

# Research on the Personnel Training of Fitness Coaches in Local Colleges and Universities under the Mode of Cooperation between Colleges and Enterprises

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**Keywords:** Personnel Training, Fitness Coaches, Local Colleges and Universities, Mode of Cooperation between Colleges and Enterprises.

**Abstract.** We use the document method and the logical analysis method to explore the talent training of the physical training coaches in the local colleges under the mode of cooperation between colleges and enterprises. The research shows that the training of fitness trainers in local colleges and universities is not obvious, the lack of teachers, the backwardness of hardware facilities and the lack of practical platform. The local sports institutions should introduce the resources of fitness training institutions to cultivate the social and market needs of high-quality fitness trainers; local institutions and fitness training institutions to jointly train the implementation of fitness program can be summarized as the establishment of the teaching steering committee to build training base to strengthen the double teacher training increase the teaching practice links to achieve routine practice improve the professional qualification certificate assessment system and other conclusions, with a view to the local institutions of sports professional transformation and development to provide a reference.

## Introduction

February 26, 2014, the State Council promulgated the "State Council on accelerating the modern vocational education decision", "modern vocational education system construction plan" and "Ministry of Education on the transformation of local undergraduate colleges and universities guidance" and other documents, this series of documents The introduction means that China has a large number of local institutions will apply to the development of technology-oriented colleges and universities. The transformation of local undergraduate institutions for the application of colleges and universities is Chinese economic development and industrial restructuring needs, but also the structural adjustment of higher education system and the need to achieve sustainable development. [1] Local colleges and universities in Chinese higher education system occupies a very important position, how to guide the smooth transformation of local institutions, out of a transformation of their own characteristics of the road, is the development of higher education is facing the primary problem.

The main connotation of school-enterprise cooperation refers to the cooperation between schools and enterprises, complement each other, jointly develop and implement personnel training programs, training enterprises with high-quality technical expertise of a cooperative teaching model. With the society's ability to innovate and improve the practical ability, the new mode of school-enterprise cooperation is the inevitable trend of the transformation and development of local colleges and universities. Local colleges and universities should change the original opportunity to transform the original school mode to the community, open school. Local institutions of sports as a result of running time is not long, coupled with their own hardware and software conditions, compared with the physical education institutions is difficult to form their own characteristics. In the context of vigorously promoting the transformation and development of local colleges and universities, the local sports institutions should seize the opportunity to break the traditional mode of running schools, change the concept of personnel training, seek joint school-enterprise cooperation model,

out of a distinctive school.

With the development of the market economy, the rapid development of Chinese fitness industry, the community demand for high-quality fitness coach is also increasing and fitness coach has become one of the main career of sports graduates. Based on the analysis of the current situation of the training of fitness trainers in the local colleges and universities, this paper discusses the advantages of cultivating the fitness coaches in the mode of running schools and schools, and builds the system of training the local coaches and the fitness trainers, so as to provide reference for the transformation and development of sports specialty in local colleges and universities.

### **Analysis of the Current Situation of Body - building Coaches in Local Colleges**

**Features Are Not Clear Enough.** As a result of the short run time and the limitation of various aspects, the professional characteristics of the local colleges and universities are different from those of the major physical education institutions and the higher normal colleges and universities, and lack their own characteristics. It is difficult to form their own characteristics, the lack of a breakthrough in their own schools the training of talent compared with the institutions is a lack of market competitiveness. In the service area, due to the rapid development of the overall sports professional, especially in local colleges and universities, professional development speed, the scale has exceeded the level of regional economic and social development, resulting in a large number of sports professional students difficult problem. [2]

**Teachers Are Weak.** Local institutions to train closely follow the market demand for high-quality fitness coach talent, must have a solid professional knowledge, technical skills, strong level of teachers. Since the enrollment of the national colleges and universities in 1998, many local institutions have opened a sports undergraduate majors, in the case of relatively lack of teachers, the local institutions to recruit a large number of young teachers, after years of accumulated work, these young teachers have become teaching work in the backbone of the business. However, due to the rapid development of fitness courses on the market, most teachers lack the platform of learning, active learning awareness and professional practice, even if the professional training program, curriculum syllabus made the corresponding requirements, but also in its curriculum difficult to complete the content of the syllabus, the weak teacher strength caused by the training of students difficult to adapt to the needs of the community, there is no advantage in the market competition at all, for the professional school to bring adverse effects.

**Hardware Facilities Supporting Is Backward.** Local institutions in the process of fitness development, due to local economic development constraints, its financial capacity and other capital cities compared to the weak institutions, and sports as a local institutions in the enrollment scale is relatively small and difficult to form brand characteristics professional, the investment in access to funds is relatively small, resulting in its hardware facilities are more backward, and the training of fitness coaches need a certain area of the stadium and a large number of professional fitness equipment, hardware facilities supporting the imperfect constraints of the fitness coach talent of the training.

**It Lacks Practice Platform.** To build a social practice teaching platform, to establish a stable professional practice base is an important platform for the training of fitness instructors, and local institutions due to local economic conditions, the local fitness club is relatively small, fitness coach demand is also less to give sports students the opportunity to practice naturally relatively small. In addition, the establishment of local fitness club courses and fitness skills of fitness coaches, and the economy is more developed than the difference between the larger cities.

### **Analysis on the Current Situation of Cultivating Fitness Coaches in Social Fitness Training Institutions**

At present, the community a variety of fitness training institutions, specialized in all kinds of all-around coach, gymnastics coach, personal trainer training, these institutions mainly take short-term centralized training approach, with experienced and long-term work in the first line of

fitness training instructors, have a good fitness venues and fitness equipment, to organize a variety of vocational qualification examination. In addition, there will be a certain size of the fitness training institutions from time to time their training instructors sent abroad to learn, learn the latest foreign fitness courses and the most advanced fitness theory and knowledge. The training of its trainees often in their training institutions under the establishment of the health club, training out of the outstanding students can directly contract to their subordinates or recommended health club for employment. Although the current fitness training institutions in the training of fitness coaches there are many advantages, but there are many drawbacks to its development to a higher level, specifically the following aspects:

**The Training Instructor Team Is Instability.** Fitness training institutions are mostly trainers of physical education institutions graduate students, although it has accumulated a certain amount of practical training experience, but in the professional knowledge is still relatively weak. Moreover, due to the treatment, their development and other factors, the training of training institutions mentor mobility is very strong.

**The Students Quality Level Is Missing.** Fitness training institutions first for the purpose of profitability, so there is no threshold in the recruitment of students, no matter what kind of qualifications you are, what kind of character quality, what physical condition, as long as the application to study, fitness training institutions are refused to seriously affect the overall level of fitness coach to improve.

**The Training Courses Are with High Prices.** According to the survey of many fitness training institutions, training institutions of various training courses are numerous, such as the South American dance, body jazz, Hyun dance school, etc., people look dazzling, lack of systematic, if you want to learn a new course, you have to report a training course, and the training fee is very high, if a student wants to complete a series of group training courses or personal trainer training courses, you have to pay a high price, ordinary students are difficult accept.

**It Lack of Standardized Management.** Fitness training institutions in the student's assessment system does not have any rigid requirements, institutions in order to win over the students, often as long as the money to participate in the training, there is no theoretical basis and technical basis of the people, two or three months of training, through the form of the assessment, you can get a variety of qualifications, seriously disrupting the healthy development of the fitness market.

### **An Analysis of the Advantages of Cultivating Fitness Coaches in Local Colleges and Institutes**

Through the analysis of the current situation of the training of fitness coaches in the local institutions of physical education and fitness training institutions, both of them have advantages and disadvantages in the training of fitness trainers, and those defects are restricting the development of both sides. At present, the Capital Institute of Physical Education and the Asian Fitness Academy have jointly developed a successful case of fitness instructors and achieved good social effects. If the local institutions of physical education institutions can be fitness training institutions to introduce the resources of co-training fitness coach, using a reasonable form of school, strengths and weaknesses, take their own strengths, both to play the advantages of school and fitness training institutions, but also to jointly develop the community and the market needs of high-quality fitness coach talent, is the school and fitness training institutions one of the win-win model for the local institutions of professional development of sports, to create their own characteristics of the professional school model provides a good development platform. Its specific advantages can be reflected in the following aspects:

**High Quality of Life Protection.** The quality of the students directly determines the quality of personnel training, high-quality students is the quality of high-quality fitness training personnel training the primary premise. Local institutions of sports are undergraduate education, their students are through rigorous college entrance examination selection of students, both in terms of the moral quality of students, or in the basic quality of the body are very good protection, to avoid a variety of social people through fitness training institutions to enter the short-term training team to fitness team, the impact of the entire fitness industry practitioners overall quality of the situation.

**Integrate Internal and External Teachers to Achieve Complementary Advantages.** Good teacher strength is the decisive factor in ensuring that personnel training programs can be implemented smoothly. The teachers of physical education in local colleges and universities have the basic knowledge and professional and technical level, but lack the experience of practical guidance, and the training of tutor of fitness training institutions is generally weak, but accumulated good practical guidance experience, the two combine to play their own of the advantages, more conducive to improving the quality of fitness trainers training.

**Build A Good Practice Platform to Promote Resource Sharing.** The establishment of a solid practice platform is one of the important aspects of the fitness trainer training process, the level of practical ability to determine the level of fitness coach can determine the smooth employment of key factors. Students in the school after a period of professional knowledge of the basic theory of learning by the fitness training institutions to train the trainees to practice the ability to practice, and then targeted to obtain a variety of qualified vocational qualification certificate, and then to fitness training institutions affiliated or contracted fitness the club internship, after a series of learning and training, students in the professional knowledge and professional and technical skills can be all aspects of improvement.

**Management Practices to Ensure the Quality of Personnel Training.** The school has a strict, standardized and institutionalized management from the student's entrance to the school. The school and the fitness machine training system jointly train the fitness trainer. The students must complete the study and practice of the course according to the requirements, and pass the strict examination to get the corresponding of the credits to ensure the quality of personnel training.

### **The Implementation Program of Local Institutions and Fitness Training Institutions to Jointly Train Fitness Coach**

There are many ways to cooperate with school and enterprise. On the form of running schools, the use of a wide range of "order" training, cooperation with enterprises and other forms of training; for the construction of teachers, there will be excellent professional and technical personnel and management personnel hire to the school as a teacher, school teachers to the enterprise for technical practice and investigation of the form. Different forms have their own strengths, it is important to combine the actual situation of the school, the actual situation of enterprises to determine the form of school-enterprise cooperation.

**Establishment of Instructional Steering Committee.** Local institutions should be based on fitness training personnel training requirements and characteristics, so that college teachers and fitness training institutions of the outstanding management personnel, training instructors jointly set up teaching guidance committee to participate in the development of fitness trainers training program, so clear fitness coach the goal of personnel training to determine the specific implementation of personnel training program, the professional social adaptability, the establishment and adjustment of professional courses, professional changes in the direction and practical teaching innovation constructive comments to achieve the curriculum teaching and practice of a reasonable link.

**Build An Internship Training Base.** Local institutions should seek high-quality fitness training institutions, especially well-known, with a chain of fitness club fitness training institutions, relying on the advantages of fitness institutions resources, and its establishment of training base, to promote local institutions and fitness training institutions, health club the combination of practical training, strengthen the students' professional skills, enrich the practice and theoretical teaching combined teaching system for local colleges and universities to reform and cultivate high-quality fitness, so that students can understand the health club management and sales concept in specific practice. The coach pinned the direction.

**Strengthen the Training of Double Teachers.** The concept of double teacher is the earliest in the vocational education of higher vocational colleges. With the transformation of local colleges and universities to applied colleges and universities, the concept of double teachers is also widely used in the research of professional transformation of local colleges and universities. In this paper,

double teacher can be understood as both the quality of theoretical teaching, but also with the quality of practical teaching teachers, fitness training must require teachers to have a strong practical ability. The school can send relevant professional teachers to the fitness training institutions, fitness clubs to carry out training, enrich the practice of teaching experience, but also hire fitness training institutions excellent instructors to the school to the students to practice guidance to achieve high quality teachers to share resources.

**Increase Teaching Practice Links.** Students in the school through a period of professional theoretical knowledge and professional skills, should be arranged for a period of time teaching practice, probation cycle is generally about 2 weeks to the health club to observe the club's operational processes, to understand the health club's business theory and management System, a more comprehensive understanding of the fitness coach's job responsibilities and work processes, conditional students can start to participate in the course of sales and management, the system to master the job requirements of different positions, effectively enhance the sense of student collaboration, employment awareness and social adapt to the students in advance to change the role.

**Achieve the Practice of Regular Practice.** Students in the school to complete the course of learning tasks, should go to the fitness club internship, schools and health clubs to participate in the practice of internship students, co-cultivation, so that students become in line with market demand for high-quality fitness coach. Internship practice is a relatively common and mature mode of cooperation between schools and enterprises. Local colleges and universities should pay attention to the sales ability, management ability and fitness ability of students in the process of cooperating with the fitness training institutions so that students can complete the students from the students To the club staff role change. After the internship, in the "two-way choice" principle, students can work with the health club to sign labor activities, continue to stay in the health club work for the students to provide a good job platform.

**Improve the Vocational Qualification Certificate Assessment System.** Fitness instructors industry practitioners must be holders of certificates, students must obtain the relevant vocational qualification certificate, from the access to the fitness coach industry qualifications. Therefore, the school should be vocational qualification certificate assessment into the professional training program, and put forward the corresponding assessment requirements, which not only provide the most basic protection for the employment of students, but also clear the objectives and direction of student learning, to mobilize the students to learn Enthusiasm.

## Conclusion

1. Seek school-enterprise cooperation, joint training is the local institutions of sports professional to break the traditional mode of running a school to change the concept of personnel training, breaking the bottleneck of professional school, conform to the social needs of sports talent training inevitable trend;

2. In the course of training for fitness trainers, the physical education specialty of local colleges and universities is not clear enough, the teachers are weak, the hardware facilities are backward, the lack of practical platform and so on.

3. Social fitness training institutions in the training of fitness trainers have experienced and long-term work in the first line of fitness training instructors, have a good fitness venues and fitness equipment, to organize a variety of vocational qualification assessment, a fitness club Practice and employment platform and other advantages, but there are many drawbacks to the development of its higher level, such as the training team instability, poor quality of students, training courses, high cost, lack of standardized management;

4. Local institutions of physical education institutions will be the body of fitness training institutions to introduce a joint training of fitness trainers, the use of a reasonable form of school, avoid weaknesses, take their own strengths, to jointly develop the community and the market much-needed high-quality fitness coach talent, its specific advantages can be reflected in the following areas: high-quality students to protect the integration of internal and external teachers, to achieve complementary advantages, to build a good practice platform to promote resource sharing,

management norms to ensure the quality of personnel training;

5. Local institutions and fitness training institutions to jointly train the implementation of fitness program can be summarized as the establishment of teaching guidance committee, to build training base, to strengthen the training of double teachers, to increase teaching internship links to achieve routine practice, improve vocational qualifications certificate examination system.

## **References**

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