

Analysis of the Promoting Effect of Rongjiang Village Super Games on the Development of Football Education in Nearby Primary Schools

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Abstract: Rongjiang County has a profound football culture, especially in recent years, it has attracted much attention due to the flourishing of “village super” competitions. This folk football event not only greatly reignited the local people’s enthusiasm for football, but also brought unprecedented development opportunities for campus football education in Rongjiang County and surrounding areas. The purpose of this article is to deeply analyze the various impacts of “village super” competitions on primary school football sports in Rongjiang County, reveal their promoting effects, and provide valuable experience for the popularization and development of campus football in other regions. Through field investigations, questionnaire surveys, interviews, and mathematical statistical analysis of multiple primary schools in Rongjiang County, this study systematically explores the specific roles of “village super” competitions in campus football infrastructure construction, curriculum activities, student participation, teacher structure and training, and campus football cultural development.

Keywords: Village Super League; Rongjiang County Primary School; Campus football; Promotion effect; Football culture; Infrastructure construction; Student participation; Teacher training

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1. Introduction

1.1. Research background

Rongjiang County has a long cultural history, with its football culture dating back to ancient times. As early as the 1940s, due to the relocation of Guangxi University to Rongjiang and the first introduction of football to this land, football took root and gradually became one of the popular sports activities among the local people. Over time, football culture has gradually accumulated in Rongjiang County, forming a unique football atmosphere.

In the 1990s, villagers in Rongjiang County spontaneously organized football matches during their leisure time. Although these matches were not large in scale, they were full of strong local flavor and enthusiasm, which was the early prototype of “Village Super Leagues.” After decades of development, these competitions have gradually attracted more attention and expanded in scale. In 2023, the Guizhou Rongjiang (Sanbao Dong Village)

and Meihe Rural Football Super League officially started, which quickly became popular and attracted the attention of football enthusiasts and media from all over the country. According to the data at that time, the total number of online views for the event exceeded 60 billion, and the total number of viewers for the final exceeded 100 million. From then on, Rongjiang Village Super League became a nationally renowned grassroots football tournament.

The popularity of the “Village Super League” competition has not only increased the popularity of Rongjiang County, but also injected new vitality into the local football atmosphere. The villagers’ enthusiasm for football is unprecedentedly high, and this atmosphere quietly affects the campus football education in Rongjiang County. Therefore, in this context, it is particularly necessary to study the impact of “village super” competitions on the campus football sports of primary schools in Rongjiang County.

1.2. Research purpose and significance

The purpose of this study is to explore in depth the various impacts of the Rongjiang “Village Super” competition on the football sports in primary schools in Rongjiang County. By analyzing in detail the promoting effects of “village super” competitions on campus football infrastructure construction, curriculum activity settings, student participation enthusiasm, teacher structure and training, and campus football culture development, this study can summarize some successful experiences and provide useful references for the popularization and development of campus football in other regions.

In addition, this study also has important theoretical significance and practical value. From a theoretical perspective, in-depth research on the relationship between “village super” events and campus football can further enrich and improve the theoretical system of football culture inheritance and development, providing theoretical support for the reform and innovation of school physical education. From a practical perspective, the suggestions and strategies proposed in this study can provide practical guidance for the development of campus football in Rongjiang County and other regions across the country, and can also promote the sustainable and healthy development of campus football.

2. Research object and method

2.1. Research object

This study focuses on the impact of the Rongjiang “Village Super” competition on the football sports in primary schools in Rongjiang County. In order to ensure the comprehensiveness and representativeness of the research, this study selected three schools, namely Guzhou Town First Primary School, Guzhou Town Second Primary School, and Che Ming Primary School, in Rongjiang County as specific survey objects. These three schools represent different types and levels of primary schools in Rongjiang County, and therefore have high research value.

During the investigation process, this study conducted on-site visits and conducted questionnaire surveys and interviews with students, teachers, and parents from these three schools. By collecting their opinions and suggestions, we can gain a deeper understanding of the specific impact of “village super” events on campus football, as well as the existing problems and shortcomings.

2.2. Research methods

In order to ensure the accuracy and scientificity of the research, this study adopted a combination of various

research methods, including literature review, questionnaire survey, interview, field investigation, and mathematical statistics.

3. Research results and analysis

3.1. The promoting effect of “Village Super League” on campus football infrastructure construction

The popularity of the “Village Super League” competition has not only enhanced the football atmosphere in Rongjiang County, but also brought unprecedented opportunities for the improvement of primary school football infrastructure in Rongjiang County. The investigation found that under the influence of the “village super” competition, the Rongjiang County government and education department have increased their investment in campus football infrastructure, resulting in significant improvements to the football field facilities of primary schools in Rongjiang County ^[1].

3.1.1. Improvement of venue facilities

During the on-site inspection, it was found that the football field facilities on the primary school campus in Rongjiang County are relatively complete. Guzhou Town First Primary School has an eight-player football field, which can meet the daily needs of football teaching and training in the school. Guzhou Town Second Primary School and Che Ming Primary School each have standard football fields, which have been gradually improved under the influence of “Village Super Leagues.” These fields not only meet the needs of campus football activities, but also provide students with a vast space for football sports.

In addition, the investigation found that the football field facilities of these schools have established relevant systems to ensure regular maintenance and upkeep. So, the school will regularly trim, water, fertilize and perform other work on the football field to ensure its cleanliness and beauty. At the same time, the school requires daily inspection and maintenance of football equipment to ensure its safety and usability ^[2].

3.1.2. Increase in the number of football balls

Under the influence of the “Village Super League” competition, the most gratifying thing is that the number of football balls in the primary school campus of Rongjiang County has significantly increased. Taking the Second Primary School in Guzhou Town as an example, in the past two years, the school has received hundreds of football donations due to the influence of “Village Super Leagues”, which has enabled the number of footballs in the school to meet the needs of daily teaching and training. These football games not only enhance students’ enthusiasm for participating in football, but also provide strong support for the development of school football courses ^[3].

3.1.3. Diversification of funding sources

Research has found that the funding sources for primary school football in Rongjiang County are showing a diversified trend. In addition to significant financial support from the government, the revenue from “village super” events has gradually become an important source of funding for campus football. These funds are mainly used to hire high-level teachers, purchase football equipment, maintain field facilities, and provide strong support for the development of campus football.

Under the influence of the “Village Super League” competition, the Rongjiang County government and

education department have also increased their investment in campus football. By establishing special funds and providing policy support, we aim to support the development of campus football. These measures not only improve the level of campus football, but also provide students with more opportunities and platforms for football sports.

3.2. The promoting effect of “Village Super League” on campus football curriculum

Affected by the “Village Super League” competition, primary schools in Rongjiang County have included football as a compulsory physical education course and established football clubs, interest classes, campus football teams, etc., to cultivate students’ football abilities. These measures not only enrich the physical education curriculum of schools, but also provide students with more opportunities and platforms for football learning.

3.2.1. Popularization of football courses

Under the promotion of the “Village Super League” competition, primary schools in Rongjiang County have also included football as a compulsory physical education course. These courses not only include teaching basic football skills, but also place greater emphasis on cultivating students’ teamwork spirit and competitive awareness. Through systematic learning and training, students gradually mastered the basic skills and tactical knowledge of football, laying a solid foundation for future football sports ^[4].

In addition, primary schools have also established football clubs and interest classes to meet students’ higher demand for football. These interest classes are usually guided by professional football teachers or coaches, and the course content is more diverse, including football skills training, tactical analysis, game simulation, etc. By participating in interest classes, students not only improved their football skills, but also made many like-minded friends and enjoyed the joy brought by football together.

3.2.2. Strengthening of practical teaching

Research has found that in the process of football teaching, primary schools in Rongjiang County focus on strengthening practical teaching. They organize football skills training, competition simulations, and other activities to enable students to learn and master football skills through practice. These activities not only improved students’ football skills, but also cultivated their teamwork spirit and competitive awareness.

At the same time, schools also focus on integrating football teaching with daily life. They provide students with more opportunities and platforms for competition through organizing campus football leagues, class football matches, and other forms. These competitions not only enrich students’ extracurricular life, but also stimulate their enthusiasm and interest in football, bringing glory not only to the class but also to the school ^[5]. Through these practical activities, students gradually formed their football style and characteristics, laying a solid foundation for the future development of football.

3.3. The promoting effect of “Village Super League” on student participation

Affected by the “Village Super League” competition, most primary schools in Rongjiang County have launched rich and colorful football activities, such as campus class football leagues. These activities not only enrich students’ extracurricular life, but also improve their football skills and teamwork abilities ^[6].

3.3.1. Increase in student participation

Through investigation, it was found that the “Village Super League” competition truly stimulated students’

enthusiasm for football. Primary school students in Rongjiang County participate in football sports more frequently every week, and most students say they are influenced by the “Village Super League” to participate in football sports. Among them, students in grades 5–6 participate in football sports the most frequently every week, reaching 4–6 times. However, students in grades 1–2 have a relatively low participation frequency due to their young age. But overall, as the grade level increases, the frequency of students participating in football gradually increases ^[7].

During the competition, the students in the class were attracted by the players’ superb skills, tenacious fighting spirit, and unity and cooperation on the field while watching the “Village Super League” game, and actively participated in football. They not only actively practice football skills in their spare time, but also actively participate in various football activities organized by the school. Through these activities, students not only improved their football skills, but also made many like-minded friends and enjoyed the joy brought by football together.

3.3.2. Improvement of parental support

Affected by the “Village Super League” competition, the support of parents of primary school students in Rongjiang County for football has also significantly increased. A survey has found that many parents feel the charm and value of football by watching “village super” games, and therefore support their children’s participation in football more. They believe that participating in football not only exercises children’s bodies but also cultivates their teamwork spirit and competitive awareness, which has a positive impact on their growth and development.

In addition, parents actively participate in football activities organized by the school, such as watching games and volunteering. Their participation not only provides more support and encouragement for the children but also creates a good atmosphere for the development of school football. Through interaction and cooperation with the school, parents have gained a deeper understanding of football and are more supportive of the school’s investment and development in football education ^[8].

3.4. The promoting effect of “Village Super League” on teacher quality

The popularity of the “Village Super League” competition has not only had a positive impact on students and parents, but also had a profound impact on the football teachers of primary schools in Rongjiang County. Under the promotion of the “Village Super League” competition, Rongjiang County Primary School has strengthened the introduction and training of football teachers, optimized the teacher structure, and improved the professional competence and teaching level of teachers ^[9].

3.4.1 Optimization of teacher structure

Affected by the “Village Super League” competition, Rongjiang County Primary School has strengthened the recruitment of football teachers in the past two years. They have enriched the school’s football teacher team by recruiting high-level football coaches, retired football players, and other means. These newly introduced teachers not only have rich football experience and professional knowledge, but also can bring advanced football concepts and training methods into the campus, injecting new vitality into the development of school football education ^[10].

At the same time, Rongjiang County Primary School also focuses on optimizing the structure of existing football teachers. They have improved the professional competence and teaching level of existing football teachers through organizing training, exchanging and learning. These training activities not only enable teachers

to acquire more football knowledge and skills, but also provide them with opportunities to communicate and learn from peers, promoting mutual learning and common improvement among teachers.

3.4.2. Strengthening teacher training efforts

In order to ensure the quality and level of football education, Rongjiang County Primary School has strengthened the training of football teachers. They will periodically organize professional training for football teachers, including football techniques, tactical analysis, teaching methods, and other related topics. These training activities not only improve the teaching level and tactical literacy of teachers, but also provide them with more teaching resources and cases to help them better carry out football teaching work.

In addition, Rongjiang County Primary School encourages teachers to actively participate in various football matches and exchange activities. Through these activities, teachers can not only develop their football skills and teamwork abilities, but also learn about the latest trends and teaching concepts in football, providing more inspiration and ideas for their teaching work, and becoming increasingly passionate about their physical education work.

3.5. The promoting effect of “Village Super League” on campus football culture

The popularity of the “Village Super” competition has not only promoted the popularization and development of football sports in primary schools in Rongjiang County, but also had a profound impact on the construction of campus football culture, which is also the most favorable influence effect. Under the influence of the “Village Super League” competition, Rongjiang County Primary School actively creates a strong football culture atmosphere, and through organizing various football activities and promoting football culture, stimulates students’ enthusiasm and interest in football.

3.5.1. The richness and diversity of football activities

Inspired by the “Village Super” competition, primary schools in Rongjiang County have organized various football activities, such as campus class football leagues, football skill challenges, and football fun games. These activities not only provide students with a stage to showcase their football talents, but also enhance their teamwork spirit and competitive awareness. Through similar activities, students gradually developed their football style and characteristics, laying a solid foundation for the future development of football.

At the same time, Rongjiang County Primary School also pays attention to combining football activities with campus culture. Activities such as football-themed class meetings, poster competitions, and football culture exhibitions in schools promote football culture and popularize football knowledge. These activities not only deepen students’ understanding of the history and development of football, but also inspire their love and pursuit of football.

3.5.2. The deep-rooted football culture

Under the influence of the “Village Super League” competition, the football culture of primary schools in Rongjiang County has gradually taken root in people’s hearts. Students gradually develop a unique understanding and emotional identification with football through watching games, participating in activities, and other means. They not only pay attention to their school’s football matches and results, but also actively follow important domestic and international football events and the dynamics of star players. This love and pursuit of football culture not only makes students cherish and enjoy the joy brought by football, but also provides more possibilities

and opportunities for their future growth and development.

4. Conclusion and suggestions

4.1. Conclusion

In summary, the Rongjiang “Village Super” competition has had a significant promoting effect on the development of primary school football in Rongjiang County. It has improved the campus football infrastructure, enriched football curriculum activities, increased student participation, optimized the teacher structure, and promoted the development of campus football culture. These achievements not only provide strong support for the popularization and development of primary school football in Rongjiang County, but also provide useful references for the development of campus football in other regions.

4.2. Suggestions

In order to further promote the development of primary school football in Rongjiang County, based on the results and analysis of this study, the following suggestions are proposed:

- (1) Suggestion to continue increasing investment: The Rongjiang County government and education department should continue to increase investment in campus football, including funding, venue facilities, teaching staff, and other aspects. By establishing special funds and providing policy support, we aim to support the development of campus football.
- (2) Suggestion for optimizing curriculum design: Primary schools should optimize football curriculum design based on students’ age and interest characteristics. While emphasizing the teaching of basic skills, we should also add content such as tactical analysis and game simulation to improve students’ football literacy and competitive level.
- (3) Suggestion to strengthen teacher training: Rongjiang County Primary School should continue to strengthen the introduction and training of football teachers. By organizing professional training, exchanging and learning, etc., teachers’ professional competence and teaching level can be improved. At the same time, encourage teachers to actively participate in various football matches and exchange activities, broaden their horizons and ideas.
- (4) Suggestions for enriching football activities: Primary schools should continue to organize a variety of football activities, such as campus class football leagues, football skill challenges, etc. Through these activities, students’ enthusiasm and interest in football are stimulated, and their teamwork spirit and competitive awareness are enhanced.
- (5) Suggestion to deepen the construction of football culture: Primary schools in Rongjiang County should deepen the construction of football culture by promoting football culture, popularizing football knowledge, and creating a strong atmosphere of football culture. At the same time, actively interact and cooperate with folk football activities such as “village super” competitions, invite players to the campus to interact and exchange ideas with students, and further stimulate students’ enthusiasm and interest in football.

Through the implementation of these measures, it is believed that the football sports in primary schools in Rongjiang County will usher in a better development prospect.

Disclosure statement

The authors declare no conflict of interest.

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