

# *The Realistic Dilemma and Development of the Football Reserve Talents Training Model under the Background of the Integration of Education and Sports-Taking Guangdong, Hong Kong and Macau Greater Bay Area as an Example*

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**Abstract:** With the continuous increase in investment in sports facilities and the training of sports talents, the situation of football reserve talents in the Guangdong-Hong Kong-Macao Greater Bay Area is still worrying. In order to better cultivate reserve talents for sports, the leading departments of Guangzhou, Shenzhen and other cities in the Guangdong-Hong Kong-Macao Greater Bay Area are based on people-oriented, updated concepts, starting from the sustainable development of football talents, and striving to explore new models suitable for training reserve talents. And new ideas. This article takes the Guangdong-Hong Kong-Macao Greater Bay Area combined education and sports model as a case study to analyze the shortcomings of the football talent training model in the process of the integration of education and sports, and sorts out the football player training model that combines education and sports. Try to reveal the principle of the integration of education and sports in the Guangdong-Hong Kong-Macao Greater Bay Area, and put forward more policy recommendations for our country to train more and better reserve talents.

## **1. Introduction**

Due to the low level of socialization of football competition in my country, a highly concentrated and highly specialized training system (that is, an excellent sports team and a sports team system) directly invested and managed by the government has been adopted for many years. The contradiction is very prominent. The contradiction between learning and training and the placement of football players have become a social problem, which has affected the sustainable development of competitive sports to a certain extent. Therefore, in the new historical opportunity period, the Greater Bay Area has begun to explore new ideas for the integration of education and sports, starting with young football fans, radiating professional athletes and even professional athletes, and solving the problem fundamentally. Therefore, after the author's exploration, the mainstream football in the Greater Bay Area is as follows.

## **1.1 Direct Integration of Education and Sports, and Establishment of Sports Schools**

Guangzhou Weilun Sports School seized the opportunity of deepening reforms and took advantage of its advantageous position in the economically developed Tianhe District of Guangzhou. In terms of football, it actively cooperated with Tianhe Stadium, Guangzhou Team, Guangzhou City and other professional sports clubs to run schools, and established In a nine-year consistent sports specialty school, the funding is basically borne by the Education Bureau, and the Sports Commission is responsible for half of the teacher structure salary. The Education Bureau is responsible for cultural learning, and the sports committee and professional clubs are responsible for sports training. Both parties have selected experienced and familiar leaders and high-level football coaches to make this school “first-class facilities, first-class management, and more talents.” “Sports characteristic school with good talents”. The Tianhe District Government also invested 20 million yuan to rebuild and renovate the school buildings, purchase advanced teaching and training equipment, and run the school conditions to reach the level of the first-class secondary professional school in the national sports school.

## **1.2 The Shenzhen Model of Joint Office, Internal and External Integration**

The Shenzhen Municipal Bureau of Culture, Radio, Television, Tourism and Sports stated that Shenzhen vigorously develops the integration of sports and education, and through innovative methods such as joint operation between the upper and lower levels, and the integration of internal and external systems, it has formed the “eight major models” for the training of youth sports reserve talents with Shenzhen characteristics. This includes a number of initiatives such as schools, venues, competitions, and teachers, covering all aspects. At the same time, guided by the concept of “upper and lower offices, integration of internal and external systems”, multi-channel training of reserve talents for football youth sports; with football sports clubs as a supplementary position, it provides diversified possibilities for scientific training of football youths. With the goal of unblocking the export of football players, we plan a better career for football players.

## **1.3 Relying on the Society or Enterprises to Jointly Build a Single Sports Club**

Zhongshan City continues to strengthen the integration of education and sports, including physical education subjects into the scope of junior and senior high school level examinations, and into the scoring subjects for the high school entrance examination, scientifically determine and gradually increase the scores, and initiate research on the use of physical literacy in college enrollment. It includes details such as sports traditional projects, school projects, basic conditions, requirements and creation procedures. Sports committees at all levels encourage the society to open sports clubs and support all walks of life to carry out amateur training. Under the conditions of the market economy, the high school affiliated to the vocational college has developed from a traditional sports school to a model club for the integration of education and sports, combining football training with the market. The creation of a new football club has sent a large number of football reserve talents to Zhongshan City, Guangdong Province and various colleges and universities across the country.

## **2. Specific Practices in the Guangdong-Hong Kong-Macao Greater Bay Area**

The author recently learned from the sports work conference in the Guangdong-Hong Kong-Macao Greater Bay Area: to accelerate the integration of football education and sports, the

foundation of football youth sports is solid, the reform of football youth competition continues to deepen, and the competitive sports reserve talent training system is continuously improved.

During the “13th Five-Year Plan” period, the Guangdong-Hong Kong-Macao Greater Bay Area has 268 amateur sports schools at all levels, 1794 provincial and municipal two-level traditional schools (including 22 national-level schools), and 35,000 registered youth football players. With provincial sports schools, Guangzhou, and Shenzhen as the leaders, 3 provincial demonstration bases, 140 key bases for individual reserve talents and 135 key classes have been established, and the development benefits are obvious. Support the creation of 32 national high-level sports reserve talent bases from 2017 to 2020, accounting for 8.6% of the country's total.

At the same time, the reform of youth competitions in football continues to deepen, and the training system for competitive sports reserve talents continues to improve. The integration of education and sports has been further deepened, and the multi-saving games, the Universiade, the middle school sports games and so on have been successfully held. There are 216 national football youth sports clubs and 209 provincial football youth sports clubs. The public service system for football youth sports has basically been established, and the physical fitness of football youths has generally been improved.

*Table 1 Distribution of Large and Small Football Stadiums in Various Cities in the Greater Bay Area in 2020*

| No | City      | Number | Percent(%) | Total(%) |
|----|-----------|--------|------------|----------|
| 1  | Shenzhen  | 6947   |            | 38.75    |
| 2  | Guangzhou | 4168   |            | 23.25    |
| 3  | Dongguan  | 1544   |            | 8.61     |
| 4  | Foshan    | 917    |            | 5.11     |
| 5  | Huizhou   | 665    |            | 3.71     |
| 6  | Zhuhai    | 614    |            | 3.42     |
| 7  | Zhongshan | 569    |            | 3.17     |
| 8  | Jiangmen  | 331    |            | 1.85     |
| 9  | Shantou   | 238    |            | 1.33     |

Note: The above data comes from CNKI

Looking forward to the “14th Five-Year Plan”, the author believes that the Guangdong-Hong Kong-Macao Greater Bay Area should deepen the integration of education and sports, and build the foundation of reserve talents as a powerful province in sports. Firmly establish the “health first” educational philosophy, promote the establishment of an “integrated” football youth sports system and operating model that integrates education, sports, goals, resources, and measures to promote the coordinated development of physical training and cultural learning for football youths. Promote the reform of the football youth competition system, successfully run the 16th Provincial Games, deepen the organic integration of the education and sports competition system, and select outstanding sports reserve talents. Strengthen the construction of the main position for the training of sports reserve talents in sports schools, innovate sports school running models, and improve the cultural and educational level of sports schools; create sports schools with traditional characteristics, improve the school sports reserve talent training system; incorporate social organizations into the sports reserve talent training system, Gradually establish a reserve talent training model based on sports schools, schools as support, and social organizations as breakthroughs.

### 3. Synthesize the Current Situation and Get the Cause of the Problem

As a realistic carrier to realize the “combination of sports and education”, the establishment of individual sports reserve talent training bases in primary and middle schools in the mode of “combination of sports and education” requires not only the attention and active support of school leaders, but also the sports management department. Approval and special approval of the education administrative department, and these undoubtedly become an entry barrier for the existence of the “combination of sports and education” model.

At present, the management of “combination of sports and education” lacks corresponding specific system rules. Primary and middle school sports workers generally believe that they must rely on the status and relationship of the school to obtain the corresponding training base for competitive sports talents. This precisely reflects the lack of necessary The system details and policy support, and the lack of motivation to implement the “combination of sports and education” model in primary and middle schools has caused the phenomenon that the number and quality of competitive sports talents trained by the “combination of sports and education” model are far from reaching expectations. This is the basic manifestation of our country’s implementation of the “combination of sports and education” model that has not yet made substantial steps.

At the same time, because of the imperfect system construction related to the “combination of sports and education”, colleges and universities also have a one-sided understanding of the tasks and objectives in the process of implementing the model of “combination of sports and education.” However, the plan of “sports teams and colleges and universities jointly organize teams; colleges and universities are directly linked to middle schools and primary schools to form an independent training system within the education system” requires communication with the outside world. If the government does not take the lead, it will be more difficult to implement. However, the details of the policies and systems that can unite the relevant sports departments and universities to implement the “combination of sports and education” are extremely limited.

Lack of corresponding talent support is a huge obstacle for schools to implement “combination of sports and education”. The implementation of “combination of sports and education” to build sports teams in schools requires the support of a complete set of management service personnel and training scientific research personnel. Therefore, under such a background, lacking the support of well-known professional sports management, scientific research services and social activity talents, it is more difficult for elementary and middle schools to obtain the approval of the education department and the sports department to form a professional competitive sports reserve talent training team.

Insufficient funding has inhibited the healthy development of the “combined sports and education” model. The inability to secure funding makes the development of the “combined sports and education” model difficult. At present, although the financial appropriation for sports funds in primary and secondary schools in our country has been greatly increased, the government's capital investment in school sports is also biased towards some key schools, and most schools cannot get enough funds due to the low quality of sports education. stand by.

## **4. Brief Description of the Problem**

### **4.1 Lack of Clear Horizontal and Vertical Talent Transmission Channels**

With the growing shortage of football youth sports reserve talents in the process of social development, it is also mainly affected by the way out of football youth parents. The Guangdong-Hong Kong-Macao Greater Bay Area still lags behind in the mode of talent transportation in football. During the investigation, it was found that the selection of sports reserve talents is still too narrow. The local sports school has been focusing on sending talents to the provincial sports technical school. This has led to a narrowing of the area and scope of the selection of talents, and

the selection of talents is limited. The good seedlings of China are often hidden in some general schools, but they are not discovered in the end. Potential reserve talents are often buried in this screening. For the same reason, the transportation of football talents at the same level is also difficult. Going out from Guangdong Province to football clubs across the country has also met with opposition from many people.

#### **4.2 Schools and Sports Schools At All Levels Are in Their Own Hands, Making It Difficult to Examine and Approve**

As a realistic carrier to realize the combination of sports and education, the school uses the mode of combining sports and education to establish a football individual sports reserve talent training base in elementary and middle schools. It requires not only the attention and active support of school leaders, but also the approval and approval of the sports management department. Special approval by the education administration department, and these undoubtedly become an entry barrier for the existence of the combination of sports and education.

At present, the management of the combination of sports and education lacks corresponding specific system rules. Elementary and middle school football workers generally believe that they must rely on the status and relationship of the school to obtain the corresponding training base for competitive sports talents. This precisely reflects the lack of necessary system details. As well as policy support, the lack of motivation to implement the combination of education and sports in primary and secondary schools has resulted in the phenomenon that the number and quality of football sports talents trained by the combination of education and sports are far from reaching expectations. This is precisely the phenomenon of Guangdong-Hong Kong-Macao University. The Bay Area has not yet made substantial steps in implementing the “combination of sports and education” model.

#### **4.3 There Are Still Difficulties in Solving Related Integration Issues through Socialization**

The implementation of the combination of education and sports to build a football team in schools requires a complete set of facilities and the support of training scientific research personnel. At present, the vast majority of professional coaching talents mainly exist in the sports system, and there are great difficulties in solving related facilities and talents socially.

There is no doubt that there is a lack of high-level professional coaches and management service talents in primary and secondary schools. Over the years, the sharing of human resources between the teachers of the education department and the coaches of the sports department has not yet opened up, and the education department has not taken effective measures to recruit and train professional football coaches and related management service talents. Therefore, under this background, there is a lack of well-known professional football management, scientific research services and social activity talents to support. It is relatively difficult for primary and secondary schools to obtain the approval of the education department and the sports department to form a football professional competitive sports reserve talent training team. .

### **5. Policy Recommendations**

#### **5.1 Strengthen the Research of Talent Transfer and the Construction of Talent Transfer System**

First of all, the school should actively respond to the national competitive sports football talent transportation and training strategy, drive the domestic demand for the school's competitive sports

football talent transportation, develop the necessary conditions for the school to train the competitive sports football talent transportation and training, and establish and improve the competitive sports football talent transportation and training team. Secondly, the school reduces the enrollment requirements, corrects the school's enrollment path, provides certain policy incentives for high-level athletes, and truly transforms the vacant titles of “qualified” and “well-known sports institutions” to the goal of transportation and training of competitive sports football talents. Finally, while the school is doing a good job in the management of the transportation of competitive sports football talents, it must also upgrade and learn scientific competitive sports talent training methods, and is determined to grasp the glorious mission of the school's competitive sports football talent transportation and training.

In order for the “combination of sports and education” to be implemented, it is necessary to do a good job in the construction of related system systems, make the system names more detailed, and first solve the tasks, objectives, responsibilities and rights between the sports department and schools at all levels from the system level. Relationship, let the school and the sports team know what to do, what can be done, who is responsible for management and coordination, and how to obtain support and assistance. After all, this is the basis for guiding and managing the school to expand the training of competitive sports football talents in my country. .

## **5.2 Pay Attention to the Construction of Administrative Capacity and Efficiency Structure**

The implementation of football reserve talent training related policies, should the administrative approval process be simplified to the best? Adhere to the principle of “minimum, shortest, simplest, and best”? The Guangdong-Hong Kong-Macao Greater Bay Area must regularly clean up football accumulation matters and continuously compress them Time limit, process optimization, comprehensive improvement of handling efficiency, and efforts to create “the smallest number of approval items, the highest efficiency, and the best results.”

The first is to insist that the process of football talent training should be reduced, so that the number of approval items should be minimized. Establish a dynamic clean-up work model for approval items, sink items, and release a list of powers in a timely manner to accept social supervision. The second is to insist that the process of combining football education and sports can be as fast as possible, and to achieve the shortest time limit for approval. Implement a service commitment system for closing the promise within a limited time to minimize the time limit for closing the promise. Continuously upgrade the version of the “Green Channel”, for matters that require rapid approval, such as major football training projects encouraged by the government, important education and sports integration matters, etc., special matters are handled, the procedures are simplified, the special window is accepted, and the whole process is handled as an agent. The third is to insist on simplification and optimization to achieve the simplest approval process.

## **5.3 Increase Financial Support and Expand Financing Channels**

Currently, the Guangdong-Hong Kong-Macao Greater Bay Area has invested very little money in football training reserve talents for sports in the integration of education and sports. Increasing funds to support the development of football in the integration of education and sports is also the key to promoting the development of integration of sports and education.

First of all, it needs to be recognized and supported by the management department in the integration of education and sports. It is necessary to establish a special football fund to distinguish it from the public sports funds in the integration of education and sports. Only by insisting on special investment in football can the normal training and competition of high-level sports teams be guaranteed. Expenditure, only increasing investment can promote the “combination of sports and

education” model to produce good benefits in the integration of football education and sports. Secondly, learn from and absorb some foreign experience and enlightenment, actively study how to use the laws of marketization in the country, introduce standardized and effective policies, and find effective ways to drive the school-enterprise combination to build a football team model in order to expand funding channels.

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