



## SWOT-ANALYSIS OF ORGANIZATION FOR INCLUDING A FOOTBALL GAME IN THE EDUCATIONAL PROGRAMME ON PHYSICAL CULTURE AND SPORT FOR FEMALE STUDENTS

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### ABSTRACT

SWOT-analysis has been conducted with 41 participants – lecturers from Tracian University – Stara Zagora, National Sports Academy “Vasil Levski”, Medical University – Sofia, Russe University “Angel Kanchev”, Sofia University “St. Kliment Ohridski”, University of National and World Economy- Sofia; football sportsmen from the representative team of Tracian University – Stara Zagora, trainers. The **purpose** of the analysis is to reveal the strong and weak points, possibilities and challenges of the organization with the inclusion of the football game in the educational programme, on Physical culture and sport, for female students. SWOT-analysis has been applied for settlement of the research purpose set. Results of SWOT-analysis give us a reason for deducing practical-application recommendations, and namely: to realize a close contact between the institutions, preparing experts on female football and the institutions that would make use of these experts; to update the methods of education on female football with newer and current means, methods and forms; to increase the activity of institutions, responsible for creation of suitable material base in the Higher schools for practicing of football by men and women; to enhance the motive activity and motivation of female students on football study; the available preconditions for practicing the female football in Tracian University should find its realization via the inclusion of this sport in the educational programme on Physical education and sport.

**Key words:** Higher schools, female football, innovation

### INTRODUCTION

Sport increases the quality of life, improves the health, decreases the economic expenses of households and conveys a message of tolerance Djjobova (1), Dochevska, Lazarov, Zdravkov, Zankov, Ilieva and Djjobova (2).

Modeling and management of educational-training process with students is a precondition for preparation of physically and psychologically steady experts, with higher education, possessing high level of motor culture and healthy habits, for realization at the upper levels of the professional hierarchy – Bozhkova (3), Kasabova and Dimitrov (4),

Mileva (5), Dimitrova (6), Gikova, Ivanov, Dimitrova, Traykova and Zareva (7).

A number of authors make investigations on the level of physical development and the positive influence of physical exercises on the physical fitness of young people – Peltekova and Petkov (8), Dimitrova (9), Dikova, Averkiadu and Dimitrova (10), Kasabova, Dimitrov and Zlatarova (11), Pendeva, Savova and Dimitrova (12), Nikolova, Alipieva, Marekova, Doychev, Dimitrova and Yonov (13).

We have checked some investigations of the interests and motives of students at sport trainings, in view of including of new motor activities in Physical culture and sport study – Petkov (14), Tsankova, Tsankov, Tsvetkova and Peltekova (15), Peltekova (16, 17), Mileva

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(18), Prokopov and Dimitrova (19), Kolev and Atanasova (20).

Tsonkova suggests breaking the patterns, offering and acquiring attractive varieties of popular and new sports (21).

Peeva applies innovations as an important part in the educational process on Physical culture and sport (22, 23).

According to Davidov and Davidova “with the increasing role of physical culture and sport in our society, it is imperative to look for new forms and methods of work with the students, and the programmes on physical preparation to be constantly updated, as per the normative requirements and interests of young people” (24).

SWOT-analysis is a method of strategic management, developed by Albert Humphrey. It helps assessing a certain situation and helps taking some management decisions. B. Tsolov (25) recommends its application in the field of the strategic marketing in sport. In her monograph, Yordanova (26) makes SWOT analysis of the system for physical education in the Republic of Bulgaria, by the help of which the strong and weak points of it have been assessed, as well as the possibilities of its development and perfection – p.58. Angelova (27) makes SWOT- analysis of the organization of the process with applying the sport massage on sportsmen with disabilities, and Dasheva and Djjobova (28) – regarding the changes and trends in the development of sport sector.

By the help of SWOT-analysis, an assessment and analysis of S-strengths and W-weaknesses is made, of the O-opportunities and T-threats of the outer environment, developing a suitable strategy for achieving the aims.

In the matrix of SWOT-analysis, we will place the strengths and weaknesses, the possibilities and threats of the organization for including the football game in the educational programme on Physical culture and sport for female students.

The purpose of the analysis is to reveal the strengths and weaknesses, possibilities and threats of the organization for including the football game in the educational programme on Physical culture and sport for female students.

**METHODOLOGY**

The investigation has been carried out in February 2017. A list of questions has been prepared and the opinion for the organization has been studied, concerning the inclusion of football game in the educational programme on Physical culture and sport for female students. The questions developed have been presented to the persons under investigation. The opinions got have been processed. The strengths and weaknesses have been established, as well as the possibilities and threats of the organization for including the football game in the educational programme on Physical culture and sport for female students. Participants in SWOT- analysis are 41 persons, of whom:

- 24 lecturers from: Trakia University – Stara Zagora, National Sport Academy “V. Levski”, UM Sofia, RU „A. Kanchev”, SU Kliment Ohridski, UNWE-Sofia;
- 15 sportsmen on football from the representative team of Trakia University – Stara Zagora;
- 2 coaches;

**RESULTS AND ANALYSIS**

Results have been summarized in **Table 1**

**Table 1.** SWOT- analysis of the organization for including the football game in the educational programme on Physical culture for female students

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>➤ Football is a loved sport with strongly expressed emotional character, easy rules and variety.</li> <li>➤ Football trainings lead to development of skills, qualities and habits: discipline, responsibility, develop important for the life realization, moral and volitional qualities, coping with the stress and increasing of the emotional tone of persons doing sport and, etc.</li> <li>➤ Available are educational institutions for</li> </ul>	<ul style="list-style-type: none"> <li>➤ No informational process, to work regarding the benefits of including and applying the female football in the educational programme on Physical culture at higher schools.</li> <li>➤ Sport Departments have not got enough experience for ensuring the applying of female football in the Physical culture classes at higher schools, due to which they do not make the necessary for its inclusion.</li> </ul>

<p>training and maintenance of the qualification of experts on football – NSA and Football Trainers School with BFF and UEFA.</p> <ul style="list-style-type: none"> <li>➤ There is definite confidence available to the football experts. Most of the experts look for and use innovation techniques and methods.</li> <li>➤ In the trainings, at one and the same time a big number of female students could take part, high motor density and good physical loading are ensured.</li> <li>➤ TU has available the necessary good equipment base, suitable for practicing of female football.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Some experts on female football are not prepared and qualified enough.</li> <li>➤ The number of football experts using stale methods of education is not small.</li> <li>➤ The lack, or insufficient good equipment base is the main reason for non-practicing the female football in the universities. In some higher schools there is necessity of new necessary equipment base, while universities with good and available such for football, are a few.</li> </ul>
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POSSIBILITIES	THREATS
<ul style="list-style-type: none"> <li>➤ Football has the strengths of team sports – accessible, team spirit, work in a team.</li> <li>➤ Development of female football and enriching the educational programmes on PhCS in higher schools.</li> <li>➤ Making the female football sport popular as a general among the female audience, increasing of their interest for participation in sports in higher schools and creating of positive attitude to the sport.</li> <li>➤ Through football, the possibilities for active motor activity are expanded, physical qualities and functional indices of female students are improved, it will keep them posted regarding the benefits of football and the game as a whole.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Ideas are not exchanged between the Physical culture and sport departments regarding the applying of female football in Physical culture and sport classes in higher school.</li> <li>➤ Dominating and popularity of other sports and lack of enough staff on female football.</li> <li>➤ Lack of traditions in higher schools for this sport with women. Less popularity of female football and conservative attitude in Bulgaria.</li> <li>➤ Wrong opinion that it is a sport for men mainly, single game combats and traumas that are more frequent with this game.</li> <li>➤ Poor physical preparation of female students, which is a precondition for inferior play and traumatism.</li> </ul>

## CONCLUSIONS

As a result of SWOT-analysis, the strengths and weaknesses have been revealed, as well as the possibilities and threats of the organization

for including the football game in the educational programme on Physical culture and sport for female students, giving grounds for making the following practical-application recommendations (**Table 2**).

**Table 2.** Recommendations grounding the carried out SWOT- analysis

<ul style="list-style-type: none"> <li>➤ To realize a close contact between the institutions, preparing expert on female football and the institutions that will use these experts.</li> <li>➤ To update the methods of education on female football with newer and contemporary means methods and forms.</li> <li>➤ To increase the activity of institutions, responsible for creating the necessary suitable equipment base in higher schools for practicing of football for men and women.</li> <li>➤ To increase the motor activity and motivation of female students for football training.</li> <li>➤ The available preconditions for female football practicing in Trakia University should find their realization through including of this sport in the educational programme on Physical culture and sport.</li> </ul>
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