

## FACTORS AFFECTING THE DEVELOPMENT OF FOOTBALL AMONG YOUTH

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In recent years, increased attention has been paid to the reform and development of football in China. The State Council has repeatedly studied and developed the development of football in China. The state has introduced a series of policy measures, such as the "Overall Plan for the Reform and Development of Football in China", aimed at strengthening youth football training, raising the level of youth football and training football reserve talents [1].

Against this background, all cities actively responded to the state's call to promote the development of youth football. However, the development of youth football still faces some challenges. For example, uneven distribution of educational resources in football, uneven level of coaches, limited opportunities for playing, etc. These problems limit the speed and level of development of youth football [2].

Therefore, studying the current situation of youth football development in Xiashan District of Zhanjiang City will not only help to deeply understand the status and problems of football development in these countries, but also, as a result, provide a scientific basis for developing targeted measures and ensuring the sustainable development of youth football.

The goal is to identify existing problems and shortcomings in the development of youth football in Xiashan District of Zhanjiang City and develop effective measures to promote it.

**Material and methods.** The study involved coaches, parents, and students involved in youth soccer. 248 students, 145 parents, 16 coaches and 39 football teachers were surveyed. Research methods: analysis of literary sources, questionnaires.

**Findings and their discussion.** The study found that the region has clear deficiencies in football advocacy and promotion, teacher quality, coaching team, gender balance and parental investment. Thus, an analysis of the gender of football teachers from the point of view of gender ratio showed that the number of male teachers is 30 people, or 76.92%, and the number of female teachers is 9 people, or 23.08%. This shows that among the football teachers on campus in Xiashan District, male teachers constitute a large majority, and the ratio of men to women is relatively uneven.

In terms of age structure, 6 young teachers aged 20-29 years old, accounting for 15.38%, 17 middle-aged teachers aged 30-39 years old, accounting for 43.59%, 12 teachers aged 40-49 years old, which is 30.77%, and 5 senior teachers are over 50 years old, which is 12.82%. It can be seen that middle-aged teachers make up the bulk of the teaching staff.

For the active development of football, it is necessary to: focus efforts on improving the professional literacy of football teachers and coaching teams of clubs, ensure the quality of training and the effectiveness of training by attracting highly qualified coaching personnel, strengthening training and certification; actively promote the achievement of gender equality in football, encourage more women and teenagers to play football. It is important to strengthen parental awareness and investment in football, orient parents to pay attention to their children's football education by holding parent symposiums, football knowledge lectures and other activities.

**Conclusion.** Thanks to the study, factors inhibiting the development of football were identified and practical recommendations were developed to solve problems. The results of the study will contribute to the rapid development of youth football and will contribute to the development of even more outstanding football reserves and the improvement of the level of football throughout the region.

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