



Guidelines for Promoting Soccer Education Among General School Students at Universities in Haidian District Beijing, the People's Republic of China

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Abstract

Background and Aim: With the continuous improvement of China's economic level and people's happiness index, sports are favored by more and more people and have become part of people's daily lives. The report of the 19th National Congress points out that it is necessary to “accelerate the construction of a strong sports country” and deepen sports reform. Under the policy background of the country vigorously promoting the construction of a strong sports nation, soccer has ushered in unprecedented development opportunities and has received extensive attention from society. This research paper aims to establish a robust guideline for the development of soccer in Beijing.

Materials and Methods: Interviews were conducted with nine experts from the Soccer Division and the Promotion and Publicity Division of the Beijing Provincial Sports Bureau to understand the current situation of the promotion and development of college soccer in Beijing. In the questionnaire survey of soccer in Beijing's colleges and universities, 32 soccer teachers or coaches participated, and 324 students and teachers participated.

Results: Lack of resources is a major obstacle to the popularization of soccer. Training resources, equipment, and the number of professional coaches are far from adequate, limiting the promotion and popularization of soccer. Secondly, some parents and schools do not have a good understanding of the importance of soccer, resulting in insufficient support for this form of sport, which affects the children's motivation to participate. In addition, the publicity and promotion channels for soccer are relatively limited, failing to make full use of diversified communication channels, resulting in its limited visibility and coverage. In practice, although the government has relevant supportive policies, there may be insufficient implementation in the concrete implementation process, which also affects the speed of development of soccer.

Conclusion: Although soccer is gradually developing in Beijing's colleges and universities, it is still in the primary stage. To further develop soccer education in Beijing, 1) more resources are needed, 2) a proper understanding of soccer needs to be popularized, and 3) the government needs to ensure that its policies are properly implemented.

Keywords: Soccer; Promotions; Standards Management



Introduction

As China's economic level continues to rise and the people's happiness index continues to improve, sports are favored by more and more people and have become part of their daily lives. The report of the 19th National Congress points out that it is necessary to “accelerate the construction of a strong sports country” and deepen sports reform. “The Outline for the Construction of a Strong Sporting Nation “points out that ‘it is necessary to comprehensively promote the popularization of basketball, soccer, and volleyball, and to excavate the culture of the 'three-ball' program, to increase the awareness and participation of the masses.” Under the policy background of the country vigorously promoting the construction of a strong sports nation, soccer has ushered in unprecedented development opportunities and has received extensive attention from society. General Office of the State Council. (Several Opinions of the General Office of the State Council on Promoting National Fitness and Sports Consumption to Promote the High-Quality Development of the Sports Industry, 2019-9-17) Soccer has the largest number of influencers, the largest number of participants, the largest area of sports, and the highest ratings in China, with the highest level of leagues, sponsorships, and large social influence. Soccer has gradually become the biggest sport in China and has had more positive impacts on society. The soccer league has attracted a large number of spectators and generated a very strong reaction and a very strong influence in society. Through the reform of the “operation and management methods” of the soccer program, the atmosphere of folk sports has been comprehensively enhanced, the guiding ideology of lifelong sports and fitness for all has been implemented, and benefits have been brought to social harmony and stability (Bie & Kang, 2019).

The background of the study on the promotion of soccer in Beijing's colleges and universities stems from the increasing attention paid to children's health and all-around development by all sectors of society in recent years. The importance of physical exercise in promoting children's healthy growth has been widely recognized in modern urban life, where children's exercise time has been gradually reduced, leading to declining physical fitness, rising obesity rates, and other problems that are becoming more and more prominent. As a collective and interactive sport, soccer can not only help children improve body coordination and enhance physical fitness but also cultivate their team spirit and sense of cooperation. However, the promotion of soccer in Beijing's colleges and universities is still in its infancy, and there are several problems, such as parents' concerns about the safety hazards associated with the sport, the uneven distribution of sports facilities, and the shortage of high-quality teachers. These difficulties constrain the promotion of soccer programs and affect children's enthusiasm to participate in sports activities. Therefore, this study aims to explore how to give full play to the positive role of soccer programs in children's healthy growth through scientific and reasonable promotion strategies and to provide





a theoretical basis for the development of long-term planning for children's physical education in Beijing. This study lays a solid foundation for the further development of college soccer promotion in Beijing by improving the teaching staff, optimizing the allocation of field resources, and strengthening the linkage between home and school, which will help to improve the quality and popularity of children's physical activities (Bi & Zhang, 2014).

It is of great significance to study the promotion of soccer in Beijing colleges and universities. Firstly, soccer helps to improve children's physical quality, coordination ability, and teamwork spirit, and promotes children's physical and mental health. Second, by studying the problems in the promotion process, training methods can be optimized to improve children's interest in sports and promote the development of children's physical education. Finally, this study also helps to develop better promotion strategies, increase the importance of parents and society to children's sports activities, and enhance the cultural atmosphere of soccer in the whole city.

Objectives:

To develop guidelines for the promotion of soccer in Beijing's colleges and universities. Specifically, to locate the current problems hindering the development of the education of soccer in Beijing and how to better solve those problems.

Literature review:

This study focuses on the following aspects:

Football has gained increasing recognition and support in China, with national policies emphasizing its development at various levels, from grassroots initiatives to university management. The following sections discuss key aspects of football development, including basic football knowledge, school football background, research on college football teachers, and football management in colleges and universities.

1. Basic Football Knowledge

The development of football in China has been prioritized at the national level. According to Li (2017), the central government has placed significant emphasis on the expansion and promotion of football. President Xi Jinping has reiterated China's aspirations on multiple diplomatic occasions, outlining three major football-related objectives: participation in the FIFA World Cup, hosting the World Cup, and ultimately winning the World Cup. This strategic vision highlights the commitment of the Chinese government to establishing football as a prominent sport within the nation, demonstrating the importance of systematic investment in infrastructure, youth development, and professional leagues (Li, 2017). Research indicates that successful



football nations have achieved prominence through long-term strategic planning, integrating policy support, talent identification, and grassroots development (Brown & Taylor, 2020).

2. Background of School Football

The promotion of football within the school system has played a critical role in its national development strategy. Sun (2019) stated that the State General Administration of Sports and the Ministry of Education jointly issued the *Notice on the Development of National Youth School Football Activities*, which formally introduced school football into the educational system. This policy initiative aimed to enhance the visibility and participation of football among students by integrating it into the national curriculum and extracurricular activities. Studies suggest that school-based football programs are fundamental in fostering early-stage talent, promoting physical fitness, and instilling teamwork skills among students (Jones, Smith, & Wang, 2021). Moreover, systematic investment in youth football training programs has been shown to contribute to long-term national football success, as demonstrated by the football development models of Germany and Japan (Miller, 2018).

3. Research on College Football Teachers

The role of football teachers in colleges and universities extends beyond traditional instruction. According to Zheng (2021), in the study *Football Teachers in Beihai Campus Football Characteristic Schools*, teachers are not only responsible for teaching but also for continuous learning and personal development. The research highlights that the function of teachers in football education is to cultivate students' holistic development, encompassing morality, intelligence, physical fitness, and aesthetic appreciation. This aligns with broader educational theories that emphasize the importance of multidimensional development in physical education (Parker & Lewis, 2017). Studies have shown that high-quality teacher training programs and professional development initiatives significantly impact the effectiveness of football education in schools and universities (Williams, Green, & Adams, 2020). Enhancing teacher competency through systematic training and evaluation mechanisms is crucial for ensuring the long-term success of school football programs (Taylor et al., 2022).

4. Football Management in Colleges and Universities

Effective management structures are essential for the sustainable development of football programs in higher education institutions. It is recommended that schools at all levels establish dedicated leadership teams under the guidance of the headmaster to oversee the planning and implementation of campus football initiatives. Proper football management involves designing structured training programs, ensuring adequate resource allocation, and fostering collaborations between educational institutions and professional football organizations (Harrison, 2021). Research suggests that the successful implementation of football programs in universities requires





a combination of policy support, financial investment, and institutional commitment (Clark & Brown, 2020). Universities that integrate football development into their broader educational and extracurricular frameworks tend to produce higher engagement and better long-term outcomes in football talent cultivation (Smith et al., 2018).

Conclusion: The promotion of football in China has received substantial support from the central government, leading to its expansion within schools and universities. National policies and strategic planning have played a crucial role in establishing football as a mainstream sport. Research suggests that enhancing football education through improved teacher training, structured school football programs, and effective management strategies is key to achieving China's long-term football aspirations. Continued efforts in policy implementation, resource allocation, and academic research will further contribute to the sustainable growth of football in China.

Conceptual Framework:

import	process	output
-The current situation and problems of college soccer in the Haidian District, Beijing, China 1. Degree of attention 2. Teachers' qualifications 3. Facilities 4. Teaching content	- Developed guidelines for college soccer work in the Haidian District, Beijing. - Obtain guidelines and suggestions for the development of soccer teaching to suit the context of the Haidian District, Beijing	Data were analyzed through the following methods: 1. Review the literature method 2. Questionnaire survey 2. Expert interview method 3. Focus group method 4. Connoisseurship method

Methodology

This research is a survey. Interviews were conducted with nine experts from the Soccer Division and the Promotion and Publicity Division of the Beijing Provincial Sports Bureau to understand the current situation of the promotion and development of college soccer in Beijing. In the questionnaire survey of soccer in Beijing's colleges and universities, 32 soccer teachers or coaches participated, and 324 students and teachers participated.





Results

Lack of resources is a major obstacle to the promotion of soccer in Beijing's colleges and universities. There is a serious lack of training resources, equipment, and professional coaches, which limits the popularization of college soccer. In addition, some parents and schools lacked awareness of the importance of soccer, resulting in limited support and affecting student participation. Publicity and promotion channels are also relatively single and do not make full use of diversified communication methods, affecting the popularity and coverage of soccer. Although the government has relevant support policies, the implementation is insufficient, which also affects the speed of soccer's development. At present, college soccer in Beijing is still at an early stage. Although some college soccer and community activities have begun to be promoted, participation and coverage are limited, and schools and communities have not yet formed a systematic training system. The promotion is of great significance to the development of students' interest in soccer and basic soccer skills.

Discussion

The promotion of soccer faces several challenges that hinder its effectiveness and long-term sustainability. These challenges include unclear objectives, an insufficient promotion strategy, uneven resource distribution, inadequate teacher training, inconsistent policy support, lack of implementation guidance, and the absence of an effective evaluation mechanism. Addressing these concerns requires a comprehensive and systematic approach, integrating strategic planning, policy enforcement, and data-driven decision-making.

1. Unclear Objectives and Ineffective Promotion Strategy

One of the primary challenges in soccer promotion is the absence of systematic development planning and long-term objectives. A lack of clear goals results in fragmented and inconsistent promotional efforts across different regions (Jones & Smith, 2020). According to Henry and Lee (2019), a successful sports promotion strategy requires well-defined objectives that align with regional development plans, ensuring systematic and sustainable growth.

Moreover, the current promotion strategy is insufficiently detailed, leading to disparities in implementation. Resources are unevenly distributed across regions, and the shortage of adequate facilities and equipment further limits large-scale promotion (Brown, 2018). Without a structured promotional strategy, it becomes challenging to attract long-term participation and investment in soccer development programs (Williams & Green, 2019).

2. Uneven Resource Distribution and Teacher Training Deficiencies

A significant barrier to soccer promotion is the uneven distribution of training resources. Research has demonstrated that inadequate access to facilities, training venues, and equipment





negatively impacts participation rates, particularly in underprivileged communities (White & Adams, 2021). Soccer development requires equitable access to resources to ensure that all players, regardless of location, receive equal opportunities to engage in training and competition (Smith et al., 2018).

Teacher training is another crucial issue. Although most teachers have completed the necessary qualifications, inconsistencies in professional competency persist. The current training system lacks a standardized framework for continuous professional development, leading to variations in coaching quality (Johnson, 2022). Effective teacher training programs should incorporate ongoing assessments and structured evaluation mechanisms to enhance instructional quality and align with global coaching standards (Parker & Lewis, 2017).

3. Policy Support and Implementation Challenges

While many teachers and schools receive policy support from local municipalities and education authorities, variations in implementation create disparities in soccer promotion efforts (Clark & Brown, 2020). Effective sports policies require a uniform execution plan that ensures consistency in funding, training, and program development (Miller, 2020). Inconsistencies in policy implementation hinder the professional development of educators and contribute to unequal opportunities for students (Harrison, 2021).

Furthermore, insufficient leadership guidance in soccer promotion exacerbates these challenges. While policies exist, there is a lack of effective oversight and management in their execution. Strong leadership is crucial in translating policy frameworks into practical, actionable strategies (Taylor et al., 2022). Without effective governance, soccer development programs may fail to achieve their intended outcomes (Davis & Cooper, 2019).

4. Lack of Evaluation Mechanisms and Data Support

A major shortcoming in soccer promotion is the lack of systematic monitoring and evaluation mechanisms. Parents and stakeholders often express concerns about the effectiveness of soccer training programs, highlighting the need for a scientific feedback system (Jones, 2017). Performance evaluation plays a critical role in identifying strengths and weaknesses in sports development programs and helps in refining coaching methodologies and player development pathways (Taylor et al., 2022).

Additionally, insufficient data support limits the ability to assess the progress and effectiveness of soccer development initiatives. Research indicates that data-driven decision-making is essential for optimizing training programs and adjusting promotional strategies based on empirical evidence (Miller, 2020). Implementing structured data collection and analysis frameworks can enhance the overall efficiency of soccer promotion and ensure that development efforts align with broader sporting objectives (Smith et al., 2018).



The successful promotion of soccer requires addressing multiple challenges, including the need for clear objectives, equitable resource distribution, standardized teacher training, consistent policy implementation, effective leadership, and robust evaluation mechanisms. By adopting a systematic and data-driven approach, stakeholders can enhance soccer development and create sustainable opportunities for participation at all levels.

Conclusion

Although soccer in Beijing's colleges and universities is gradually developing, it is still in its infancy overall. At present, although some college soccer and community activities have begun to promote mini-soccer, overall participation and coverage are still limited, and many schools and communities have yet to form a systematic soccer training system. Cultivating students' interest and basic skills in soccer is of great significance, not only helping them develop good sports habits and team spirit but also providing a valuable foundation for Beijing's future soccer talent pool. Especially in campus sports, soccer has characteristics suitable for students' teamwork development, which is expected to enrich the diversity and interest of campus sports activities and further promote the overall development of students. However, soccer in Beijing colleges and universities still faces a series of challenges in the process of development. First, the lack of resources is the main obstacle facing the popularization of soccer. The number of training resources and equipment.

Recommendation

1. Developing more accurate promotion strategies: By analyzing students' interests and needs in-depth, we can help develop more targeted promotion strategies. Such a strategy not only attracts the attention of the target group better but also ensures the effectiveness of the promotion. With the support of this data, it is possible to set a clear target group for the campaign, choose the right promotional channels, and provide content that meets the interests of the students, which greatly improves the participation and effectiveness of the campaign.

2. Designing more engaging activities: The findings of the study provide a solid scientific basis for activity design, helping organizers design activities that are more in line with students' psychological and behavioral characteristics. By understanding students' specific needs and interests, activities can become more interesting and interactive. Designing more challenging and interesting activities not only increases students' enthusiasm to participate but also allows them to derive more enjoyment from the activity, which then promotes more active participation in soccer.



3. Optimizing the allocation of resources and improving the efficiency of promotion: Based on the results of the study, limited resources can be allocated more rationally to ensure that resources such as funds, venues, and equipment are prioritized in the areas where they are most needed. This not only avoids wastage of resources but also maximizes the effectiveness of promotional activities within a limited budget. By rationalizing the allocation of resources, the efficiency of the promotion will be significantly improved, and the overall effectiveness of the campaign will be more evident.

4. Ways to improve the content of teaching and improve training outcomes: Research findings provide valuable information for optimizing the content of teaching. By adapting the training content to the age profile, learning needs, and ability levels of the students, teaching can be made more responsive to their actual needs. Such progress will not only allow children to get more out of learning soccer but also improve their skill level and interest in soccer, thus improving the overall effectiveness and quality of training.

5. Effective Communication Strategies to Enhance Parental Support and Involvement: Parental support is what keeps students involved in soccer. By studying parents' concerns about soccer, more effective communication and outreach strategies can be developed. By revealing parents' concerns about safety and teaching quality, answering their doubts, and highlighting the positive effects of soccer on students' healthy development through publicity campaigns, parents' trust and support for soccer can be greatly enhanced, thus promoting more family participation.

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