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RESEARCH ARTICLE

SWOT ANALYSIS OF EDUCATION DEVELOPMENT IN FUJIAN PROVINCE

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Abstract

Fujian, located in the coastal region, has attached great importance to education since ancient times, and the strategy of "rejuvenating Fujian with science and education" and overseas Chinese donations to help education are the best examples. However, the weak educational resources and other factors make the education level in Fujian need to be improved. Therefore, this paper puts forward a SWOT analysis on the development of education in Fujian. Based on the comparative analysis of its educational advantages, disadvantages, opportunities, threats and other four aspects, the paper puts forward relevant strategies for educational development: 1. Strengthening educational and cultural exchanges; 2. Promote the development of "digitalization and informatization"; 3. Guarantee teachers and funds; 4. Timely and appropriate development strategies.

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Introduction:-

Since the founding of New China, Fujian, located in the coast, has attached great importance to education since ancient times, the strategy of "rejuvenating Fujian with science and education" and overseas Chinese donations to help education are the best evidence, but the educational resources are weak, the gap between urban and rural education is more obvious, and the education investment fund is limited, which makes the education level of Fujian needs to be improved. Therefore, through SWOT analysis of education in Fujian, comparative analysis is made on the strengths, weaknesses, opportunities and threats of the region. Adhering to the principles of giving full play to strengths, correcting weaknesses, exploring opportunities and avoiding threats, cultural exchanges and cooperation in the breadth and depth of education in Fujian and jointly improving education level have become the research purpose of this paper. It provides some practical reference for the development of education in Fujian Province. SWOT analysis is an analytical method that considers both internal and external factors and makes a holistic analysis. Internal factors are divided into advantages S and disadvantages W, and external factors are divided into opportunities O and threats T^[1]. The introduction of SWOT analysis into education in Fujian seems to be independent of each other, but in fact it links the four aspects for comprehensive analysis, which is conducive to a

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clearer understanding of education in Fujian, thus promoting the advancement of education level in Fujian in a more scientific and effective way.

SWOT analysis of education development in Fujian Province:-

The following is a comprehensive analysis of the Strength, Weakness, Opportunities and Threats of education in Fujian.

An analysis of the advantages of education development in Fujian Province:-**First. Overseas Chinese donate money to help education:-**

One of the major home towns of overseas Chinese is Fujian Province. Since ancient times, Fujian Chinese overseas Chinese are enthusiastic about education and other Fujian public welfare undertakings, and the cumulative donation of more than tens of billions, including 2015 and 2016 donated about 1 billion yuan, about 50% for education, by the end of 2023, the data is still increasing, showing the importance of Fujian Chinese overseas Chinese to education in Fujian. In addition, the key financial support of the Fujian provincial government is the expenditure on compulsory education, since 2018, the amount invested in public budget education is about 100 billion, an increase of nearly 10% compared with 2017, especially the investment in compulsory education, from about 30 billion in 2011 to about 50 billion in 2015, and then to the end of 2023. The average annual growth rate has continued to increase from 12.3%.

Second. Coastal geographical advantages:-

Fujian Province is located in the southeast coast of China, separated from Taiwan by only one Taiwan Strait, and both sides are of the same origin ^[2]. At the same time, Fujian is China's "communication window" to Southeast Asia and other countries, a "bridgehead" to West Asia and other countries, a "link" to East Africa and other countries, and the "source" of the "Maritime Silk Road"^[3]. Therefore, Fujian occupies a strong geographical advantage to share educational resources and other exchange activities with domestic and foreign regions. Among them, Fujian is the center, the international education circle is jointly built by many countries, including the external world, and the domestic and domestic neighboring provinces and cities such as Taiwan, Zhejiang, Guangdong, Jiangxi, etc., so as to create an education circle of resource sharing, joint improvement and low-cost education.

Third. Strategic advantage of "rejuvenating Fujian through science and education":-

China has issued relevant policies to vigorously support education in Fujian. Influenced by these policies, the Fujian Provincial government regards the development of education as a preferred and necessary option, attaches great importance to the stable development of education, strives for leapfrog development, strives to promote scientific development and technological innovation, and strives to build Fujian into a major and strong province of education. In order to promote the cultivation of high-quality talents, based on this, to achieve the strategic goal of "science and education to revive Fujian". ^[4] In 2010, education has entered the stage of popularization and deepening, and the university enrollment rate in Fujian has exceeded 20%. After more than ten years of development, the enrollment rate of college students in Fujian is about 40%, and the popularization of education will be realized eventually. ^[5]

Fourth. Advantages of social and political environment:-

Located in the coastal area of Fujian Province, the degree of emphasis on education is engraved in the bones, from nine years of compulsory education to now twelve years of compulsory education, is one of the planning and layout strategies of China's cultural development. At the same time, it also shows the leadership and credibility of the national government, which provides a strong policy guarantee for the development of education in Fujian Province and even the whole country. In addition, China's political culture is gradually recognized by students and their parents. Since the beginning of the 21st century, China has advocated the "Belt and Road" policy, focusing on cultural communication, vigorously supporting the training of overseas students and international students, and formulated the "Belt and Road" Cultural Development Action Plan of the Ministry of Culture (2016-2020) "and other relevant regulations, so that under the premise of China's system and safeguard policies, Improve the educational and cultural level of Fujian Province and even the whole country.

(2) Analysis of the disadvantages of education development in Fujian Province

First. Limited financial input:-

Fujian is rich in natural resources, which account for the top several in the country. If it can be fully opened up and utilized, the estimated annual output value is 300 million yuan. So far, Fujian has not effectively transformed this into direct benefits, and its economic level is directly related to the investment in education funds. The GDP of Fujian Province in 2022 will be 518 million yuan, and that in 2023 will be 544 million yuan, showing no significant

growth. In 2023, the per capita income of urban and rural residents in Fujian Province will be 44,497 yuan and 19,667 yuan respectively, accounting for about 2.27:1. It can be seen that Fujian people with low per capita income, especially the rural people, will not see significant growth. The investment in education funds is also limited to a certain extent, which affects the overall scale of education. In addition, the financial transfer payment is also a drop in the bucket for Fujian education. Although the relevant fees for compulsory education have been cancelled, the annual allocation of about 100 million yuan is mostly used for the finance of counties and townships, but the base of students is large, and the funding gap is large, resulting in more routine teaching needs cannot be guaranteed.

Second. There are fewer high-level schools and high-level talents:-

The number of high-level universities in a region determines the comprehensive strength of higher education in the region, and its main testing indicators are national teachers, achievements, and the ratio of postgraduates to undergraduates. Among the nearly 100 universities in Fujian, Xiamen University is the only double-first-class university, and Fuzhou University is the only 211 university. The number of national key disciplines, the first prize of annual teaching achievements and academicians of the two institutes are less than 10%. From this data, we can roughly see that high-level schools in Fujian are still at a certain disadvantage. In addition, by 2023, there are only 15 schools and research institutes that can enroll postgraduate students in Fujian Province, among which the number of undergraduate students is 1.139,900 and the number of graduate students is 90,500, accounting for 7.36% of the total number of undergraduate students and graduate students, less than 10%. Through this data, it can be concluded that the high-level talents transported by Fujian Province need to be improved.

Third. Weak educational resources:-

In the 23 years from the beginning of the 21st century to the present, the number of students receiving education in Fujian Province has reached a new high every year^[6], among which the number of students in higher education has increased by dozens of times in about 20 years, but the relevant supporting facilities (such as the number of schools, building area, etc.) and educational resources have declined year by year. Among them, the teacher-student ratio has been reduced to about 20:1, and the per capita ratio of school space is less than 5 square meters, especially in remote areas, and even schools have been abandoned. Therefore, at the same time of large enrollment, school resources are also gradually intensified, which affects the quality of school running in Fujian Province and ultimately leads to the quality of talent training.

Analysis of educational development opportunities in Fujian Province:-

First. The government has taken multiple measures:-

In recent years, the Fujian provincial government has taken many measures to develop education and strive for a balanced and high-quality development of education quality. On the one hand, the Fujian provincial government has introduced relevant policies and promoted their implementation. For example, in 2003, the "double-high universal Nine" evaluation began, in 2006, the development of compulsory education was fully deployed, in 2009, the government work report required the improvement of education quality and training of talents, and in 2011, governments at all levels signed a letter of responsibility to determine the specific issues of the development of compulsory education in Fujian Province. At the end of 2012, it issued the Opinions on Further Promoting the Balanced Development of Compulsory Education, which ensured the education of school-age children and transformed the quality of education. In mid-2016, the Regulations of Fujian Province on Compulsory Education were adopted, aiming to solve the problems related to the uneven development of education. At the end of 2017, the Fujian Provincial People's Government issued the Implementation Opinions on Coordinating the Reform and Development of the Integration of Urban and Rural Compulsory Education in Counties.^[7] On the other hand, governments at all levels complement each other and supervise each other. In 2012, it began to evaluate and supervise the balance of compulsory education, improve the guarantee mechanism, implement relevant responsibilities, and promote the management model, so as to strive for the balanced development of education level in Fujian Province.

Second. "New Sea Silk" core area:-

Fujian is located in the southeast coastal area of China, which has the main economic circle of the Straits and the sub-economic belt of Meizhou Bay. As the core area of the sea silk in the 21st century, Fujian's economy has developed rapidly in recent years with the support of various strategic clustering and preferential policies in China, and the GDP growth rate in 2018 and 2019 is higher than 8%. It has greatly improved all aspects of Fujian Province, making the education construction to a higher level; Secondly, Fujian has a long history and a large population base of overseas Chinese, which has a certain degree of similarity to cultures around the world. According to incomplete statistics, nearly 200 countries and regions in the world have overseas Chinese of Fujian nationality. Meanwhile,

residents of Taiwan, Hong Kong, Macao and other countries and regions are from Fujian origin, which is a unique innate advantage. It is a foundation for the development of education in Fujian and academic exchanges with the rest of the world. Third, due to its unique geographical location, Fujian is backed by the motherland, based on the southeast coast, and located at the traffic junction of "New Sea Silk". With the support and assistance of relevant national policies, Fujian implements the strategy of "going out" and "introducing in" education^[8]. This has made a qualitative leap in the content, scope, channels, methods and depth of exchanges between Fujian and other countries and regions around the world. For example, in 2016, there were 26 pairs of sister schools in Fujian and Hong Kong, and the "First Fujian-Taiwan Youth Art Education Research Forum" held at the end of 2019 attracted the attention and exchanges of tens of thousands of people from both sides of the Taiwan Straits. Therefore, with its unique advantages, Fujian Province drives the educational exchanges and cooperation between Fujian and other parts of the world, and promotes the improvement of educational management and other aspects.

Third. The development of "informatization and digitalization":-

In the 21st century, with the development of "informationization and digitalization", the educational concept put forward by Fujian Provincial Government is the integration and innovation of technology and education and teaching, so as to improve the quality and balance of education. The "13th Five-Year Plan" Digital Fujian Special Plan and the "13th Five-Year Plan" Education Development Special Plan of Fujian Province released in mid-2016 aim to comprehensively promote the development of education modernization with educational information as the driving force^[9]. At the beginning of 2019, the "New Era of Digital Fujian Development Outline" was adopted. The smooth construction of the online platform enables the unbalanced education areas in the province to share high-quality education resources in real time, so as to improve learning efficiency and quality, narrow the education gap with poor areas, and jointly improve the overall education level of Fujian Province. In addition, promote the application of informatization and digitalization in teaching and other related education fields, find and solve the bottlenecks encountered in learning and the later development trajectory, and better diagnose and evaluate the study.

Threat analysis of education development in Fujian Province:-

First. Obvious gap between urban and rural education:-

The overall education level of Fujian Province is constantly improving, and the education gap between urban and rural areas is constantly narrowing, but the gap is still relatively obvious. On the one hand, it is reflected in the school conditions. Nowadays, the schooling conditions in urban areas are higher than those in rural areas, which makes most rural students flock to urban areas to study. As a result, the number of students in urban schools is too large, and the number of students in each class is too large. On the contrary, the number of students in each class in rural schools is less than half of that before. Even if there is a shortage of students, the teaching facilities and school resources available to each student are still not as good as those in cities and towns. On the other hand, it is reflected in the faculty. Urban teachers have an advantage over rural teachers in academic qualifications. In addition, teachers with rich teaching experience are more willing to stay in urban areas. In rural areas, due to the difficult conditions and poor welfare benefits, teachers are reluctant to stay in rural areas and can only hire substitute teachers. This invisibly intensifies the gap between urban and rural education.

Second. Horizontal lag in education:-

The supply capacity of high school education in a certain region is reflected by its gross enrollment rate. Since the 1970s and 1980s, the Fujian provincial government has vigorously developed the compulsory education stage, which has led to the slow development of high school education, especially the lack of vocational skills. In terms of the ratio of high school students in Fujian to universities, the college enrollment rate in 2007 was 69.02%, 2.97% lower than the national average enrollment rate of 71.92%, ranking 15th in the country; As for the gross enrollment rate of senior high school education in Fujian Province, in 2004, the gross enrollment rate was 57%, in 2006 was 64.38%, 4.58% higher than the national average gross enrollment rate of 59.8%, in 2007 was 70.45%, for the first time than the national average gross enrollment rate of 79.27% lower 8.82%, ranking 16th in the country; The gross enrollment rate of junior high school education in Fujian Province was 98.61% in 2007, 1.3% lower than the national average gross enrollment rate of 99.91%, ranking 24th in the country.^[10] After 20 years of development, although Fujian has made good progress in the development of education, its level is still lower than the national average level, which to a certain extent limits the rapid development of education scale and the substantial improvement of education level in Fujian Province.^[11]

Strategies for educational development in Fujian Province:-**Strengthening educational and cultural exchanges:-**

Located in the southeast coast of China, Fujian Province is a window and link for educational and cultural exchanges between China and Southeast Asia, Central Asia and other countries and regions ^[12]. With certain geographical advantages, Fujian Province can give priority to pilot work and start from three directions:

First, expand the scope of exchanges. A few coastal cities in Fujian, such as Fuzhou, Xiamen and Quanzhou, are economically developed ^[13] and have close educational and cultural exchanges with Southeast Asian countries and Taiwan Province, Hong Kong and Macao. However, non-coastal cities in Fujian, such as Nanping, Sanming and Longyan, are relatively backward in economy and participate in fewer cultural exchange activities. Even not, just as the author had a real feeling when I was a volunteer teacher in Shunchang Dagan Central Primary School in Nanping City, the school is deep in the mountains, surrounded by mountains, blocked from information, and almost no educational and cultural exchange activities with other cities or schools. Therefore, it is necessary to further expand educational and cultural exchanges and other channels, strengthen educational and cultural exchanges between schools in various cities in Fujian Province and various countries and regions, introduce their high-quality educational concepts and resources, open up the ideas of high-quality education in Fujian Province, and popularize it to schools in various cities and regions in Fujian Province, narrow the education gap, and jointly improve the quality of education in Fujian Province. It is the development goal of Fujian education in the future period of time.

Second, we need to strengthen the safeguards mechanism. The relevant departments of the Fujian Provincial government shall actively improve the relevant educational and cultural exchange policies, draft and issue relevant laws and regulations, vigorously support and encourage the educational and cultural exchanges and cooperation between relevant regions and schools and Southeast Asian countries, Taiwan Province, Hong Kong, Macao and other regions and between schools, and strengthen the sustainable educational and cultural exchanges and cooperation between the two. And the relevant more mature exchange activities and cooperation will be institutionalized and promoted.

Third, diversified exchanges and cooperation. While strengthening and consolidating educational and cultural exchanges at the official level, such as academic seminars, open-door lectures, and research studies, relevant departments of the Fujian provincial government can also consider, advocate and support independent educational and cultural exchanges between non-governmental areas and between schools, so as to strive for perfect integration of high-quality educational resources. For example, the use of modern scientific and technological methods such as high-quality educational resources to share and exchange schools in real time with areas with weak education, so as to narrow the education gap between regions.

Promoting the development of "digitalization and informatization":-

With the rapid development of science and technology, the importance of "digitization and informatization" in the development of education has gradually become prominent. Its main purpose is to improve the quality of education and the balanced development of education. In order to achieve this goal, it is necessary to achieve the fairness of the process and results of education, that is, fundamentally solve the education gap between the two cities, between urban and rural areas, and between schools. Improve the opportunity to use modern science and technology to realize the sharing of educational resources, reduce the proportion of traditional solutions such as temporary posts, and share high-quality educational resources to weak areas and schools in real time, so as to achieve the ultimate goal of narrowing the education gap. Therefore, to promote the development of "digitalization and informatization", the following two points need to be achieved:

First, strengthen overall planning and construction. Strengthen the overall planning and construction of "digitalization and informatization" in the direction of education, strive to be detailed and comprehensive, explore methods such as network live teaching and online course discussion, at the same time use the mobile terminal for teaching task research and development, and comprehensively consider the remote areas without the Internet and the lack of information technology such as mobile terminals for reasonable and efficient sharing of educational resources. Thus, the development of education in Fujian is promoted under the premise of the development of "digitalization and informatization". ^[14]

Second, we will build and strengthen service platforms. Make use of existing scientific and technological means to build an education service platform, optimize and strengthen it, connect various service platforms, realize data sharing, and improve the utilization and efficiency of the platform. At the same time, the use of scientific and

technological means to acquire and master the relevant data of the student side, and conduct comprehensive diagnosis and analysis, find and summarize the problems of students in the learning process, and provide a variety of methods and ideas for personalized knowledge teaching. In addition, the teacher side can understand the shortcomings of students through the service platform, sort out and summarize the error rate of students in the learning process. So we can adjust the teaching strategy and improve the teaching quality. ^[15]

Guaranteeing teachers and funding:-

In ancient times, the system of "food and grass first" was advocated in March and warfare, reflecting the importance of food and grass ^[16]. Similarly, for modern education development, the allocation of teachers and funding investment are as important as that of grain and grass in ancient times. Therefore, it is necessary to find and make up for shortcomings, optimize the allocation of teachers and increase funding investment, so as to ensure the sustainable development of education. ^[17]

First, we will optimize the allocation of teachers. Optimize the allocation of teachers, improve the standards for the recruitment of teachers, adopt the assessment system, especially pay attention to the professional ability and ideological and political quality of teachers, according to the assessment standards, adopt the last elimination system to avoid the phenomenon of lazy politics and lazy teaching of teachers, at the same time, according to the characteristics of various cities and schools and their corresponding plans, cultivate all-round teacher talents, so as to improve the development plan of education. In addition, the rotation mechanism is implemented to exchange and learn between school administrators and excellent teachers and relevant personnel from other regions and schools, so as to achieve teacher sharing and narrow the gap in the education level of the two cities and schools, forming a virtuous education cycle.

Second, we will increase the proportion of educational funding. First, increase the share of education spending. On the premise of ensuring the normal operation of relevant policies in Fujian Province, increase the expenditure on education, narrow the gap between different cities, between urban and rural areas in the same city, and between different schools. At the same time, special attention should be paid to the investment in education funds in less developed cities and regions. It is also necessary to pay attention to the number and proportion of school-age population in each region in order to timely adjust and plan the proportion of educational funding investment in the region; Secondly, strengthen the supervision and management mechanism of educational funds. Improve and strengthen the supervision of education funds, implement the responsibility system, accurate to the individual, to ensure that the education funds are used effectively, improve the purpose of use; Finally, we advocate donating money to students and introducing private funds. As a coastal area, Fujian attaches particular importance to the importance of education. In addition, Fujian is also one of the major hometowns of overseas Chinese. The government departments of Fujian Province should formulate corresponding preferential policies and channels to provide convenience for entrepreneurs and overseas Chinese who are engaged in education public welfare undertakings, so as to introduce private funds to help education undertakings.

Timely and appropriate development strategies:-

Since the implementation of the two-child policy on January 1, 2016, and the idea of late marriage, late childbearing and non-marriage infertility advocated by young people in recent years, there is a certain contradiction between the two, which makes the number of new population and the number and proportion of school-age population in the current education stage have changed to a certain extent, and also deepen the contradiction with the allocation of educational resources and other factors. According to the above related contradictions, in order to better develop the education cause in Fujian province, it is necessary to make a development strategy suitable for a specific time and a specific region. The first is to improve the compatibility of educational resources with the school-age population. Based on the number of local school-age population and its forecast and analysis of the future number, the allocation of educational resources should be planned and planned in advance, the quality of local education should be improved, and problems such as overload of per capita educational resources and overcrowding of school-age population should be solved, especially the flow of educational population between the city center and surrounding towns, so as to avoid excessive concentration of high-quality educational resources in schools such as the city center. And caused the surrounding towns appear empty village empty school. The second is to protect the education of the children of migrant workers. In recent years, with the shortage of rural labor and other problems, a large number of rural people have poured into the city, followed by the problem of children's education in the city. Therefore, on the basis of the original education resources, the city needs to appropriately improve the education allocation and capital investment according to the number and proportion of the school-age population at that time, so as to avoid the problem of insufficient resources such as "super class" in the city.

Conclusion:-

The focus of this study is SWOT analysis of education development in Fujian Province. Located in the coastal Fujian Province, education has been attached great importance since ancient times. The strategy of "rejuvenating Fujian with science and education" and overseas Chinese donations to help education are the best examples. Therefore, through SWOT analysis of education in Fujian, comparative analysis is made on the strengths, weaknesses, opportunities and threats of the region, and relevant optimization strategies are proposed for the development of education in Fujian by adhering to the principles of giving full play to strengths, correcting weaknesses, exploring opportunities and avoiding threats, such as strengthening educational and cultural exchanges and promoting the development of "digitalization and informatization". The guarantee of teachers and funds, timely and appropriate development strategies, etc., which provide a certain practical reference for the development of education in Fujian Province. In addition, SWOT analysis is an analytical method that considers both internal and external factors and conducts a holistic analysis. Internal factors are divided into advantages S and disadvantages W, and external factors are divided into opportunities O and threats T. The introduction of SWOT analysis into education in Fujian seems to be independent of each other, but in fact it links the four aspects for comprehensive analysis, which is conducive to a clearer understanding of education in Fujian, thus promoting the advancement of education level in Fujian in a more scientific and effective way.

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