Research on the High Quality Development of Chinese Football Industry Based on Visual Analysis

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ABSTRACT

1. Research Purpose

The 2022 FIFA World Cup is over, the development of China's football industry has ushered in a new boom, China's various policies have been put forward to promote the sustainable development of football industry. In China's Fourteenth Five-Year Plan, it is proposed to develop sports industry such as leisure and fitness, outdoor sports, and soccer industry is an economic activity. This research uses visual software to construct data model to analyze the internal law of soccer industry development in recent 10 years, and provides suggestions and theoretical references for the high-quality development.

2. Research results

The results show that: 1. In China, most of the scholars published in the field of football in recent ten years are experts and scholars in the field of sports, which can encourage more interdisciplinary integration and promote the integration and development of various industries. 2. The hot words in the keyword view of the visual software such as Cite space show the tendency of leaning toward "economic industry", "benefit" and "management", which shows how to promote the development of Chinese football industry and provide economic benefit for sports industry. At the same time, we should respond positively to China's 14th Five-Year Plan, constantly strengthen the scale and quality of sports industry, and further promote the high-quality development of football industry. 3. Implement the reform of football in China, grasp the potential industry of football, and focus on ensuring the hardware facilities, perfecting the training system and management system of football clubs.

KEY WORDS: Football Industry; High Quality Development; Visual Analysis; China