

Research on Talents Training and Professional Industrialization of Social Sports Majors in Western Regions

—Exploration of the needs of fitness and health care professions to adapt to the job market

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Abstract: The current “Belt and Road” has become one of the main strategic forms of the development of the western region, which has led to the great difference between the economic production mode of the western region and the economic development thinking of various industries. The current western society is in a stage of increasing demand for sports talents in fitness and health care. It is necessary to further industrialize and scale the curriculum setting, the transformation of teaching methods and the mode and system of training talents. Under this premise, the employment model of talents in fitness and health care has tended to be “two-way choice.” The current fitness and health profession in the west is developing its talents. Its goal is mainly to set up a relatively balanced state for the needs of talents in the market and the cultivation of sports professionals in the process of industrialization of the profession. This paper aims at the research and analysis of the training of social sports professionals in the western region and the professional production of sports professionals. It will eventually provide a theoretical analysis for the training of fitness and health professionals in the west and employment in the future.

1. Introduction

In the process of cultivating fitness and health professionals in western colleges and universities, the development of their goals is basically the same as that of other majors, mainly highlighting the relationship between market demand and economic development. The graduation situation of this major has a considerable relationship with the development and demand of the market, and will also affect the path choice of the future development and development of the profession. Therefore, the school adapts to the current market needs for the fitness and health professionals, in accordance with the actual characteristics of the profession, and in accordance with its curriculum, teaching and employment channels to actively adapt the training methods of talents to the current social development needs, and further improve its employment rate. It is necessary to be able to strengthen the training of fitness and health care talents, and to effectively understand, adapt, and master the market, and to train the talented people to effectively serve the market, so as to ensure the smooth and rapid development of the profession.

2. Development status of fitness and health care majors in western universities

In 2003, China began to set up a major in social sports direction, and in the western universities, it also set up corresponding majors in this direction. At present, western colleges and universities reflect on the current cultivation of talents with strong theoretical knowledge and insufficient practical ability. They are improved from the construction of curriculum system, management methods, teacher introduction and teaching methods, and hope to cultivate the professionals. Innovative, practical, and adaptable to the market. In the process of cultivating talents, combine the cultivation of theoretical knowledge with practical ability, and build and strengthen the construction of training bases outside the university, and interact and train students against the market, and with professional fitness instructors. Communicate and communicate, and further improve the teaching ability, language expression ability and operation ability of ungraduated students [1]. In this way, the school

can effectively improve its professional quality, further promote and disseminate the national fitness exercise, and master the basic teaching knowledge and technology while mastering the basic theoretical knowledge.

2.1. Course setting

The curriculum of the majors in the lower western universities is mainly divided into elective courses and compulsory courses, and some universities divide the courses into professional basic courses, public basic courses, professional elective courses and public elective courses. There is a diversified curriculum concept, but there is a certain bias in the process of responding to market demand. In the process of setting up the course, it does not reflect the connection with the social market, and the practical ability has not been effectively improved. At the same time, it cannot guarantee the basic ability of the students' practical ability and theoretical ability [2].

2.2. Current status of students' social practice

In the process of cultivating talents for fitness and health, it is necessary to use practical and practical teaching methods to effectively improve students' professional quality. It is also one of the important ways for students to transform theoretical knowledge into practical ability and use in social life. In the process of cultivating talents in colleges and universities in the lower western social colleges, the construction of training bases and the proportion of training courses in the overall curriculum system are generally adopted. However, during the course of the course development, it is found that the current training courses have problems such as insufficient management methods and poor curriculum development. The existence of these problems eventually leads to the failure of the professional curriculum development of the professional to meet the needs of current talents. The teaching effect is not good [3]. In addition, the student's learning outcomes are not evaluated by a complete evaluation system. Basically, the student is provided with the official seal of the certificate, rather than the student's evaluation of the mastery of practical ability. Insufficient assessment, resulting in the failure to achieve their training objectives, students' practical ability can not be effectively exercised [4].

2.3. The current situation of the profession and social needs

The training objectives of fitness and health professionals are connected with the needs of the society and the market economy. In the process of cultivating talents, western universities can find that their curriculum settings, training objectives and current market requirements are out of line, and the employment rate is constantly changing. The phenomenon of decline. The choice and direction of talent training in this profession is roughly able to “apply” the needs and development of the market, and students cannot develop their own vision through existing learning systems and courses, and cannot effectively improve their practical ability. As well as the cultivation of hands-on and innovative consciousness, there is a bias in the employment direction and employment rate of people [5].

3. Fitness and health professional employment status

3.1. Physical fitness and health professional employment direction

The main employment intentions and directions of the professionals trained in the lower western universities are mainly oriented to (to) physical health education for primary and secondary school students, government sports departments, fitness clubs or clubs in the market, sports and rehabilitation centers, and sports for the general public. Health care, etc., as well as self-employment has become the main employment direction of the profession. With the development of economic development and the movement of the national movement, many new fitness venues and sports service institutions have emerged in the western market. These institutions need more high-quality, high-level fitness and health care. The talents cultivated by the profession, such a broad market prospect will become the main employment channel for the professionals in the western universities in the future [6].

3.2. Main factors affecting the employment of fitness and health care professionals

The first is social factors. When the western society has a large market demand for the professional talents, a large number of western sports instructors are basically older and less educated, and there is an imbalance between the male and female structural proportions, which makes it impossible to meet the requirements of national fitness. In addition, there is a large space for development in the western sports industry. However, there are major problems in this stage of development, such as unregulated management, unscheduled sports industry, and sports management. These problems require physical education. Support for talent development.

The other is the cultivation factor. In the process of cultivating the professional talents, the goal of training is to cultivate talents who serve the society and satisfy the needs of social development. In the western colleges and universities that offer this major, when the training objectives of the professional talents are set, there is a general situation of leaving the market, which leads to the incompatibility of the cultivated talents with the market demand, and ultimately the lack of competitiveness of their positions. There is no way to better adapt to society and meet professional needs [7]. In addition, in the curriculum setting of the major, its main curriculum features are not obvious, and it can not show the advantages of the specialty and the development of the western region. The performance is less in the curriculum setting and the actual operation ability training. Insufficient sexuality, students can not be trained according to the individualized development needs of current students, and ultimately there are considerable obstacles and difficulties in the employment of students.

The last is the talent factor. The number of people enrolled in the colleges with this major in the west is increasing. Because the profession itself has the characteristics of its humanities, cultural literacy and other abilities before enrollment, and the profession belongs to the emerging profession, the Western Institute The mode of training talents in the school is still in the process of continuous improvement. The quality of the cultivated talents is not high, and the students themselves are not accurate in their own evaluation. The employment concept has problems and deviations, and their actual ability. Failure to meet their expected employment goals and standards ultimately led to the inability of professionals in the profession to seize employment opportunities [8].

4. Coping strategies for fitness and health care professionals to adapt to the job market

4.1. Updating and reforming the current curriculum system

Nowadays, the smooth development of the profession and the cultivation of talents who can adapt to the market must have a suitable and scientific curriculum system. When the lower western colleges and universities want to train the high-quality and compound talents needed by the social sports service institutions, they must first construct a curriculum system suitable for the profession to smoothly adapt to the job market, so as to ensure that the curriculum is not established with the current market. The demand for talents is out of line, and the employment rate is further effectively improved. The main way of reforming and updating the curriculum system is to be able to select some courses with more practical nature, increase the proportion of practical courses in all courses, and arrange professional training institutions for students to learn and hire professionals. The personnel to improve the students' practical ability to improve the competitiveness of students in various positions. In addition, the second classroom should be used reasonably to liberalize the students' horizons. The second classroom is mainly to build economic sports construction, testing rooms, bodybuilding and fitness clubs and other training venues, which can bring economic benefits. It also ensures that students can gain more knowledge, experience and ability in it [9].

4.2. Build a talent training model that is perfect and compatible with social needs

In order to further improve the professional talent training model and ensure that the training model can adapt to the current market development needs, it is necessary to innovate and adjust its teaching management model, concept, teaching methods and teaching system. The defects are perfected, so that the quality of the talents cultivated by the profession can be guaranteed to be high

and compatible with market development. In the process of cultivating talents, colleges and universities with such majors in the western region are prone to different phenomena in the setting of the training mode of talents and the original intention of training. Therefore, it is necessary to effectively blur and weaken the boundaries of the discipline, expand the professional calibre, and further enhance the strength of the professional training of composite talents. Strengthen the professional quality, practical ability and professional ability of students, and reverse and adjust the professional structure to effectively improve the professional level.

4.3. Strengthening the evaluation of the professional talents

The assessment of this professional can effectively promote the entry barrier in the workplace. When the quality of the employees in the sports market in the lower western society is uneven, there are still problems of the lower professional ethics of the practitioners, which have a relatively negative impact on the development of the current sports market. Therefore, local governments are required to upgrade the admission system of professional professions, and the corresponding system of vocational qualification certificates should be standardized to highlight the importance attached to authoritative vocational qualification certificates. Further promote the development of the relevant sports industry in the western region. Moreover, the school can use the assessment content of the qualification certificate as the training content of the talents, so that the students can obtain the qualification certificate, effectively strengthen the students' ability to work in the future and adapt to the society and psychological quality [10].

4.4. Strengthening students' practical ability and improving their operational level

One of the most important ways to strengthen students' practical ability and improve their level of operation is to carry out school-enterprise cooperation. Through school-enterprise cooperation, talents can be effectively integrated with the society, so that students can fully understand the direction of employment before graduation. Students should be able to actively participate in social practice and internships, make full use of various resources in the enterprise, such as market, customer source, venue, etc., and also expand their horizons, learn more management capabilities and practical experience, and further develop their skills. Talents with practical ability [11].

5. Conclusion

If the fitness and health care profession wants to be able to adapt to the market demand of the western society, it must be able to start from the aspects of curriculum setting, talent training mode and strengthening the practical ability of talents. The demand for the social sports market in the western region will further increase the employment rate and strengthen the adaptability of the cultivated talents to the society.

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