "resolve the enthusiasm of the principal and parents [28]".

In terms of foreign reference. "We should learn from the experience of the German football youth training system, combine my country's national conditions to establish and improve a new model of combining sports and education, rationally allocate sports resources, give full play to social forces, and promote the progress of Chinese football" [29], "Established in the Japanese campus football competition system long-term and scientific football talent training goals; attach importance to the cultivation of campus football reserve talents; innovate the talent selection mechanism of school football competitions; attach importance to the construction of school football coaches [29]."

To sum up, although domestic scholars have provided strategies for the implementation of campus football development policies from a macro level, they have provided measures and paths for the implementation of campus football development policies from a micro level, and have provided experience for the implementation of campus football development policies from foreign countries. However, the implementation of campus football development policies should establish a mechanism for the development of campus football. The strong guidance of the policy and the demand for the promotion of football talent training by the masses shall be the macro-external power source for the development of campus football, and the realization of the value of campus football development shall be regarded as the micro-implicit power. The support of the government and society, the attention of the school, the support of parents, and the participation of students as the main body of the implementation of campus football development, re-understand the value of campus football development, and use the macro-external power source and the micro-implicit power source to realize the campus sustainable development of football.

## 3. Reshaping the value of campus football development

Some domestic scholars have put forward such viewpoints as "the lack of understanding of the function of educating people, which limits the field of vision for the development of campus football" [1], "the contradiction between the objective law of campus football development and the subjective will" [22], etc., if campus football is necessary sustained development requires a clear understanding of the development value of campus football and reshape the development value of campus football. After combing and summarizing the research results on the value of campus football in the past ten years, combining the speeches of important leaders of the Party Central Committee and related regulations and documents, as well as interviews with sports experts on the understanding of the value of campus football, on the basis of following the value of sports and football, to reshape the understanding of the value of campus football development.

## 3.1 The foundation of campus football's education value

Regarding the role and functional positioning of campus football development, there are two inconsistent views. One view is that the development of campus football should be supported by national policies, and the revitalization of Chinese football should be an important activity, and the fourth-level football league and the cultivation of football reserve talents should be the focus of work; another view is that the role of educating people should be clarified first, "China Football Reform and Development General Plan" proposes to "play the function of football education" [30]. If the

development of campus football is to be more clearly defined, the role of campus football should be implemented in accordance with the national policy, follow the law of education development and sports development, clarify the foundation of the development of campus football and the value of education, so that the development of campus football can be driven by on the track of the development of school sports and education, the realization of the revitalization of Chinese football and the cultivation of football reserve talents will be a matter of course.

## 3.2 Construction of the "Double Wings" value system of campus football development

The construction of the "Double-Wings" value system of campus football development mainly starts from the perspective of the relationship between the subject and the object, based on the interaction between the subject and the object, and reflects the value contained in the development of campus football. In this study, the value subject of campus football development mainly refers to students, and the value object mainly refers to football. The value of campus football activities is reflected in the interaction of "student-football".

#### 3.2.1 Campus football value system centered on students (value subjects)

The construction of a campus football value system centered on students (value subjects) should implement the "people-oriented" concept in the scientific development concept, and implement campus football as an educational method to the overall development of students' moral, intellectual, physical, and beautiful in order to make students have a strong physique, a healthy personality, and form a good physical exercise habit, it will be explained from two aspects of physical value and psychological value.

Physical value mainly takes the students' physical ability and physique as the external manifestation of value materialization. Participating in football sports can improve the body's metabolic capacity, weight control and weight loss, and improve the body's physical level. It can also promote the growth of skeletal muscle, improve the weight, height, body index of adolescents, and improve the physical condition of adolescents.

Psychological value mainly embodies the implicit value of cultivating students' personal qualities and collective qualities. Personal qualities mainly include intelligence, willpower, self-awareness, and personality formation. In the process of football training and competition, football can not only promote the intellectual development of young people and improve the level of self-awareness, but also improve the ability of judgment, analysis, and decision-making under the high-speed transition rhythm of offense and defense, which is helpful to control and control emotional behavior in sports. The level of willpower is improved, and a good personality is formed. Collective qualities mainly include cohesion, collaboration, teamwork, team spirit, etc., and football is a kind of collective event in sports. The key to good or bad football competition performance is the cohesion, collaboration, teamwork, and teamwork of the team spirit is inseparable. Therefore, the game process, training, and tactical coordination of football not only affect the collective character of young people, but also have a positive effect on cultivating young people's team cohesion, collaboration, teamwork, and team spirit.

## 3.2.2 Campus football value system centered on football (value object)

The construction of the campus football value system with football (value object) as the core should actively implement the idea of "popularization and improvement", reflecting the value of popularizing football knowledge and skills, cultivating reserve talents, and cultural construction carried by the development of campus football. Specifically, it will be explained from three aspects: popularizing value, improving value, and promoting value.

The popularization value of campus football is the fundamental starting point for the development of campus football. It needs to popularize the football program to the campus at all stages of learning, and also popularize the basic knowledge, technology, skills, tactics, etc. of football to the campus to promote football. While the project takes root and sprouts on campus, it also puts forward higher requirements on football teaching, competition system, and hardware conditions in the development of campus football, providing environmental protection for the implementation of campus football's popular value.

The increased value of campus football is based on the popular value of campus football, which is an inevitable requirement for the development of campus football to a certain stage, mainly focusing on the cultivation of football reserve talents and football-related talents. The cultivation of reserve talents for campus football is mainly aimed at the increase in the youth football population, the improvement

of football skills and tactics, the improvement of football training and competition levels, the improvement of football talent training, competitions, talent transfer and other systems and channels; campus football related talents the training is mainly aimed at the cultivation of football teacher team construction, campus football scientific research, campus football management, etc., so as to improve the knowledge and ability of campus football related personnel.

The promotion value of campus football is mainly realized through the construction of campus football culture. In the process of popularization and improvement of campus football, the construction of campus football culture plays an important role and produces promotion value for the development of campus football. The cultivation of campus football culture can be constructed from the three dimensions of material, system, and spirit, forming a path of campus football culture construction with student development as the core, material culture, football teaching activities, football competition activities, and rules and regulations as the focus, so as to realize campus football to the promotion value of development.

#### 4. Construction of the sustainable development project of campus football

Campus football is a strategic project for the reform and development of national education and sports. It is an action project for the party and the people to narrow the gap between reality and expectations. Sustainable development is an inevitable choice to realize this strategic project and action project. The construction of the campus football sustainable development project takes the top-level design as the macro-external power source and the public demand as the implicit power source, and implements campus football development tasks around the government, schools, families, and markets. It mainly includes the target layer, power layer, execution guarantee layer, service layer and effect layer. The structure of the picture is just for the convenience of thinking, not the appearance of the real structure.

The sustainable development project of campus football is a complex and systematic project. The sustainable development project of campus football is interpreted from the perspective of epistemology. All levels coordinate and influence each other to promote the sustainable development of campus football, that is, to realize the popularization of campus football activities, and improve, narrow the gap between people's expectations and reality of football.

The goal level of campus football development is mainly triggered by the gap between people's expectations and reality. The formation of campus football conforms to the law of talent growth and development. This is not only an inevitable requirement of top-level design, but also an ideal result of popular demand.

The dynamic layer of campus football development is mainly based on "top-level design" and "popular demand" to form a "policy-demand" two-way drive mechanism. The top-level design is mainly based on the concern and understanding of several generations of national leaders for football. Throughout our country's generations of national leaders' feelings towards football development, "Mao Zedong's participation in football activities embodies the strong spirit of aspiring young people, Zhou Enlai's kicking of the bear's head embodies a spirit of participation, Deng Xiaoping's care for the details of football, and looking at Chinese football from the perspective of the legal system, Xi Jinping raised his concern about the development of football reform to the height of an administrative strategy, political symbol, and national image, and became an experimenter in the implementation of football strategy" [31]. Objectively speaking, several generations of national leaders in our country have formed a football-loving group. The football sentiment of this group has a certain connection with the country's policy and decision-making orientation.

The top-level design of campus football should be innovated to form a macro-external power source for the development of campus football. The public demand is the result of the social environment of campus football development and people's "soccer dreams", that is, football performance and competitive level are contrary to the development level of world football, the number of youth football registrations is reduced, and the health of young people is worrying. The gap between expectations and reality has also formed an implicit source of power for the development of campus football.

The implementation and support of campus football development is mainly based on the country's existing or upcoming youth campus football regulations and policies, and establishes a "guarantee-promotion-participation-sharing" as the lead, and the government, market, schools, families and other entities participate in the implementation of policies and regulations system, to make the

focus of policies and regulations shift from "Policy Program Formulation" to "Policy Program Implementation and Supervision", and to institutionalize and normalize the multi-sectoral and multi-interest complex process involved in the policy implementation of campus football development. You can use "smith policy implementation process model" [26] and "the scientific development concept that needs to be established for the future development of campus football" [32], optimize the execution environment of campus football and enhance execution. The supervision system of campus football development is a necessary measure to prevent execution out of control, mainly from the comprehensive evaluation of the improvement of young people's physical fitness, football skills, psychological quality, and social communication skills to prevent "policies at the top, countermeasures at the bottom" and "only the phenomenon of "success or failure" in the ranking of results.

The service layer of campus football development is mainly based on the value of campus football development (the educational value of campus football is used as the basis to form a "Double-Wings" value system for campus football development centered on students and football). Starting from demand, take the popularization and improvement of youth campus football, teaching reform, extracurricular training, competitions, and talent channels as the process, and use the optimized combination of education, sports, youth organizations, markets, schools, etc., in the development of campus football means to promote the vigorous development of campus football. Some studies mentioned: "The football activity service system is the core part of campus football development, mainly based on the establishment of football organization, football competition system, football skill training, football field equipment, football information platform, football cultural exchange, and football reserve talents as the key indicators"[33], this is a service system indicator system worth learning from.

The effect layer of campus football development mainly presents two forms of campus football development: active development and passive development. Passive development is the main phenomenon in the development of campus football today. It will cause "leadership neglect, parental indifference, and student resistance", leading to abnormal development of campus football, that is, the "blowout" period and the "flat" period of campus football development. The deformed state of the country eventually leads to the path of unsustainable development. Active development is the mainstream direction of campus football development in the future. It can be portrayed as a scene of "leadership support, parents' willingness, and students' willingness", so as to move towards sustainable development.

In summary, the implementation and promotion of the sustainable development project of campus football requires a dynamic and complex development process. Only through the "campus football return stage (the initial stage of campus football development, has been implemented)", "campus football rooted stage (campus football development mid-stage, is being implemented)" and "campus football integration stage (the final stage of campus football development, implemented in the future)", so that we can truly realize the sustainable and normal development of campus football.

#### 5. Conclusion

After nearly nine years of development, has campus football really popularized and improved? Related research and related reports mentioned that "policy formulation is methodical, policy implementation is promoted at various levels, grassroots football is popular, campus football promotion success cases are endless, etc." is it true or illusion? In the environment where the country advocates the development of campus football, is there still a road for the development of "true campus football"? Perhaps we should seriously reflect on the development of campus football. The research on the key issues of campus football development is a phased response to the above phenomenon. The study believes that the path of future campus football development should be based on the implementation of the campus football development policy to achieve results, existing problems, and implementation strategies. The status quo, reshape the development value of campus football, and build a sustainable development project of campus football.

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