

Research on the resource development system and optimization Odel of urban football movement development

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Abstract: The development of urban football is constrained by the available urban resource factors, and the development and optimization of urban football development resources are of great significance. The urban football resource development system includes tangible and intangible resources. The former can be developed in terms of venue resources, human resources, population resources, financial resources, and natural resources. The latter can be developed in terms of historical resources, cultural resources, institutional resources, network and media resources, and event resources. The optimization of football development resources can reduce constraints between resources and increase coordination and promotion. Optimization models can be explored both within and between categories of tangible and intangible resources.

Keywords: Urban Football, Resource Development, System, Model

1. Introduction

Urban football, as an integral part of national football, is influenced by the broader football environment, but is more constrained by the resources of the city it depends on. Under the same general backdrop of football development, there is a significant disparity in the level of urban football development across different regions. The primary reason for this variation should be the supply of resources in the cities that support football and how these resources are utilized. Therefore, researching the development and optimization of urban football resources has significant practical importance for promoting the development of football in cities throughout the country.

2. Construction of urban football development resource development system

As shown in Figure 1: All resources in a city that can be used for the development of football constitute the overall urban football resources, serving as the first level of the resource development system; urban football development resources can be divided into tangible and intangible resources according to their nature, and these two major categories form the second level of the urban football resource development system.

Tangible resources that can be used for the development of football mainly include venue resources, human resources, financial resources, population resources, and natural resources. The opening of these venues (football fields) will be an important way to address the shortage of football field resources.

Intangible resources that can be used to promote the development of football mainly include historical resources, cultural resources, network and media resources, policy resources, and event resources, which are five aspects. These ten main tangible and intangible resources together form the third level of the resource development system.

The specific resources contained in the ten main resources constitute the fourth level of the resource development system, and some of the fourth-level resources can be further subdivided to form more levels of resources.

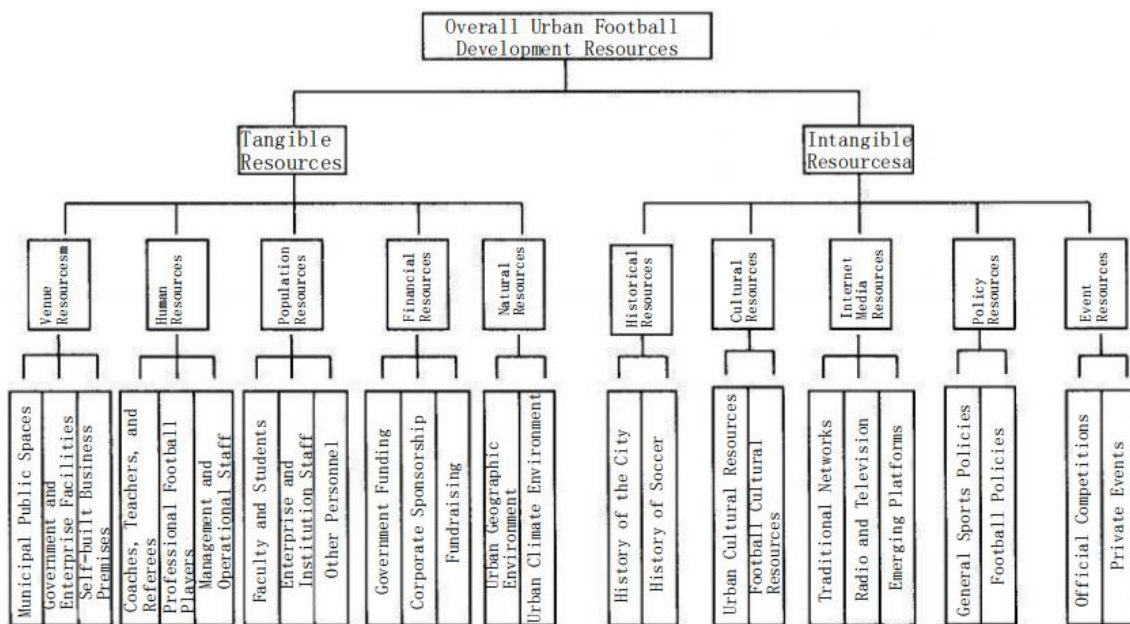


Figure 1: Urban Football Development Resource System

2.1. Tangible resource development for urban football movement

2.1.1. Venue resource development

Venue facilities and equipment are prerequisites for conducting football activities. Whether a city has an adequate number of high-quality, convenient, and accessible football field resources directly determines the possibility of carrying out urban football activities and affects the public's interest and enthusiasm in participating in football sports.

The development of venue resources mainly focuses on three aspects:

First, urge administrative, public institutions, and schools to open football fields. The results of the sixth national survey of sports venues (2014) show that the total number of sports venues in administrative, public, and corporate units reached 908,200, and currently, the social openness of these venues is not high [1].

Second, increase government investment and change mindsets to build more football fields. For cities with better economic conditions, it is possible to call upon and suggest that city governments increase their investment in public sports facilities and plan more sports (football) land use; for cities with tight land use, possible solutions include transforming the rooftops of large buildings into football fields within the scope of safety and planning permits, and converting non-walkable ornamental green spaces into well-grassed football fields. This not only solves the problem of insufficient venue land use but also adds greenery to the city.

Third, encourage enterprises or individuals to build and operate commercial football fields. City governments can introduce relevant preferential policies to encourage the self-construction of football fields, guide their standardized operation, and increase the supply of more venue services.

2.1.2. Football human resource development

Drawing on the views of Professor Li Wan Lai from Chengdu Sport University on sports human resources [2], in the urban football resource system, the main focus is on the development of human resources such as football teachers, coaches, referees, and administrative and management personnel, as well as business personnel. Additionally, professional football players who can promote the development of urban football are also considered as a type of human resource to be developed.

Measures for developing urban football human resources include:

Firstly, taking measures to cultivate more high-level football coaches and school football teachers, enabling them to not only manage team training and school football teaching well but also to be more involved in mass football activities.

Secondly, fostering managers and operators of higher quality, equipped with rich experience and professional capabilities, to organize and promote mass football activities.

Additionally, encouraging professional football players to participate more in mass football interactions, using their superb skills to drive mass football activities.

Particularly worth noting is the urban universities as a rich mine for developing football human resources: they concentrate a large number of football teachers with high academic qualifications and titles, and football major students who possess certain levels of football technical skills as well as capabilities in football teaching, training, refereeing, and competition organization.

2.1.3. Football population resource development

Based on the concept of sports population by Professor Qiu Jun [3], this paper defines the football population resources in the urban football resource system as: a social group within the total population that directly participates in physical activities and appreciate care football for the purpose of health, entertainment, and the pursuit of improving football performance. The status of football population resources is an important indicator to evaluate the level of development of mass football sports in cities, and widespread public participation is a sign of the vigorous development of urban football sports.

Considering the characteristics of urban football sports and the distribution characteristics of urban population resources, the development of football population resources should focus on various groups that directly participate in football sports, including the large number of students at all levels of campuses, the vast number of employees in enterprises and institutions, and many other freelancers.

Urban managers should take various measures to create conditions and an atmosphere to allow more people to participate in football sports. For example: the education department can take measures from the aspects of curriculum requirements and time energy distribution to allow more students to participate; urban sports and cultural departments and enterprises and institutions can organize competitions and sports meetings, and provide convenience for venue facilities to allow more people to participate.

2.1.4. Football financial resources development

The development of any sport is inseparable from financial support. Although there are cases where football has developed well in countries or cities with poorer economies, a developed economic level and substantial financial resources remain important factors in the development of urban football. Looking at the regions in our country where mass football sports are well developed, the vast majority are cities with a better overall economic level, such as Shanghai in the east, Guangzhou and Shenzhen in the south, Dalian and Qingdao in the north, Wuhan in the central region, and Chengdu and Chongqing in the west. The better economic foundation of these cities provides financial security for the development of football.

Football financial resources are mainly obtained from government funding, corporate sponsorship, sports (football) funds, and social fundraising. The development of football financial resources can be divided into two categories:

First, in the short term, financial support can be obtained in a timely manner through applying for financial allocations, encouraging corporate sponsorship, establishing football sports funds, and social fundraising.

Second, in the long term, financial resources can be secured through vigorously developing the urban economy to stabilize financial inputs, cultivating financially strong enterprises for sustained sponsorship, and increasing public income to maintain long-term expenditure.

2.1.5. Natural resource development

The urban natural resources that affect the development of football mainly refer to the geographical and climatic characteristics related to urban football.

The development of geographical resources involves leveraging geographical advantages or overcoming geographical disadvantages, and constructing large or small football stadiums and venues based on the city's own geographical environment characteristics. Some regions with special geographical conditions should

adapt to local conditions, such as coastal cities developing beach football and grassland cities promoting grassland football.

The development of climatic resources is about adapting to climatic characteristics, overcoming adverse effects, and flexibly carrying out football activities. Different cities should organize football activities according to local heat or rainy season conditions, such as scheduling football matches or events to avoid high-temperature periods, and increasing the use of lighted stadiums for evening activities; cities with heavy rainfall can hold important football leagues during the non-rainy season. Some originally unfavorable climatic environments can even be turned into valuable assets, such as northern cities actively promoting snow football activities in winter.

2.2. Development of football intangible resources

2.2.1. Development of historical resources

Throughout its long development process, a city accumulates historical depth, which accumulates rich energy for the development of modern urban football; football has developed with the city, experiencing both glorious and declining periods. The development of urban historical resources involves two main aspects:

Firstly, it is necessary to evoke the citizens' football cognition and awareness from the history of urban sports development, allowing the past glories of urban sports (football) to build confidence for the current development of urban football, or to provide experiences and lessons from past declines.

Secondly, it is essential to explore the wisdom of football development from the city's history, allowing the fine traditions of urban history to be promoted in the current development of football, and to draw development momentum from the urban spirit formed throughout history.

2.2.2. Development of cultural resources

Culture is crucial to the development of football, as football is rooted in culture and the cultural soil is the matrix of football. The "Overall Plan for the Reform and Development of Football in China" (2015) has put forward specific cultural requirements such as "promoting popular football culture," "developing and constructing urban football culture," and "providing a good social atmosphere and foundation for the development of football."

The development of urban football cultural resources requires both creating the city's own football culture atmosphere and being adept at absorbing the essence of foreign football cultures.

On one hand, based on urban civilization, efforts should be made to create a good urban football culture atmosphere, explore the integration of football into the city's cultural background and origins [4], and provide "fertile mass soil" for the development of football, so that the cultural psychology, knowledge and behavior patterns, and human environment of the urban public have a positive impact on the development of football.

On the other hand, it is important to value the absorption and innovation of football concepts from advanced cities and developed countries. Only by drawing on the experience of football-developed regions, absorbing modern football civilization, and creating a modern football culture suitable for the city's own development, can a football development model suitable for the city be shaped.

2.2.3. Development of online media resources

From newspapers to radio and television, from the internet to mobile phones, and with the continuous emergence of new media, the development of technology is changing the way human society communicates. The trend of integrated development between traditional and new media makes the dissemination and acquisition of football information more convenient, and also provides a rich array of online media resources for the development of urban football:

First, there are traditional media communication resources such as newspapers, radio, and television.

Second, there are internet portal websites. There are two types: one is comprehensive mass portal websites like Sina, NetEase, Tencent, and Sohu, which can be used to watch football matches and learn football knowledge; the other is professional vertical portal websites like Hupu Sports, Live Bar, Daily Sports, LeSports, and others, which are more used for watching football matches and communication.

Third, there are emerging mobile media such as Weibo, WeChat, news clients, and mobile APP software, such as Hupu Football, Dongqiudi, and Smart Stadium. Relying on these emerging mobile media platforms, it is more convenient to disseminate urban football culture, promote urban football sports, attract the public to participate, learn, and appreciate, and organize local matches.

2.2.4. Development of policy resources

In the context of striving to become a strong sports nation, football, as a popular mass sport, has increasingly gained the attention of national governments and sports departments. A number of sports development documents and plans, as well as direct football sport policies and opinions, have been successively introduced.

General sports development documents are numerous, such as the "National Fitness Program Outline" in 1995, the "Regulations on Public Cultural and Sports Facilities" in 2003, and the "National Fitness Plan (2011-2015)" in 2011. These documents provide policy basis and legal protection for the development of football from the perspective of general sports.

In recent years, there has been an intense introduction of specific guidelines and documents for the development of football. For instance, the "Notice on Carrying Out National Youth Campus Football Activities" in 2009, the "Opinions on Strengthening National Youth Campus Football Work" in 2013, the "Overall Plan for the Reform and Development of Football in China" in 2015, and the "China Football Medium and Long-Term Development Plan (2016-2050)" in 2016, have directly pointed out the direction for the development of urban (campus) football and provided institutional support.

2.2.5. Development of event resources

The development of urban football event resources can be approached from two angles: official events and private events.

Firstly, the city's official sector can organize events by hosting high-level football competitions or large-scale sports events that include football, organizing city football competitions, urban sports meets, campus football leagues, and so on.

Secondly, private leagues can be organized by establishing civilian football associations and grassroots football alliances; it is also possible to encourage urban enterprises and institutions to hold friendly matches and cup competitions.

By hosting more events in the city, citizens will have more opportunities to participate in and watch football, pay more attention to the football development levels of their units, schools, and city teams, more easily enhance their sense of urban pride, and stimulate passion for football. This achieves the goal of using competitions as a leading force to drive the development of football throughout the city.

3. Construction of urban football resource optimization and allocation model

3.1. Optimization of tangible resource allocation

As shown in Figure 2, tangible urban football resources have mutual promotional or restrictive effects on each other. Through the optimization and allocation of tangible resources, better tangible conditions can be created for the development of urban football.

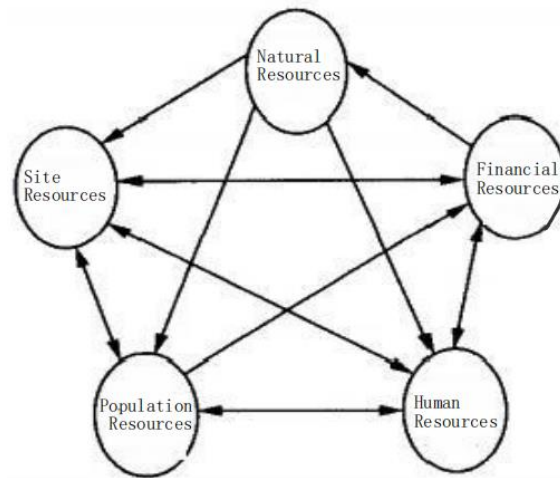


Figure 2: Urban Football Development Tangible Resource Optimization Model

Venue resources are fundamental, and the conduct of football activities must be guaranteed by venue resources. The rational allocation of venue resources with human resources and population resources can enhance resource utilization efficiency, and there is a positive mutual promotion among the three types of resources.

Financial resources are the basic guarantee for the conduct of urban football activities, providing conditions for transforming natural resources, cultivating human resources, and increasing venue resources; the development of venue, human, and population resources, in turn, can create more financial resources.

Natural resources are the main limiting factors, with urban natural conditions restricting venue construction, service for football talent, and activities for the football population. Therefore, it is necessary to fully explore geographical and natural resources and flexibly respond to the impact of geographical weather. It is even necessary to change our thinking, overcome the adverse factors of weather and geography, and carry out characteristic football activities, turning disadvantages into advantages.

3.2. Optimization of intangible resource allocation

The allocation model of intangible resources for urban football development is shown in Figure 3:

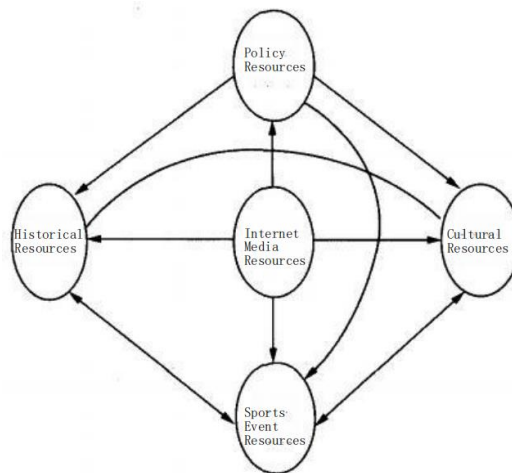


Figure 3: Urban Football Development Intangible Resource Optimization Model

Online media and press serve as intermediary resources in the development of many intangible resources, and a rich array of online media can provide a high-quality platform for the release of favorable policies, the dissemination of football history and culture, and the promotion of events.

The exploration of intangible resources requires the support and protection of policies and systems: the inheritance and protection of urban football history can be defined through policies, the promotion of urban football culture can be advanced, and the organization and promotion of urban football events can be facilitated through institutional means.

The development of intangible resources should closely integrate urban football history with culture. The development of urban football history contains the development of culture, providing a cultural foundation for football; the development of football culture, in turn, can create urban football history.

3.3. Optimization of tangible and intangible resource allocation

As shown in Figure 4, from the overall perspective of resource allocation patterns: tangible resources are the core resources for the development of football, while intangible resources create conditions for the acquisition and aggregation of tangible resources and coordinate the allocation of tangible resources. The rational allocation of tangible resources is used to ensure the development of urban football, and good intangible resources are used to promote the development of urban football. The development of football, primarily based on tangible resources, will create more and better intangible resources, which in turn will nurture more tangible resources.

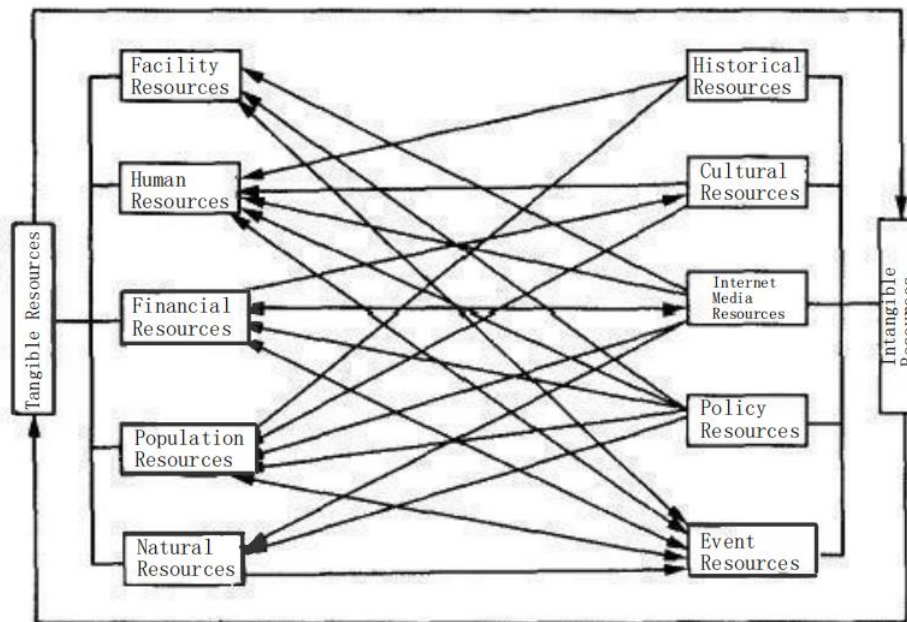


Figure 4: Comprehensive Optimization Model of Tangible and Intangible Resources for Urban Football Development

From the perspective of tangible and intangible resources:

First, Urban football historical and cultural resources are primarily used to explore football population resources and develop football human resources, and financial resources can be used to discover, create, and promote cultural resources.

Second, Network and media resources can be utilized to publish venue information, gather football talent, convene the football population, and generate wealth from football communication. Substantial financial resources can provide more funds to better leverage network and media to spread the city's football movement.

Third, Policy resources can be used to regulate, guide, and safeguard the development of all tangible resources.

Fourth, Urban football competitions are constrained by all tangible resources, but in turn, by hosting events, more tangible resources can be developed, such as: promoting the construction of football stadiums through events, cultivating football talent, driving more football population, and creating economic benefits.

4. Conclusion

The development of urban football requires not only a robust resource system but also an optimized resource allocation model. By constructing a general model of the urban football development resource system from the perspectives of tangible and intangible resources, it is possible to comprehensively identify the resources available within a city for the development of football. Exploring the constraints and promotion relationships among football development resources from four angles—overall tangible and intangible resources, specific tangible and intangible resources, specific tangible resources, and specific intangible resources—can lead to the construction of a resource optimization allocation model. This can provide a reference for different cities to reasonably develop and optimally allocate football development resources based on their unique characteristics.

5. References

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