
Role of Social Factors affecting the Development of University Football

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Abstract

Background: Football is known as the world's No. 1 sport and has always been loved by the majority of young people. The development of football on campus also has a long history and an extensive positive influence. It is recognized as a sport with good exercise value. With the increasingly close connection between football and social life, the development of university football is inevitably affected by many social factors. Through the analysis of the macro-development environment and development status of university football, it discusses the social factors affecting the development of university football from various aspects such as social systems, traditional ideas, and values. Method: Employing literature review, logical analysis, discussion with players, and experts interview methods, the athletes and coaches of university football teams were visited and investigated. Based on the guidance of players and coaches this paper summarizes the present situation of the football players of Pakistan with detailed data. Conclusion: The development of University Football faces the double lag of hardware and software facilities, and the competent supervision department of the state cooperate insufficient execution, weak University Football culture atmosphere, etc. are all bad factors that restrict and affect the development of University Football in our country.

Keywords: Macro Environment, Sustainable Development, Social Constraints, University Football

Introduction

To achieve a breakthrough in sports reform, football has embarked on a professional development path since 1974. Pakistan University Sports Board (PUSB) came into being on 22nd April 1974 through an act of Parliament. The Chairman of the Commission is the Chairman of the Board, Vice-Chancellors/Rectors of the Universities/DAIs and Director General Pakistan Sports Board are its Members. Director-General, HEC Sports Division serves as Secretary/Member (Zaheer, 2019). The Higher Education Commission and the Pakistan Sports Board jointly issued the "Notice on the Development of All Pakistan Inter-University" aiming to realize the sustainable development of university football and cultivate youth football reserve talent in the country. With a total of 209 universities operating under the umbrella of HEC in Pakistan, the universities have the potential to churn out national and world champions in both individual and team games like football and also create a culture of social harmony and goodwill among the university students, thus making them more tolerant and better citizens of the country. The university sports policy is being developed with utter sincerity (Freeburn, 2019). With the support and encouragement of great policies, there are still many problems and shortcomings in the development of youth university football activities across the country. The first thing to do is to make the young seedlings of "university football" that have just broken out of the ground grow into towering trees. Investigate its roots and find out the social factors that affect and restrict the development of university football (Fayyaz, 2017).

Literature Review

The era gives a new definition of university football

University football has not yet formed a unified definition. From the guidance documents issued by the Higher Education Council and the Pakistan Sports Board, we can summarize the new definition of university football given by the times: university football is to respond to the development of the National Games and standardizing the All Pakistan Inter-University (Bank, 2020). The guiding spirit of the opinions of the Football Federation on strengthening Youth Sports and strengthening the physical fitness of youths, following the Higher Education Council and the Football Federation

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to enhance the physical fitness of the national youth, cultivate the youth sports spirit of hard work, enterprising, and uniting and cooperation, and popularize football knowledge nationwide in addition to the level of football skills, campus sports are the rise of campus sports with the establishment of a comprehensive youth football reserve talent training system that combines sports and education with students in universities and middle schools across the country (Wilson, 2020).

The ultimate goal of the country's vigorous development of university football is not to train all the students in colleges, universities, and elementary schools across the country into excellent and professional football players but to cultivate young people's fun in outdoor sports through a beneficial and widely-participated sports project. Young people strengthen their physical fitness, and at the same time cultivate their tenacity and positive attitude towards life and expand the popularity of football make university football grow into a sport with a solid foundation, and comprehensively improve the skills and competitive level of football in the country (Jahangir & Manzoor, 2018).

Macro-environmental analysis of the development of university football

Value proposition

Football is a collective sport with political, economic, educational, and developmental values. It is not only a good way of propaganda and education but also an important guarantee for the nation's spiritual civilization and physical fitness. Football through competition and format of the game shows the charm and essence of football culture to the public. While attracting many football fans, it invisibly spreads a positive and optimistic attitude towards life and is not restricted by national boundaries, regions, beliefs, and other ethnic differences. This is the superiority of its appeal and mass foundation that distinguishes it from other cultural forms (Amin & Naseer, 2019). With the continuous growth of the scale and influence of football, the competition of football is becoming more and more intense. Countries all over the world are actively promoting football sports as a window to publicize and demonstrate their national strength, cultural level, and people's spiritual outlook. In the process of football matches, the national pride and self-confidence of the people of various countries have been improved to various degrees, which is very important for enhancing national unity and promoting national spirit (Bank, 2017). The continuous expansion of the football market has created tremendous economic value and has produced a greater impetus for the formation of a country's economic structure. Known as the "World's No. 1 sport" football, its influence cannot be underestimated, which has prompted many powerful business groups to enter the football market, and the scale of football-related products has rapidly expanded. The economic benefits generated by this and many industries Compared to are in a leading position (Ganjera, 2018).

For a long time, our national football teams, such as men's football, women's football, and national youth teams, have shown very unsatisfactory professional standards and competitive capabilities in international competitions. Therefore, they have been criticized by the majority of fans. Injecting new blood into football has become the primary task of the current football reform. How to carry out football culture education and cultivate a group of high-level and high-quality football reserve talents is the base for improving the level of national football (Arimoro & Elgujja, 2018).

Football, as a wonderful, intense, and progressive national sport is self-evident for improving the physical fitness of our nationals. Unremittingly develop university football, promote the health and healthy growth of young people, consolidate the talent base of the national football industry and cultivate socialist successors and builders with comprehensive development of morality, intelligence, physical beauty, and these are important aspects related to the future of the country and the nation. The concept of "soccer starting from the baby" came into being under this background of the times and has gradually and widely been recognized by the public (Dayan & Khan, 2017).

Development status

This is because of corrupt and inefficient administration, poor management and support from the authorities to the players and to the game itself, poor media involvement, and the status of Cricket as the most mainstream game in the nation where a portion of the elements with regards to why football stayed immature since autonomy. Likewise because of governmental issues inside the association, some time ago FIFA had suspended Pakistan from all global football because of

opponent PFF groups setting up their groups to participate in International and National Games. Such things impeded any opportunity of football's advancement in the course of the last two decades (Akhtar, 2017).

Since 2018, the Pakistan Sports Board and the Higher Education Council have been adopting the "combination of sports and education" model to jointly promote the implementation of the "All Pakistan Inter-University" policy to help the development of university football in our country, and has achieved remarkable results. At present, there is a significant increase in the layout of university football in various regions of our country, and the scale is expanding day by day. The number of people participating in university football has exceeded by five thousand. The influence and appeal of University Football are also increasing (Akhtar, 2017).

According to relevant statistics, the competitions are coordinated in 60 games including 25 ladies disciplines at around 122 venues at various colleges all over Pakistan. Football is first held in zones and then the top 2 teams from each zone qualify for the last round. For this reason, colleges have been divided into 9 Zones from A to I. The college groups partake in these competitions by making their courses of action and bearing the costs. Anyway HEC discharges assets to the host college to meet the hierarchical consumptions of these competitions. Trophies, certificates, and monetary rewards are granted to the best 3 position holder teams/players by HEC (Khan, 2017).

However, it is not an overnight thing to establish a strong University Football talent training mechanism. The promotion and implementation of University Football activities is a large-scale project with a comprehensive system and a wide range of audiences. While ensuring the establishment of the institutional system, it is also necessary to clarify the goal of sustainable development of University Football activities. Perfect hardware facilities (such as manpower, material resources, technical support, etc.) are the basis for the development of University Football, and ensuring the operability and continuity of relevant policies and laws and regulations is the guarantee for the expansion of University Football (Saranya & Sadasivam, 2017).

Factors affecting the development of University Football

Incompleteness of the social system

Based on the characteristics of the University Football talent training plan of "long cycle, large investment and slow results", it is determined that the development of University Football will face a long and difficult practice process. In this process of groping and practicing step by step, it also reflects that the country's system for the training of youth football talents is not solid. It needs to be effectively improved and perfected following the actual situation to establish a more mature and sustainable Youth football talent training system (Das & Myrden, 2020).

The restriction of the social system on University Football is also reflected in the lack of propaganda, enforcement, and cooperation. Although the relevant national departments have been committed to the implementation of the "All Pakistan Inter-University" policy, the publicity and public opinion in the process of issuing the guidance documents were not enough, and they did not make full use of the advantages of modern media to enhance the public's knowledge of University Football. Attention, it is difficult to establish a social and cultural atmosphere suitable for University Football promotion strategy (Borrero, 2017).

As a supervising institution jointly established by the Pakistan Sports Board and the Higher Education Council, University Football activities are carried out by schools under the education department. Therefore, the education department and the Pakistan Sports Board play an important role in promoting University Football. However, in the course of practice, the relevant personnel of the education department rarely participate in this work, and the cooperation with the Pakistan Sports Board of the specific operation is not enough, which leads to a great discount in the implementation of the policy and the promotion of University Football is difficult to implement (Gelb, 2019).

Due to the limited funds invested by the government, it is impossible to train professional football coaches on a large scale and conduct formal football trainings. In many universities for University Football activities generally have problems such as insufficient professional football teachers, unbalanced football teaching levels, and a single backward training system. In the process of University Football activities, many universities adopt a method of doing nothing but compile their football teaching content, training methods or follow some old modes of teaching that are not targeted and systematic. Uniform, standardized and systematic syllabus and teaching materials

formulated according to the physical development of young students have become another bottleneck restriction in the development of University Football activities (Shafiq, Maqsood,).

At present, the cultivation of University Football talents in the country mainly relies on grassroots non-football professional physical education teachers and coaches to implement and lead. Although their professional level, action demonstration, and explanation abilities are limited, this group of teachers persist in cultivating football talents all the year-round. The contribution made by the staff to the cause of University Football in our country is insufficient. Because the University Football talent training mechanism is still in the initial stage of development, and the corresponding compensation and reward mechanisms have not been finally implemented, the basic interests of the physical education staff and coaches of the grassroots unit campus cannot be guaranteed, which also restricts the youth to a certain extent. The hardware conditions of the school and the strength of the teachers have determined that the promotion of football on campus can only be maintained at the popularization stage (Dorsey, 2018).

The assessment and evaluation of the layout of University Football in cities and designated colleges reflect to varying degrees that the conditions for the development of University Football in our country are not mature enough, and many systems need to be further improved and perfected. Regarding a series of problems in University Football, such as limited funding, insufficient teachers, shortage of venues and facilities, and differences in levels, there is an urgent need for relevant government departments to issue time-effective and targeted support policies (Sampol & Salas, 2019).

Incompatibility of social groups

Freedom of traditional thought

It can be seen from the results of interviews with the parents of many young students in the country that most of the parents do not support their children to participate in University Football activities. The main reason for this phenomenon is that the general public has been confined by traditional thinking. Parents of students generally believe that nowadays students are under great pressure to enter a higher education and in an era of increasingly fierce social competition, students should focus on their studies. Before entering the university, all factors that may affect their studies and progress should be completely discarded. University Football, which is wrongly defined as "time-wasting and meaningless extracurricular activities", is difficult to get the approval of parents. Most parents also believe that football is too vigorous, and it is easy to get injured during the sport, and football has no way out, and it is not worth the effort to participate in University Football. Besides, the conflict in the distribution of school training time has decreased the development of University Football. The lagging nature of these traditional ideas has brought a lot of resistance to the development of University Football (Omondi-Ochieng & Journal, 2019).

Insufficient guidance of public opinion

A good social atmosphere is an important guarantee for doing a good job in youth University Football activities. To achieve the goal of smoothly promoting University Football, it is necessary to strengthen public opinion and publicity work, so that the public and University Football participants know the importance and inevitability of University Football. A full understanding will form a good development atmosphere in which the whole people support University Football, and actively participate in the promotion of University Football, and transform the recognition and support of the public into a powerful driving force. However, due to the insufficient guidance of public opinion and the limitations of other factors, the characteristics and attractiveness of current University Football in our country cannot be fully highlighted. Educational departments in various places have no timeliness and charisma to promote the importance of University Football, making it difficult to form a Correct public opinion orientation and a good social atmosphere have made it difficult for the public to have a comprehensive and correct understanding of University Football. Therefore, there are social groups that do not agree with and do not cooperate with University Football promotion. During the popularization of University Football activities, there are often embarrassing situations of insufficient students and difficulty in normal development (Khoja-Moolji & Society, 2017).

Value difference

The public's misunderstanding of University Football is also manifested in the view of football as a commercial speculation. Pakistani professional football has experienced an impetuous early stage. The high income and good treatment of professional players have led to the emergence of a large

number of professional football colleges. The purpose of parents sending their children to learn football is to train them into high-income professional football athletes, this distorted concept of value and impetuous mentality does not match the positive and positive public welfare attributes of University Football (Zakky, 2017).

The imperfections of university football promotion

Under the leadership of the HEC, the General Administration of Sports and related departments, the overall policy and guiding ideology of the country's University Football has a general direction, but in the actual promotion of University Football, many inevitably appear sudden and unpredictable problems. These problems can hardly be dealt with by authoritative, feasible, efficient, and perfect measures for a while. This reflects that University Football has not yet achieved progress with the times, overall coordination, and sustainable development (Saeed & Saqlain, 2019).

The large-scale popularization of University Football has attracted thousands of young people to participate. Due to the differences in the economic level, cultural level, and importance of University Football across the country, the development of University Football is not balanced. It is necessary to break the differences to achieve University Football in various regions. Common development requires advancing with the times, inclusive implementation and implementation of various strategies, and reasonable regulation and control according to the different development stages and different effects of the strategy implementation, to avoid the occurrence of inconsistent and frequent changes in the implementation of strategies (Ayub & Naseer, 2020).

Material and Methods

To reach certain findings the following methodology was adopted to carry the study smoothly.

Design of the Study

The study was exploratory and descriptive. A literature review, logical analysis, discussion with players, and experts interview methods were used to accumulate information from the population.

Research Objectives

The objective of this research is to measure the effects of social factors on the development of University Football in Pakistan.

Research Questions

What social factors affect the development of University football in Pakistan?

Population of the Study

The target population of this study was the university-level football players of Pakistan.

Sample Size

The sample of this current study was male football players and coaches who belonged to the University of the Punjab Lahore, Pakistan. All of the players were university champions (Martin & C, 2017).

Recommendations

- The University sports department may collaborate with national football federations in terms of research and development of football.
- Coaches and players may be trained regarding social factors that affect player's performance.
- Cultural values may be transferred to the next generation through sports and football may be one of the best tools for it.

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Conclusions

The popularity of University Football has not reached the expected effect, and there is a lack of comprehensive system guarantees in the popularization process. The social group has a deviation in the understanding of University Football. The development of University Football faces the double lag of hardware and software facilities and the competent supervision department of the state cooperate insufficient execution, weak University Football culture atmosphere, etc. are all bad factors that restrict and affect the development of University Football in our country. For University

Football to persist and ultimately succeed, it requires close cooperation and joint efforts between government departments and the public to develop a set of practical and feasible promotion mechanisms.

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