

# Research on the Training of Fitness Coaches under the Cooperative Innovation of "Government, Industry, Education and Research"

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**Abstract:** Fitness coach is the pillar of the development of fitness service industry, and the training of fitness coach seriously affects the development of fitness service industry. This paper points out that there are some problems in the training of fitness coaches in China, such as the imperfect system of training institutions, the low degree of specialization of market developers, and the uneven quality of training. To solve these problems, combined with the "government, industry, education and research" collaborative innovation model, this paper puts forward some development countermeasures, such as strengthening policy guidance and allocation, establishing the concept of win-win cooperation and collaborative development, building collaborative innovation mechanism, precise service, and based on user needs.

## 1. Introduction

With the all-round development of our society, people's ideological understanding, economic income, consumption ability and living standards have been improved greatly. In the new era of information, technology, data and intelligence, the working mode, thinking mode and even life style of most people have been changed. Society is progressing, but people living in this social environment, physical fitness is declining year by year. The pursuit of healthy body is a common topic in every era. Based on the current situation, fitness is praised as a hot trend. The era of great health is invading the world with irresistible momentum. The fitness coach with the "leader" sign of fitness trend has also been listed as one of the twenty most popular professions in the world in the 21st century by Time magazine. Following the trend of the times, fitness coach has become a popular and sunrise profession. Nowadays, various kinds of gymnasiums and gymnasiums provide diversified fitness services, diversified and innovative types of gymnastics classes. New fitness instruments with various functions enable members to enjoy more comprehensive services. In order to meet the growing needs of the fitness industry, the requirements for fitness coaches are also more specialized. For this reason, the market demand for fitness coaches has increased greatly, but the higher education system of our country has not fully developed fitness coach specialty. Although some colleges and universities have been established, they still can not meet the needs of the social market, so most of the fitness coaches in the market come from fitness coach training institutions. [1].

## 2. Problems in Training Fitness Coaches

### 2.1 The system of training institutions is not perfect.

At present, most of the fitness training institutions in our country carry out various training activities through the way of government and schools jointly running schools. In this case, the government and enterprises also began to participate in the management of training institutions. However, their participation at the same time leads to multiple management, poor authority of management departments, and at the same time, there is a situation of inadequate management, and it is easy to produce conflicts of interest, there are a series of problems such as imperfect management system, inequality between government and enterprise, leading to the impossibility of implementing

enterprise-oriented management model.[2]

## **2.2 The degree of specialization of market developers is not high.**

A good development of fitness training market requires market developers with high degree of specialization. They should not only have the requirements of professional quality, but also have the ability to grasp the management of fitness training market and know how to control the development direction of the whole market. At present, there are very few administrators in the development of fitness training market in China. Some of them are college graduates or former graduates, suffering from the pressure of employment. They also seize the opportunity of sports training market and engage in sports training. However, they have insufficient experience in market operation and professional level. The problems that hinder the sports training market are the uneven good and bad, the incomplete market investigation, the insufficient propaganda of advertising benefits, and the backward management concepts and methods.

## **2.3 The quality of training varies from good to bad.**

For any training institution, the quality of training is the key to survival and development, and fitness coach training institution is no exception. With the continuous expansion of the fitness training market, many new training institutions have grasped the development advantages of the fitness training market and began to respond to the market. So they are ready to seize good business opportunities, rent venues and hire some students who have a little knowledge of sports. After short-term training, they begin to advertise and enter the link of coaches. In the whole process, there is no market intervention, no qualification requirements and access conditions. At the same time, the market as a whole is uneven, the management system is not perfect, especially the mentality of quick success and instant benefit is very serious. Such institutions with low quality of training, a large part of which is to do "one-off sale" training after a group of trainees, it is very likely to change their names and places to continue training for the next group of trainees, their purpose is not to survive in the market for a long time, but to implement profiteering. The uneven professional level of the industry and the chaotic market make fitness workers unable to believe the fitness industry itself, which brings ideological troubles to fitness-loving people, and also inhibits the healthy development of the sports training market.

## **3. Connotation of Cooperative Innovation of "Government, Industry, Education and Research"**

The National 13th Five-Year Plan has established five development concepts: innovation, coordination, green, open and sharing. Innovation has become the main driving force of economic and social development under the new normal economy. The coordinated innovation of "government, industry, education and research" is an important feature and inevitable trend of scientific and Technological Development and social progress, and has become an important part of the national innovation system. The so-called "synergistic innovation of government, industry, education and research" refers to the institutional arrangement that integrates the resource advantages of the government, enterprises, universities, scientific research institutions and target users in scientific and technological innovation, product research and development, personnel training and other aspects, exerts the macro-control function of the government and the market-oriented function of target users, promotes the local scientific and technological innovation ability, and promotes the transformation of scientific and technological achievements.[3] Essentially, it is a cooperative development mode. It represents five aspects of the government, enterprises, universities, research institutions and market users to unite for the common overall interests. According to the market economic mechanism, economic cooperation activities, such as policy services, scientific research and development, production marketing and consultancy services, are carried out in various ways and methods. They are different parts of the government, production, education, scientific research and market. The synergistic integration of industrial system in function and resource advantage is an important way and mode for the connection and coupling of upstream, middle and downstream of technological

innovation, and the transformation of scientific research achievements. It is a synergistic development mode formed with the continuous development of social market economy and the close connection of various industries and fields, in order to realize the optimal allocation of overall resources and maximize social and economic benefits. 。 The user represents the market, the market represents the social needs, and is the ultimate goal of the collaborative innovation of "government, industry, education and research". [4]

#### **4. Countermeasure of Training Fitness Coaches under the Cooperative Innovation of "Government, Industry, Education and Research"**

##### **4.1 Deepening the Reform of Government Functions, Strengthening Policy Guidance and Allocation, and Bridging Cooperative Innovation.**

The government will take the lead in promoting the establishment of open innovation platform and promulgating relevant policies to promote the integration development. Under the strong policy guarantee, the industry-university-research cooperation will develop rapidly around the application transformation and innovation value realization. Firstly, the fitness service industry is not only the union of universities, scientific research institutes and enterprises, but also the integration of various government departments. The government should give full play to the functions of macro-control, coordinate relevant institutions, departments, industries, business associations, etc. to establish a long-term and effective cooperative operation mechanism, and build a platform for communication, integration and technological innovation. It advocates the people-oriented concept, takes improving the quality of people's lives as the criterion, comprehensively implements the important measure of raising national fitness to national strategy, emancipates the mind, deepens reform, opens up innovation, stimulates vitality, and better plays the role of the government. Secondly, we should strengthen the construction of a soft environment for collaborative innovation, take the promotion of institutional reform as the first priority task, and emphasize the further transformation of government functions. We should simplify government and decentralize power, strengthen planning, policy and standard guidance, innovate service modes, strengthen market supervision, create an orderly and equal market environment for competition, regulate and restrain the behavior of participants, clarify the ownership of property rights and the proportion of income distribution of cooperative results, safeguard the interests of participants, strengthen the protection of intellectual property rights, and accelerate the formation of an effective competitive market structure. We should actively create an institutional environment that encourages the creation and protection of property rights, improve fiscal and taxation policies, increase financial investment in the collaborative innovation of industry, University and research, support the establishment of the collaborative innovation center of industry, University and research, establish a tax compensation mechanism for the collaborative innovation of industry, University and research, and encourage enterprises to increase their income from the collaboration of industry, University and research, and share the cooperation between schools and enterprises. Some of the risks, such as the establishment of special funds for school-enterprise cooperation, can reduce the risks of all parties in school-enterprise cooperation and enhance their willingness to cooperate. Thirdly, we should build an information platform for collaborative innovation of industry, University and research. First, we should make full use of modern communication systems and computer technology to build a joint information network of industry, University and research for the whole society, and collect and publish information. Establish the consultation and evaluation system of the cooperation project between industry, University and research institutes, provide reference for the cooperation project for all parties, and also provide a sharing platform for enterprises, universities and research institutes to understand each other.

##### **4.2 Firmly establish the concept of win-win cooperation and coordinated development.**

Complementary advantages, resource sharing, joint participation, sharing achievements, sharing risks, carrying out cooperative research, and realizing knowledge appreciation are the core of win-win cooperation and coordinated development. Under the premise of market economy,

enterprises are looking for more suitable ways of cooperation for enterprise development, and take the talents of scientific research institutions, universities and research output as the motive force of enterprise development. At the same time, it also provides research and talent development resources for universities and research institutions. In view of the current situation of fitness service industry, that is, the market is active, but the profit-making ability of enterprises is limited, the core products such as fitness training courses and personalized fitness prescriptions are mostly obtained by purchasing or joining internationally renowned fitness clubs. Therefore, through collaborative innovation, fitness service enterprises can form market-oriented, product-centered, activate the demand for cooperation between industry, University and research, participate in the formulation of personnel training programs and the process of personnel training, obtain high-skilled and innovative scientific research talents that meet the needs of fitness market, upgrade the development level and demand of enterprises, avoid vicious competition at the low end, and make use of university personnel at the same time. The advantages of talent, science and technology and information can solve the difficult problems in the process of production and operation, and it is particularly important to undertake the main responsibility of technological innovation fundamentally.

#### **4.3 Constructing Cooperative Innovation Mechanism and Cultivating Compound Talents.**

Talents training level and scientific research ability are the realistic foundation of promoting school-enterprise cooperation. Talents training in Colleges and universities can more adapt to the needs of social enterprises, with high-quality professionals to complete the transformation needs of the industry. At the same time, social professionals are introduced to enrich the talent pool of colleges and universities at the same time of talent output. Taking fitness coaches as an example, fitness coaches in our country are a new type of profession with the rapid development of fitness service industry. It is necessary to build a high-quality fitness coaches team for the implementation of national health policy and the vigorous demand of the market. Shanxi Province has a large number of universities and scientific research institutions, and has the ability and responsibility to undertake the task of training fitness coaches. However, the reality is that there is no relevant professional settings at present. Based on the needs of social development, it is a key problem to obtain the information of the demand for talents and the quality and ability of professional posts from the market, to demonstrate the specialty setting scheme, to adjust the organization, and to explore the cooperative and innovative talent training scheme to solve the current fitness service industry. Developing the mode of industry-university-research cooperation can increase the cooperation relationship between enterprises and universities, promote each other, and optimize the publicity and promotion of enterprises. The cooperative mode of production, teaching and research not only enables students to get full practice, but also increases the efficiency of enterprises, which is the trend of talent training. Students should make good use of the platform built by universities and enterprises to consolidate their knowledge and skills. On the other hand, we should further deepen the reform of the evaluation mechanism of University teachers' performance management, strengthen the market orientation of scientific research, reform the title evaluation and employment mechanism, which mainly focuses on teaching and scientific research papers, regard scientific research and technology engaged in the market and social service as the important conditions of Title Evaluation and employment, stimulate the enthusiasm of teachers to participate in school-enterprise cooperation, and create a policy environment for the free flow of outstanding talents. Encourage University and enterprise technicians to take part-time jobs in both directions.

#### **4.4 Precision Service and Innovative Service.**

Precision service and innovative service are the development trend of fitness service industry. To meet the diversified needs of fitness consumers, staff need to invest a lot in intelligence and technology. With the help of the good platform and resources of social enterprises, scientific research institutes complete the planning of research direction while developing technology, and transform the pure technical research institutes into a research structure with both technology and direction. At the same time, the research results will promote the overall development of enterprises and industries. Shanxi is a large province of science and technology with abundant scientific and technological

resources. Many universities, scientific research institutes, engineering centers, laboratories and scientific and technological personnel have formed a comprehensive scientific research system and talent system, as well as corresponding scientific research and teaching guarantee service system. The advantages of scientific and technological innovation are obvious. Through technology transfer, commissioned research, joint tackling key problems, internal integration, co-construction of bases, co-construction of entity model and other ways to enhance social service capabilities. At the same time, relevant laws should be promulgated to distribute the interests of the partners and protect the scientific research achievements, and relevant laws and regulations such as intellectual property law and intellectual achievement protection law should be constantly improved to regulate the rights and obligations of different subjects in cooperative research, so as to achieve the goal of balancing and safeguarding the interests of all parties and promote coordinated innovation and development.

#### **4.5 Focusing on the User's Needs, Providing New Directions for Collaborative Innovation in Product Selection and Technology.**

The knowledge society and the process of innovation democratization make the users and the masses who live and work in the society become the main body of innovation. The boundaries of traditional laboratories and innovation activities also melt. Innovation 2.0 of knowledge society redefines the role of users in innovation, the value of application, the connotation of collaboration and the power of the masses. The producer-centered innovation mode is changing to the user-centered innovation mode. The user-centered, social-stage, knowledge-based and people-oriented Innovation 2.0 mode is gradually emerging. User innovation has become an important battlefield of innovation activities. In the process of fitness service production, in order to meet their own needs more, users (consumers) interact and cooperate with service enterprises through investing emotional, spiritual, physical or other resources at each stage of service activities or processes to obtain improved or new service behaviors are the contents of service innovation. For example, when consumers communicate with service enterprises, they should take active and responsible actions. In the process of service delivery, in order to better transmit service consumers' innovative activities or efforts in the process, they should interact with enterprise service staff, with other consumers, such as cooperation, communication and support, as well as comments and feedback letters published online. Let's wait. Based on the openness of the Internet, consumers from different walks of life can gather together, which makes it easier for consumers to collide with new service innovations.

### **5. Conclusions**

In the development process of fitness service industry, private fitness coaches played an important role and played an active role. By breaking the barriers between the development and upgrading of the traditional fitness service industry and the main bodies, the synergistic model of "government, industry, education and research" brings together the original independent government and multi-parties, fully releases the vitality of the innovative elements such as "talent, capital, information and technology" among them, realizes the effective convergence of resources and factors, and promotes the deep cooperation among all parties in the development and upgrading of the fitness service industry. To activate the motive force for the fitness service industry.

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