



Current status of physical education and sports in universities in Thanh Hoa Province, Vietnam through swot analysis

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Abstract

Background/Purpose: Physical Education (PE) and School Sports play a fundamental role in promoting human development, contributing to physical fitness, personality, ethics, and a healthy lifestyle for the young generation. Correct understanding and timely action from leaders at all levels are crucial to realize the true value of PE and School Sports. This study aims to clarify the four SWOT factors (Strengths, Weaknesses, Opportunities, and Challenges) affecting the current status of PE and sports in universities in Thanh Hoa province.

Methods: The study employed conventional research methods, including Document Analysis and Synthesis, Interviews and Discussion, and Mathematical Statistics. The SWOT factors were validated through an expert assessment involving 25 specialists (n=25) to collect data on the level of agreement using a 5-point Likert scale.

Results: The SWOT analysis identified 24 factors. Strengths and Opportunities were generally rated highly (Mean scores 3.64–4.00). Key strengths include the development of the mass sports movement and the close attention from leaders. Weaknesses centered on students' learning motivation being slightly affected by evaluation changes and the weak Socialization of School Sports (Mean scores 3.36–3.96). Major Challenges included the negative impacts of the market economy, pressure from study/work, and limited investment budget for sports (Mean scores 3.64–3.96).

Conclusion: The identified SWOT factors provide a solid basis for developing appropriate strategic action plans (SO, WO, ST, WT) for PE and sports in universities in Thanh Hoa province. Implementing these strategies is essential to improve professional quality, enhance students' physical development, and ultimately lay the groundwork for comprehensive human development.

Keywords: Physical education (PE), school sports, swot analysis, physical development

Introduction

Physical Education (PE) and School Sports are of great significance in promoting and nurturing human factors; simultaneously contributing to the development of physical fitness, personality, ethics, and a healthy lifestyle, enriching cultural and spiritual life, promoting the national spirit of the Vietnamese people, and maintaining national security and defense. One effective measure is to use sports activities as a useful means to attract student participation, fostering qualities, personality, health, improving the stature of the race, and helping students utilize their free time reasonably, away from social temptations to focus on their studies. To realize the true value of PE and School Sports for the young generation in Vietnam, correct perception, and timely action from leaders at all levels, specifically from Party Committees and School Boards of Directors, are required, alongside the cooperation of the entire society.

Methods

In the research process, the author utilized the following conventional methods:

Document Analysis and Synthesis: Collecting and summarizing relevant documents on PE and school sports, including legal documents from the State of Vietnam on sports development.

Interviews and Discussion: Gathering opinions from experts, managers, and PE lecturers in universities within Thanh Hoa province.

Mathematical Statistics: Processing and analyzing the data collected from the expert assessment.

The SWOT Analysis regarding the current status of PE and sports in universities in Thanh Hoa province was validated by soliciting opinions from 25 experts (n=25), comprising lecturers and managers with experience in the field of PE and sports. The assessment level was measured on a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to calculate the Mean Score (\bar{x}) for each factor.

Results

The SWOT analysis identified 24 factors describing the current status of PE and sports in universities in Thanh Hoa province. The results of the expert assessment across the four factor groups are presented below:

1. Strengths (S)

All Strengths were rated highly (Mean scores from 3.64–3.96). Factor S6 received the highest mean score, reflecting the contemporary demand for sports combined with artistic entertainment.

Table 1: Expert Assessment Results for Strengths

Factor Code	Content of Strength Factors	Mean Score (\bar{x})
S1	Thanh Hoa is one of the leading localities in the mass sports movement.	3.88
S2	Close and timely attention from leaders at all levels.	3.72
S3	Qualified and highly specialized team of lecturers and managers.	3.70
S4	Diversification of PE and Sports activity forms.	3.64
S5	Improved facilities and equipment.	3.72
S6	Dance sports is a means of physical development and artistic entertainment, meeting modern life needs.	3.96
	Overall Mean Score	3.77

2. Weaknesses (W)

The Weaknesses were rated with a high degree of agreement, indicating areas that require urgent attention.

Weaknesses W6 (Student Awareness) and W2 (Evaluation Methods) received the highest mean scores.

Table 2: Expert Assessment Results for Weaknesses

Factor Code	Content of Weakness Factors	Mean Score (\bar{x})
W1	Awareness of lecturers/managers is not yet truly positive.	3.36
W2	Changing the evaluation method from scoring to classification has somewhat affected students' learning spirit.	3.88
W3	The movement is seasonal and not maintained regularly.	3.76
W4	The quality of Student Sports Clubs (SSC) is still low.	3.44
W5	Socialization of School Sports is weak, lacking a close link between the school and society.	3.84
W6	Students do not yet see the full benefits of PE and sports; free time is spent on useless activities.	3.96
	Overall Mean Score	3.71

3. Opportunities (O)

Opportunities were highly rated, with O6 (Dance Sports) achieving the maximum mean score, highlighting its substantial development potential if exploited effectively.

Table 3: Expert Assessment Results for Opportunities

Factor Code	Content of Opportunity Factors	Mean Score (\bar{x})
O1	Attention and investment from the State and external organizations.	3.64
O2	School PE and sports are an important and fundamental part of the country's sports development.	3.88
O3	PE contributes to realizing comprehensive education goals.	3.80
O4	Socialization of PE and sports better serves socio-economic goals.	3.12
O5	Enhancing physical fitness and stature.	3.76
O6	Dance sports is a means of physical development and artistic entertainment, meeting modern life needs.	4.00
	Overall Mean Score	3.70

4. Challenges (T)

All Challenges were rated highly (Mean scores from 3.64–3.96). Challenge T6 (The novelty and perceived high-class nature of Dance sports) received the highest agreement.

Table 4: Expert Assessment Results for Challenges

Factor Code	Content of Challenge Factors	Mean Score (\bar{x})
T1	The negative side of the market economy significantly affects sports consumption.	3.88
T2	Pressure from study/work; low income/living standards.	3.72
T3	Negative social phenomena, social vices.	3.64
T4	Low budget investment for sports; limited ability to attract sponsorship/socialization.	3.76
T5	Universities are transitioning to self-autonomy, reducing enrollment sources and income.	3.72
T6	Dance sports is considered a high-class sport, and its development among students is still very limited.	3.96
	Overall Mean Score	3.78

Discussion and Conclusion

The SWOT analysis provides a comprehensive picture of the current state of PE and sports in universities in Thanh Hoa province. Based on the identified factors, four strategic groups are proposed for development orientation:

So, Strategy (Strengths – Opportunities): Utilizing existing Strengths (such as leadership attention, lecturer quality, facilities) to pursue Opportunities (such as State investment interest, the foundational role of school sports).

WO Strategy (Weaknesses – Opportunities): Overcoming Weaknesses (such as student self-discipline, the seasonal nature of the movement) to seize Opportunities (such as the need for comprehensive physical development and external organizational interest).

ST Strategy (Strengths – Threats): Using Strengths to mitigate risks from Threats (such as market economy pressure, reduced enrollment). It is necessary to leverage the

strengths in training quality and movement (S3, S4) to create competitive value, minimizing the negative impacts of the market (T1, T5).

WT Strategy (Weaknesses – Threats): Establishing a defense plan to prevent Weaknesses from being more severely affected by Threats. The focus is on improving Socialization efforts (W5) and addressing the low budget (T4), while simultaneously raising student awareness (W6) to combat negative social phenomena (T3).

In conclusion

This study contributes significant information to the assessment of the current state of PE and sports using the SWOT model in Vietnam. The results indicate that despite numerous Strengths and Opportunities, sustainable development requires a thorough resolution of Weaknesses related to students' proactive awareness and the effectiveness of Socialization. The synchronized application of the four strategies (SO, WO, ST, WT) is essential for PE and sports in Thanh Hoa's universities to develop robustly, thereby contributing to the nation's goal of comprehensive human development.

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Competing interests

The author declares that there are no competing interests.

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